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## Business Innovation Group (BIG) News

Georgia Southern University

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# BBRED Completed Candler County Target Industry and Occupational Analysis

*February 2, 2016*

Working with the Candler County Industrial Authority (CCIA), the Bureau of Business Research and Economic Development (BBRED) recently completed a Target Industry and Occupational Analysis. The purpose of this study was to provide the CCIA leadership team with a list of industries that could be a good fit with the current Candler County economy. CCIA is using this list of industries to guide its marketing efforts.

The study compared Candler County to two different local geographic areas which then served as comparison areas. First, the research team used a grouping of counties contiguous to Candler County. The second group used was the Savannah Metropolitan Statistical Area. Within the comparison area, BBRED found several related industries currently missing from this region. Several of which could be good recruiting targets for Candler County. The industries recommended to CCIA could support businesses in these clusters: local real estate construction/development, wood products cluster, food processing and manufacturing, and distribution and electronic commerce. The analysis found 12 recommended sectors to be good recruiting targets for Candler County. Currently, CCIA is taking active steps as a direct result of the BBRED study to recruit new businesses to Candler County.

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# BIG Café

*February 2, 2016*

BIG Café, the monthly networking event held by the Business Innovation Group (BIG), was a great success. Local entrepreneurs, students and faculty gathered at City Campus in downtown Statesboro, enabling one another to help solve business problems by providing feedback while enjoying a delicious complimentary cup of coffee provided by Cool Beanz.

The two presenters for BIG Café on Wednesday, January 13, 2016, were Sally Minton, owner of Boro Take-Out Express, and Demetria Smith, owner of Simplified Flooring. Each presented her current challenges with hopes of receiving feedback from the attendees to help solve each business problem.

Sally Minton proposed, "I need to find out what options are out there to help [Boro Take-Out Express] with growing our business and becoming a call center with backup Internet and backup electricity."

Marco George, owner of Covenant Home Security, stated, "There are two things you may want to consider, one a backup generator. There is a program called Grasshopper, and it's a 1-800 number that routes the call based on the extensions. If someone doesn't answer, it will hop from line to line searching for that person. You may also want to look into a dedicated wireless communicator as a backup if power goes down or cable is knocked out." David Hoyle, owner of Cool Beanz, suggested that she could "outsource to a dedicated call center." Other suggestions included utilizing the business incubator at City Campus, where PeachNet's fiber optic internet is installed, sitting down with a local tech company or trying out Google Voice.

After a short break for coffee, Demetria Smith began her presentation by asking, "How do we upsize effectively, and how do we plan for upsizing?"

Fred David, owner of Minuteman Press, suggested Demetria should "reach out of the area, like Augusta or Jacksonville, to people that you're not in direct competition with, but are doing similar work. Ask them if they have personnel that has down time that they could loan you or rent to you. Then, they wouldn't have to pay them for that week and you could. That could be a win-win for both of you." Other suggestions included searching church congregations because someone who needs work is always available, bringing in temporary help and bringing in individuals who specialize in specific tasks to work only when needed for those tasks.

The BIG Café was a huge success thanks to everyone who attended and gave invaluable feedback. Special thanks go to Sally and Demetria for presenting. If you would like to present your business challenge(s) at BIG Café, please contact Jill Johns at [jjohns@georgiasouthern.edu](mailto:jjohns@georgiasouthern.edu) or (912) 478-0872. Attend the next BIG Café if you would like to come together to network, drink free coffee and help one another thrive. Attend five times, and you will receive a free BIG Café coffee mug!

The next BIG Café will be Wednesday, February 10, with presentations starting at 9 a.m.

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# 3 Day Startup

*February 2, 2016*

The applicant pool is strong for the Georgia Southern third annual 3 Day Startup (3DS). The goal of the weekend-long program is for students to get their hands dirty, validate products and build prototypes in three days. Final pitches will take place in the auditorium of the IT building at 7 p.m. on Sunday, February 21, 2016.

3 Day Startup works by recruiting college students from a variety of different backgrounds. On Day 1 of the weekend program, the participants arrive with their most promising ideas for new companies. Some bring pre-built technology that is waiting to be commercialized, while others bring napkins with their ideas written on them. The ideas that survive make it to Day 3, on which teams demo their prototypes and pitch their companies.

Through this intensive program, 3DS participants brainstorm ideas, conduct market validation, devise business models, build prototypes and pitch to investors and successful entrepreneurs. The result is an experience that challenges participants to actually innovate, build and launch companies. The goal is to build entrepreneurial capabilities in students, build a community pipeline and kick-start new companies.

Since its inception, 3 Day Startup has hosted more than 100 programs across five continents and has launched scores of startups, collectively raising millions of dollars in funding. Dozens of 3DS startups are accepted into prestigious accelerator and incubator programs. 3DS boasts more than 5,000 alumni across 90 programs.

The event is provided at no cost to the students. The Business Innovation Group (BIG) depends on wonderful sponsors like RJ's Seafood & Steaks, D&R Car Care and Legacy Apartments to help offset costs such as meals and other resources needed to organize the weekend.

BIG would like to extend an invitation to the community to attend the final pitches on Sunday, February 21 at 7 p.m. in the IT auditorium. Join the live audience to hear the business pitches our students work so hard on throughout the weekend.

If you'd like to get involved in this amazing event, please contact Suzanne Hallman at [shallman@georgiasouthern.edu](mailto:shallman@georgiasouthern.edu).

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# Enactus Professional Clothing and Suit Drive

*February 2, 2016*

The Georgia Southern chapter of Enactus, the student organization for student entrepreneurs, is hosting a clothing drive from January 29 through February 29, 2016. The clothing drive is dedicated to filling a closet, located at the Georgia Southern University Office of Career Services, for individuals who may not have the means to buy a brand new suit for an interview. The clothing is available to rent at a minimal cost. The closet is part of the Supplying Underprivileged Individuals the Tools for Success (S.U.I.T.S.) project. Please start spring-cleaning early, and bring us your gently used suits or professional attire. Donations may be dropped off at City Campus located in downtown Statesboro at 58 E. Main St. The donations will be used to help the less fortunate gather the essential tools for success and become employed.

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# First Entrepreneur Night Held at City Campus

*February 2, 2016*

The Business Innovation Group (BIG) hosted the first-ever Entrepreneur Night at City Campus in downtown Statesboro on Tuesday, January 26, 2016. More than 40 local entrepreneurs, graduate students and faculty gathered for an informal evening of networking. This monthly networking event is designed to connect local entrepreneurs and small business owners with one another in a casual setting while enjoying a complimentary beverage from Eagle Creek Brewery.

Franklin Dismuke, owner of Eagle Creek Brewery, was impressed with the number of entrepreneurs at the event. "It is encouraging to see the growth in the local small business and entrepreneur sector in Statesboro," he stated.

Local entrepreneur Chad Montgomery of 4&20 Bakers ([4and20bakers.com](http://4and20bakers.com)) surprised everyone with event-themed mini cupcakes. These chocolate ganache-filled, stout-infused, bite-sized morsels were a huge hit. So much so that Sally Minton, owner of Boro Takeout Express, offered to provide food for all upcoming Entrepreneur Nights.

Entrepreneur Night was a tremendous success. Thanks to everyone who attended and brought such life and energy to City Campus after hours.

Entrepreneur Night will be held on the fourth Tuesday of each month at City Campus (58 East Main Street, Statesboro, Georgia). If you would like to attend one or more of these events, please contact Jill Johns at [jjohns@georgiasouthern.edu](mailto:jjohns@georgiasouthern.edu) or RSVP via evite at <http://evite.me/wvATCfFXz9>.

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# Lunch 'n' Learn

*February 2, 2016*

Entrepreneurs, students and faculty gathered at City Campus on Tuesday, January 19, 2016 from noon to 1:30 p.m. for our monthly Lunch 'n' Learn series. The instructor for this session was Lainie Wilson Harris, J.D.

All companies will face legal issues at some point in time, whether it is choosing the type of entity or being caught in the middle of a lawsuit. This Lunch 'n' Learn covered the different legal issues that may arise throughout the course of running a business and the necessary components to deal with these issues.

Upcoming Lunch 'n' Learn topics are

- 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; and
- November 2016: Global Entrepreneurship Week – Topic TBD.

The second Lunch 'n' Learn was a tremendous success. Thanks to everyone who attended and a special thanks to Lainie Harris for sharing her knowledge of legal entities. If you would like to attend future Lunch 'n' Learn sessions, be sure to visit [GeorgiaSouthern.edu/coba/big/big-events/lunch-n-learns/](http://GeorgiaSouthern.edu/coba/big/big-events/lunch-n-learns/) in order to reserve your spot! Lunch 'n' Learns are held on the third Tuesday of the month. Remember to bring your lunch when you join us!

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