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Business Innovation Group (BIG) News

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Georgia Southern University Study Confirms Spaceport Camden an Economic Boon for Coastal Georgia

September 25, 2017



WOODBINE, GEORGIA – August 22, 2017 – Camden County and the Bureau of Business Research and Economic Development (BBRED) at Georgia Southern University released an economic assessment of Spaceport Camden, which showed it will generate more than \$22 million in annual economic activity for the area. This annual economic activity is in addition to the more than \$9 million in economic activity that will be generated from construction activities at the spaceport in the first 15 months of operations. Most importantly, these estimates are based on Camden County’s employment figures in the Environmental Impact Statement currently under review and do not include the effect of employment and direct investment space companies may make in Camden.

“When we started the process, we knew we had something special,” said County Administrator Steve Howard. “Even the most conservative estimates of Spaceport Camden’s potential shows tens of millions of dollars in economic activity and more than 100 new jobs.”

While the report only studied the economic activity generated by Spaceport Camden’s filings with the FAA, significantly more revenue is possible as more space companies call Coastal Georgia home. In addition, BBRED’s economic analysis also foreshadows a massive uptick in tourism, one of Camden County’s largest economic sectors. According to the study, Camden’s tourism industry supported \$90.32 million in economic activities and 777 jobs in 2015. Launches at other spaceports around the country see an influx of 10,000 to 15,000 visitors that stay for an average of two to three days for orbital and suborbital launches.

“Across the United States rocket launches have become another opportunity to showcase the host community, and are a good way to attract new visitors,” said Benjamin McKay, research specialist with BBRED. “This analysis illustrates that by adding a spaceport in Camden County, existing industries also stand to benefit from these investments.”

More about:

Spaceport Camden seeks to develop a world-class spaceport through a public-private partnership that establishes Camden County as the Commercial Space Center of the United States. Our Mission is to create the premier spaceport strategically positioned to provide economic diversity with a competitive advantage for the space sector, Camden County, the State of Georgia and the United States of America. For more information, please view our website at www.SpaceportCamden.us.

More about The Bureau of Business Research and Economic Development (BBRED):

The Bureau of Business Research and Economic Development (BBRED) is a member of the Business Innovation Group (BIG) at Georgia Southern University. BIG is the business outreach arm for the College of Business and Georgia Southern University. BBRED has performed numerous studies for local governments and private businesses across Georgia. These studies focus on economic impact analysis, market analysis, project feasibility or program evaluation.

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GS's Small Business Development Center Teach Businesses how to Grow

September 25, 2017



By Valore Cote

Are you working **IN** your business or **ON** your business? Many small business owners are so busy working in their business that they neglect to work on it and as a result, struggle to grow. This fall, the Small Business Development Center will be holding its GrowSmart program in Savannah, Georgia. This program is designed to help business owners take their business to the next level.

The GrowSmart program focuses on getting results. The weekly sessions provide hands-on instruction to analyze and manage like a seasoned CEO. Participants will evaluate their business, competition and target markets, and go through step-by-step development of their company's strategies for growth. In addition, they will have the opportunity to interact with other business owners and share best practices. Upon completion of the course, participants will have gained insights into the latest ideas and timeless principles that have helped thousands of business owners build a foundation for growth.

GrowSmart takes place over five weeks and provides 35 hours of class instruction, covering all areas of business operation. The program dates and areas covered are provided below:

- October 17: Planning for Growth
- October 31: Market Research & Planning
- October 31: Leadership & Management
- November 7: Financial Analysis & Tools
- November 14: Operations & Implementation

The price of the program is \$895 and requires application acceptance (applications are reviewed to ensure competitive conflicts are minimized). Early bird discounts are available. For more information, please contact the Small Business Development Center at (912) 651-3200 or via email at southerncoastal@georgiasbdc.org. Applications for the class can be found at www.georgiasbdc.org/growsmart.

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GS students participate in the 3 Day Startup Global Round Up Conference

September 25, 2017



Feature Highlight

By Eminah Quintyne, Feature Writer

Statesboro- Georgia Southern graduate Tyler Fulwood participated in the 3 Day Startup (3DS) global roundup held in Austin, Texas, where the aspiring entrepreneurial 3DS community across six continents came together to network, hear speakers, attend workshops and information sessions, and engage in activities.

Conference participants included university students, 3DS program facilitators, organizers, panelist, and the general public who capitalized on the opportunity to network with like-minded people, meet co-founders, make friends, and take advantage of resources that may take startups to the next level.

Fulwood participated in the 3DS business idea development competition at the University earlier this year, and says the experience made him want to attend the 3DS Global Roundup.

” Attending the conference was a very inspirational trip, and was the fuel I needed to launch my business this year,” said Fulwood. “One thing conference entrepreneurs had in common is they just did it. Fear holds so many people back from turning their dreams into reality. I encourage all aspiring entrepreneurs to participate in 3DS. It is definitely a great stepping stone and you will gain so much from it.”

Conference speakers included dynamic young people like Cam Doody, co-founder of Bellhops, who was a college student with a business idea that now runs as a thriving startup with over \$20 million in revenue raised.

Lunch was served over the three-day conference period, and at each dining opportunity attendees had the option to participate in virtual reality gaming stations. Options like these came as a nice surprise to participants. Two virtual reality games were ongoing, Tilt Brush (a 3D painting game) and Job Simulator (a virtual reality world where you game to cause chaos to a work place).

A team of coders for application development from Austin Coding Academy facilitated an app pitch competition. The winner of the competition had the luxury of seeing their vision come life. The code

team built a functional draft version of the winning submission, and featured it in a session during the conference.

Information sessions offered professional panelists who spoke on topics like finding product market fit, knowing what it costs to generate new customers, why founders should think about the culture of their startup, how to hire the right employees in an early stage company, how to have a conversation about equity with your cofounder, engineers turned entrepreneurs, when startups fail, equity crowdfunding, and more. Considering the global connection and impact of 3DS, conference organizers provided an information session on immigration options for entrepreneurs working in the U.S. as a non-citizen. Here session topics ranged from obtaining a visa, hiring overseas employees on a visa, and expanding business into overseas markets.

Workshops allowed for a hands-on approach to business accounting for startups, and using it to impact growth. Other workshops included, search engine optimization related to best outcomes for a business's web presence, and 3DS program facilitators were presented with tips and best practices for delivery of an excellent 3DS programs.

“Global Roundup was an amazing experience,” said Fulwood. “It was a weekend full of CEOs and aspiring entrepreneurs. Participants affiliated with 3DS from all over the world are gathered together and instilled with knowledge and jewels from a professional variety of mentors and CEOs of startup companies.”

3DS is a proven entrepreneurship education program model that originated within the 3DS student organization at the University of Texas (UT). The mission behind the 3DS program models is to unlock and activate entrepreneurial potential in students of all kinds by defining a clear set of directions on how to get started.

[The Veterans Business Outreach Center offers Ongoing Assistance to Military Members](#)

September 25, 2017



The Veterans Business Outreach Center (VBOC) is a Small Business Administration (SBA)-funded resource available to service members, veterans, National Guard & Reserve members and military spouses with an interest in starting or expanding upon a small business. With over 20 locations across the United States, VBOC advisors provide entrepreneurial

development assistance, mentoring and training in areas such as international trade, franchising, internet marketing and accounting.

In addition to personalized training and development, the Georgia VBOC attends, conducts and provides support for Boots to Business courses located at South Carolina and Georgia military installations. The Boots to Business program is a two-day program available to transitioning service members and their spouses from any branch of the military. During this program, service members learn the steps for evaluating business concepts, the foundational knowledge required to develop a business plan, and information on the resources available to help access start-up capital and technical assistance.

This month, VBOC will be participating as an exhibitor in the Annual Warrior Integration Symposium in Atlanta, Georgia, hosted by America's Warrior Partnership. This symposium serves as a source of empowerment and strength for Georgia's veteran community. By unifying resources available to veterans, America's Warrior Partnership creates a viable community for veterans where they live and work. Members of the VBOC team are thrilled for this opportunity to share their assistance and resources with veterans aspiring to become entrepreneurs. Additionally, VBOC Director Jeremy Horstman and Business Advisor Jeff Smith will be attending the National VBOC conference in Alexandria, Virginia. This conference is nested with the national Women's Business Center (WBC) leadership conference and will focus on the strategic direction and synchronization of the VBOCs across the nation.



Our VBOC business for the month of September highlights Melody Vogt with Notable Solutions. Notable Solutions provides life coaching solutions to children struggling with issues affecting a child's physical and emotional wellbeing. Melody is a certified Adventures in Wisdom life coach and a licensed professional counselor offering services to children from the age of six to twelve years in age. The purpose of Notable Solution's life coaching is to address and improve issues including bullying, depression, self-esteem, and others to be discussed in a scheduled consultation with Melody. At this time, Notable Solutions services are available in Statesboro and surrounding counties. Due to the sensitive nature of life coaching sessions, face-to-face counseling appointments are required in order to maximize the benefit to the child.

Upcoming outreach events in October include participation in several Boots to Business courses in Georgia and South Carolina. For more information on VBOC services, events, or contact information for Notable Solutions, please contact our office at 912-478-7781.