



CASE STUDY:

Stormwater Treatment Environments

STE, Inc. enables commercial developers to increase the ROI on their investments and help the environment at the same time



STE, Inc. is dedicated to providing unique and aesthetically pleasing solutions for commercial real estate developers and owners to meet mandatory storm water management and pollution control regulations. Currently, retention ponds are used to provide conformance to these regulations, but these ponds take up valuable real estate acreage that has limited revenue-generation potential. STE provides an alternative solution for commercial real estate developers that are looking to increase revenues generated from their commercial development initiatives.

A green roof is a roof-top garden that acts like a sponge to reduce the amount of water and pollutants that run off of a roof. STE, Inc. provides a unique roofing process and a patent-pending growing media that enables the storage and treatment of stormwater without the usage of retention ponds. STE uses unique, cost effective, and environmentally sound solutions to help commercial real estate developers significantly increase the return on their investment.

Venture Lab Coaches - Helping transition innovative research into revenue

The science and research behind STE's green roof designs originated with Dr. Martin Wanielista, Director of the Stormwater Management Academy, and former Dean of UCF's College of Engineering. Dr. Wanielista first came to the Venture Lab in the fall of 2004 to seek advice regarding the management of the intellectual property that eventually become the foundation of STE's product offering. Dr. Wanielista had developed a unique growing media that would enable a green roof to provide highly efficient pollution control and energy savings for commercial buildings, but had limited experience in creating business opportunities from his research.

Over the course of the next eighteen months, Dr. Wanielista met almost weekly with a Venture Lab team that consisted of a combination of Venture Lab coaches and student interns. Venture Lab coaches are all seasoned technology business veterans that have direct experience in launching and financing early-stage technology companies. Venture Lab coaches mentored Dr. Wanielista in the analysis of potential business models, distribution and go-to market strategies, and general business plan development. In addition,

Venture Lab coaches introduced Dr.Wanielista to several potential clients and investors, which resulted in legitimate sources of revenue and first-round financing.

Venture Lab Intern Teams - The engine behind business plans and pitches

In addition to experienced coaches, the Venture Lab staffs a team of top MBA students to assist Venture Lab clients in a variety of ways. Dr.Wanielista was assigned two interns that became the core of a student team that eventually developed a complete business plan for STE. The Venture Lab interns spent 10-15 hours per week conducting market research, talking to potential STE customers, and writing a full business plan for STE. These students were also given the opportunity to work side-by-side with Dr. Wanielista's PhD engineering students as part of a technology business-planning course that is part of the UCF College of Business Entrepreneurship program.

After many hours of coaching on how to "pitch" investors, the Venture Lab interns pitched STE's business plan in UCF's Joust Business Plan Competition, where they took second place and won \$1,500 in prize money.

STE Results – from innovation to realization

With guidance from the Venture Lab coaches, Dr.Wanielista approached the UCF Office of Research, and now has a pending patent on his pollution control growing media formula - the key ingredient that provides STE with a critical competitive advantage.

In addition, STE has been actively participating in industry conferences, pitching potential clients and investors, and has conducted over fifty tours of their first green roof project (and the only successful one in the state of Florida!) on the Student Union Building in the heart of UCF's campus. According to Dr.Wanielista, "The Venture Lab has been an invaluable resource in our endeavor to commercialize our storm water management research into a profitable business model for both us and our customers. The response in the marketplace has been fantastic, and the Venture Lab was a critical partner in helping us to properly position ourselves to investors, clients and other STE stakeholders ."

As a direct result of the combined efforts of UCF's College of Engineering, the Venture Lab, and the College of Business, STE has matured from an innovative research project into a viable, revenue-generating company that provides an environmentally friendly ROI to commercial developers.

Visit www.stormwaterenvironments.com today and Bring your building to life!



STE's Student team with Dr.Wanielista