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Students Bring Business Ideas to Life at 2nd Annual 3 Day Startup

January 16, 2015



The Georgia Southern Business Innovation Group (BIG) will be providing prospective business developers and innovators with the opportunity to bring a business idea to life. February 20-22, BIG will host 3 Day Startup (3DS), a world renowned program that has a goal to kick start new student-run companies and build entrepreneurial capabilities in students and their university communities. There will be an information session on January 20, 2014 in the College of Business Administration (COBA) room 1124 from 5:00-6:00 p.m. on the campus of Georgia Southern University.

This once-in-a-lifetime program opportunity creates a living entrepreneurship laboratory bringing together interested individuals from various education backgrounds and providing students with the tools they need to start successful companies. Once selected, participants will attend workshops, generate business ideas, get feedback from mentors, engage potential customers, pitch ideas, and receive a 3DS Success Kit. More information may be found on georgiasouthern.3daystartup.org.

BIG prides itself on its commitment to empower and equip entrepreneurs. 3DS is another example of the commitment that the Georgia Southern Business Innovation Group has made to encourage young entrepreneurs execute their ideas and create new businesses.

For more information or inquires contact the Suzanne Hallman, Business Advisor, at shallman@georgiasouthern.edu.

December Entrepreneur Spotlight

January 16, 2015



This month's Entrepreneur Spotlight is on Mrs. Tina Banks, owner of Kidovations Educational Experience.

Tina and her husband, Jeff, moved to Statesboro from Atlanta in 2002 to start a children's ministry. Along with the ministry, they began Kidovations as an in-home daycare.

After experiencing tremendous growth, Tina opened Kidovations' first location on Brampton Avenue in July 2009. This infant suite quickly filled up and the Banks' soon were in search of yet another location. Kidovations found new space close to the Brampton location on Stambuk Lane, opening rooms for 6 weeks – 4 year olds in June 2010. Eventually Tina and Jeff moved all the children into classrooms at Stambuk Lane, and closed the Brampton Avenue location.

In 2014 the Banks bought the building on Stambuk Lane. They are currently renovating an empty middle space previously used as storage. This expansion will open a classroom dedicated to after school programs for children aged 4 years and older.

Also in 2014 the Banks acquired Tiny Tots Daycare on Parker Rd. They have been working diligently to bring this location up to the Kidovations standard. This acquisition is a wonderful growth opportunity for the Kidovations Educational Experience.

Tina joined the Georgia Southern Innovation Incubator in August, 2014, shortly before acquiring the new location. Tina was seeking help with employee policies and customer growth and retention.

The BBRED team in the Business Innovation Group (BIG) began pulling market information for Tina to help determine demographics. She also began working with a student team from Dr. Joe Rousseau's Applied Small Business Management Class. The team consisted of: Rachel Paule, Arielle Page, Devin Stoval, and Andrew Vaughn.



Pictured L-R: Arielle Page, Rachel Paule, Devin Stovall, Tina Banks, Andrew Vaughn

The students were tasked by Dr. Rousseau, to engage with their client to identify and achieve a key strategic objective. Dr. Rousseau said, “They were super performers, exceeding their goal by developing and helping to implement a new Customer-Family Handbook and a Best Practices New Employee Handbook.”

This required them to learn about Kidovations and its childcare business. They met with parents and teachers and secured their client’s agreement on project goals, the project plan and timeline. Upon completing their project, they prepared a Project Plan Report and presented their challenges, bottlenecks to overcome, achievements, and forward action recommendations.

Tina enjoyed working with the student team so much that she is likely to work with another team next semester to continue improving upon and implementing the recommendations.

Business Advisor, Suzanne Hallman said, “I have known the Banks’ since they opened the Brampton Ave. location. It has been inspiring to see Tina grow her business over the years. As a parent I feel confident entrusting the care of my child to her and her team while I am at work. I enjoyed working with her on marketing plans in the past, but I am thrilled to be working as her business advisor now to help her with the challenges of managing two large locations.”

Tina continues to work with the Incubator to set milestones and goals to help her reach full-capacity at both Kidovations locations. She is fully deserving of this month’s BIG Entrepreneur Spotlight.

Sustainability Grant for BIG Living Wall

January 16, 2015



Georgia Southern University's Center for Sustainability is pleased to announce that the Business Innovation Group has been awarded a Sustainability Fee grant for the City Campus. The Student Sustainability Fee Projects Grants were established in spring of 2014 to improve environmental sustainability across the campus.

The Sustainability Fee Committee received 25 proposals requesting a total of \$725,836. The committee selected 11 projects, totaling \$198,996 in awarded funds. The BIG Living Wall proposal was fully awarded the requested amount of \$19,650.

BIG changes are underway at City Campus as we prepare for construction of the FabLab and Innovation Incubator. Redevelopment plans include the enclosure of the alley that separates the two buildings. The living wall will bring warmth and life to the revitalized space as a model for urban agriculture. Once the renovations are complete, City Campus will use the newly covered alley to host university functions and community events.

The living wall will address sustainability themes such as water conservation, sustainability promotion and food sustainability. For instance, the plants will be irrigated with grey water collected from the roof as needed. Georgia Southern students will work with university architects, landscape architects, and contractors to design, build, and maintain the living wall as a signature component of Georgia Southern's City Campus.

Beautification of the alley is another step in the right direction for Georgia Southern's BIG pursuit of developing a Creative Corridor in Downtown Statesboro.

To read more on other award recipients across campus click [here](#).

<https://news.georgiasouthern.edu/2014/12/19/universitys-student-sustainability-fee-funds-198k-in-sustainability-projects/>