MOVING ON: INDIGO BIOSCIENCES GRADUATES TO NEW SPACE
A few issues ago we told you about the growth and success of Phillipsburg-based DiamondBack Truck Covers. Now, co-founders Matt Chverchko and Ethan Wendle are celebrating a major accomplishment for their college-project-turned-big-business: earning PA's Small Business of the Year award.

Wendle credits part of the company's success to the organizations in Centre County that helped get things started.

"DiamondBack has been fortunate over our 16-year history to have received help from many small business organizations, including Ben Franklin Technology Partners, the MVEDP in Philipsburg, PA, the IMC, and the SBA. This award recognizes not only the hard work done by our founding team and employees, but also the impact these organizations can have to help jump start business. It's an honor to receive this award on behalf of our company, our employees, and the many men and women who have partnered with us along the way," he says.
What’s Next for DiamondBack
DiamondBack thrives because of its culture. The company’s core values are:

- love what you do and those around you
- be reliable and honest
- make a difference
- work smarter
- be adventurous and creative
- never quit until the job is done

This company-wide mindset has propelled DiamondBack to a national company with a devoted and loyal customer base.

So, what comes next for this local success story?

“The mission of DiamondBack is to build one of the best manufacturing companies in PA, one that employees love to work for, and customers love to buy from,” Wendle says. He believes that in order to execute these goals, the company must maintain a mode of constant improvement on their products, their brand, their service, and their employee experience.

Wendle continues, “We are currently a 75-member company. Our annual growth over the past 5 years has averaged at about 30%. We anticipate doubling in size over the next few years as our products continue to reach new customers around the country. In order to achieve this, we’ll have to drastically increase our workforce by finding great people who are looking to not only make a living, but also to make a difference in the area.”

DiamondBack’s growth, he says, will come from further developing their products and creating a company environment that is conducive to innovation and excellence with employees who share these values.

Wendle has some advice for other aspiring entrepreneurs. First and foremost, ask for advice!

“There is so much advice needed when you’re just starting out on this journey, and that would be one things I would tell anyone who aspires to this path: seek advice and mentorship from others who have gone before you,” Wendle says. In his experience, he says, a good mentor can make all the difference by offering perspective and guidance, which can give you major advantages.

Secondly, he believes having pure motivations can help you succeed.

“The main thing I would tell someone is to be very clear about your WHY? Why do you want to start a business? Why is this idea worth giving your life to, for years and years? Why will it impact the world in a positive way? If the answer is ‘to make a ton of money,’ I would say, get a job. Most entrepreneurs take 25 years to reach economic parity with their college roommates who go out and get jobs. This journey is about far more than money and if you don’t have strong reason for existing, you probably will go out of business,” Wendle says.

To build a successful business from the ground up, he sums it up like this: “Know your WHY, know your values, hire people who share them, and have a desire to benefit the world around you.”

IT’S A SIGN
WAY-FINDING MADE EASY

Innovation Park is now more visitor friendly.

Way-finding signage at Park entrances and on building exteriors is currently being updated. Building numbers and entrance signs will also be lit for evening visibility.
When INDIGO Biosciences was founded in 2005 as a biosciences company that offers products and services focused on nuclear receptors (which comprises a major class of therapeutic drug targets), it started out in a lab at Penn State.

Simply put, the founding scientists Dr. Jack Vanden Heuvel and Dr. Blake Peterson made discoveries into the nucleus of our cells. We have 48 proteins within the nucleus of our cells, and in 2005 when they began, only four of these had been mapped. Today, 40 of them have been mapped; the remaining eight proteins are extremely complicated, with little research or guidance available. Four of these proteins have been decoded exclusively by INDIGO Biosciences, and they alone have access to the information they contain.

Dr. Vanden Heuvel saw the commercial benefits of these discoveries. With the mapping of these proteins, INDIGO Biosciences could offer laboratory testing of early-stage pharmaceutical candidates in a safer, less expensive, and faster model than moving directly into animal testing.

Take their recent addition of Human MDR1 / P-Glycoprotein Drug Interaction Assay, for example. The human MDR1 protein is responsible for the removal of toxins – such as pollutants or therapeutic drugs – from our bodies. A drug that activates MDR1 will affect the effectiveness and potential toxicity of any co-administered drug. Assessing the strength of this
reaction, and the potential for drug-drug interaction, is mandated by the FDA. Previously, these kinds of testing would have to be done in animals, which is expensive and takes considerable time to process. Using in vitro testing is less expensive, faster, and offers more consistent results.

Until 2009, scientists would send compounds for testing, and INDIGO Biosciences would test them onsite. The Company moved from the labs at Penn State into an incubator space at Zetachron Center for Science and Technology; in that space found a way to cryopreserve live cells, putting them into a suspended state until they could be thawed and used. This exponentially increased their capacity to offer additional products and services, since they no longer had to depend on clients sending their compounds to their labs but could send all-inclusive kits directly to their customers. As business boomed and their territory expanded to include sales to Europe, they were able to restructure the company to be self-sufficient rather than relying on investors. By 2016, INDIGO had accelerated to such a point that they had outgrown their incubator space.

It was time to move on. They held a capital campaign over the next 24 months, with focus on four major initiatives: an optimal relocation spot, R&D into new products, expanded marketing and sales initiatives, and acquisition opportunities to help grow top lines.

Last year, they found a spot for their company at 3006 Research Drive. It had the square footage to fit their rapid growth and offered the opportunity to create a customized lab space catered to their needs. INDIGO’s CEO Fred Marroni says that it took nearly a year to get the space ready.

“The building was not originally built to be a lab,” Marroni says. “We had to gut it and start over. We replaced the entire HVAC system and ethernet, reran data lines, and created custom lab space.”

Their labs were built with seamless floors, lab-grade benches with slate tops, and storage for cells in five -80 freezers. One third of the building is comprised of lab space, one third is for conference rooms and technical seating, and a final third for reception, as well as shipping and receiving.

The space also includes a smaller second floor, housing the sales and marketing team and administration.

The change in space is one of their biggest assets. For example, shipping and receiving went from a small 10x10 room to more than 1800 square feet. The team spent a lot of time improving and implementing infrastructure while the building was being renovated, and it paid off big time. Within 90 minutes of being in the new building, phone and computer systems were up and running. With concerted work from professional movers, scientists, and staff, the entire move, including high-value lab equipment, was made in just three days. “It’s never easy to execute a move, Marroni says. “But this went off like clockwork.”

““We have an opportunity to continue to improve our brand and reach more and more potential customers with our portfolio of products that focus on nuclear receptors and in vitro toxicology. We’re off to a pretty good year.”

““It’s never easy to execute a move. But this went off like clockwork.”

Now that they have more space, and it’s customized to their exact needs, they can continue to grow. They look to hire a digital marketer and several new scientific positions within the next few months, something that was impossible in their limited space before.

“We have an opportunity to continue to improve our brand and reach more and more potential customers with our portfolio of products that focus on nuclear receptors and in vitro toxicology,” Marroni says. ”We’re off to a pretty good year.”
In a study by the National Business Incubation Association, four out of five new businesses that start in an incubator program succeed within five years. Without an incubation program, three out of five new business start-ups fail within the same amount of time. Since 1992, the Technology Center Incubator at Innovation Park has been the epicenter of the region’s most formalized small business incubation program... a "garage" to dozens of start-up companies.

The incubator provides vital assistance in areas like accounting practices, office procedures, and human resource planning and management so the companies can focus on their strengths and grow.

“Yes, our first servers were in our basement. Now, we have access to a cutting-edge incubator lab space with great utilities and close proximity to Penn State’s main campus.”

De Novo DNA just moved to its new lab space in the incubator and is already feeling at home. “Yes, our first servers were in our basement,” founder Howard Salis says. “Early on, Ben Franklin’s TechCelerator course on entrepreneurship helped us to develop our business strategy. Now, we have access to a cutting-edge incubator lab space with great utilities and close proximity to Penn State’s main campus.”

De Novo DNA Proudly Presents...

The Future of Genetic Systems Design

De Novo DNA’s software platform enables Synthetic Biologists to rapidly engineer organisms with desired capabilities without the trial-and-error of iterative experimentation. We combine predictive biophysical models with computational optimization algorithms to design synthetic DNA sequences with well-predicted functions. Our algorithmic predictions have been tested across thousands of genetic systems in both model and non-model organisms. Our software platform has been applied by over 600 Synthetic Biologists to engineer over 500,000 genetic systems for diverse biotech applications, including protein expression, metabolic engineering, and probiotic engineering. Synthetic Biologists now routinely use our software to custom-design their organisms, building and testing only the ones that will achieve their targeted capabilities.

Join the Thousands of Researchers who Have Discovered a Better Way to Design their DNA

innovationpark.psu.edu
If you draw a circle around the biggest centers of population and innovation in the East Coast – Boston, New York City, Baltimore, Washington, D.C., Philadelphia, Pittsburgh – and point to the center of the circle, you will find State College. This year, as the Invent Penn State Venture & IP Conference returns for another banner year, it positions the Centre Region to be not only a geographical center, but also a central hub of innovation.

“The conference serves as a connector and convener,” says Dr. James Delattre, Director of the Office of Entrepreneurship & Commercialization at Penn State and Venture & IP Conference executive committee member. The conference connects entrepreneurs from the Centre Region with investors from Philadelphia and Pittsburgh, and entrepreneurs from Philadelphia and Pittsburgh with investors from the other cities. “We are serving as a crossroads between the capital markets all along the coast and even the Great Lakes Region. We are also connecting startups with Penn State’s alumni network who are eager to help other alumni succeed. Over half of the people in attendance are Penn State alumni.”

Here's what you need to know about this year's event.

What it is:
The Invent Penn State Venture & IP (VIP) Conference is one of the largest tech startup conferences in the Mid-Atlantic, drawing over 600 attendees including 70+ start-up ventures and 40+ investment firms from across the country. The conference highlights innovations from high growth and emerging markets including IT, Energy, Advanced Manufacturing, Biotechnology, Healthcare, Fintech, Edtech, B2B and B2C, among others.

What's new:
The conference will add keynotes Bruce Booth, Partner in Atlas Ventures, and Anna Mason, partner in Revolution’s Rise of the Rest Seed Fund.

The conference has grown each year with a larger number of startup companies hailing from the Midwest and New England. This year, the conference will host its Thursday night reception in downtown State College with a welcome by the CBICC, DID, the Borough of State College and Penn State Government and Community Relations in the MLK Plaza on Frazier St. Keep your eye out for more news about programming closer to the time.

What's returning:
Each year, the conference features Venture Connection, curated personal meetings between investors and startups who have been paired based on industry, capital needs and other key criteria. They hosted over 1,000 meetings over two days. It met with very positive feedback, Delattre says. “These fast-paced, face-to-face meetings are a very efficient way to make connections,” he says. “Not only are deals being made, but relationships and networks are being built at the same time.

Applicants selected for the Venture Connection are matched with investors using a unique pairing algorithm. That means Venture Connection meetings have a greatly increased chance of resulting in investment capital for your company. You do not need to be a Penn State affiliated company to apply as applications are welcome from any capital-seeking entrepreneur, but don’t wait! The deadline for applications is August 9. To apply, go to pennstatevip.com/apply.

Why you don’t want to miss this:
Simply put, it’s about the connections – the incredible convergence of ideas, people and Penn State. For example, when it was announced that RJ Lee was opening a location at Innovation Park, they specifically noted that the VIP Conference played a role in choosing State College as their base. At the conference, they met representatives from Morgan Advanced Materials, and learned more about the benefits of relocating to the area. At the VIP Conference, people build relationships that have measurable economic benefits.

“It’s a fantastic way for Penn State innovators in our 24 campus locations to meet with each other and connect to a larger network, says Delattre. “There are so many unexpected connections because of the scale of our network and how amazing Penn State alumni are. It’s also rewarding to be able to bring so many thought leaders to University Park campus to see first-hand that the Centre Region is a prime location for growing innovative businesses.”

To register, visit pennstatevip.com.
On Friday, May 17, 2019, Penn State President Eric Barron named 328 Innovation Boulevard in Innovation Park at Penn State in honor of Dr. Warren M. Washington, a pioneer and world leader in climate modeling. Washington earned his Ph.D. in meteorology from Penn State in 1964. As the second African-American in the nation to earn a Ph.D. in meteorology, his mentorship to future generations of scientists has deeply and profoundly impacted the field.

In the early 1960s, Washington recognized the potential of computers to revolutionize our understanding of Earth’s climate and helped develop the first-ever computer models to study the effects of atmospheric carbon dioxide concentrations on global temperatures. His groundbreaking work advanced the field of numerical climate modeling, allowing scientists to predict future atmospheric conditions and better understand climate change.

Dr. Washington took time to speak personally with the many guests who attended the building-naming on May 17.

IN THE NAME OF INNOVATION

328 INNOVATION BOULEVARD
NAMED FOR RENOWNED CLIMATE MODELING PIONEER WARREN M. WASHINGTON

Lee Kump, Dean of the College of Earth and Mineral Sciences, presents Dr. Washington with a gift.
328 Innovation Boulevard is home to the National Weather Service, an organization that uses weather and climate models pioneered by Washington while at Penn State and during his decades of service at the University Corporation for Atmospheric Research (UCAR).

“When I first came to Penn State, one of the research goals was to improve the daily weather forecasting,” Washington said. “But that soon morphed into bigger things. I’ve always been interested in how meteorology could provide a public benefit but also spark innovation and investment from private companies. This relationship has led to greater investment in science and continues to improve weather and climate forecasting.”

“We asked the deans to nominate pioneers and innovators so the buildings at Innovation Park have names and not numbers,” Barron said. “I’m very pleased that Warren Washington was the first nominee and will be honored with the first named building. He is an inspiration, an internationally recognized expert in atmospheric sciences and climate research, and a mentor who has long helped individuals live the life within them.”

Washington mentored graduate students — including Barron — as well as undergraduates in the UCAR-based Significant Opportunities in Atmospheric Research and Science, or SOARS, program.

Dr. Washington shared the Nobel Peace Prize for his contributions to the 2007 Intergovernmental Panel on Climate Change Assessment Report, and was awarded the 2010 National Medal of Science from President Barack Obama. This year, he received the Tyler Prize with Michael Mann, distinguished professor of atmospheric sciences at Penn State.

Other speakers at the naming event included Erwin Greenberg — chairman and founding partner of GLP, the exclusive developer of Innovation Park under agreement with the Penn State Research Park Management Corporation — and Lee Kump, John Leone Dean of the College of Earth and Mineral Sciences.
Calling all Innovators, Entrepreneurs, Researchers, or Small Technology Firms, don’t miss this opportunity!

The SBIR Road Tour is a national outreach effort connecting entrepreneurs working on advanced technologies to the country’s largest source of early stage funding – the SBIR/STTR programs. Also known as America’s Seed Fund, the SBIR/STTR programs provide over $3 billion in funding to small businesses each year in a wide variety of technology areas.

In all, SBIR/STTR has provided more than 6,400 awards in Pennsylvania, totaling more than $2 billion.

Each SBIR Road Tour stop, hosted by a local organization, will provide attendees with an opportunity to hear directly from the participating federal agency program managers that administer over 5,000 new awards annually and to meet one-on-one with program decision makers.

In communities where SBIR/STTR are historically under-utilized, local innovation supporters are stepping up. They are inviting representatives of America’s Largest Seed Fund to engage the small advanced technology community, including women and minority-owned research and development businesses. Every SBIR Road Tour stop represents a coveted opportunity to meet directly with Federal and State Program Managers who seed a wide spectrum of innovative ideas, while learning about your state sponsored innovation support infrastructure.

Total awarded to Centre County businesses: **$111,430,222.05**
Event Details

The event at University Park will feature morning programming that includes 1:1 sessions where small businesses will have the opportunity to meet with government program managers about SBIR/STTR funding. There will also be informational sessions hosted by the agencies to address eligibility, funding details, and “how to” information.

Maureen Mulvihill, President & CEO of Bellefonte-based Actuated Medical says, “SBIR is an incredible mechanism to move innovation from concept to commercialization.” Actuated Medical has received SBIR awards from several SBIR programs.

The afternoon will feature programming specific to the Centre County region, including sessions hosted by Penn State and community organizations who can assist with alternative funding for small businesses or have successfully received SBIR/STTR funding. Afternoon events will be hosted by organizations including, Ben Franklin Technology Partners, Penn State SBDC, Penn State Law & IP Clinic, Penn State Office of Technology Management (OTM), the Corporate Engagement Center (CEC) and others.

Presented by SBA

University Park, PA
Thursday, September 19 | 8 a.m. - 4 p.m.

Organization Host: Penn State

Location:
HUB-Robeson Center
Pollock Rd.
University Park, PA 16802

Contact Information:
Kelly Driftmier
Program Manager, Penn State Conferences and Institutes
(814) 865-9202
kmd5315@psu.edu

For more, visit sbirroadtour.com

Total awarded to Centre County by agency

- $100,000 Dept. of Agriculture
- $2,468,565 Dept. of Commerce
- $56,076,289 Dept. of Defense
- $150,000 Dept. of Energy
- $650,000 Dept. of Transportation
- $24,756,137 Dept. of Health and Human Services
- $21,407,010 NASA
- $5,947,119 National Science Foundation
Residents in the Park know that finding a home base for your business is about more than cost per square foot.

“Most business leaders know that when choosing their space, they have to consider their #1 asset: their employees,” said Michelle Cook, an Innovation Park staff member known formally and affectionately as “the coolBLUE Lady.”

Michelle’s job is to create an appealing, community-oriented environment for the resident companies and their employees who call Innovation Park home.

“Most people know me as the coolBLUE Lady,” Michelle said, “but the name probably means different things to different people, depending on their role or job description.”

From bringing in food trucks at lunchtime to coordinating meetings and events, Michelle makes work and work-life balance a little easier. At the core, coolBLUE is an employee engagement program that supports every company in Innovation Park at once. The effort provides everything from professional development to administrative support to fitness and fun activities.

“We take field trips to campus on the Penn State trolley, we visit unique spaces within the Park, like the laundry facility at the Penn Stater and the 3-D printing lab, we meet up for lunch or for book club, we take advantage of the walking trails, and much more,” Michelle explained.

Some events are geared toward specific audiences, like networking events and the Rainmaker Series, a seminar series designed for entrepreneurs in the Technology Center Incubator. Others are open to all Park residents, like performances by acts from Center for the Performing Arts. The Red Cross regularly visits the Park for blood drives and some events raise money for local causes.

Michelle is the go-to resource for helping companies connect with resources in the Park for events like meetings, conferences and presentations.

“The coolBLUE concept sets the Park apart from conventional office parks,” according to Michelle. “It’s more than just opportunities for fun. We help companies achieve an important goal: recruiting and retaining top talent.”

Get connected with the coolBLUE community by emailing Michelle at coolbluelady@psu.edu.
WALK OR BIKE THIS WAY!

While it's convenient to and from I-99, Innovation Park is also accessible from town and campus by paved biking/walking trails. In addition to using this method to commute to and from the park, many park residents take advantage of the trails for outdoor recreation and fitness.
The State College area has been making headlines for being a greenhouse for economic growth. It has fused education, research and business to create an environment that’s conducive for starting and growing businesses. CNNMoney credits the highly-educated workforce and resources of Penn State as benefits in its top 100 places to live and launch, as well a ‘vibrant downtown’ and exploring the beautiful Allegheny region. Livability.com calls it one of the best cities for entrepreneurs, with statistics on venture capital deals, how much funding business owners received from SBA and 7(a) loans and how much money residents spent within their community.

Looking for an environment that takes all the best parts of Penn State and the State College economic energy and combines them with support services, world-class childcare and entrepreneur resources? It’s at Innovation Park at Penn State.

More than just real estate, Innovation Park offers a dynamic workspace community that creates opportunities for like-minded leaders and companies to connect for their mutual benefit. With 118-acres of remarkable office, manufacturing and research space, and is part of one of the world’s premier research institutions, with access to Penn State’s scientific, engineering, technology and business resources, as well as the support services needed to transfer knowledge from the University to the marketplace.

The vast network of resources also includes the Technology Center Incubator and Ben Franklin Technology Partners and its TechCelerator, both designed to offer support to early-stage entrepreneurs, inventors and Penn State faculty; and the coolBLUE community.

Within the past 12 months, new tenants have occupied 30,000 square feet within the Park. These new tenants enjoy an array of amenities, including excellent parking and regional accessibility, Park environment and amenities of the hotel and conference center, walking trails, daycare service, free public bus transit and the confluence of multi-faceted workplaces and events at the Park that make it such a unique business environment.

GROW HERE
MAKING AN IDEAL HOME FOR YOUR BUSINESS

Available now:

- 310 Innovation Boulevard
  1st FL 19,000 SF Office, Flex, Light Manufacturing

- 328 Innovation Boulevard
  2nd FL 2,400 SF and 1,300 SF Office

- 330 Innovation Boulevard
  2nd FL 3,000 SF Office

- 331 Innovation Boulevard
  3rd FL, 5,000 SF Office

331 Innovation Boulevard has 5,000 square feet of class A office space available on the third floor, which offers beautiful views behind the Park.
Tom MacDonald is a senior managing director for Newmark Knight Frank and is the long-time (since 2001) commercial realtor that leases several of the buildings at the Park on behalf of GLP Development. He says, “Our available suites would be ideally suited for companies seeking small, medium or large size high quality space. We have a wide-ranging roster of tenants and uses in both research and professional services: various research related entities, multiple engineering disciplines, high tech industries, accounting, legal, and financial services are among the user groups here.”

“This unique design allows for multiple uses to function in the facility such as laboratory, light manufacturing and high-grade office space. The 310 Innovation Boulevard currently has a 1st Floor, 19,000 square foot space availability that is suited for flex and light manufacturing.

Comparatively, Buildings 328, 329, 330, and 331 Innovation Boulevard offer some of the region’s highest grade multi-story, multi-tenant Class A Office space, each presented in an all-brick and glass envelope and abundant parking capacity. The spaces available in those buildings are 331 Innovation Boulevard (3rd FL, 5,000 SF Office); 328 Innovation Boulevard, (2nd FL 2,400 SF and 1,300 SF Office) and 330 Innovation Boulevard (2nd FL 3,000 SF Office).

Are you ready to take your company to the next level? MacDonald says this is the place for you to do it. “I believe the answer starts with having a well-conceived, well designed, well owned and managed environment,” he says. “You want opportunities for your business to flourish and problems to be promptly taken care of as they inevitably arise unexpectedly. There is great comfort in knowing that your business, clients and employees will enjoy their daily experience coming to the Park. All are treated with great care and attention. Your business can grow on any scale here and there is a consistent high quality of life at Innovation Park.”

In November, Morgan Advanced Materials opened their new multi-million dollar Carbon Science Centre of Excellence at 310 Innovation Boulevard. It is a state-of-the-art 10,000 square foot laboratory dedicated to the materials science study in the carbon field. The Centre represents a major new employment and high-grade installation of equipment dedicated to this industry.

“Morgan is a global operation headquartered in London and we are very proud for having Morgan select Innovation Park for this new venture,” MacDonald says. The 310 Innovation Boulevard building is a single story, high-bay facility with exceptional power supply capacity.

“Innovation Park offers flex, office or light manufacturing space. There is great comfort in knowing that your business, clients and employees will enjoy their daily experience coming to the Park. All are treated with great care and attention. Your business can grow on any scale here and there is a consistent high quality of life at Innovation Park.”

To make an appointment to see one of the available spaces, or to learn more about how your business can prosper at the Park, you can contact Tom MacDonald at 412-716-8452 or tmacdonald@ngkf.com.
INNOVATION PARK
SPACE FOR LEASE
http://www.innovationpark.psu.edu/

18,900 SF - 29,700 SF Available

310 INNOVATION BOULEVARD    NEW HIGH-BAY OFFICE & RESEARCH BUILDING

331 INNOVATION BOULEVARD    3rd Floor    ONLY 7,025 SF LEFT!

- High quality master planned Class A professional office and research park
- On-site professional property management
- Abundant free parking
- High-grade construction materials, efficient design and immaculately landscaped
- Penn Stater Hotel
- Daybridge daycare services located within Innovation Park
- Free CATA public bus transportation service every 20 minutes to/from University Park and surrounding community

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INNOVATION PARK

SPACE FOR LEASE

http://www.innovationpark.psu.edu/

18,900 SF - 29,700 SF Available

310 INNOVATION BOULEVARD NEW HIGH-BAY OFFICE & RESEARCH BUILDING

331 INNOVATION BOULEVARD 3RD FLOOR ONLY 7,025 SF LEFT!

- High quality master planned Class A professional office and research park
- On-site professional property management
- Abundant free parking
- High-grade construction materials, efficient design and immaculately landscaped
- Penn Stater Hotel
- Daybridge daycare services located within Innovation Park
- Free CATA public bus transportation service every 20 minutes to/from University Park and surrounding communities

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