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Business Innovation Group (BIG) News

Georgia Southern University

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Winner of the MBA Entrepreneurship Venture Panels...

November 18, 2010

On Wednesday 17th November between 5:00pm and 8:00pm the MBA Entrepreneurship class presented their business plans to a panel of investors. Like the undergraduate New Venture Planning course the postgraduate students develop a business idea and spend the entire semester researching the business plan, which they then present to a panel of ‘prospective investors’. The MBA course has a twist though, groups are randomly selected and 30% of the course grade goes towards peer assessment. In the panels the students were assessed on their two page executive summary, their formal 15 minute presentation of their business and a 30-40 minute interview which involves the panel scrutinizing all aspects of the business proposal. Three groups presented this year.

The first group ‘Eyes on Auto’ included: Dan Kramer, Luther Edwards, Elijah Asagbra, Katie Lamere and Lauren Jackson. They proposed to develop a business that enabled customers of repair shops to track the work on their vehicles and watch over the internet as repair mechanics worked on their cars. The team had a sophisticated technology solution that incorporated online tracking, video cameras, swipe card systems, live video streaming and text and e-mail updates from the garages. They sought to raise $500,000 in equity finance from outside investors to start the business. The venture panel was very impressed with how the students managed to explain a complex business in a straightforward manner.

The second group ‘Greenhouse’ included: Elizabeth Pierce; Caoyuan Zhang, Brian Middleton, Ryan Carter and Chandan Maitrani. The team presented a retail concept that “…established energy-saving and environmentally friendly store… that provides new innovative solar, energy efficient and eco-friendly devices to customers”. Their proposed store in the Oglethorpe Mall in Savannah is to have all sorts of interesting solar and energy efficient devices including: a water powered clock; energy monitors; and, solar camping ovens. The venture panel were very complimentary about the teams 15 minute presentation and particularly the aids they used to demonstrate the concept which included a brochure of the products that would be sold.

The final group to present was ‘Rent-A-Ride’ and the team included: Trey Roberts; Brad Stamaris; Megan Lansing; Jeremy Eason; and, Kristen Dunlap. Rent-A-Ride presented a “…specialty automated bike rental service tailored to campus based universities”. The system based on systems in major cities in the Europe and the US involves rental kiosks that allow students to rent bikes for short periods to get between different points on a campus, returning the bike at any appropriate kiosk at their destination. The venture panel were particularly enthusiastic about this business concept but also rated the team highly for their presentation and interview performance.

AND the winner is ‘Rent-A-Ride’ who will be invited to represent Georgia Southern University at the Georgia Bowl Business Plan competition.

The Center for Entrepreneurial Learning & Leadership would like to thank the venture panel: Jim Williams (JM Williams Inc.); Ron Medinger (MRC Associates LLC); Lynn Lilly (The LillyGroup LLC); John Telgener (Retired VP – United Technologies); Wendy Woodrum (SBDC).
Evans Hooks speaks in Entrepreneurship classes

November 18, 2010

Evans Hooks Cattle Co. Inc. Founder and Owner, Evans Hooks visited on campus with our Entrepreneurship classes Tuesday, November 16th. He shared his experiences in working in a family business and the corresponding challenges. After leaving the family cattle business to work for a national firm for a number of years, Evans realized that he would prefer to be working for himself and applying the knowledge he had learned from his job and his dad. Thus his pursuit of professional value added marketing in the cattle industry. He discussed the myriad of federal and state regulatory agencies he has to satisfy regularly in order for his business to be successful. Later Evans, a former Georgia Cattlemen’s Association President formed a partnership with a gentleman that formerly served as President of the American Cattlemen’s Association to auction cattle via online videos. This business has continued to grow each year and is based in Emanuel County, Georgia.

(Pictured Jim Williams Chair of the Center for Entrepreneurial Learning & Leadership Advisory Council and Entrepreneurial Fellow with Evans Hooks and the entrepreneurship students in the foreground)

About Evans Hooks

Evans is a 1977 graduate of David Emanuel Academy and a 1982 graduate from the University of Georgia with a Bachelor of Science degree in animal science. He was employed by Ralston Purina Company as a beef specialist from 1983 until 1995. He has also worked with Michigan Livestock Exchange.

Evans now owns his own beef marketing company located in Swainsboro, GA. The land and farm have belonged to three generations of Hooks’ that raised Purebred Angus cattle for over 50 years. Now under the name of Evans Hooks Cattle Company, Evans has a purebred Angus herd, a commercial cow herd and backgrounds calves.

Evans is a partner in Southeast Livestock Exchange, LLC. He is a member of the Georgia Cattlemen’s Association where he has served on the board and also has been past president of the Georgia Cattlemen’s Association.

Evans has been a great advocate for adding value to cattle in the South and his affiliation with many preconditioning associations is evidence of his dedication to the cattle industry.

“Creating Value Added Marketing through Efficiency, Education and Establishing Buyer/Producer Relationships.”

Southeast Livestock Exchange, LLC is a livestock video auction owned and operated by two partners: John Queen and Evans Hooks. Each in their own unique and individual way is an industry leader and, with a joint effort, they decided to combine their hard work and dedication into a business to benefit cattle producers.

Southeast Livestock Exchange, LLC can provide effective and efficient cattle marketing. Our goal is to expand marketing opportunities for producers and to bring motivated sellers and buyers together.
Selling load lots of yearlings and calves through live competitive bidding is the best way to market your livestock.

One of our top priorities is to market reputable cattle with good herd health programs. Southeast Livestock Exchange, LLC is a proud supporter of the BQA program. We constantly strive to educate and certify producers in an effort to build consumer confidence within our industry. Electronic identification (EID), age and source verification are value added programs that we also promote.

With years of experience in backgrounding and finishing cattle, along with the advice of well-respected veterinarians and nutritionists, we can help to customize vaccination and feeding programs.