Business Group Guide
(Company/Corporate Representatives who are not scientists/Economic Development Groups)

I. Introduce yourself to the group leader or members
   Offer the DP Engagement card as well as your own

II. Welcome group to Discovery Park/Thank them for coming

III. Ask group:
   A. How they learned about Discovery Park
   B. What the purpose of the visit is
   C. What is their time schedule

IV. Explain the overall tour plan
   A. Who will speak; will you show a video; what buildings will you tour, and how long will you take?
   B. Encourage questions

V. Show introductory video or discuss one page handout briefly

VI. Facilitating Business Incubation--Hand out case studies
   A. Offer a handout on the Purdue Research Park if the group is not going there and explain that a strong partnership exists between the Purdue Research Park and Discovery Park--shared staff, shared programs, collaboration on the development of start-up companies.
   B. Mention that the Birck Nanotechnology Center has a Business Incubator for company research. Questions should be directed to Dr. Tim Sands.

VI. Stress entrepreneurial culture at Discovery Park facilitated by programs in the Burton Morgan Center for Entrepreneurship for faculty and students (Academic Bootcamp; Entrepreneurial Lectures; staff support; Entrepreneurial Leadership Academy; Business Plan Competitions for faculty and Interns for Indiana; Entrepreneurial Certificate Program; and Business Plan Competitions)

VII. Optional--handout Facilities Brochure and point to major features of Burton Morgan
   A. As you walk to other buildings, point out features from the Facilities Brochure

VIII. Tour Facilities--keep note of questions
   A. If an answer is needed, please e-mail question to Valerie
   B. Keep track of recurrent questions and pass to Valerie for a FQA sheet

IX. At conclusion--Thank them. Contact Beth for any questions, who will e-mail them for feedback on their experience

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