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Business Innovation Group (BIG) News

Georgia Southern University

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2018 BIG Pitch Winner of \$10,000 Award

November 5, 2018



The eighth annual Ocean Exchange, hosted in Savannah, GA, featured the fourth year of the BIG Pitch Award, sponsored by Georgia Southern University, College of Business Administration, Business Innovation Group.

The winner of the 2018 BIG Pitch Award in the amount of \$10,000 USD is Vita Inclinata by a team from Seattle University. Vita Inclinata is a leading developer of chaotic motion control systems, providing counter swing systems to military agencies, private contractors and local governments for improved human safety and operating efficiency.

Dr. Allen Amason, Dean of the College of Business Administration at Georgia Southern University commented after the award was announced. "Vita's Load Stability System has the potential for huge impact. Certainly they are to be applauded for developing a device will actually save lives. The pitch was compelling, and they've come a long way already. So, we're happy this award will help them make the next big step in development. We're honored to be a part of such a significant event"

In addition to the winning grant recipient, seven additional collegiate innovators presented sustainable solutions to a distinguished group of conference guests representing business and industry, entrepreneurs, academia, government, and NGOs. Schools represented in the finalist round were from NYU, Yale, Brandeis, UC Santa Barbara, Texas State, Boston University, Virginia Commonwealth, and the Monterrey (Mexico) Institute of Technology and Higher Education with solutions in fields of energy, robotics, and agriculture/aquaculture.

About Ocean Exchange

Each year, the Ocean Exchange seeks innovative, proactive and globally scalable sustainable solutions with working prototypes and applications that can cross industries, economies and cultures, in a competitive process in which two \$100,000 and one \$10,000 awards are granted to early-stage companies.

About Georgia Southern University Business Innovation Group

The Business Innovation Group (BIG) at Georgia Southern University, located in downtown Statesboro, GA, is the business outreach arm of the university, committed to developing a vibrant entrepreneurship and innovation ecosystem for the southeast region. BIG provides resources for students and entrepreneurs to gain skills and training necessary to understand business principles, experience how businesses operate, and successfully launch new enterprises.

Georgia Southern University, a public Carnegie Doctoral/Research University founded in 1906, offers 118 degree programs serving 20,673 students. Through eight colleges, the University offers bachelor's, master's and doctoral degree programs built on more than a century of academic achievement. Georgia Southern is recognized for its student-centered and hands-on approach to education. Visit GeorgiaSouthern.edu.

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For more information and a listing of major sponsors please visit www.OceanExchange.org or contact Millicent.Pitts@oceanexchange.org. She can be reached at 912-257-0209.

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Tags: [BIG Pitch](#), [Seattle University](#), [Vita Inclinata](#)

Small Business Saturday

November 5, 2018

The holiday season brings great opportunities for businesses to finish the year strong and grow their revenue in the fourth quarter. One of these opportunities is Small Business Saturday®. Small Business Saturday® takes place the Saturday after Thanksgiving. It is an effort led by American Express and the Shop Small® Movement to help encourage communities to support local small businesses by shopping small during the holiday season.

For businesses looking to participate in Small Business Saturday®, the following resources are available.

1. American Express Shop Small® Studio: <https://www.americanexpress.com/us/small-business/shop-small>

Go here to register your business for Small Business Saturday®. This helps shoppers find participating local businesses. In addition, American Express provides free promotional material to businesses for the day.

2. Small Business Administration's Blog: <https://www.sba.gov/blogs>

Here you can find posts not only about how to improve your business, but also specific articles on how to prepare for the holiday season.

3. UGA Small Business Development Center Social Media Accounts.

Follow the UGA Small Business Development Center on social media to get regular tips and advice on how to make the most of the holiday season.

Facebook: www.facebook.com/ugasbdc

Twitter: @ugasbdc

Instagram: @uga_sbdc

[Congratulations to our 2018 Pallet Challenge winners!](#)

November 5, 2018

Shared from the Center for Sustainability at Georgia Southern University

We had some beautiful and very creative entries this year- congratulations to all who entered! View photos of most of the entries [here](#).

The winners were as follows:

Adult

1st Bryan Neal – trestle table

2nd Pete Sessa & Elizabeth Rasnick – Dry Marsh – coffee table and ladder

3rd Kyle Herman and Kenny Rettinger – Team Work – pallet chair

People's Choice Bryan Neal – trestle table

Youth

1st 'Blima' – students of Elizabeth Eubanks at Jenkins High School- recycling bins

2nd Martindale/ Rushing – Rylee and Finn Rushing – chess board

3rd 'Your Pallet' – Nathan Ryan, Terry Alexander & Brandon Barefield, students of Elizabeth Eubanks – desk and accessories

People's Choice 'Pallet Predator' Emory D'Arcangelo – bowl and vase





Thank you to our amazing sponsors for providing us with prize money for the winners. One who remains anonymous and Kids World. We could make amazing things like this happen without you.



Local Entrepreneurs Change Lives with Self-care

November 5, 2018



By Eminah Quintyne

Because physical, mental, and emotional balance may be impacted by stress, Pause Button 2.0 created a platform to help alleviate stress through a podcast. Anita Brown and Jill Johns are the owners and co-hosts of Pause Button 2.0. Both women are married with children and have had long careers in varying industries. The conviction to launch this platform came from recognizing stress is an undeniable part of life and should be treated with healthy coping mechanisms to prevent dysfunction and disease. A spotlight is shed on everyday people because the owners believe the everyday person is special considering everyday people work to do the best they can with where they are in life.

“At the Pause Button 2.0, we celebrate each and every self-care ‘penny’ that’s gathered along the journey that leads to a lifetime of physical, emotional and spiritual ‘wealth,’” said Jill.

Vulnerable storytelling is the underpinning to Pause Button 2.0. The message behind the platform’s name is about pausing on the hustle and bustle of life to bring awareness to the present moment. Practical application of self-care techniques are offered through the podcast, video footage, and workshops and retreats.

“People connect with others when they’re able to say ‘me too,’ and it’s difficult to get that connection unless there’s vulnerable storytelling. When we see ourselves in someone else’s story, we feel connected through empathy. Empathetic relationships offer people support and space for change when change is necessary. Our audio is very lightly edited, and listeners feel like they’re part of the conversation,” said Anita.

Owners express they have a strong sense of self, and the quality of their relationships with others did not improve until they improved the quality of the relationship they had with themselves.

“It makes sense that when we are filled with compassion for ourselves, we have it to give to others. Likewise, when we give ourselves the time and space to process our emotions, we are inclined to offer that to others,” said Anita.

Mini-courses, free downloads, and social media and online interactions are support tools Pause Button 2.0 offers listeners. Jill expressed they offer workshops and retreats because sometimes listeners want more like interacting with others on a similar path and with the co-host.

“The Pause Button 2.0 podcast provides a community and a platform for people to explore self-care in an honest and supported environment. We pride ourselves on building relationships with our listeners through vulnerable storytelling and playful banter and we carry that relationship into the real world,”

said Jill. Workshops and retreats work to bridge the gap that may disconnect people from one another in a digital age.

Jill admits she likes to celebrate the success in the mundane parts of everyday life.

Ordinary happenings of everyday life impact people in different ways. Jill admits she likes to celebrate success in what some may consider the mundane parts of life.

“The success stories that resonate with me are the simple stories where listeners are proud of themselves for saying no to a seemingly simple ask, yet the power of saying no felt giant,” said Jill.

The wherewithal to make informed decisions is supported by sharing information, however, Anita expressed people are their own experts.

“No one else can determine what the answer will be for us. Each of us has the capacity for knowing what is best for ourselves. Sometimes we don’t trust ourselves and end up giving that power to others,” said Anita.

Pause Button 2.0 is about providing content to help the community make informed decisions about giving themselves the right to feel things, be human, and work through the many stressors of everyday life. The owners are local and may be found online at:

SoundCloud, iTunes and Stitcher

www.ThePauseButtonPodcast.com

[FB.me/ThePauseButton2.0](https://fb.me/ThePauseButton2.0)

ThePauseButton2.0@gmail.com

Make Something with us in the Fab Lab

November 5, 2018



Advantages of the Digital Fabrication Laboratory (Fab Lab) Equipment

By Eminah Quintyne

The equipment in the Fab Lab allows anyone to bring product ideas to life. Georgia Southern's Fab Lab is a part of the Business Innovation Group and exists as a maker-space for aspiring entrepreneurs, business owners, the community, GS Faculty and staff, and students seeking to prototype or be creative with school or personal projects.

Trained student staff in the Fab Lab provide guidance to take designs from 3D modeling software and print them on one of several 3D printers. Staff play an integral role in optimizing client outcomes by using their knowledge base to customize how they approach each project.



Inventors and tinkerers are encouraged to use the resources of the Fab Lab to prototype and bring their ideas to life. In general, a design (STL) file is taken from a version of 3D modeling software, loaded into a software program called GrabCad Print, and modified to best suit the object being printed. Orientation is critical to the process of modifying settings for users to get what they want. Fab Lab staff are experts at the process of determining the best orientation and printing.



The cost to print is directly associated with the amount of materials used and labor. Support material generates at the same time a 3D object is printed and provides a sustainable infrastructure to build a 3D design in the machine. You can create anything from a keychain, shoes, machine parts, to a showerhead and more among the Fab Lab's 3D printer options. Each printer creates varied types and sizes of designs.

Fab Lab technicians can help point you in the right direction depending on the size of your design and the material you prefer. Every printer uses a thermoplastic polymer material called Acrylonitrile

Butadiene Styrene (ABS) which is used to create an assortment of objects in the color of your choice. The Prusa i3 is an open-faced 3D printer. Use is encouraged by experienced users of 3D printing because the Prusa is a more self-directed machine. The Prusa will print on a range of materials like polypropylene, polylactic acid (PLA), and ABS. Because the Prusa reads designs through an SD card, has its own printing software, and controls the actual bed, it allows you to do more hands-on things while printing.

“We don’t design things as much here, people come in with an STL file, which is the standard format for 3D printing, and we print it. You can create anything in a 3D printer. The Prusa is good for simple models with a basic design, like toys or assembly parts. It is not practical for mass production,” said Stephan Kenyon, a graduate assistant with a B.S in Mechanical Engineering.

Though the Fab Lab team does not aggressively practice design, Solidworks is a software often used for 3D design and if someone has an idea in their head and wants to get it in physical form, the Fab Lab team is happy to teach you how to design it and print it for you.

“Any project where someone needs a visual tool to demonstrate, you can 3D print. This is a great place for personal projects and for students,” said Kenyon. The uPrint is popular because it prints quickly and prints objects of average size. The Fortus has a larger print bed, therefore it prints larger 3D models.

“It is good for students to come in here and learn how to use the 3D printers and laser cutters because it is a great skill and is something technical students can put on their résumé,” said Babatunde Saliu, Fab Lab student worker.

The Fab Lab’s laser printer allows users to take graphic design and create one dimensional or 3D laser-printed designs. Designs are taken from Adobe Illustrator or pdf files and sent to a specific destination for them to be laser-printed.

“The magic to using the laser printer is slow speed and high power,” said graphic design major and student intern Rachel Brown.

There are several manual controls to modify the dimensions, input the thickness of material and depth of the laser cut. Fab Lab staff help users to understand and manage these controls. Rachel designed a candle holder and a special requested wedding cake display for BIG incubator client, *Ours the Company*. The laser printer can cut plexiglass, tile, cardboard, leather, stones, acrylic and other materials.

The Fab Lab also has a wood workshop consisting of a CNC router, saws, sanders, and other standard workshop equipment.

The Fab Lab offers business, individual, family and education memberships and ad-hoc offerings. Each membership is associated with a varied monthly fee and a mandatory \$30 safety course. Members are also trained on how to properly operate whatever equipment they are wanting to use. Members are granted 20 hours per month to print in the Fab Lab. Beyond 20 hours there is an associated hourly fee. Members are encouraged to bring their own material for the laser, CNC, and wood workshop, but must pay for materials used on the 3D printers. For more information contact BIG at 912-478-0872.