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## FastPitch 2012 celebrates student and local entrepreneurs

April 4, 2012



Students and local entrepreneurs were given the opportunity to pitch their innovative ideas to potential investors during the second annual FastPitch Competition. Organized by Georgia Southern University, the Creative Coast, and Advanced Technology Development Center (ATDC), the competition was held at the Coastal Georgia Center in Savannah, Ga. Contestants traveled from South Carolina and all over southeast Georgia for the chance to compete for cash prizes and the title of 2012 FastPitch winner.

*“We were surprised when the number applications reach 107 this year,” said Dr. Luke Pittaway, Director of the Georgia Southern’s Center of Entrepreneurial Learning and Leadership and one of the main organizers of the competition. “We really have seen an improvement of applicants and their ideas.”*

Thirty-three competitors were chosen from the pool of applicants. Based on their idea, they were placed in one of the three following categories: early stage, existing company or students. A panel of 20 judges made up of experienced entrepreneurs and investors evaluated contestant one-page investment summaries, three-minute presentations and the overall attractiveness of the contestants’ ideas from a venture point of view.



Savannah State junior accounting majors, David Prejean and Pebbles Winston, entered the FastPitch Competition with their business product Lips of Bliss. Lips of Bliss is an organic lip balm aimed at improving the health of lips while providing long-lasting moisture. The company currently offers five flavors and has gained a steady client base.

Prejean and Winston proudly took home the award for runner-up in the student division. Along with Lips of Bliss, Pro Applications Inc. owned by junior business major, Jordan Steen of Georgia Southern University also took home the runner-up award. Both students were praised by the judges for their organization and original ideas. Five other entrepreneurs received top scores and collected cash awards.

Savannah dermatologist, Dr. Sidney Smith was the overall winner of the competition for his digital approach of patient-doctor interaction known as Complete Consent. CEO of Georgia Skin and Cancer Clinic, Smith's idea uses a tablet based system to record consultations with patients. The idea is for patients to later reference these videos for clarification. *"The system essentially enhances communication and relationships with patients," said Smith. "We are starting small but my dream would be for this to reach all across the country."*

The competition's overall runner-up for the second year in a row was Louise Hodges. In FastPitch 2011, she focused solely on the idea of her of all natural pest control products known as Green Bug. This year, Hodges highlighted the new Injector System she worked to create to safely distribute Green Bug outdoors.

Hodges launched Green Bug in 2010 to eliminate and repel all types of pests and bugs. Available for people, pets, indoors and outdoors, Green Bug has reached 10,000 clients to date.

[vimeo <http://vimeo.com/40356510>]

For Individual YouTube Presentations, [click here](#).

Savannah College of Art and Design graduate student, Pat Longstreth won the student competition for his unique feature film, "Hellyfish." Definitely a different business venture than the rest of the competition's ideas, Longstreth compared "Hellyfish" to other classic horror-comedies such as *Ghostbusters* and *Jaws*.

Longstreth has already produced a 10-minute short film and hopes to expand the brand into feature films, video games, online branding and merchandise. According to Longstreth, the film industry is experiencing an increase in low budget sci-fi and horror movies which produce a large profit margin.

*"The audience for these films is growing on top of a very loyal core fan base," said Longstreth. "This is a great time to enter the market and establish Savannah as a place to produce a similar product at a lower price."* Longstreth plans to do most of his filming in the Savannah area and hopes to finishing in June of 2012.

Although the top winners had already developed their products, the rest of the competitors had ideas in a variety of stages. Concepts ranged from magnetic socks to prevent losing matches in the drier to a local alternative to producing fiber.

*"It has been truly inspiring to see all the ideas and creativity today," said Jason Anderson, FastPitch judge and Administrative Director of the Georgia Southern Small Business Development Center. It was Anderson's first year judging the competition, but he said without a doubt he would do it again next year.*

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