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## Lynn Lilly speaks to Georgia Southern entrepreneurship class

February 21, 2012



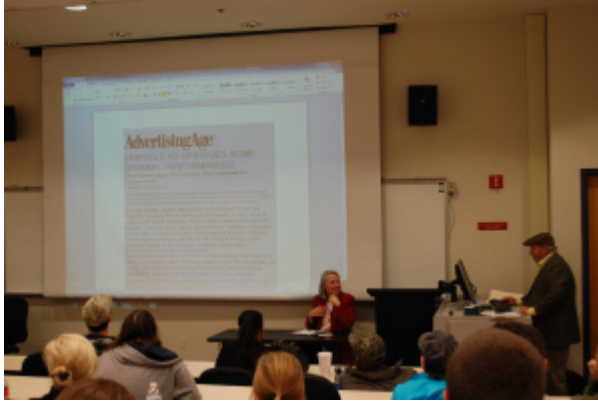
Lynn Lilly, of The Lilly Group, shared her experiences as an entrepreneur with Georgia Southern University business students on Tuesday. Entrepreneurial Fellow of the Center of Entrepreneurial Learning and Leadership Jim Williams' hosted Lilly as she strived to help students learn some tips to brand a business and how to be successful. Williams chose Lilly to speak based on her years of experience with marketing, advertising, public relationships and all different types of writing.

Lilly started the Lilly Group, an advertising and marketing communications consultancy, back in 2001 after acquiring years of experience as one of the youngest owners and the youngest vice presidents of an \$85 million marketing and communications company. She has worked on and produced communications for many major companies including OfficeMax, Dirt Devil, Jo-Ann Fabrics, PURELL, General Electric Lighting and many more. Lilly prides herself in continually working hard *"to develop communications concepts that get noticed and get results."*

Lilly began her presentation with the Liggett-Stashower Communication Strategy Model, an eight-page document she helped construct years ago as a strategic planning tool. The agency she worked for put this document together to help conduct their business. *"Every agency has its own way of pitching a business," Lilly said. "This was our process."*

The strategy is a step-by-step method of planning developed from the concept of marketing objectives. By asking a series of questions and clearly defining the market of a product, the probability of success increases. According to Lilly, understanding the market is *"necessary to evaluate the potential for successfully marketing your product."*

Lilly also made a point to highlight the importance of demographics. *"The way you talk to each group will make a difference," she said.* She explained different things matter to different people and therefore, the way to approach separate audiences will give a company different results.



Next, Lilly moved on to discuss how to brand a business. She reminded the students, *“it’s not about you, it’s about the customers.”* A believer in brainstorming, Lilly advised the students to start with all kinds of ideas. After some consideration, the bad ideas should be taken away and the best ideas will shine through. *“Everything you do should be perfect,”* said Lilly. *“You must make sure of this.”*

Intrigued by Lilly, the students proceeded to ask her several questions after her presentation. Some students even waited after class to speak directly to her. It was obvious that Lilly enjoyed the students’ dialogue.

At Georgia Southern, Lilly is an Entrepreneurial Fellow of the Center for Entrepreneurial Learning and Leadership; a member of the Advisory Board to Students In Free Enterprise-SIFE; and a member of the Community Advisory Board of the Department of Writing and Linguistics.

## Georgia Southern students create “campus guide” app

February 21, 2012



Two Georgia Southern University students have created a new mobile application for android and apple operating systems. The app is designed to help students navigate their way around campus and find classes.

Junior business major, Jordan Steen (**pictured left**) and junior computer science major, Jim Ashachik are the two creators of the campus guide app. Intended to help students find any location on campus, the app includes lists of buildings on campus and a virtual map of campus as well.

The two friends originally met through their fraternity Delta Sigma Phi two years ago. *“We have always been really good friends,” said Steen. “It just so happens we were sitting around one day bouncing ideas off each other and thought of the app.”*

Ashachik, the brains behind the app coding, first started creating apps after getting his first smart phone two years ago. *“I started messing around with the idea,” said Ashachik. “Then I found out that Georgia Southern offered a class for programming for android phones.”* Ashachik decided to take the class and began creating more and more basic apps. He began to see how they worked and entered different competitions. To his surprise he ended up winning.



The first contest Ashachik (**pictured right**) entered was an android programming contest. Along with another friend from Georgia Southern, Ashachik created a basic version of a class finder app. He took home 3<sup>rd</sup> place based more on his idea rather than design. A few months later Steen

and Ashachik began discussing the competition and the possibilities the app held. *"It originally was a very basic idea," said Steen. "Then I mentioned the idea of a virtual tour. We took the idea to why don't we make it a class finder/anything finder?"*

Ashachik already had a basic idea of how the app would work based on his previous experience in the android competition. Over Christmas break, the two friends collaborated to improve the app.

The app should be ready for use within the next month or so, said Steen. Ashachik is still in the process of adding more locations and customizing it. Steen and Ashachik hope to one day have the app reach every university in the U.S. *"What we're going to do is customize it to each university," said Steen. "We are going to take the same app, go to UGA and change the coding. Any university that wants a class finder app we will work with."*

Besides creating this app, Steen is working to launch Pro Applications, a company that develops mobile applications for other companies. The campus guide app will be the company's first, but the two have all kinds of ideas for the future. *"The main thing we are trying to push first is the campus guide app," said Steen. "Once we get that out we will work on some other things."*

In the next couple of years, the two businessmen see themselves providing their app to 20 universities. *"From there, hopefully the growth will take off by itself," said Steen. "We want it to be on every university because that just means more potential for us and for our company."*