



In This Issue

\$4.5 Million High-Tech Innovation Center Planned for Downtown Columbia
Health Informatics Expert Joins South Carolina Centers of Economic Excellence

The Mind of an Entrepreneur: How Do They Think?

South Carolina Moves Up in Kauffman's Knowledge Economy Rankings

HDIF: How the Community Can Support South Carolina's Hydrogen & Fuel Cell Technologies

Win \$20,000 to Put Your Green Idea into Action in Columbia!

Launch Support Workshop: Learn the Ins & Outs to Keeping Your Company Running

More On EngenuitySC

Knowledge Economy Infrastructure: *\$4.5 million high-tech Innovation Center planned for downtown Columbia*



The [South Carolina Research Authority](#) (SCRA) is planning to build a \$4.5 million high-tech business incubator in downtown Columbia at 1000 Catawba Street across Assembly Street from USC's Swearingen Engineering Center.

The [Innovation Center](#), as it is to be called, will be the third SCRA will construct in the state by 2010. The others are in Charleston, aligned with MUSC, and in Clemson.

The Columbia facility will be aligned with USC and is intended to help budding companies leverage research being done at the state's research institution. The Innovation Center will be larger than other incubators in the Midlands and be the last step for high-tech start-ups before they move to their own facilities.

South Carolina Moves Up In Kauffman's Knowledge Economy Rankings

In the year [2008](#), South Carolina moved from 39th place to 34th place in the [Kauffman Institute's State New Economy Index](#).



The State New Economy Index measures state's

economic structures. Rather than measuring state economic performance or state economic policies, the Index focuses more narrowly on a single question: To what degree does the structure of state economies match the ideal structure of the New Economy?

The Index uses 29 indicators to rank each state on the extent to which its economy is structured and operates to effectively compete nationally and globally. It divides the indicators into five categories that best capture what is new about the New Economy: knowledge jobs, globalization, economic dynamism, transformation to a digital economy and technological innovation capacity.

South Carolina ranked 47th in 2000 which means that from 2000 through 2008, South

Health Informatics Expert Joins South Carolina Centers of Economic Excellence Program



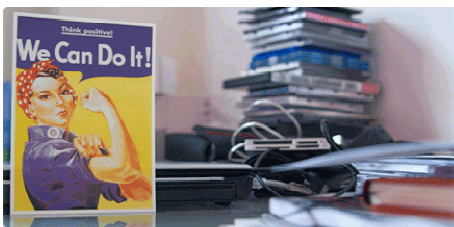
Dr. Rita Snyder, an expert in health care informatics, has been recruited to South Carolina through the [Centers of Economic Excellence \(CoEE\) Program](#). She will serve as the CoEE Endowed Chair in Health Informatics Quality and Safety Evaluation at [USC](#).

Snyder will focus on the integration and use of health information technology in South Carolina's statewide network of medical simulation centers, which involve computerized mannequins that realistically simulate dozens of human functions.

Snyder says that she was drawn to South Carolina by the opportunity to participate in statewide health care initiatives, particularly those supported through the activities of [Health Sciences South Carolina \(HSSC\)](#). HSSC is a public private partnership created to improve health care.

An upcoming Science Cafe will be held at [Palmetto Health's Simulation Center](#) with Dr. Snyder and Dr. Jay Moskowitz, CEO of HSSC, as guest speakers. Participants will have the opportunity to learn more about South Carolina's network of medical simulation centers and tour one first hand. More information about this event will be sent later this summer.

The Mind of An Entrepreneur: How Do They Think?



A recent study, "Entrepreneurial Attitudes and Action in New Venture Development," offers some insights into how the wheels turn in the minds of entrepreneurs. The study considers the motivations and attitudes of entrepreneurs in explaining their actions both before and after the launch of a new venture.

The study found that positive attitudes (e.g., sense of self-efficacy, confidence and

Carolina has moved from 47th place to 34th place on one of the leading knowledge-based economic development indices in the US. Imagine if we sustain this kind of advance for the next several years!

HDIF: How the Community Can Support South Carolina's Hydrogen & Fuel Cell Technologies

With a national focus on creating alternative energy sources, [South Carolina](#) is



poised to be a leader in hydrogen and fuel Cells. The U.S. hydrogen market is expected to exceed \$1 trillion and one million jobs by 2020, and South Carolina is in a unique position to capitalize on this opportunity.

With a fully developed [hydrogen strategy](#) focused on using existing resources, South Carolina will not only lead the development of a clean alternative to oil, but by doing so will create a significant number of new jobs. Current estimations state that hydrogen and fuel cell job potential in South Carolina and surrounding communities is 40,000.

You can support these efforts by contributing to the [South Carolina Hydrogen Infrastructure Development Fund \(HDIF\)](#). Taxpayers, both individual and institutional, who donate to the fund receive a 25% credit against South Carolina income tax, license fees or insurance premium tax.

For more information, contact Miriam Wilson at miriam.wilson@sclaunch.org or 803-343-5311.

Win \$20,000 to Put Your Green Idea Into Action in Columbia!

SunChips and National Geographic have joined forces to create the [Green Effect](#), an initiative to inspire individuals to spark a green movement in their communities with \$20,000.



Five people or groups that have the best ideas for green change in their communities will all be awarded \$20,000. The five winners will also be profiled in National Geographic, and the winners will travel to Washington, D.C. to share their projects with environmental

commitment) enable entrepreneurs to persist amid the uncertainty and instability of the start-up process. Another interesting finding is that there seems to be a direct association, although not as strong, between entrepreneurial attitudes and venture performance.

To read the full report written by Australian Rose Trevelyan, click [here](#).

leaders.

YOU could be the one to make a difference in Columbia. Submit a description of your Green Effect idea by June 8, 2009 [here!](#)

Launch Support Workshop June 18th: Learn the Ins & Outs to Keeping Your Company Running

LAUNCH

verb - to set in motion; to get off to a good start; to enter energetically

SUPPORT

verb - to promote the interests or cause of; to provide with substantiation

WORKSHOP

Whether you are just getting started or consider yourself an experienced entrepreneur, you do not want to miss [SC Launch's](#) 2nd annual Launch Workshop on June 18th. In addition to the networking opportunity, this interactive workshop with the pros can help the most savvy entrepreneur.

For more information and to register online, please click [here](#).