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11-29-2016

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Recommended Citation

Georgia Southern University, "Business Innovation Group (BIG) News" (2016). *Business Innovation Group News*. 260.

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3 Day StartUp

November 29, 2016



The Georgia Southern Business Innovation Group (BIG) will host the 3 Day Startup (3DS) Feb. 24-26 in the IT building on campus. 3DS is a weekend-long program for students to get their hands dirty, validate products and build prototypes in just three days.

Acting as a catalyst, 3DS is charged with being a jump start to launch real student-run businesses while building significant entrepreneurial skills. Georgia Southern is a host to 3DS along with other universities like MIT, Brown, Duke, Texas, and Florida. 3DS is a non-profit organization hosting events on five continents. It began in 2008 in Austin, TX as a student organization.

Interested students can apply online at GeorgiaSouthern.3daystartup.org. Applications are due by Jan. 31, and admission decisions will be finalized by Feb. 6. Graduate and undergraduate students of all majors are encouraged to apply.

Select students are chosen to participate from the total applicant pool and requested to attend the special 3DS weekend. Experts in a range of fields from engineering, marketing, public relations, and finance are present during the three-day launch to act as mentors.

On the first day of 3DS, applicants asked to attend are assigned into small groups. Each member pitches their idea to their group. The group then votes on the two most compelling ideas. The two students whose idea is chosen from each small group must pitch their idea in three minutes to the entire group. A third round of voting finalizes the top six to eight ideas to be developed during the three-day process.

Students whose idea did not make it to final selection are directed to identify and work with the business idea most attractive to them. Each of the final ideas are composed by groups of all participants. Students across all majors are asked to apply because they add needed skills from a diversity of disciplines. For more information contact Suzanne Hallman at 912-478-5586 or by e-mail at shallman@georgiasouthern.edu.

Eagle FastPitch

November 29, 2016



Six Georgia Southern students participated in the 2016 Eagle Fast Pitch business idea competition downtown at the Whitaker Black Box Theater on Nov. 17.

Fashion merchandising major Madison Moore won first place for her product and business idea called Easy Bustle. Easy Bustle is a bustle for wedding and formal dresses that works like a window blind, allowing the wearer to be able to pull a cord or ribbon to instantly bustle the dress.

“Before Eagle FastPitch my Easy Bustle idea was just that; an idea. I am beyond grateful that I got the opportunity to make my idea come to life with this competition... I fear that more students around campus have these great thoughts and ideas, but don’t have the courage to do more with them. I encourage every student at Georgia Southern to reach out to BIG and make their dreams a reality.”

Joshua Eaves placed second with E.T.A., a software giving real-time financial feedback rather than waiting until tax time. Third place went to Illeigh Emanuel of Broke University, an app allowing students to swap, sell or trade clothes, books or other goods.

Rachel Pall won the popular vote and was awarded the People’s Choice for Paleo 2Go, a healthy, whole-food prepared meals delivery service; Tyler Fulmer of Digital Shopper, a timely delivery service app.

Also presenting were Kendra Preston of It Comes Naturally, an easy to navigate website that educates users about their hair type and recommends natural products to use; and Tyler Fulmer of Digital Shopper, a timely delivery service app.



Eagle Fast Pitch works to inspire and connect graduate and undergraduate entrepreneurial students to community resources assisting them with starting their own business or to grow an existing one. Contestants make three-minute presentations to a panel of judges who score them on the impact, implementation, presentation, and delivery of their pitch.

To prepare for their presentations, students met with an oral coach under time restrictions and were advised on content and the effectiveness of their presentation. “I really enjoyed Eagle Fast Pitch,” said Fulmer. “It was a great experience to be able to get my idea expressed and be able to work with people who have already made it.”

The business innovation group (BIG) promotes the nature of these competitions to prepare Georgia Southern students to be well equipped to compete with other students from other universities and in the marketplace. BIG wants their students to have the right tools to excel. “The experience was amazing,” said Preston. “I learned a lot about myself and the business community. Entrepreneurship creates financial freedom and builds character because you’re always learning something new. The challenges never stop which I find exciting.”

Veterans Business Outreach Center making a difference

November 29, 2016

The Veterans Business Outreach Center (VBOC) is reaching veteran entrepreneurs and business owners across Georgia and South Carolina with its services and new initiatives.

VBOC staff members Jeremy Horstman, Jeff Smith and Amanda Wynn continue to visit military installations to provide service members transitioning out of the Armed Forces with the valuable advice and insights they'll need to become entrepreneurs. In the quarter ending Sept. 30, VBOC staff briefed more than 200 transitioning service members.

VBOC is also pleased to announce the launch of its new website at: parker.georgiasouthern.edu/vboc. The website will provide valuable information about our services as well as additional resources in our service area.

VBOC hosted two veteran business owners earlier this month at the City Campus' Big Café Veterans' Events. Chad Montgomery, chef and owner of 4 and 20 Bakers, and Todd Friedel, a future local entrepreneur, will discuss their business challenges and the subsequent evolution of their business models and plans.

The VBOC team also attended the Veteran Women Igniting the Spirit of Entrepreneurship (V-WISE) conference in Savannah this month. Director, Jeremy Horstman sat on a panel to discuss support and resources for entrepreneurs in Georgia. The panel talked about how the path to entrepreneurship can be lonely, but pointed out to the attendees that there are great people and resources to help if you know where to start.

The Georgia VBOC team is doing a tremendous job networking and determining those resources for our military and veteran entrepreneurs around the state.



November Student Spotlight

November 29, 2016

Georgia Southern freshman Zachary Lemons is a goal-oriented student with a very clear vision of his future, a future that includes law and a pretzel business.

Though only a sophomore, Lemons is the incoming president for the Enactus student organization. Enactus uses entrepreneurship as a vessel to create a more sustainable world by helping local businesses and other organizations develop sustainable practices.

The organization accomplishes much of its mission through competitions in which students come up with service projects in their communities. Lemons enjoys these competitions where, he says, “everyone wins.”

“I love competing in general, but I also love that Enactus competitions are essentially a competition about who has made a greater impact on their communities,” he said. “It is a club where everyone wins because everyone competes to see who can help their communities the most, which is an amazing thing to me.”

Lemons is a highly motivated and goal-oriented student. He holds a 4.0 GPA, he is a double major in Political Science and Economics, and he plans to go to law school and become a lawyer. In addition, he hopes to start a pretzel business.

The young entrepreneur said when he was a child and his mother would take him to the mall or his father would take him to a football game, they would always buy him a soft, warm, salted pretzel. Ever since, he’s been a fan of the basic, salted pretzel, and hopes that a Zach’s Pretzel Shack can share that pleasure with others.

Through Enactus and the Business Innovation Group (BIG), Lemons gets access to advisors and connections that he believes will lead to his future business and career success. He enjoys connecting with BIG to implement Enactus projects, and has learned a great deal through these interactions.

“To me, entrepreneurship is not being afraid to put it all out there — for what you believe in even when you know that the odds of failing are high,” he said. “The most important character trait for a student seeking to be a business owner is not being afraid to take risks.”