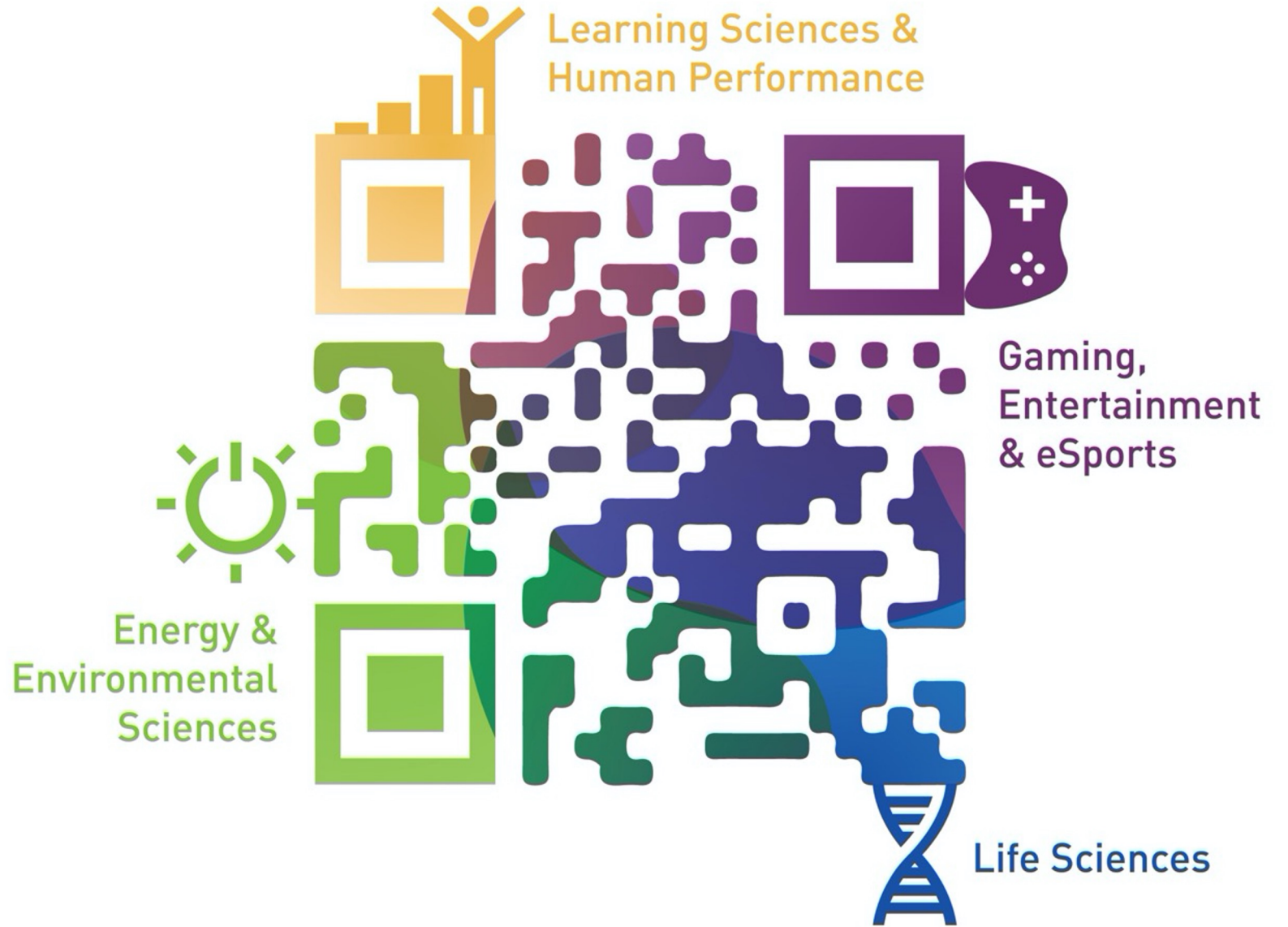


CELEBRATING
SEVENTY
MEMBERS

Mission Statement

Leveraging synergies, existing regional strengths and a well-established global network, Cenfluence addresses the needs of businesses and citizens resulting in expanded economic opportunities and job creation for Central Florida.

Cenfluence.com







AT&T
UNLOCKED_GAMES

HONORABLE MENTIONS

 <p><i>Game</i> Gods Of The Twilight</p> <p><i>Developer</i> Ashley Micks</p> <p><i>Studio</i> Volution Design</p>	 <p><i>Game</i> Lonesome Village</p> <p><i>Developer</i> Maria Felix Vega</p> <p><i>Studio</i> Ogre Pixel</p>	 <p><i>Game</i> Path Of Kami Prologue</p> <p><i>Developer</i> Deana Gallbraith</p> <p><i>Studio</i> Captlight LLC</p>
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ecoSPEARS

GROWFL FLORIDA
COMPANIES TO
WATCH HONOREE



LE NOVA 50th METaverse



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synapse
Jack DeLuca
VIP

synapse
Daniel Karaman
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Orlando Sentinel

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Shannon Landin (standing center), founder and CEO of Codecraft Works, a Melbourne-based tech company, joined Cenflucence, a "cluster" collaborative Orange County created to diversify the local economy. LIZ COWIE

Can Central Florida be magical for tech too?

By Stephen Hudak
Orlando Sentinel

Shannon Landin never doubted her tech savvy.

Before creating Codecraft Works, an educational technology and training company headquartered in Brevard County, the entrepreneurial mom volunteered at her kids' schools, helping teachers learn how to crack computer coding challenges.

But commercializing her smart ideas? That was trickier.

"I can't say that I'm this really savvy businessperson and that I knew I was going to do this thing and make money," said Landin, 48. "No, it was more like I thought there's a gap out here and I think I can fill it and maybe somebody will pay for it."

She hopes to get a boost for her company from Cenflucence, a job-growing strategy funded by Orange County to lift local tech companies, diversify the region's tourism-reliant economy and blunt financial

Turn to Tech, Page 13

Tech

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harm caused by the COVID-19 pandemic.

The initiative took small but significant steps in its first year, foreshadowing good things to come, its leaders say.

About 70 technology companies have enlisted in the collaborative's mission to make Central Florida as magical for tech entrepreneurs as it is for tourists, said Paul Sohl, a former U.S. Navy pilot, retired rear admiral and head of Cenflucence's management team.

"We're leveraging magic that already exists here," he said, citing a cadre of local innovators and the University of Central Florida's research prowess. "There are an amazing number of resources here — everything from big anchor industries to research universities to economic-development organizations — all hyperfocused on doing what's right for businesses to grow."

Cenflucence, which has office space at the National Entrepreneur Center at the Fashion Square Mall in Orlando, is structured to "leverage synergies" among all those assets, Sohl said.

Since its launch in 2021 Cenflucence's advisers and consultants have helped identify more than \$2 million in grants, loans and other funding opportunities for members, which operate in Orange or neighboring Brevard, Lake, Osceola, Polk, Seminole and Volusia counties.

About 30% are owned by women or minorities. The companies are catalogued in a Cenflucence guide.

Orange County provided \$630,000 in funding in February 2021 to get Cenflucence rolling and pledged \$550,000 for Year 2.

Eric Ushkowitz, Orange County's economic development chief, said the organization's solid debut suggests a promising future.

"The big push in Year 1 was identifying companies, getting them signed on and organized into clusters," he said. "Definitely we're seeing results and we're happy with the work they're

doing already, but I think it will continue to grow bigger and better from here on."

Ushkowitz said he expects more companies will sign on with one of Cenflucence's four clusters: energy and environmental sciences; gaming, entertainment and e-sports; learning sciences and human performance; and life sciences.

In Orange County alone 2,500 companies could fit in one of the groups.

Companies in the clusters, according to figures posted on Cenflucence's website, employ about 85,000 workers and pack a combined economic wallop over \$8.5 billion a year. Businesses can learn more and sign up for cluster membership at Cenflucence.com.

Membership is free. Ushkowitz said the payoff for the county hopefully will be in higher-wage jobs.

Landin and Codecraft Works, which creates online technology-education programs, were early recruits by Cenflucence staff, who discovered her company after it won a grant from the National Science Foundation for innovations in teaching science, technology, engineering and mathematics skills.

Though always confident in her ideas, Landin said she often felt alone in business before joining Cenflucence's cluster initiative.

"Cenflucence is exactly what we needed to help create partnerships across the state," said Landin, whose firm fits in the learning sciences and human performance cluster. "They've made introductions for us and helped us build relationships, which hopefully will result in business and revenue."

She described the connection as "like having partners supporting us."

Cenflucence also helped link Codecraft Works with Michelle Taub, an assistant professor in learning sciences and educational research at the University of Central Florida.

Together, they pitched a proposal to help adults get work experience through hands-on performance in a virtual environment, an idea which has made them a finalist in a national compe-



Shannon Landin (standing center), founder and CEO of Codecraft Works, a Melbourne-based tech company, joined Cenflucence, a "cluster" collaborative Orange County created to diversify the local economy. LIZ COWIE

dition with a \$4 million prize pool.

What is a cluster?

Clusters are regional concentrations of allied industries and research groups, said Andrea Wessler-Brawner, Orange County's chief innovation and emerging technology officer, who studied industry clustering in Europe, where the strategy has proved successful for 30 years.

Some clusters may grow naturally, like the county's tourism and hospitality industries, she said.

Sohl said others may need help to blossom into a potent force.

"I'll give you shining examples of what already exists here," Sohl said, explaining clusters to Orange County commissioners last fall.

"We're the world's leader in modeling simulation and training. Our tourism and hospitality cluster is the envy of the planet."

"And how about optics and photonics? Another key cluster with deep research at UCF and a vibrant, expanding set of businesses close by."

Modeling, simulation and training has evolved into a \$6 billion-a-year industry in Central Florida with government contracts flowing through the region — many commissioned by the Department of Defense for military simulation command centers, stationed in Orlando.

Meanwhile, UCF's College of Optics and Photonics, known by

the acronym CREOL, serves as the foundation for the region's ecosystem of photonics research and development, which includes companies Luminar, OptiGrate and Northrup Grumman.

"Optics and laser technologies have thousands of applications that are accelerating many industries, including aerospace, telecommunications and medicine," said David Hagan, dean of CREOL. "The technology is used in 3D facial recognition, smartphone sensors and by self-driving cars to scan their surroundings."

Clusters are a "striking feature of all modern economies, making regions uniquely competitive for jobs and private investment," according to The U.S. Cluster Mapping Project, a study initiative led by Harvard Business School's Institute for Strategy and Competitiveness.

What does Cenflucence do?

Cenflucence aims to diversify the region's economy by helping homegrown tech companies build a global reputation to attract customers and investors like Walt Disney World and Universal Studios draw tourists from all over the world, Ushkowitz said.

"It's a place cluster members can find funding, resources, research and development talent and collaboration partners," he said.

Members get weekly

newsletters by email, which include alerts for state and federal grant opportunities, business-pitch competitions and educational events. They can join private LinkedIn groups to share their company's needs and celebrate successes.

Members are granted access to monthly webinars about applying for innovation grants and finding international business.

Cenflucence has created a members-only resource guide with more than 100 vetted businesses resources in Central Florida.

The organization is building a job bank for its website where cluster members can publicize their employment opportunities.

Cenflucence also organizes meet-ups between cluster members and potential customers. This month, members of the energy and environment sciences cluster will sit down with representatives of the Orlando Utilities Commission to discuss what utilities look for in partners.

The organization arranged for TECHFIT Digital Surgery to participate as an exhibitor during the giant Healthcare Information and Management Systems Society global meeting last month at the Orange County Convention Center.

"We got some very interesting leads for potential customers," said Mauricio Toro, CEO and co-founder of the company, which makes 3D-printed, customized medical implants in Daytona Beach.

Though clever, innova-

tors often aren't sure where to turn for help or resources, said Cenflucence consultant Mark Spinoglio.

"If you're an entrepreneur who's created a small business, you're busy, head down and focused on revenue, focused on keeping that company afloat," said Spinoglio, who worked closely with clusters in Europe.

"You may not know all that's out there to help you. We can play a key role in helping individual companies navigate what's available to help them to prosper not only in the region, but globally."

Cenflucence has boosted hopes of young entrepreneurs like Kyle Morrand, founder and CEO of Orlando-based 302 Interactive, which started as a video game studio and has expanded into creating immersive experiences through augmented reality technology.

Augmented reality is an interactive experience that combines real-world environments enhanced by virtual features.

302 Interactive's customers have ranged from small startups to Universal Orlando.

"Working with other business leaders in the area has always been a really good practice for me," said Morrand, 28, whose company is part of the gaming, entertainment and e-sports cluster.

"I'm really excited about sharing my thoughts on how our tech community as a whole can advance and about Cenflucence having resources to execute some of those ideas."

Those kinds of ideas offer promise beyond theme parks, said Commissioner Nicole Wilson, whose district includes Disney.

"I think there's a misconception about Orange County being a one-trick pony," she said during a commission discussion of Cenflucence. "Whenever we discuss these other clusters and the types of innovative businesses we have here, it makes me feel like we're going to have more and more and more in the years to come for us to show off."

shudak@orlandosentinel.com



Our mission is to build internationally recognized industry clusters that are globally competitive resulting in significant contributions to Central Florida's economy.

Cenflurence.com

Central Florida Cluster Initiative
Cenflurence

- Life Sciences
- Learning Sciences + Human Performance
- Energy + Environmental Sciences
- Gaming + Entertainment + eSports

Upcoming Events for Cenfluence Members

Webinar Series 2022:

- **NEXT WEBINAR – May 24:** How to Become Investor Ready
- 4th Tuesday of every month 4-5 pm

Limited Number of Free Tickets

Florida Venture Forum Emerging Technologies Showcase

May 20

Cluster-Focused Working Groups 2022:

-  Pilot Projects - What Utilities Look For and How They Engage With Small Business
-  Navigating Research + Development Opportunities
-  Connecting with Local Hospital and Health Systems
-  Regional Manufacturing Support for Life Sciences Companies
-  Regional Opportunities For Game Companies
-  Subcontracting Pathways



Brand XR
 EcoSpears
 Echo Tech Strategy & Apps
 Engineering & Computer Simulations
 Limbitless Solutions
 Violet Defense

CONGRATULATIONS
 INNO FIRE AWARDS RECIPIENTS



Thank you

the
florida
high tech
corridor



Cenflurence is generously funded
by Orange County, FL

Cenflurence

CAT 5 Studios



- Isabella Johnston
Founder, CEO

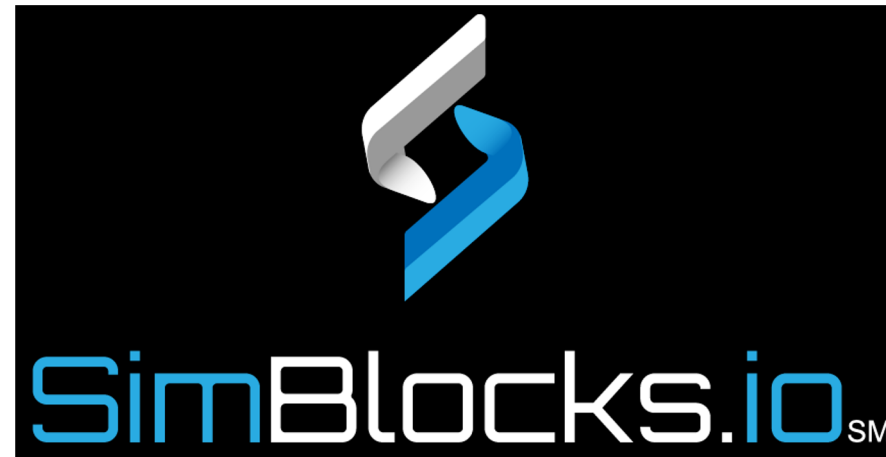


Cat 5 Studios - the generation of training and learning from videos to game learning.



SimBlocks.io

- Jordan Dauble
Founder, CEO



SimBlocks.io focuses on leveraging commercial gaming technology to simulate and visualize a digital twin of the real world.



Player Epic



- Johnny Williams
Founder, CEO

PLAYER EPIC

Player Epic is developing into a global gaming platform for aspiring gamers and esports enthusiasts. This platform will offer an immersive gaming environment for gamers, coaches, and spectators.

Burnout Game Ventures

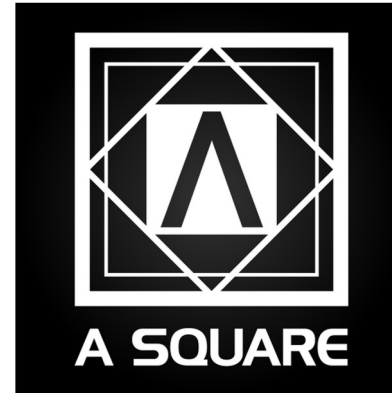


- Rupert Meghnot
Founder, CEO



BGV incubates video game startups from zero-to-sales in six months or less! We turn game studios into sustainable high-growth businesses, sharing in the revenues generated by the release and distribution of their products, which we publish.

A Square Games and Simulation



- Adrian Lannon
CEO
- Austin Pinzon
COO

A Square Games and Simulation (ASGS) is a rapid prototyping and technical solutions company that specialize in Unity Engine development and can provide a range of Long or Short-Term-Support for simulation & training, VR/AR and mobile applications.



FENIX Digital Studios



- Chad Hoover
Founder



FENIX | DIGITAL
STUDIOS

Our mission is to inspire and revitalize your inner child by opening a portal into the imaginative unknown by changing the way you think about and play enriching, larger-than-life experiences.

CoPower USA



- Esteban Guerra
Vice President



COPOWER is a company with 20 years of experience, dedicated to the development of power generation projects, electrical tests and EPC projects and committed to innovation in the energy sector.

Truentic



- Francisco Gonzalez
R&D Scientist
- Robert Peale
- Chris Fredricksen



Truentic LLC was formed as a start-up in 2016 with 4 partners with expertise in solar cell and thin film technology, forensics, and infrared electro-optical systems. Our team has expanded to 9 employees, as well as adding a fifth partner.

Duke Energy Sustainable Solutions



- John Fremstad
Director, Innovation & Competitiveness



Duke Energy Sustainable Solutions is a nonregulated commercial brand of Duke Energy designed to offer a comprehensive approach to sustainability and resiliency for businesses and organizations nationwide.

Capacitech Energy, Inc.



CAPACITECH

- Joe Sleppy
Founder, CEO
- Alisa Silverstein
Design Engineer

Capacitech is building power storage capabilities inside of the world's wiring infrastructure to help our customers offer better, smaller, and more reliable products with new capabilities. Our flexible supercapacitor technology, the Cable-Based Capacitor (CBC), is shaped like a wire. The CBC complements batteries, provides peak power assistance, improves power quality, provides backup power, reduces EMF/EMI, and miniaturizes electronics.

Halo Engines



- Adam Kotler
Founder



Halo Engines' technologies are directly applicable to emerging innovations in the energy industry, utilizing novel thermodynamic engine cycles to more completely leverage the high-performance potential of hydrogen-based combustion systems.

360 Matrix



- Mark Mitchell
Founder



360 Matrix, is a technology company offering reality capture, visualization, data analysis services, and custom software solutions to a wide array of industries.

Dignitas Technologies



- Susan Fernandez
Head of Strategic Partnerships
& Business Development

Dignitas Technologies, established in 2004, is dedicated to understanding customer Modeling, Simulation, & Training (MS&T) needs and providing specialized, architecture-centric, agile solutions. We specialize in system and software analysis, design, development, testing, and fielding of MS&T and mission rehearsal applications.

Lake Nona Performance Club



- Jay Groves
Executive Director



Lake Nona Performance Club is the most comprehensive and advanced fitness center in Central Florida. Base membership includes 150+ machines, 100+ classes, 3 pools, 2 courts, 1 indoor track & turf, and more. Whether for looking your best, learning, longevity or simply finding your tribe, this is more than a Club. This is a powerful mission to better the community by bettering the individual.

Intuitive Research and Technology Corp



- Tim Hill
Director of Central FL Operations



Intuitive Research and Technology Corporation provides production/programmatic support, systems engineering, and rapid prototyping across the system lifecycle. INTUITIVE is headquartered in Huntsville, AL, with offices in West Florida and Orlando.

Serious Simulations



- Chris Chambers
CEO



Serious Simulations

Serious Simulations makes immersive training systems with patented wireless video technology and HMDs and instrumented devices, enabling full human motion. Our professional grade VR training systems focus on military, police, and sports training.

Spear Technology Inc.



- Bob Sottolare
Director of Learning Sciences
- Teresa Speck
Director of Strategic Partnerships



SOARTECH

Since 1998, we've studied and modeled many kinds of human behavior in order to create software that “thinks the way people think”: constantly learning, getting smarter, and adapting to new times and situations. Much of this scientific base is encoded within our computational cognitive architecture, which enables the creation of autonomous software agents that can reason over large amounts of human-level knowledge. The end result for your users is a system that is not just a tool in their hands, but a thinking partner.



- Mike Kalaf
COO

Synaptic Sparks Inc.



The entirety of the small business team at Synaptic Sparks possess a minimum of an undergraduate degree in an engineering or science field, and a minimum of 5 years of professional experience in their specialization. SSI personnel also include team members with graduate degrees, and decades of industry experience applying those degrees in Computer Science, Applied Mathematics, Architectural Engineering, Business, Information Technology, and Educational fields. Whether helping community organizations to bring science and engineering industry professionals into a classroom for mentoring, or assisting the Department of Defense in the creation of system and software solutions, the SSI team is there to help.

Engineering & Computer Simulations (ECS)



- Waymon Armstrong
Founder, CEO, President



An award-winning global training & technology solutions company and industry innovator, ECS has a vast portfolio of training programs and is a trusted provider of training, maintaining, and sustaining military, frontline, and industry clients.



Candid Hire

Candid Hire

- VijaiSenthil Padmanabhan
CTO
- Durgadevi VijaiSenthil
Project Manager

Candid Hire is committed to giving everyone the power of living beyond work through a decentralized equitable gig economy by providing live-as-you-work job recommendations, skill aware auto-matching, Single window integrated HR marketplace.



Employers 4 Change



- Isabella Johnston
Founder, CEO



E4C increases diversity, equity and inclusion with our proprietary algorithm, assessment tools, and academy.

Pink Lotus Technologies / POMM



- Maryann Kilgallon
CEO



POMM® is a comprehensive emergency response system for families. POMM® helps parents customize and activate an emergency response for a child in danger by providing critical, real-time data to a designated safety network for timely response.



- David Nash
CEO, Cofounder

IDEM Systems



IDEM Systems is developing hardware and software tools to streamline the drug intelligence collection process for law enforcement, so that they can adequately combat the U.S. drug epidemic.

Protean BioDiagnostics



- Dr. Anthony Magliocco
President, CEO

PROTEAN
BIODIAGNOSTICS

Protean BioDiagnostics is a innovative precision oncology diagnostics company with new products to improve screening, diagnosis and management of cancer patients.



- Rodney Bosley
CEO, Director
- Bob Naugler
COO

RTT Medical



RTT Medical offers the next generation of regenerative medicine products utilizing our multi-tissue platform.



Aviana Molecular Technologies LLC



- Vanaja Ragavan
CEO
- Anand Singh
Lead Scientist



Aviana Molecular Technologies LLC (Aviana) is an Orlando, FL-based point of care (POC) diagnostic company developing a miniaturized biosensor capable of attaching to a smartphone/smart device through Bluetooth or other wireless connections. The company's diagnostic system is a simple-to-use, potentially highly sensitive diagnostic platform that can accurately, within 10-20 minutes, detect a target infectious disease, biomarkers or proteins in both clinical (human and animal) and scientific research settings. Aviana's biosensor platform uses the latest developments in cellular communications, semiconductor electronics, micro-fluidics and manufacturing methods to create a unique point-of-care diagnostic (POC) platform to detect biomarkers or infections.



C2C Development LLC



- Matt Solar
CEO, VP Engineering
- Craig Pagan
COO, VP QA/RA

We provide expertise in front-end product development, proof of concept, regulatory strategy, and pilot production, bringing your innovation medical device product ideas from Concept to Commercialization (C2C).



- Peter Travers
Founder, CEO

LifeBridge Innovations



LIFEBRIDGE INNOVATIONS

"Because They Have More Life To Live"

LifeBridge Innovations has developed a Patented Adaptive Tumor Treating Field Device & Cancer Therapy.

