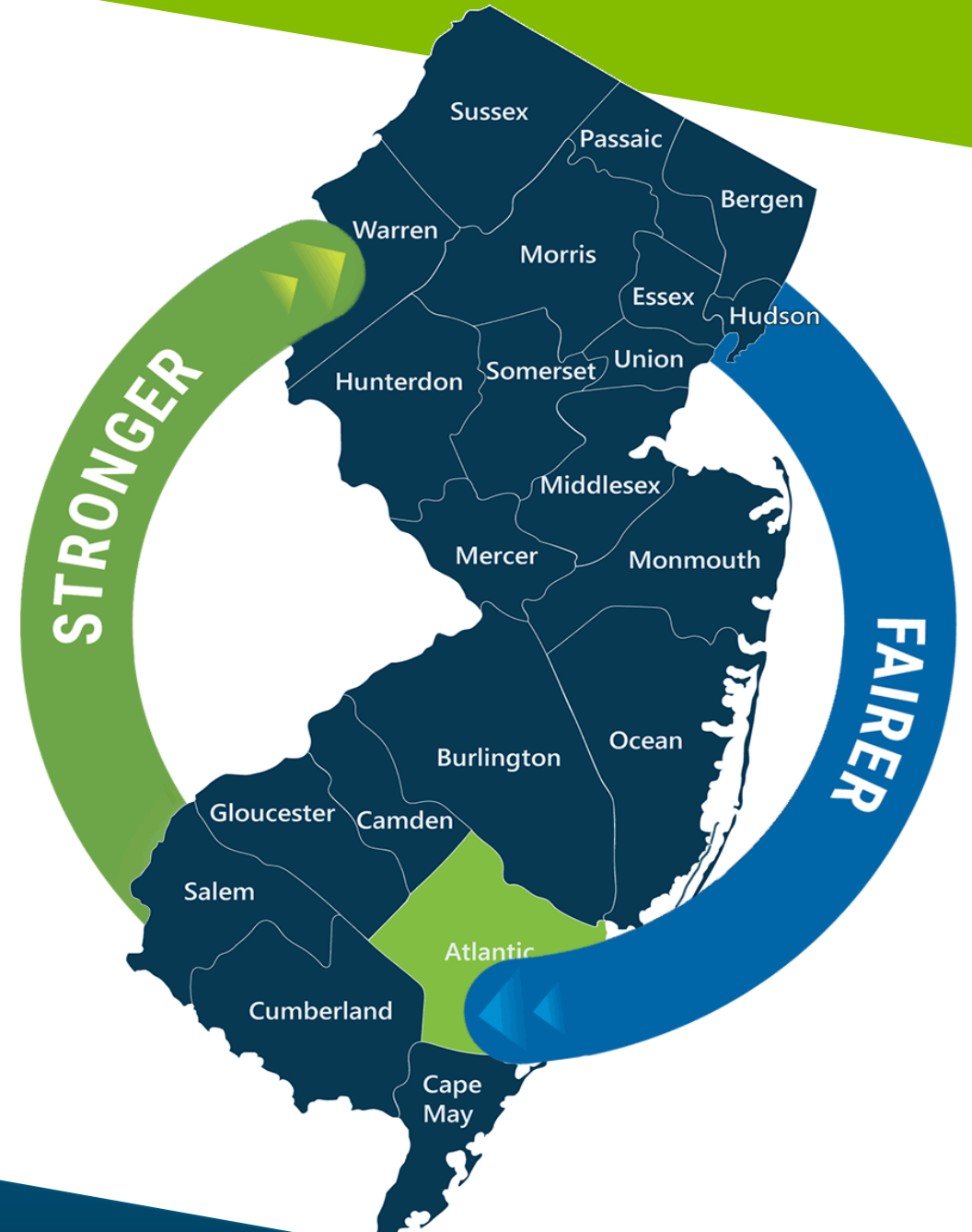


New Jersey Economic Development Authority

Innovation Office Hours for NJ's Technology & Life Sciences Startup and Scaleup Companies



WELCOME!



Monika Athwal

Manager Technology Innovation

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Agenda

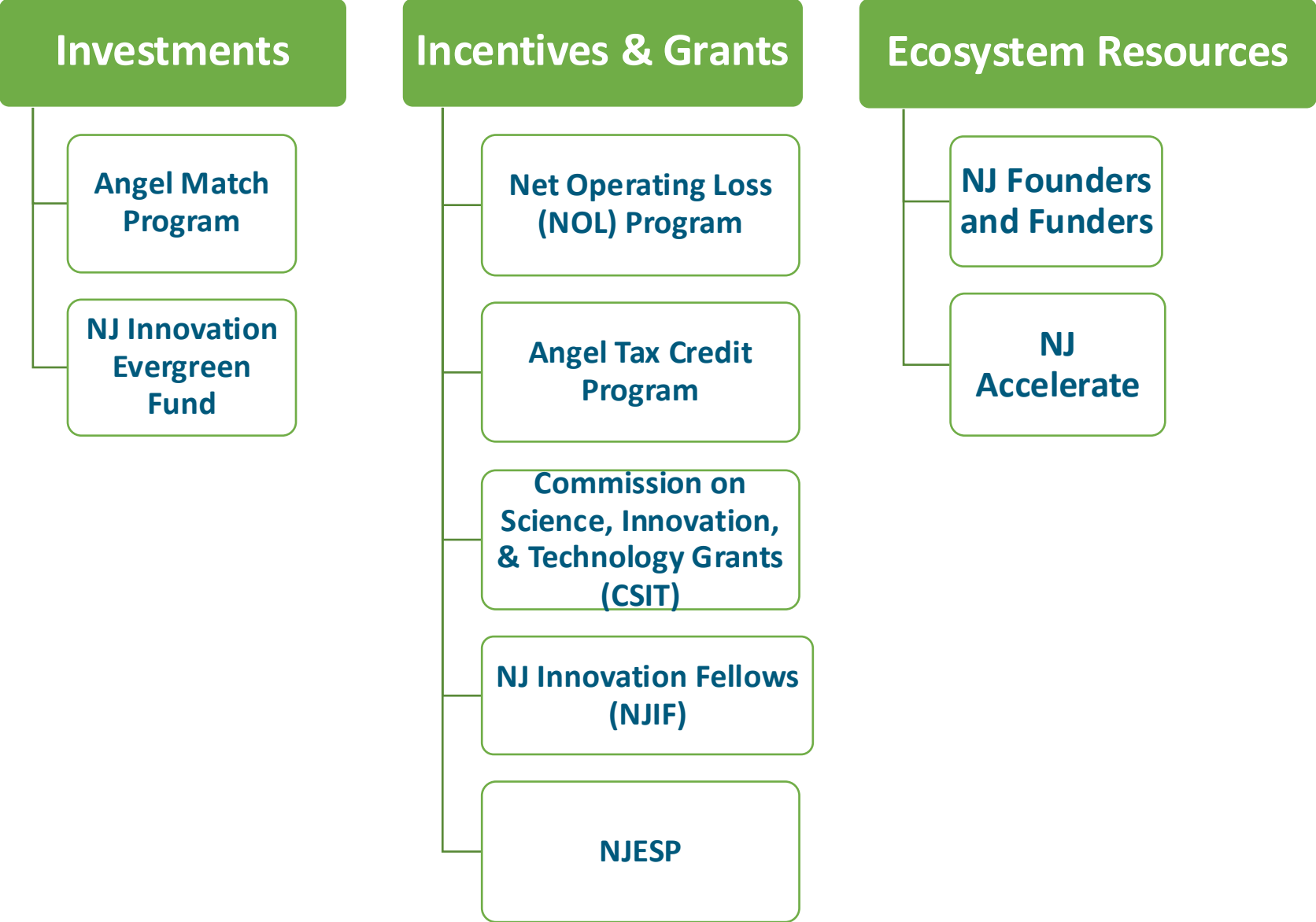
- **Introduction to Monthly Office Hours**
- **Technology & Life Sciences Innovation Programs**
- **Venture Programs**
- **Commission on Science Innovation & Technology (CSIT)**
- **Case Study – How one company stacked programs**
- **Audible**
- **Q&A**
- **Wrap Up**



NJEDA provides a suite of financing and incentive products tailored to support NJ's Startups and grow NJ's Innovation Economy



Featured Programs



Innovation Programs

Angel Match, Angel Tax Credit, Net Operating Loss, NJESP, NJ Accelerate



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Senior Innovation Product Officer

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Angel Match Program

NJEDA matches preferred equity investment in early-stage, product-based technology companies, with a direct investment up to \$500,000.

Company Profile

Early-stage, product-based tech companies with \$100k 12-month trailing revenue who are raising a preferred equity round

Overview

- ▶ 1:1 match investments from \$100k to \$500k
- ▶ 10-year convertible note: no payments for 7 years, 3% interest rate
- ▶ The State is the first to commit

Benefits

- ▶ Injection of capital
- ▶ Stimulates funding from the investment community

Angel Match Approved Companies Include:



Net Operating Loss (NOL) Program

Enables emerging companies to monetize a percentage of accrued losses by selling to unrelated corporations as a tax credit.

Company Profile

Emerging companies with IP with negative operating income for two (2) consecutive years in NJ

Overview

- ▶ Have the ability to turn Net Operating Losses (NOL) and R&D tax credits into capital
- ▶ Realize cash value today for future tax write-offs by selling tax credits to unrelated corporations

Benefits

- ▶ Non-dilutive cash injection to grow operations today, including working capital or to fund research

Angel Tax Credit Program

NJEDA provides refundable tax credits to private investors in eligible NJ technology/biotechnology companies.

Investor Profile

- ▶ Global investors in eligible NJ tech/biotech companies

Company Profile

- ▶ NJ-based emerging companies

Overview

- ▶ NJEDA provides refundable tax credits of 25% of the investment amount to investors
- ▶ Investors with no tax liabilities in NJ receive a cash refund

Benefits

- ▶ Incentivize investment into NJ-based emerging tech companies

Angel Tax Credit Supported Company



Women-led, materials manufacturing company

- Investors received over half a million and counting in angel tax credits, plus 5% bonus for W/MBE Certification
- Spurred ~\$3.2M in external investments for the Company
- Stacked CSIT grants (~\$364k), NJ Manufacturing Voucher Program (~\$341k), and Small Business Grants on top of Angel Tax Credits



NJEDA & CSIT's Fireside Chat with Madhu Stemmermann, CEO, in March

NJ Entrepreneur Support Program (NJESP)

Provides a guarantee of up to 80% on private investor loans/convertible notes advanced to eligible NJ companies for working capital.

Investor Profile

- ▶ Global investors in eligible NJ tech/biotech companies

Company Profile

- ▶ NJ-based emerging companies

Overview

- ▶ Provides a guarantee of up to 80% to investor loans/convertible notes advanced for working capital
- ▶ Multiple guarantees per company up to \$400,000 cap may be eligible

Benefits

- ▶ Cash injection from the investor issuing the loan
- ▶ Security to the investor that the NJEDA is guaranteeing from 1 year of the date of the note

NJESP Approved Companies Include:



NJ Accelerate

Provides support via matching loans and rent grants to graduate companies of Approved Accelerators.

Encourages the participation of NJ entrepreneurs in high-quality accelerator programs

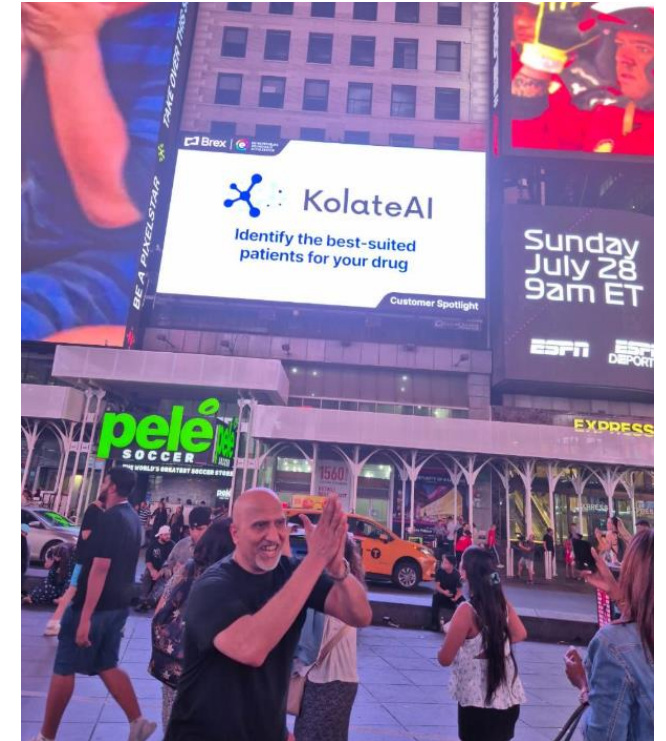
- ▶ NJEDA partners with best-in-class accelerators to provide matching benefits to graduate companies
- ▶ Rent benefit
- ▶ 1:1 Loan benefit up to \$250k with a 5% bonus for M/WBE
- ▶ Foreign accelerators can apply to become approved accelerators

NJ Accelerate Supported Company



Somerset-based, life sciences software platform

- Graduate of Entrepreneurs Roundtable Accelerator in NYC
- NJEDA matched Accelerator's investment on a 1:1 basis via ~\$157k convertible note, plus 5% bonus for MBE Certification



KolateAI Featured in Times Square, NY and Vinodh Balaraman, CEO

NJ Accelerate Approved Accelerators

Morgan Stanley

Inclusive Ventures Lab

New York City, NY

Merck Digital Sciences Studio

Newark, NJ

LearnLaunch Fund + Accelerator

Boston, MA

metaprop accelerator.

New York City, NY

AT  COLUMBIA UNIVERSITY

HAX

Newark, NJ

CLEAN TECH OPEN

Boston, MA

New Jersey Fintech Accelerator
At Stevens Institute Of Technology

NJFAST

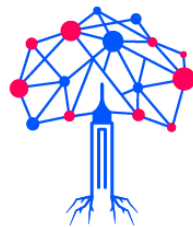
POWERED BY PLUGANDPLAY

Hoboken, NJ



ENTREPRENEURS ROUNDTABLE ACCELERATOR

New York City, NY



Lair East Labs

for founders with a global vision

New York City, NY

25 VENTUREWELL™

years of idea to impact
ASPIRE Program

Hadley, MA

xrc ventures

New York City, NY

Venture Programs

Innovation Evergreen, Founders & Funders, Innovation Fellows



Curtis Lee
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NJ Innovation Evergreen Fund

Company Type

- ▶ Early-to-Growth stage companies raising funds from institutional VCs.

Overview

- ▶ Unique private-public co-investment platform.
- ▶ 1:1 Matching equity co-investment up to \$6.25M.

Benefits

- ▶ Greater investment capital, expanded capital table.
- ▶ Capital can be reserved for follow-on investment.

How: E-mail program team for an introductory conversation

NJ Founders And Funders

Company Type

- Emerging companies

Overview

- ▶ NJEDA facilitates warm introductions between companies and investors via events held 2x/year.
- ▶ Companies can pitch via 10-minute 1-1 meetings during the event

Benefits

- ▶ Over 90% of participants secured additional meetings with at least one investor.
- ▶ Establishes company for timely Program and Event announcements.

How: NJ-business owners register at Program webpage

NJ Innovation Fellows

Company Type

- ▶ **Focus:** Pre-formation business concepts
- ▶ **Eligibility:** Requires at least three NJ first-time entrepreneurs committed to advancing a business concept.

Overview

- ▶ **Focus:** Targets business concepts within innovative industries and located in eligible municipalities.
- ▶ **Evaluation:** Involves a qualifying check and competitive scoring to identify the most promising and innovative applicants.

Benefits

- ▶ **Financial Support:** Offers up to \$400,000 in non-dilutive startup capital .
- ▶ **Mentorship:** Mentorship program with technical training and guidance from subject matter experts.

How: Semi-annual announcements to invite applications

Commission on Science, Innovation, and Technology (CSIT)



Judith Sheft
Executive Director
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CSIT's Mission

CSIT is responsible for strengthening the innovation economy within the State, encouraging **collaboration** and **connectivity** between industry and academia, and the **translation of innovations** into successful high growth businesses



CSIT focuses on early-stage entrepreneurs / academics developing (R&D) innovation-based companies



Commission On Science, Innovation & Technology (CSIT)

Company Profile

Very early stage NJ-based entrepreneurs developing (R&D) innovation-based companies.

Overview

- ▶ Encourages collaboration and connectivity between industry and academia
- ▶ Provides non-dilutive funding in the form of R&D grants
- ▶ Access to free online portal that showcases NJ's experts in STEM

Benefits

- ▶ Non-dilutive grants
- ▶ Technical assistance for federal grant writing via NJSBDC
- ▶ Promotes collaboration with academia
- ▶ Ecosystem support

CSIT's Mission

- Supporting early-stage entrepreneurs / academics developing (R&D) innovation-based companies,
- Encouraging collaboration and connectivity between industry and academia



Grant Programs - www.njeda.gov/csit	Eligibility Requirements (Standard)	Timeline
Catalyst R&D Voucher - \$40K	<ul style="list-style-type: none"> • < 50 employees • 50% of employees work in NJ • 1-2 Full-time employees • < \$5 million in prior yr. revenue • In good standing to do business in NJ (Tax Clearance) 	Rolling
Catalyst Seed Grant - \$75K - \$150K		CLOSED
Clean Tech R&D Voucher -\$40K		Rolling
Clean Tech Seed Grant -\$75K		Est. 2Q 2025
Clean Tech Pilot Demonstration - \$250K		CLOSED
Food / Agriculture Seed Grant - \$75K		CLOSED
Maternal / Infant Health Seed Grant - \$75K		CLOSED
SBIR/STTR Matching Grant - \$25K - \$50K		Rolling

Additional Resources - CSIT

- ▶ **Grant submission assistance for Federal SBIR/STTR**

- ▶ [Tech Team –](#)

- [NJSBDC www.njsbdc.com/techteam/](http://www.njsbdc.com/techteam/)

- ▶ **Information on capabilities at NJ Universities**

- ▶ www.researchwithnj.com

CSIT -- Contact Us



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Visit www.njeda.com/CSIT for more information

HOW TO STACK BENEFITS

Case Study: TrueFort

Truefort

TRUEFORT® Weehawken-based, cybersecurity software

- Received non-dilutive funding through NOL Program
- NJEDA matched over \$1M in funding from investors via a \$500k convertible note- Angel Match Program
- Created 28 high-skilled and high-paid jobs in NJ

“With tech valuations down and volatile markets, the venture capital industry has seized up...This year, in particular, having access to the program was a fantastic lifeline to us...programs like this are a compelling reason to stay in the Garden State.”

- Sameer Malhotra, Chief Executive Officer





Global Center for Innovation



Ari Fox
Head of Economic Impact



ABOUT AUDIBLE

Audible is the leading producer and provider of audio storytelling. We spark listeners' imaginations, offering immersive, cinematic experiences full of inspiration and insight to enrich our customers daily lives. We boast the most **diverse catalogue in the world** that spotlights underrepresented voices.

Audible's initiatives and presence in Newark have generated close to one billion dollars in economic activity to date. Since 2007, when Audible moved to Newark, it has worked closely with local stakeholders to make the city more equitable and prosperous for all residents.





Audible is committed to creating a thriving neighborhood around our Newark HQ



Audible Business Attraction Program

- **Work Local**
Offering incentives to cover fit-out costs/rent of up to \$250,000 (over two years) tied to job creation and growth.
- **Live Local**
All full-time employees who choose Newark as their primary residence, will receive \$500/month (for up to one year).
- **Shop Local**
Providing \$200/month (for three months) to each full-time employee to help drive spending at designated local businesses.
- **Audible mentorship**
Access to Audible employee expertise to assist with operations, finance, marketing, and technology.
- **Cloud computing costs**
AWS subsidies offered through the AWS Activate program.





Neighborhood Activations around Harriet Tubman Square



IN CONCLUSION...



2025 Innovation Office Hours

MONTH	DATE	TIME	LOCATION
January	1/24/2025	2-4pm	Virtual
February	2/21/2025	2-4pm	EDA North Brunswick
March	3/21/2025	2-4pm	Virtual
April	4/25/2025	2-4pm	EDA Newark
May	5/16/2025	2-4pm	Virtual
June	6/27/2025	2-4pm	EDA North Brunswick
July	7/18/2025	2-4pm	Virtual
September	9/19/2025	2-4pm	EDA Newark
October	10/24/2025	2-4pm	Virtual
November	11/21/2025	2-4pm	EDA North Brunswick

- ▶ Held monthly
- ▶ Rotate between virtual and in-person (North Brunswick or Newark)
- ▶ Next event: May 16th at 2 pm (Virtual)
- ▶ Sign up via QR code



www.njeda.gov/innovation-office-hours/

Questions?

Let's Connect!

Innovation Mailbox

Innovation@njeda.gov



@NewJerseyEDA