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Georgia Southern University

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Georgia Southern Student Entrepreneur Featured in Forbes Magazine

December 2, 2011

Georgia Southern University senior Jon Lockin has just been featured in Forbes Magazine for his innovative idea of transporting drinkers home from the local Statesboro bars.

The bus service, known as the Blue Goose, was started by Lockin when he was just a freshman as a means to supplement his income. After seeing a report about a British company whose employees traveled to bring people home safely, Lockin was curious if the same type of company could be useful in Statesboro.

Discovering for himself that a cab home from the bars would cost him around $40 for only a short distance, he knew the idea could be profitable. Initially, he aimed to provide a courtesy driver service riding only his scooter to safely drive home people who had been drinking for a fee.

“I soon realized this wasn’t keeping me busy full time and people wanted to me to be a taxi,” Lockin said.

There was a higher demand than what he expected. Lockin knew he would need larger transportation.

“I had a choice, either I fitted an expensive taxi meter or I charged a flat fee wherever people wanted to go,” Lockin said.

This inspiration led to the Blue Goose. Lockin obtained his license for a taxi service and bought his first bus from an online auction site operated by a company called Liquidity Services.

“The name came from this big blue bus that we got – it was in great condition and we only paid $1,800 for it at auction,” Lockin said. “My grandma used to have a car she called the Pink Goose. So it seemed only natural to call our business the Blue Goose.”

As he was charging a $3 flat fee per person he had an incentive to ferry as many people as possible. In the end, Lockin became much cheaper than any competition. Demand continued to surge for his services and the Blue Goose business soared.

Currently, Lockin owns five buses, but only operates four for his business. He also employs two other drivers. The company transports groups of 10 or more people and even allows them to bring alcoholic beverages onboard. Passenger ID’s are checked by the drivers and these passengers must stay behind the “white line.”
Lockin’s father has worked to help him maintain his business both legally and financially.

“I could make money a thousand different ways but I choose to make money in a way that makes me feel good about myself and makes me feel good about what I’m doing in the community,” Lockin said.

Forbes feature focuses on Lockin’s purchase of surplus military equipment (the buses) and names him one of five “micro-entrepreneur’s.”

– read the article:

Winners of the 2011 MBA Business Plan Competition are....

December 2, 2011

On Thursday 1st December in the City Campus E-Zone Georgia Southern University held its annual MBA Business Plan Competition for students in the postgraduate entrepreneurship course (MGNT 7335). Three teams presented to a panel of judges, observers and clients. This year the course took a different approach and each of the teams worked with a local business to develop a business plan for a new product, a new venture or a growth opportunity. Student teams were mentored and supported throughout the course by two of the Center’s entrepreneurial fellows Ron Medinger and Jim Williams.

First to present were Roundhouse Railcars represented by Whittni Wright, Karl Dorsey, Travis Jurek, Erica Sellers and Scott Pittman. The idea is to provide refurbished or newly constructed streetcars that utilize a unique propulsion system. The streetcars would be refurbished at an already existing facility, The Railroad Museum in Savannah, GA. Savannah was a major hub for railroads with numerous streetcars and even though in an abandoned condition, the facility is still there. The proposal was to develop a for-profit business that refurbished streetcars for US cities trying to reintroduce streetcar systems. The team were particularly commended for their two-page executive summary and their interview performance.

Next up was AdLid Advertising presented by Kole Donaldson, Randal Bonner, John Keith and James Beeson. “They say the best form of advertising is word of mouth so put their names on their lips”. The idea is to advertise on the lids of coffee/soda/smoothies or any kind of drink that has a lid on top. It would be the first company doing so in the USA. The team identified a means to develop a high speed labeling machine that would ramp up production and enable the venture to expand quickly. They also proposed the development of a franchise system. The judges liked the concept and were very impressed with the team’s answers during a challenging interview session.

The last team to present was CoachWayne! The team included Megan Donaldson, Ehjaylyn Henry, Kassi Lee, Adrian Mora and Danny Park. Coach Wayne is a former Olympics Coach with a current facility located in the Savannah Mall that provides gymnastics, karate, ballet and cheerleading to kids focusing mainly on gymnastics. The group developed and proposed a growth strategy to include malls in Brunswick, Hilton Head and Jacksonville. The judges were particularly impressed with this group’s presentation and their ability to handled extremely challenging questions during the interview.

AND the WINNER is COACHWAYNE!

The winners will receive a prize and the honor of calling themselves the Georgia Southern University 2011 MBA Business Plan competition winners. In addition, due to the nature of the proposal, the judges chose the Roundhouse Railcar team to represent Georgia Southern at the Georgia Bowl business plan competition in January.

Thank you to our judges: Lesley Francis, Larry Zaslavsky, Ray Wenig, Connie Edwards, Howard Stryker and Leonard Blount and our clients Coach Wayne (CoachWayne!), Terry Kohler (Roundhouse Railroad
Museum) and Jerry Blakely (Novel Imaging). All of the judges and clients were impressed by the quality of the students’ work.