

## Award, new leases highlight SkySong's spring

SkySong, The ASU Scottsdale Innovation Center had a busy spring welcoming new tenants, working with existing tenants to expand and receiving more awards for its innovation and sustainable building practices.

Two SkySong tenants signed leases to expand their presence at SkySong substantially.

Adaptive Curriculum, which started out in the ASU SkySong incubator space, will now occupy more than 13,000 square feet in the project (see the article below for more information).

Existing tenant Yodle signed a lease to expand their operations from just over 5,000 square feet to just over 14,000 square feet, making them SkySong's third-largest tenant in terms of space leased.

On the new tenant front, Channel Intelligence, which helps retailers, manufacturers and other advertisers make their products and services easier for consumers to find and buy online and in local retail stores, will be leasing more than 10,000 square feet in SkySong II.

The new leases come at a time when the commercial real estate market is still struggling from the effects of the economic downturn — but SkySong continues to bring in new companies despite the economic conditions.

"We are proud to be able to welcome new companies and expand the presence of companies already at SkySong," said Sharon Harper, President & CEO of Plaza



Companies, one of the co-developers of the project.

"It shows that SkySong's focus on innovation and technology is helping our companies succeed despite a very difficult economic climate."

SkySong also received a significant recognition for its impact on redeveloping the area.

The project was named "Best Office/Industrial Redevelopment" in the 2009 Best of NAIOP (National Association

of Office Properties) Arizona Awards. The award was featured in the Phoenix Business Journal's March 26 issue.

It is the fourth significant environmental or redevelopment award the project has received in the past year.

SkySong has also received LEED Silver Certification, Energy Star designation by the U.S. Environmental Protection Agency, and an Award of Merit for its sustainable building practices from Valley Forward.

## Adaptive Curriculum grows into a SkySong success story

In one of the best examples yet of how the SkySong model can help companies, Adaptive Curriculum has transformed from a small "incubator" company at SkySong, the ASU Scottsdale Innovation Center to a thriving business that will now lease more than 13,000 square feet in the project.

Adaptive Curriculum is an award-

winning digital math and science solution for middle school and high school. It will have one of the largest office spaces at SkySong.

It's a dramatic success story for a company that came to ASU SkySong only three years ago with two employees at the time. The company credits the synergy and knowledge

gained from ASU SkySong as a critical component in its growth and success over the past few years.

The relationship with Adaptive Curriculum began in February of 2007, under the guidance and stewardship of ASU President Michael M. Crow. Dr. Crow helped convince Ahmet Eti,

**See GROWTH on Back Panel**

## GROWTH (from Front Panel)

Chairman and Founder of Adaptive Curriculum and Chairman of Sebit, LLC, to bring the company to ASU SkySong as a gateway into the U.S.

ASU SkySong provided connections to ASU that helped Adaptive Curriculum modify its products for U.S. educational customers, as well as business development connections that directly helped drive sales.

“What began as a simple discussion

between Ahmet and me has now grown into a truly remarkable success story for Adaptive Curriculum, Sebit, ASU and SkySong,” Dr. Crow said. “This is exactly how we envisioned the SkySong concept working as an economic development engine that supports and encourages innovation and entrepreneurship on a global scale.”

“We envision our new space in SkySong to include a showcase classroom for educators to learn and develop their teaching skills,” Eti said.

“SkySong has been a great partner and we look forward to expanding our relationship.”

Sharon Harper, President & CEO of Plaza Companies, one of the co-developers of SkySong, congratulated the company on its success.

“Adaptive Curriculum might be the best example we’ve had to date of a company coming to SkySong, taking full advantage of its resources and maturing to where it will now boost the area’s economy and create jobs,” Harper said.

## Farmers’ Market, performances to run through April 29th

The SkySong Evening Farmers’ Market will continue to run through April 29 under the project’s signature shade structure.

The markets take place from 3-7 p.m. and feature more than two dozen farmers, agriculturalists, food caterers and food retailers.

“We have been very pleased by the response to the farmers’ markets at SkySong and are pleased to be able to continue them for a longer run,” said Sharon Harper, President & CEO of the Plaza Companies, one of the co-developers of SkySong.

“We are proud to be able to host such a wonderful community event and invite everyone to attend throughout the end of the month.”

The Farmers’ Market is free to the public and open to everyone to attend. The events will include entertainment and musical performances.

**For regular updates and schedules for the SkySong Evening Farmers’ Market, visit [www.skysongcenter.com](http://www.skysongcenter.com), or visit SkySong’s page on Facebook at [www.facebook.com/skysongcenter](http://www.facebook.com/skysongcenter).**

## ASU SkySong welcomes 6 companies

Four innovative early-stage technology companies, a well-known biosciences industry association and an international consulting firm helping Danish companies enter the U.S. market are the latest additions to the accelerator space at SkySong, the ASU Scottsdale Innovation Center.

“All of these new partners add interesting elements to the unique mix of companies within our space at ASU SkySong,” said Julia Rosen, associate vice president for Innovation and Entrepreneurship at Arizona State University. “We have already been able to help accelerate the progress for a few of these new companies and look forward to continuing to assist all of them as they grow and prosper.”

The six companies are:

Arizona Bioindustry Association (AZBio) — AZBio is comprised of member organizations in business, research and education, economic development, government, and other professions involved in the biosciences. As the unified voice of Arizona’s bioscience industry, AZBio strives to make Arizona a place where bioscience organizations can grow and succeed.

Emerge.MD — Emerge.MD provides healthcare software solutions and



web applications to leading research organizations, healthcare providers and advocacy groups. Its products reduce healthcare costs, increase operational efficiency and enable the delivery of higher quality patient care.

PeopleJar.com — PeopleJar.com is a utility to help establish a new connection with another person by a particular interest or skill in any field and take the benefit of that connection outside the platform.

Riinu.com — Riinu.com will be a boutique social network focusing on healthy lifestyle choices for those seeking to make positive health changes.

SiteVoice — SiteVoice utilizes the latest developments in conversational technology to provide software solutions for customer service organizations that bridge the gap between voice and web interactions.

South Denmark International (SDI) — SDI is a consulting service assisting Danish companies’ entry to the US market, with focus on market research, go-to-market strategies and practical assistance for start-up activities.



# SKYSONG

Innovation. Technology. Imagination.

SkySong, The ASU Scottsdale Innovation Center is a partnership between Higgins Development Partners and Plaza Companies, the Arizona State University Foundation, USAA Real Estate Company and the City of Scottsdale.

[www.skysongcenter.com](http://www.skysongcenter.com) | [www.facebook.com/skysongcenter](http://www.facebook.com/skysongcenter)

Property Management 480.346.2140 | Leasing 602.954.3762