

Larry Kelley opens incubator at McClellan Business Park

Allen Young | Staff Writer | Sacramento Business Journal | Oct 19, 2016

Developer Larry Kelley has teamed up with a sales consultant to transform part of McClellan Business Park into a tech incubator that also provides back-office space to Silicon Valley companies.

Valley Extends, which launched Oct. 1, has begun pitching Bay Area executives on McClellan as a location for externally operated sales and marketing departments. The idea would have executives flying private jets directly into McClellan to check on employees, before returning to their Bay Area headquarters.



The endeavor also includes an incubator space that would give early-stage companies access to an advisory board of Sacramento business leaders. While the board is still being formed, early signers include Curt Rocca, managing partner of DCA Partners, and Lokesh Sikaria, managing partner at Moneta Ventures, Kelley said.

The developer said he envisioned McClellan becoming a creative space for local entrepreneurs as well as an inexpensive back-office hub for more established technology companies.

“I don’t think it’s a stretch to say this could work,” said Kelley, managing partner of LDK Ventures LLC. “We have a complete package for these people to get to market and grow.”

The developer said he hopes to fill 10,000 square feet of space over the next six months, and could dedicate 100,000 square feet or more to the overall venture.

Valley Extends is the brainchild of Clayton Porscha, a sales consultant who has worked for companies with names like Cubeyou Inc. and ResponDR Inc.

Part of Porscha’s plan involves a flight service from McClellan into private airports in Oakland, San Jose and San Carlos.

“You as a CEO can jump down on a flight, have a meeting with your team and be back in 30 minutes,” Porscha said.

Five employees are currently working at the Valley Extends space, Porscha said. They represent small tech companies Jitterbit, Awesm and Reactful.

Early next year, Valley Extends will launch its flagship product: a sales and marketing training course for startups, which Porscha described as a “full digital branding school.”

That plan involves training sales and marketing personnel on site at McClellan, said Porscha. Valley Extends also hopes to become an incubator for Sacramento startups.

Kelley acknowledged the plan is ambitious and experimental, but he praised Porscha's energy and enthusiasm.

“I picked up on his personality traits immediately and thought, ‘This is a guy who can help me get to my goals,’” Kelley said.