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Business Innovation Group (BIG) News

Georgia Southern University

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Student Entrepreneur Spotlight

March 29, 2018

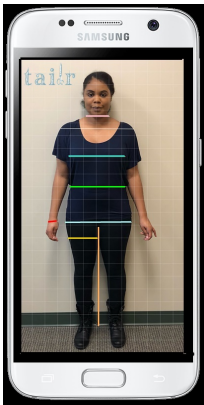
By Eminah Quintyne, Feature Writer

2018 winner of the annual 3 Day Startup business idea pitch competition is a customized clothing named Tailr.

In respect to different body types and the fact you can't try on clothes when shopping online, David Vaughn, creator of Tailr seeks to implement a measurement system for online clothes shopping that pins down the best fit for your body from different brands.

"There are many body types out there, and manufacturers do not always design clothes with that in mind. Tailr aims to provide accurate enough measurements so no matter what body type you may have or how big or small you may be, we can provide the best fitting size in any brand." said Vaughn.

In action, Tailr works as a service through a smartphone app or desktop operating system. Three-dimensional mapping is used to take measurements from a photograph you upload into the app.



The program scans your body to obtain several unique measurements. Your individualized measurements are saved to your profile, compared to clothing specifications from manufacturer size guides and are used as you shop online to inform you of what size is most ideal for you. On the back end, Tailr establishes affiliate relationships with clothing companies to integrate with online shopping tools. The program will generate sizes for you exclusive to the brand you're shopping with. Customers decide if the fit and size works well for them.

Vaughn worked with Deja Powell and Nicholas Farmer over the three-day period to obtain data to create their final pitch. Students typically are not friends or familiar with each other prior to the event, and collaborate to meet project goals.

"The best part of 3DS was getting to connect with so many other bright, motivated students, and being able to benefit from the experience of all the great mentors," said Vaughn "Steve Stewart helped us iron out the functionality of the service and paint a picture of how the product would work, and what its added value would be to the customers. Dr. Bartosz Wojszczyk helped us with the technology we needed and better informed me of the competitive landscape within this particular industry. I could not recommend any other program higher than 3DS. It was an absolutely fantastic experience."

3DS is an international program for undergraduate and graduate students to launch their own business. The program provides a network of opportunities to support student entrepreneurship and is hosted at various universities over a three-day period.

“Every student, no matter their career goals, should participate in an entrepreneurship program. It was literally the greatest experience ever! I have always wanted to go to fashion school but chose to pursue a degree in business. 3DS has shown me my love for entrepreneurship and the will I need to continue with my goals and develop my own company. We were able to get lots of input that helped us stay on track and improve the idea. Honestly, I wouldn’t change a thing about the layout or the mentors,” said Deja Powell.

Currently, Tailr is working with software developers and personal consultants to launch their service. They hope to finalize a prototype and to secure investors who will enable them to expand and further develop.

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Students compete in the sixth annual 3 Day Startup on campus

March 29, 2018

Student entrepreneurs at Georgia Southern University brought their business ideas to life during the Business Innovation Group's (BIG) sixth annual 3 Day Startup (3DS) program, held Feb. 16-19 at the Information Technology Building in the Professional Development Center.

3DS is a world-renowned program that creates a living entrepreneurship laboratory that brings together individuals from various backgrounds and provides students with the tools they need to start successful companies.

Andrew Rogers, this year's 3DS facilitator grew up in Sacramento, CA before moving to Omaha, NE to attend the Creighton University Heider College of Business, now working on the Technology Innovation Team for The Carson Group says he "has a passion for turning ideas into realities, and helping people realize their entrepreneurial talents." Rogers helped 3DS finalists prepare for the weekend by providing directions on how to pitch to investors and on how to organize and acquire data. Five ideas were presented during final pitches, ranging from carbon fiber longboards to hair care products to tumblers, and students worked with and received guidance from mentors throughout the weekend.

"This is by far my favorite event to organize for the students," said Program Manager Suzanne Hallman. "Every year we hear great ideas and see huge strides our students make over the weekend."

Ultimately, panelists chose "Tailr," a digital measuring system using a smartphone camera/webcam etc. that works to be an intermediary between retailers and consumers by helping those who shop for clothing online to determine the perfect size and fit for them, as the most viable product to move on to be an incubator client at City Campus. Incubator clients are early-stage companies who share individual office space with the advantage of mentors and networking opportunities. The Business Innovation Group shifts clients toward speeding up the growth and success of startup companies.

"The Business Innovation Group creates this great opportunity for our students to get real experience with the development of ideas into business models, and the students love it," said Steve Stewart, Ph.D., an assistant professor of management who teaches in the Entrepreneurship program.

Other business ideas worked on throughout the weekend included:

- **Nia** – allows users to insert hair product into a specialty engineered brush that distributes the product from the bristles throughout hair. Provides ease with hair maintenance for individuals with hard to manage or curly hair.
- **Dis** – carbon fiber longboards that are durable, long-lasting, water, shock and UV resistant, marketed to be more reliable than wooden boards.
- **Tac** – insulated cups made with rotomold uniform density plastic, and threaded lids that are marketed to be superior to the weakness of Yeti and Tervis.
- **Five Dollar Footwear** – initiates the reality of high-quality and high-end sneakers for the price of \$5 through a controlled lottery system that allows population segments to win.

"My goal this year was to help participants by providing handouts to truly act as a how-to guide. Lean canvas is an abbreviated business plan model that requires users to get to the point under specific guidelines. Participants are required to follow this model as well as a suggested presentation slide deck order. The handouts fleshed out details in lay terms, and I

believe really helped to provide a confident working infrastructure,” said Georgia Southern University 3DS president Eminah Quintyne. “Each group did an excellent job with the content and aesthetic of their presentation. Marin Coleman, a graphic design student, added incredible value by sharing her skillset with each group. She created everyone’s logo.”

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.

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VBOC Conducts Boots to Business

March 29, 2018

By Amanda Wynn, Business Advisor

The Veterans Business Outreach Center (VBOC) is an SBA-funded resource available to service members, veterans, National Guard & Reserve members and military spouses with 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's military installations. The Boots to Business program is a two day program available to transitioning service members in any branch of the military and their spouses. 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.

In February, the Veterans Business Outreach Center partnered with WorkSource Coastal to offer the first Veterans Entrepreneurship program at Georgia Southern University's City Campus. This program was sponsored by WorkSource Coastal and was offered at no cost to qualifying veterans looking to start their own business. After three weeks of classroom instruction followed by two weeks of one-on-one counseling, these "vetrepreneurs" have the tools needed to complete their business plan.

Upcoming events include Boots to Business courses throughout the month. For more information on VBOC services or events, please contact our office at 912-478-7781.

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