12-12-2010

Business Innovation Group (BIG) News

Georgia Southern University

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Center Finalist in 3E Learning Innovative Entrepreneurship Education Competition

December 12, 2010

The Center for Entrepreneurial Learning and Leadership has been listed as a finalist in the 2010-11 3E Learning Innovative Entrepreneurship Education Competition at the USASBE conference in Hilton Head Island (Jan 15-16).

Results: We didn’t make the top three this time. Congratulations to Peter Marik (1st), Ikenna Uzuegbunam (2nd) and Marcos Hashimoto (3rd).

We were shortlisted for our Trade Show/Venture Concept Exhibition that the students have been undertaking in the Entrepreneurship classes since 2008. In the Trade Show students teams are invited to develop a business concept for an entrepreneurial idea which they first pitch to a panel of investors and then they undertake a Venture Concept Exhibition. The exhibition is a simulation of a Trade Show and students develop stalls, brochures, prototypes and poster boards to demonstrate their concepts. They are also judged on their ability to sell the business idea and get people to the Trade Show.

We will be competing against the following Universities:

<table>
<thead>
<tr>
<th>Idea</th>
<th>Contact</th>
<th>Affiliation</th>
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</thead>
<tbody>
<tr>
<td>Create a domestically-based business plan with international growth within 3-5 years</td>
<td>Peter Marik</td>
<td>Monroe County Community College</td>
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<tr>
<td>Creative Problem Solving in the Global Market Context</td>
<td>Diana Hechavarria</td>
<td>University of Cincinnati</td>
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<tr>
<td>New Venture Financing: Deal or No Deal</td>
<td>Ikenna Uzuegbunam</td>
<td>University of Kentucky</td>
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<tr>
<td>Opportunity Recognition</td>
<td>Eli Gimmon</td>
<td>Tel-Hai College (Isreal)</td>
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<td>Rumor or Reality</td>
<td>Gina Vega</td>
<td>Salem State University</td>
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<td>Success @ Starbucks</td>
<td>Matthew Kenney</td>
<td>Kenney College Graduate School of Global Entrep.</td>
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<tr>
<td>Team Challenge of Risk and Reward</td>
<td>James Green</td>
<td>University of Maryland</td>
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<tr>
<td>The Dilbert Principle</td>
<td>Marcos Hashimoto</td>
<td>Insper</td>
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<td>Trade Show</td>
<td>Luke Pittaway</td>
<td>Georgia Southern University</td>
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<td>Using what you don’t know: Bootstrapping an industry analysis</td>
<td>Kelly Shaver</td>
<td>College of Charleston</td>
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Food for Thought: Entrepreneurs Uncensored

December 12, 2010

Panel Members: Bea Wray (ERLink), Peter Bounaiuto (Travel TV Network), Radford Harrell (TalentSoup)

Thursday, January 20, 2011, 11:30 am-1:00pm  Rm. 126, PARB Building, Georgia Tech Savannah Campus

FREE LUNCH PROVIDED  To attend, please sign up by Tuesday January 18, 2010 By Email: jjordan@georgia.org or by phone: 912-963-2551

About the Panel discussion:

Join us for this Food for Thought event while three successful serial entrepreneurs engage in a tell-all panel discussion. Listen in and ask questions as they discuss, among other things:

- What gave them the confidence to “risk it all” and start a company
- How did they fund the first 6-12 months of their startup?
- What mistakes have taught them valuable lessons for the future?
- Top 3 things they know now that they wish they knew from the beginning?
- Most important attribute an entrepreneur has to possess?

About the Panel members:

Bea Wray is a high tech entrepreneur who has developed successful companies in the U.S. and abroad. She was the founder of Sourceharbor specializing in software escrow and serving hundreds of clients across six countries. Sourceharbor was sold to NCC Group, plc in 2006. Bea was a founder of Deposix in Munich and SourceFile in San Francisco. Most recently, Bea has cast her IT services expertise into the healthcare industry with ERLink, an online community for emergency room physicians. Bea is a Liberty Fellow in association with the Aspen Institute and received a Masters in Business Administration with Distinction from the Harvard Business School.

Peter M. Buonaiuto, Sr. is co-founder and CEO of Travel TV Network, LLC a technology company that delivers local search and Facebook marketing solutions via its YellowMarketing.com and MediaFeedia.com platforms respectively. During his 27 year career with telecommunications and Internet ventures he has served in a variety of mid-level and senior-level positions for companies representative of every size and life cycle. Past successes include ConQuest Telecommunication where he led the company’s growth from a start-up to a $100 million per year purveyor of specialized telecom services. Mr. Buonaiuto then co-founded Send2Fax, LLC an internet fax services company in 2001 which grew profitably to serve nearly forty thousand customers worldwide until the company was acquired in 2006 by eFax.

Radford Harrell is the founder of TalentSoup.com, which is working hard to blow up the modeling and talent industry. TalentSoup was a finalist in the TAG / GRA business competition in 2009 and is proudly bootstrapped. His broad work history includes design and marketing medical devices, VC-backed startup
founder, Caribbean dive boat captain, commercial diver, and the US Navy (a Judge’s idea). He holds a BSID from Auburn University, and lives in Savannah with his wife Emily, young sons Gressett and Mcree, and 2 old dogs. He believes in investing in individuals to aid them in achieving personal success, as well as supporting Savannah’s burgeoning community of technologists and entrepreneurs. Rad is on the Board of the new Creative Coast.
Minor in Entrepreneurship Approved by COBA Faculty

December 12, 2010

On December 3rd the undergraduate committee and faculty of the College of Business Administration approved the Center’s proposal to create a minor in entrepreneurship and small business. The proposal will now go forward to the University for a decision and may be available to students from Fall 2011.

The purpose of the minor is to open up the entrepreneurship and small business courses to any student across campus who is interested in starting up a business or simply learning more about entrepreneurship. The proposal’s rationale was:

“Over 40% of students nationally report considering starting a business at some point in their career and around 3% of the student population are actively involved in starting or managing their own businesses while at University. Many of these students are non-business majors, such as, students in hospitality, construction management, computer and information technology and engineering. In the past students outside of COBA have had difficulty accessing courses that would support their interest in starting a business while taking a major in a non-business subject. The purpose of this minor is to draw together four existing entrepreneurship and small business courses in order to make them available to students beyond the Management major. The prerequisites associated with these courses have recently been reduced in order to increase access and the resources required to provide this minor already exist.”

Any student wishing to take the minor must complete MGNT 3130 Principles of Management (3) first and then take the following courses: MGNT 3234 Entrepreneurship (3); MGNT 4234 Small Business Management (3); MGNT 4235 Applied Small Business Management (3); and, MGNT 4236 New Venture Planning (3).

As part of the proposal MGNT 4236 New Venture Planning, which is our business planning course, has reduced prerequisites and will now be more openly available to students across the College of Business Administration as a free elective.