

# Sustainable Business Incubator

Institute for Sustainable Enterprise  
Fairleigh Dickinson University



## Information Sheet

### Mission:

*To provide assistance to enterprises (especially but not exclusively startups) and nonprofits with business initiatives that address issues of sustainability -- helping the environment through green / cleantech products, providing social benefits to communities, and/or reducing the total impact of their operations.*

### Description:

The Sustainable Business Incubator is a program of Fairleigh Dickinson University's Silberman College of Business. It currently does not have a facility, which means that it does not have office or lab space that it rents out to clients. But it provides most of the other services typically associated with an incubator.

New Jersey currently has a dozen incubators, many associated with universities and colleges, and with which we have a collaborative relationship through the New Jersey Business Incubator Network (NJBIN).

Because incubators are highly effective in assisting companies with organization, management, financing, technology, job creation, marketing, and other key elements of business functioning, the State supports the creation of additional incubators, particularly those focusing on advanced technologies.

We are unique in focusing on sustainable businesses and nonprofits – companies and organizations developing green technologies, or modeling sustainable business practices, or advancing new business practices such as municipal energy aggregation. We encourage them to embrace principles and practices that maximize the triple bottom line of people, profits, and planet.

*By "sustainability" we mean "meeting the needs of the present without compromising our ability to meet the needs of the future."*

### Typical Clients:

#### Technology Businesses:

- Alternative energy companies, dealing with solar, wind, hydro, biomass, geothermal, co-generation, etc. and related technologies
- Conservation-oriented companies
- Alternative fuels companies
- Recycling and Reuse Businesses

- Waste treatment and wastewater
- Measurement and metrics related to sustainability
- Hydroponics, greenhouses, and urban agriculture
- Other environmental initiatives
- Nanotechnologies that relate to sustainability
- Green manufacturing companies
- Green building technologies

#### Non-Technology Businesses:

- Financial and market mechanisms related to sustainability
- Technology transfer processes
- Consulting and service companies supporting sustainability initiatives
- Educational initiatives
- Nonprofits

### Services Provided:

- Research collaboration opportunities, student interns, MBA student support teams, etc.
- Business planning and milestone tracking
- Product, marketing and manufacturing strategy support
- Prototyping, software, web development
- Strategic partnerships and licensing opportunities
- Sales strategy and business development
- Advice on governance, IP, licensing, corporate law, deal structuring
- Finance and accounting support
- Government agency navigation and grant support
- Networking opportunities with angel investors, venture capitalists, and other emerging businesses
- Linking large corporations and Incubator participants around sustainable business practices
- Mentoring and learning opportunities from FDU and ISE

### Inquiries:

Companies interested in becoming clients of the Incubator should contact **Jonathan Cloud, Director, Sustainable Business Incubator program** ([jcloud@fdi.edu](mailto:jcloud@fdi.edu) or 908-306-9075). More information is available at [www.SustainableBusinessIncubator.com](http://www.SustainableBusinessIncubator.com) and at [www.fdu.edu/sbi](http://www.fdu.edu/sbi).