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August 22, 2006  
**BACKGROUNDER**

## **The Digital Media Center Business Incubator Poises Emerging Digital Media Enterprises for Success**

Rancho Santiago Community College District's Digital Media Center (DMC) business incubator offers a dynamic workspace for 10 to 15 emerging digital media companies accompanied by a wide variety of business support services.

The DMC business incubator, uniquely hosted by a community college district, affords businesses a close connection with the district's educational programs. Within this setting, entrepreneurs have the advantages of focusing on development and innovation while the incubator facilitates the support needs of the business. An array of business development services will also be available for non-resident digital media start-up companies.

For consideration as a business incubator resident, companies are asked to submit an executive summary of their business plan and may be asked to provide documentation for some or all of the following admission requirements established by the DMC advisory group:

- Businesses must be dedicated to working full-time and have been in business for at least six months;
- Provide a realistic business and marketing plan (with specifics regarding product, niche, competitive advantage, management team, staffing, etc.);
- Present financial documentation (income tax return, credit report, etc.) demonstrating the company's credit standing;
- Possess an adequate financial reserve to sustain business for at least six months;
- Companies may not be in direct competition with a current resident;
- Provide the name(s) and position(s) of every full-time employee working in your company;
- Outline how the company will benefit from DMC services and resources;
- Develop a product or service representing a unique technology that can create a competitive advantage;
- No pending legal claims or lawsuits against the business;
- Outline the potential for job creation at wages higher than the county average;
- Provide a graduation strategy from the DMC that includes a relocation plan to a location in the surrounding area;
- Demonstrate a desire to be coached and mentored.

The business incubator offers the following specialized business support resources and services:

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- Competitive lease rates;
- High-speed network infrastructure, wireless Ethernet and a centralized server room;
- Free business consulting services such as legal consultation, patent specialists, research and development grants and venture capital groups;
- Free one-on-one counseling in basic business practices, marketing/advertising, human resources, accounting, web and promotional design through resources, including the Orange County Small Business Development Center (OCSBDC) and the TriTech SBDC;
- Networking opportunities with other entrepreneurial technology businesses;
- On-site educational classes and seminars to enhance your working knowledge of business basics;
- Opportunities to work with graphic design students to improve communication media.

Amenities provided for incubator residents will include:

- A secure working facility;
- An office suite;
- On-site facility management staff;
- Daily mail service;
- Communication equipment including copy machine, telephone, fax, internet and e-mail;
- A state-of-the art conference room and lounge to hold private meetings;
- A programmatic business development structure that includes mentoring and support services.

According to the National Business Incubation Association (NBIA), there are about 1,000 business incubators in North America, up from only 12 in 1980. There are about 4,000 business incubators worldwide. About 25 percent of North American business incubators are sponsored by academic institutions. The DMC incubator, a member of the NBIA, is the first to open in Orange County since the dot-com crash and the first to specialize in technology.

For additional details on the DMC business incubator, please call (714) 241-5812.

**About the Digital Media Center**

*The Digital Media Center (DMC), an economic development program of Rancho Santiago Community College District (RSCCD) and a Santa Ana College (SAC) instructional center, joins technology, business and education under one roof. The DMC was made possible through a \$1.6 million U.S. Department of Commerce grant facilitated by the WRJ Group, land donated by the City of Santa Ana and Measure E funds. The DMC features a RSCCD-hosted business incubator nurturing digital media companies and college programs and seminars in the digital media arts, TV/video and business.*

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