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## Business Innovation Group (BIG) News

Georgia Southern University

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# Lunch 'n' Learn Series

*December 12, 2015*

Entrepreneurs, students and faculty gathered at City Campus on Monday, November 16, 2015, from noon to 1:30 p.m. for the inaugural Lunch 'n' Learn. The instructor for this session was Becky Brownlee, SBDC business consultant.

Business planning is crucial to the success of a business, whether it is a new business or an existing one. Attendees enjoyed their lunches as Becky took them through the process of examining the critical aspects of a business, including factors and trends that could be a potential success or threat to a business's livelihood. The session also explored essential components of a business focusing on business concepts and feasibility, market analysis and financial considerations.

Future Lunch 'n' Learn Topics are

- January 2016: Legal Entity
- February 2016: Office Space
- March 2016: Funding
- April 2016: Local Area Resources
- May 2016: Loan Acquisition
- June 2016: Web Design & SEO
- July 2016: Social Media
- August 2016: Growth
- September 2016: HR Issues
- October 2016: Passion & Purpose
- November 2016: Global Entrepreneurship Week – Topic TBD

The first Lunch 'n' Learn was a tremendous success. Thanks to everyone who attended, and a special thanks to Becky Brownlee for sharing her knowledge of business planning. If you would like to come to any future Lunch 'n' Learn series, be sure to visit our website [GeorgiaSouthern.edu/coba/big](http://GeorgiaSouthern.edu/coba/big) in order to secure your spot! Lunch 'n' Learns are held on the third Tuesday of each month.

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Tags: [Becky Brownlee](#), [Lunch-N-Learn](#)

# Economic Impact Study Completed in Hinesville

*December 12, 2015*

At the request of the Hinesville Development Authority (HDA), the Bureau of Business Research and Economic Development (BBRED) conducted an economic impact analysis on a new shopping center development planning to locate in Hinesville. This report examined the economic impact of building and operating this facility. The analysis found that this project will have a quantifiable impact on Hinesville and the surrounding communities. The HDA is currently using this information as part of its decision-making process. Complete results will be available once the process has concluded.

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# Ben McKay Appointed to AUBER Board

*December 12, 2015*

During the Fall 2015 board meeting of the Association of University Business and Economic Research (AUBER), Ben McKay, BBRED research specialist, was appointed to a two-year term on the AUBER board by the board's president. Since 1947, AUBER has provided a venue for applied researchers in business and economics to gather and share ideas. Ben has been an active member of AUBER since joining the Bureau of Business Research and Economic Development at Georgia Southern University in 2007. He was identified as a potential candidate because of his work with the board and the research he has presented at AUBER conferences. Ben is very excited to work with his fellow board members to aid the growth of AUBER. This organization plays a unique and valuable role in the economic analysis community. AUBER President Jeremy Hill (ECON, '99) noted, "I expect that Ben will provide the organization with a fresh perspective."

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Tags: [AUBER](#), [Ben McKay](#)

# 3 Day Startup Georgia Southern University

*December 12, 2015*

The Georgia Southern Business Innovation Group (BIG) will provide prospective business developers and innovators an opportunity to bring business ideas to life. February 19-21, 2016, BIG will host 3 Day Startup (3DS), a world-renowned program that has a goal to kick start new student-run companies and build entrepreneurial capabilities in students and their university communities. An information session will be held on Tuesday, January 19, 2016, in College of Business Room 1124 from 5–6 p.m.

This once-in-a-lifetime program creates a living entrepreneurship laboratory bringing together interested individuals from various backgrounds and providing students with the tools they need to start successful companies. Once selected, participants will attend workshops, generate business ideas, get feedback from mentors, engage potential customers, pitch ideas and receive a 3DS Success Kit. More information can be found at [georgiasouthern.3daystartup.org](http://georgiasouthern.3daystartup.org).

BIG prides itself on its commitment to empower and equip entrepreneurs. 3DS is another example of the commitments BIG makes to create more businesses and jobs in order to sustain the economy. For more information or inquiries, contact Suzanne Hallman, business advisor, at [shallman@georgiasouthern.edu](mailto:shallman@georgiasouthern.edu).

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