

Steiner resident takes the helm of Concordia incubator

By LESLEE BASSMAN, Four Points News



With a background in investment banking, corporate finance as well as co-founding a successful real estate development company, Steiner Ranch-resident Kristin Spindler made local history as the first director of the Concordia University Texas Incubator for Innovation and Impact.

“I am an entrepreneur,” Spindler said. “I invest in other entrepreneurs. I love to be part of that ecosystem to help people with their businesses, to help them realize their dreams.”

She assumed her position at the top of the program situated on the Four Points campus of Concordia, 11400 Concordia University Drive, Oct. 2 and said she has spent the past month meeting people in the school “and making the incubator more visible to people, internally and externally.”

Setting program priorities

The incubator, a partnership between the university and Tech Ranch, launched May 18 to provide a facility and support for local entrepreneurs and small business owners. Tech Ranch is an Austin-based venture with educational and development programs that assist budding entrepreneurs in their business growth.

For a set fee, incubator members gain access to a working space, student assistance and university facilities, among other benefits.

“What we really have to offer, as differentiated from just a coworking space, is that interaction with the students as potential interns, or (students) working on projects on an informal (basis),” Spindler said. “And, working with faculty. We have a group of industry experts in the community who have volunteered to be mentors here. As we have more and more members, we’ll have regular office hours that people can come and, if they have a marketing question, then we might have a table of mentors who specifically could help with marketing issues.”

She said her aim is to market the center to its surrounding corridor, from the city of Lakeway to Anderson Mill Road, including Steiner Ranch and River Place neighborhoods, as well as the Cedar Park and Loop 360/RM 2222/Hwy. 183 areas. Three out of the five current incubator members stem from the Four Points area and Spindler said she hopes to solicit a total of 30 members.

Spindler has scheduled coffee meetings throughout the month of November in Steiner Ranch, River Place and the Westlake area to present news of what the incubator offers to the local community.

“I’m trying to make a marketing push,” Spindler said. “I’m going into the different communities (and) calling it my Incubator Roadshow.”

She said she was beginning her efforts in Steiner Ranch, holding a coffee Nov. 7. She said she is scheduling similar events within a 20-25 minute drive from the incubator’s campus site.

“I envision this as really the incubator and the place to do business in Northwest Austin if you have a business where you want to create impact and you think you can have a synergy with the university,” Spindler said.