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## Business Innovation Group (BIG) News

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# BIG Hosts Successful Global Entrepreneurship Week

*December 20, 2015*

The week of November 16-20, 2015, was Global Entrepreneurship Week, and the Business Innovation Group (BIG) hosted several events to celebrate innovators and self-starters.

The week kicked off with a Lunch 'n' Learn on Monday, November 16, 2015, where Becky Brownlee, Small Business Development Center (SBDC) consultant, conducted a seminar on business plans. Ms. Brownlee reviewed all the necessary components needed in a business plan. She emphasized the importance of a business plan and how a business plan should look at factors and trends that can and will affect its success. Ms. Brownlee also covered the necessary components of a business plan including business concept and feasibility, market analysis and financial considerations.

Tuesday, November 17, 2015, brought back the Eagle FastPitch, at which aspiring entrepreneurs pitched their business ideas "Shark Tank" style. Held at the Whitaker Black Box Theater in downtown Statesboro, 12 students presented their existing businesses and business ideas to a panel of eight judges. The students had three minutes to pitch their ideas, followed by three minutes of questions and answers. Pitches ranged from athletic gear to a parking app to a Memphis BBQ franchise. In the end, Mindy Lord of Luella Designs won the competition with her pitch to expand her flower farm and design company.

To wrap up the week, BIG hosted a workshop on designing websites on Wednesday, November 18, 2015. Websites 101 provided business owners the tools needed to create a strong online presence. Presented by Keely Hopkins, Georgia Southern web developer, the workshop gave entrepreneurs a better understanding of what it takes to create a website from start to finish, while also covering the best platform for websites and picking the best domain name.

BIG participates in GEW every year in November. GEW is a celebration of the innovators and job creators who launch startups that bring ideas to life, drive economic growth and expand human welfare. The week-long celebration is to inspire people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators.

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