3-2-2016

Business Innovation Group (BIG) News

Georgia Southern University

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/cob-big-news

Part of the Business Commons

Recommended Citation
https://digitalcommons.georgiasouthern.edu/cob-big-news/16

This article is brought to you for free and open access by the Business, College of - College Publications at Digital Commons@Georgia Southern. It has been accepted for inclusion in Business Innovation Group News by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.
February 10’s BIG Café was a great success. This monthly networking event held by the Business Innovation Group (BIG) was comprised of more than 40 local entrepreneurs, students and faculty who brought energy and enthusiasm, creating a strong entrepreneurial atmosphere. Each gathered at City Campus in downtown Statesboro, enabling one another to help solve business problems by providing invaluable feedback while enjoying a delicious cup of complimentary coffee provided by Cool Beanz along with a nice addition of doughnuts.

The two presenters for BIG Café included Tina and Jeff Banks, owners of Kidovations, and Jonathan and Bob Chambers, owners of Citrusolution Carpet Cleaning. Each presented with the intent of receiving feedback from the attendees to help solve business problems. Tina Banks posed the question, “how do I leverage networking opportunities effectively when I am not the loudest voice?”

Elena McLendon, with the Downtown Statesboro Development Authority, suggested that Tina and Jeff “sponsor one of the Bulloch Recreational teams, allowing them to put [the company’s] name on the jerseys and maybe partner with Party Harbor and have an event with lots of inflatables.” Sponsoring a team will help get Kidovation’s name out there, and hosting an event will allow Tina and Jeff to interact face-to-face with the kids who may start attending Kidovations. Dusty Ziegler, owner of Dusty Ziegler Agency proposed, “Get something like a mascot that captures the culture that would be appealing to the kids as well as to adults, and use that mascot to go to events and cultivate that culture; it will take some of the burden off of you.” Other suggestions included contacting local churches to inform them on Kidovations, using social media, connecting with extroverted individuals at events so they can connect Tina and Jeff to others.

After a brief coffee break, Jonathan and Bob Chambers proposed the unique challenge, “How do we market the sale of our business?”

Fred David, owner of Minuteman Press stated, “It’s very important to put together a complete package of what you want, and be able to show a potential buyer what your cash flow is and how you justify your price.” Brian Reiss, owner of Party Harbor Inflatables, suggested, “Don’t advertise it because people may think the quality isn’t that good, and they just want out.” Other suggestions included using a broker, consider owner-financing, and looking at repeat customers to see if they have an interest in buying.
Entrepreneurs, students and faculty gathered at City Campus on Tuesday, February 16, 2016, from noon to 1:30 p.m. for the monthly Lunch 'n' Learn series. Sarah Horton, the instructor for this February's Lunch 'n' Learn, presented the importance of good office space and available resources. Following the presentation, participants took a tour next door to see the exciting progress being made on the Business Incubator!

Upcoming Lunch 'n' Learn topics are:

- **March 2016**: Video Marketing
- **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

Thank you to everyone who attended, helping make the Lunch ‘n’ Learn series a tremendous success. A special thanks to Sarah Horton for sharing her knowledge on good office space and available resources. If you would like to attend future Lunch ‘n’ Learn sessions, be sure to visit 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!

Posted in [Events](#), [In the News](#)
March 2, 2016

Fred David’s BIG Café Success Story

Fred David attends BIG Café regularly and diligently provides invaluable feedback for fellow entrepreneurs. Fred saw the benefit of presenting at BIG Café and hopped on the train early. He decided to present at BIG Café on November 11, 2015. Fred sought out advice from local entrepreneurs at BIG Café in hopes of finding a good individual to bring on staff.

Fred David asked, “What are the avenues, and what are suggestions of places that I’m missing? Am I not asking the right questions of people to find a production person and a marketing person that could help me grow my business to the next level of where we need to be?” One suggestion included going out to different places like restaurants, for example, and watching the people actually work. Another suggestion was working with Georgia Southern University to develop an internship. Other suggestions included training replacements, looking at students from Ogeechee Tech, seeking out other mission groups and finding motivated people whom Fred could inspire.

Fred’s diligence to BIG Café paid off. After the event was over, several people went up to Fred and mentioned a young man called Taylor Genereux, a recent Georgia Southern University graphic design graduate, searching for a job. After an interview process, Fred decided to hire Taylor. Fred says, “He’s a wonderful young man; he’s been a great addition; and he’s the person I [was] looking for. So, I just wanted to say the BIG Café works.”

BIG Café can have the same impact on your business. If you want to solve a problem or issue, do not miss out on an amazing opportunity to resolve it by presenting at BIG Café! Thank you to all the local entrepreneurs, students and faculty members who make this program successful. Visit YouTube.com to watch Fred’s success story for yourself, or visit GeorgiaSouthern.edu/big/big-cafe to view each BIG Café.

Posted in Entrepreneur Spotlight, Events, In the News
Tom Szaky–Sustainability Seminar & Entrepreneur Lecture Series Speaker

March 2, 2016

Tom Szaky, co-founder and CEO of TerraCycle, will be the keynote speaker for the Center for Sustainability (CfS) and Business Innovation Group's 2016 Sustainability and Entrepreneur Lecture Series on Thursday, April 7 at 7 p.m. in the Performing Arts Center.

Szaky's company, TerraCycle, is an international leader in the collection and repurposing of post-consumer waste. On a yearly basis in more than 23 countries, the company collects and repurposes billions of pieces of waste. TerraCycle generates millions of dollars of donations for schools and charities in the process.

“As a young and well-known green entrepreneur, Tom Szaky is an excellent addition to our ongoing Sustainability Seminar series. He has completely reconceptualized ‘waste’ and has turned the repurposing of trash into a highly profitable business,” said Lissa Leege, director of the CfS.

Throughout the years, Szaky and TerraCycle have collected more than 100 awards acknowledging their work from organizations such as the Environmental Protection Agency, United Nations and the World Economic Forum. Additionally, Szaky is a well-known international public speaker, producer and star of reality television show “Human Resources,” and author of two books, Outsmart Wasteland Revolution in a Battle.

“We are very excited to partner with the CfS for this year’s Entrepreneurship Lecture,” said Dominique Halaby, director of the Business Innovation Group. “Tom Szaky embodies both entrepreneurial principles and sustainable practice principles. His lecture presents us with another exciting opportunity to show our students that it’s possible to make money while making the world a ‘greener’ place.”

The Entrepreneur Lecture series was developed by the Center for Entrepreneurial Learning and Leadership as a way to showcase the entrepreneurial spirit. This lecture series plays a great role in helping to harness and grow an innovative culture in the region.
BBRED Completes Analysis for McRae-Helena

March 2, 2016

The Bureau of Business Research and Economic Development (BBRED) recently completed a target industry analysis for the City of McRae-Helena to identify potential industries as attraction targets that could support the existing industrial economy in McRae-Helena and surrounding Telfair County. To find these industries, the research team examined both the industrial sectors and workforce characteristics present in the region.

The McRae-Helena leadership intends to use the findings of this analysis to pursue identified industries with potential to locate in and positively contribute to the local economy of Telfair County. As part of this analysis, the research team compared Telfair County to a grouping of contiguous counties. High growth sectors were identified within the two areas. Industries recommended to McRae-Helena that could support business growth include manufacturing, wholesale trade and transportation and warehousing sectors.

The analysis identified 11 potential sectors that could be good recruiting targets for the City of McRae-Helena. Currently, the city is taking active steps as a direct result of the BBRED study to recruit new businesses to the area. Finally, BBRED would like to thank the North American Development Bank and the GENIE program for financially supporting this research project.

Posted in In the News, Research
March Student Spotlight

March 2, 2016

Layne Livingston’s pitch for her car seat safety device earned her a spot in FastPitch and this month’s student spotlight.

Layne is a senior hospitality management major from Woodstock, Georgia. She was encouraged by her professor, Steve Stewart, Ph.D., assistant professor of management, to participate in the 3 Day Startup (3DS) program. “I had never considered myself an entrepreneur,” said Layne. “All I knew is that I had lots of ideas and motivation.” Those ideas and motivation paid off as she pitched to a small committee then to the larger group. She was surrounded by a very supportive and excited team who helped with research, customer discovery, pricing strategy and developing a prototype.

Layne will graduate in May but is confident that the My Guardian Angel team can handle developing and launching this exciting new product.

Layne is not an amateur when it comes to the stage. She was awarded second runner up at this year’s Miss Georgia Southern Pageant. Layne is also the chaplin for her sorority, Alpha Delta Chi, and volunteers for the Make-A-Wish Foundation.

Shortly after completing 3DS, Layne accepted an internship with Disney as part of its College Program. She will be a concierge in one of the company’s world famous resort hotels. Layne is very hopeful that the internship is just the beginning of a great career at Disney.

Congratulations, Layne! Keep up the great work!
“My Guardian Angel” is Judges Choice at 2016 3 Day Startup

March 2, 2016

“My Guardian Angel,” a business idea that could help save children’s lives, was selected by judges to move on to the FastPitch competition in Savannah, Georgia, during the third annual 3 Day Startup (3DS) held Feb. 19-21.

3DS, hosted at Georgia Southern by the University’s Business Innovation Group (BIG), is a world-renowned program that creates a living entrepreneurship laboratory bringing together individuals from various backgrounds and provides students with the tools they need to start successful companies.

“My Guardian Angel” is a device in a pad that goes in a child’s car seat and can alert a distracted or busy parent from forgetting their child in a vehicle. This safety device detects weight in car seats and sets off an alarm on the parent’s key fob if they walk 30 feet away. The pad can be transferred from a baby seat to toddler seat, and is durable, washable and potentially customizable.

The team consists of six members including founder Layne Livingston, Quinton Boyd, Thomas Carter, John Jones, Jeovannti McKoy and Joseph Watt. Livingston delivered the team’s pitch, acting as a distracted parent juggling many tasks at once to demonstrate how the invention would work.
“What a weekend! This program and the students just keep getting better,” said Suzanne Hallman, Georgia Southern business advisor. “The amount of effort the participants put into the ideas and presentations over one weekend is awe-inspiring.”

This intensive weekend event was filled with activity including workshops, business idea generation, customer engagement sessions and pitching the ideas to the judges. “My Guardian Angel” will move on to represent Georgia Southern at the FastPitch competition March 4.

FastPitch is hosted by The Creative Coast and gives entrepreneurs three minutes to pitch their innovative venture and be assessed by local community leaders, academics and investors. Coaching and Feedback is provided before, during, and after to better prepare you, your idea, and your presentation of that idea. For more information or to get your tickets to show your support please visit https://www.thecreativecoast.org/programs/fastpitch/.

Due to the success and quality of the students who participated in 3DS, judges also selected two other teams to go on to compete at FastPitch. Along with “My Guardian Angel,” the teams “Chapter Ease” and “LFG” will also represent Georgia Southern during the competition.

“I’ve attended all three years, and this was the best year so far,” said Allen Muldrew, Downtown Statesboro Development Authority director. “The Business Innovation Group’s 3 Day Startup program is a great asset to Georgia Southern and our community. It’s nice to see such a great launching pad for our future entrepreneurs.”

Other business ideas pitched this year were:

- Eagle Track – an analytical database management system for the military
- Chapter Ease – Greek life chapter management system
- Park Plots – connecting people to solve parking issues for big venues
- eBugg – revolutionized smart shopping cart
- LFG – gamer matching based on personality

The Georgia Southern University BIG prides itself on its commitment to empower and equip entrepreneurs. 3DS is an example of the commitments BIG makes to create more businesses and jobs in order to sustain the economy. For more information, contact Suzanne Hallman, business advisor, at shallman@georgiasouthern.edu, or visit georgiasouthern.3daystartup.org.