

# Startups at City's Business Incubator 'On Track' and Now Employ 14 People

By **Jana Adkins**  
SCVBJ Editor

In less than a year since Santa Clarita's Business Incubator opened the first startup entrepreneurs are already paying rent and hiring employees, said an analyst with the city's economic development division.

And as of the four startups that first moved into the incubator, collectively they already have 14 employees including the owner.

"All are on track to meet their goals for the first year. And they're growing a lot faster than we expected," said Karla Monterrosa for the city. "We offered them free rent for the first six months and now we're giving them space at a very low cost."

Kovariant, an analytics-based company focusing on creating virtual reality products for marketing major retailers and brands, has already hired seven people and has plans to hire more before the end of the year, she said.

"They're really exciting, just very dynamic and energetic," Monterrosa said. "They bring an interesting energy to the building."

Nuhubit Software Studios LLC creates educational video games for children, and has hired two employees.

"They're now an official Apple developer with a video game for Apple phones and tablets," Monterrosa said. "They have hired two employees."

Thinkquarium Entertainment creates original content to drive demand in the entertainment field, and they're also now partnering with Kovariant, having produced a 5-minute animated story to be used to attract investors.

"The incubator is working as intended," Monterrosa said. "We sought to have the incubator allow businesses to be creative and help each other."

Your Village Inc., the fourth startup, is a subscription-based service that provides online parenting workshops and coaching. It's also already developed 31 online workshops and is nearly ready to launch their website. The startup has hired a part-time editor and is recruiting for an intern as well.

"They've all expressed how much it helped them to move to professional office outside of the home," Monterrosa said.

Mentors in the fields of educational software, video gaming, digital marketing, crowdfunding and international business development have been lined up by the Small Business Development Center to meet the growth needs of the startups.

Santa Clarita's Business Incubator is



■ **Robert Bruza (left); founder of Kovariant; an analytics technology company for the entertainment and media. Photo by Austin Dave.**

also hosting an Open House, complete with lunch, Oct. 15 from 12 to 2 p.m. for anyone who is interested in stopping by and learning more about the companies and their products. The event is

co-sponsored by the city and the Los Angeles Economic Development Corporation. For those interested in meeting the business owners at the open house, people can register online at [www.innovate.la](http://www.innovate.la). ■