

SOFTWARE PRODUCTIZATION CENTER

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Software Entrepreneurs Can Apply for Assistance

(Millersville, PA, July 15) Individuals or young companies in South Central Pennsylvania seeking to build a marketable software product can turn to the Software Productization Center at Millersville University (SPC) for a unique economic development opportunity that will assist the growth of entrepreneurial software ideas into a prototype fit for venture capitalists or for the marketplace.

Applications for entrepreneurs interested in working with the SPC at Millersville University during Spring 2009 are available on the SPC website. Projects selected for development will receive assistance with market research, technical implementation of a working prototype of the software, development of business and marketing plans for the product's launch, and branding and packaging design.

The SPC at Millersville provides emerging software businesses within the Central Pennsylvania region with assistance in advancing software products from concept to marketable product. Millersville University students and faculty from Computer Science, Art, Business, and Communication will offer expertise to help selected entrepreneurs or businesses move software ideas from concept to prototype.

The first software project, selected by reviewers from the SPC faculty steering committee and the community advisory board, will be developed during the Spring 2009 semester.

The application process consists of two stages. First, potential applicants must complete a Request for Qualification due Sept 3. The faculty steering committee and the SPC Community Advisory Board will select the top candidates to complete the second stage of the process, the Request for Proposals.

Eligible software concepts are those that are designed to generate revenue from sales of the software. Individuals, startup businesses with fewer than five employees in operation for less than two years, and small businesses from Lancaster, Lebanon, Dauphin, Cumberland, York and Berks counties seeking to develop a new software product are eligible to apply for assistance.

Interested applicants should visit the website for the Software Productization Center at Millersville University at: www.millersville.edu/spc to download application forms. Questions may be sent to Dr. Stephanie Elzer via email at Stephanie.Elzer@millersville.edu or by phone at 717-872-3470.

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