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## Business Innovation Group (BIG) News

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# Georgia Southern University Student is Making Waves in the Music Technology Industry

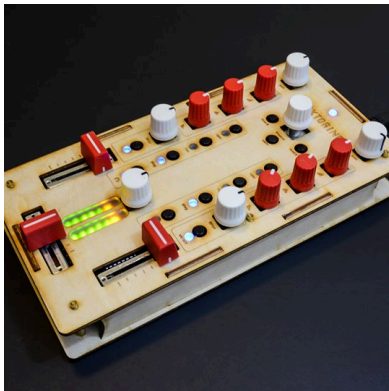
September 3, 2018



**Feature Article – by Tinia Holmes**

**Statesboro, Ga, July 23, 2018** – Georgia Southern University graduate student Gustavo Oliveira da Silveira recently launched the Traktorino, a Musical Instrument Digital Interface that allows musicians to customize the device’s software. Silveira designed the Traktorino as an open-source device based in the Arduino platform. Arduino is a combination of easy-to-use electronic software and hardware that users can program to perform an endless number of tasks.

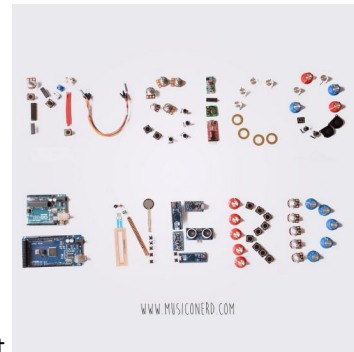
“I am from Brazil, where musical equipment is really expensive [for me] ... and for many people in undeveloped countries,” Silveira said.



He says the Traktorino is his attempt to provide an affordable, customizable MIDI controller as well as teach basic coding skills.

In 2015, after receiving a Music Composition degree from Conservatorio de Musica da Universidade Federal de Pelotas in Brazil, Silveira began teaching himself to create MIDI controllers. Shortly after, Silveira launched his company, Músico Nerd, and began the blog *Nerd Musician*.

Since beginning his company in 2015, Silveira has debuted the Traktorino and the XT Synth, a synthesizer



that can mimic a multitude of instruments with an electronic twist.

Silveira presented the XT Synth this past March at the Bay Area Maker Faire and during the 2018 Guthman Musical Instrument Competition where he was a finalist.

Silveira said the Business Innovation Group’s Fabrication Lab played a large role in helping his vision come to fruition.

Silveira said, “Without the Fablab I would not be able to prototype, test and manufacture my instruments without spending tons of money.”

Silveira plans to launch a Kickstarter campaign for the XT Synth in the near future. He hopes to feature his creations in upcoming Maker Faires in Miami and New York City.

# Welcome to BIG – BIG’s New Entrepreneur-in-Residence

September 3, 2018

Added support measures prove to be resourceful for BIG incubator clients.

By Eminah Quintyne



Kimberly Harris is an experienced Doula, and appointed business coach now helping others give birth to new businesses through consultation and operational support.

To establish the new Entrepreneur-in-Residence position at the Business Innovation Group, BIG Leadership streamlined applicants and made the choice to allow business incubator clients to help select the final candidate. The role is established as a support measure for developing businesses, and must be led by someone who is an entrepreneur themselves. A large part of Kimberly’s role is to provide entrepreneurial leadership by setting an example for others to follow.

“I sought someone with a motherly instinct who wanted to make sure a person succeeds no matter what. Kimberly stood out during the interview process because she was a strong listener, calm, malleable, and well-versed in all areas. It was a unanimous decision to select her,” said incubator client and owner of PATH Counseling and Consulting, Dr. Archie Simpson II.

Incubator clients have commented on Kimberly’s professional discretion to find solutions.

Providing emotional support, listening, and working to help others to help themselves by offering unique resources personifies who Kimberly is as an Entrepreneur-in-Residence. With a B.A from the University of Alabama as a double major in French and Anthropology, Kimberly spent a small portion of her academic studies on midwives and was interested in supporting families giving birth.

“ I am an outlet for pregnant families. I listen to how my clients feel and offer a non-judgmental perspective. What’s signature about my service is I help women feel more confident, and create a comfortable engagement experience others appreciate,” said Kimberly.

Kimberly tailors her services to each client. She consistently conveys a sense of confidence and calm, qualities she describes as going far with reassuring women and in helping a business flourish. As the

entrepreneur-in-residence her modus operandi is to never make decisions for her clients, but rather act as a reservoir of resources. Kimberly's goal is to be an evidenced based practitioner who works to suit individual needs, and focuses on deliverables.

"I want to flip the switch that activates potential by focusing on intangible qualities that help people succeed in their business" said Kimberly.

# Georgia CEO Q2 2018 results show Georgia business leaders' confidence levels remain strong

September 3, 2018

Georgia Southern University's latest Economic Monitor, which analyzes data and identifies trends affecting the regional economy, reports that the Savannah metro economy ticked up modestly despite Winter Storm Grayson, which blanketed the area in heavy snow and ice fall in early January. Indicators of economic conditions were slightly mixed due to the weather-related incidents, however, the surging forecasting index is based on renewed strength in the housing and labor markets, which points toward increased growth during the rest of the year.

"Overall, expansion in the regional economy remained modest, but marginally improved from the closing quarter of 2017," said Michael Toma, Ph.D., Fuller E. Callaway Professor of Economics and director of the Center for Business Analytics and Economic Research. "Expect increasing economic strength in Savannah-area business conditions during the remainder of 2018."

During the first quarter of 2018, the Savannah metro total employment figure remained flat at 179,000, up only .5 percent over the previous year's data. Early data from the second quarter suggests improved conditions will push year-over-year gains to about 1 percent.

Additional highlights from the latest Economic Monitor include:

## TOURISM

On Jan. 3, Winter Storm Grayson dropped between two and six inches of snow on the region, thereby shutting down business and travel for up to five days. Tourism activity in the first quarter was soft, with hotel room sales and vacation rentals dipping four percent on a seasonally adjusted basis as compared to the fourth quarter of 2017. The number of visitors on tours in Savannah declined 10 percent.

## PORT ACTIVITY

Activity at Savannah's port facilities fell by 3 percent compared to 2017's closing quarter and is up 6 percent from this time last year.

## EMPLOYMENT TRENDS

Employment growth has slowed, remaining flat for the first quarter of 2018, however, some sector-level changes are notable. Construction added 300 workers, manufacturing added 200, while retail and state government lost 200 workers. Year-over-year, the healthiest growth was in manufacturing, wholesale trade, business and professional services and leisure and hospitality.

## REGIONAL UNEMPLOYMENT

Unemployment insurance claims dropped from 631 to 541 in the first quarter of 2018, representing a 14 percent quarterly decline. The regional unemployment rate fell to four percent in the first quarter, dropping from 4.1 percent in the previous quarter. The unemployment rate was 4.8 percent in the first quarter of 2017.

## RESIDENTIAL CONSTRUCTION

Residential construction in the region improved over last quarter's performance. Seasonally adjusted building permit issuance for single-family homes soared 18 percent, in contrast to weak nationwide residential construction.

Building permits issued in the Savannah metro area for single-family homes increased to 522 during the quarter compared to 443 units (seasonally adjusted) in the fourth quarter. The average valuation of building permits for single-family homes fell seven percent, dropping from \$238,000 to \$221,000.

## ECONOMIC INDEX/FORECASTING INDEX

The leading/forecasting economic index showed a 2.4 percent increase from 162.5 to 166.3 in the previous quarter, reflecting sharp gains in residential construction and falling unemployment insurance claims.

The Economic Monitor presents quarterly economic trends and short-term economic forecasts for Savannah's Metropolitan Statistical Area (MSA). The quarterly report measures the heartbeat of the local economy, based on the analysis of economic data from the U.S. Census Bureau, the U.S. Department of Labor's Bureau of Labor Statistics, the City of Savannah, Georgia Power and the three counties in the MSA—Chatham, Bryan and Effingham.

The report presents a short-term forecast of the region's economic activity in the next six to nine months and is available for free by email. To subscribe, email [mtoma@georgiasouthern.edu](mailto:mtoma@georgiasouthern.edu).

The Georgia Southern Center for Business Analytics and Economic Research (CBAER), housed in the College of Business's Business Innovation Group, meets the applied research needs of Savannah's business and community organizations. Areas of concentrated research include regional economic forecasting, economic impact analysis, economic development and business expansion, tourism development, survey-based research and specialty reports on topics of state, regional and local interest.

Georgia Southern University, a public Carnegie Doctoral/Research institution founded in 1906, offers 141 degree programs serving more than 27,000 students through nine colleges on three campuses in Statesboro, Savannah, Hinesville and online instruction. A leader in higher education in southeast Georgia, the University provides a diverse student population with expert faculty, world-class scholarship and hands-on learning opportunities. Georgia Southern creates lifelong learners who serve as responsible scholars, leaders and stewards in their communities. Visit [GeorgiaSouthern.edu](http://GeorgiaSouthern.edu).

## Glowing Confidence

September 3, 2018

One Student's disbelief in their abilities is transformed into bolstered confidence.

By Eminah Quintyne



Marin Coleman is a graphic design student who says her recent experience at 3 Day Startup (3DS) has validated her success.

“I didn’t really think I was good a graphic designer,” she said. “I didn’t think that I was skilled, so I wouldn’t listen to myself when designing. I just did what people wanted me to. It didn’t get me great grades or reviews from teachers, and that only confirmed my view of myself. I would constantly compare my designs to others in my class and get really discouraged.”

Marin transferred to Georgia Southern after spending her freshman year at Georgia State University. Her parents wanted her to go to the University of Georgia and major in business or something along the lines of culinary school. Growing up in a small town, Marin wanted to get away from home and live in the city. Navigating campus life academically, emotionally and socially in Atlanta proved to be challenging for her, and after learning Georgia Southern had a good graphic design program, she made the choice to change schools. Marin’s parents are supportive of her decision. Her mother is an English teacher, and her father is an entrepreneur. Both parents encouraged academic excellence. Despite being in gifted classes, in high school, Marin always compared herself academically to her friends. She would never speak in class because she did not want to make a comment perceived as stupid.

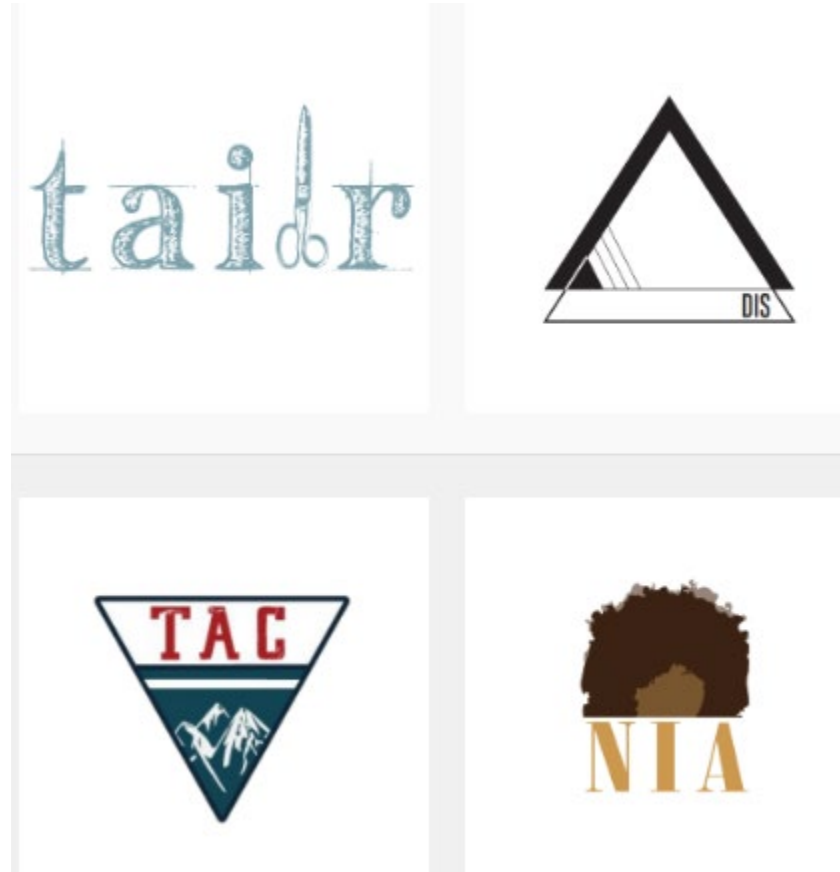
“I don’t think I recognized that I was creative. I just knew that I was different. I was in love with yearbook. That was my favorite class. I think organizing things as a kid kind of translated into my love for graphic design because it is very structured. There are rules to design, and even when you break them it is freeing and fun. I really enjoy everything about design from typography to branding, and I love how with one major, you can do so many different things.”



Marin's skill sets became a hot commodity during the spring 2018 3DS competition because student teams needed her competencies to develop a logo for their business. 3DS is a collegiate entrepreneurship education program model used internationally that teaches students in an extreme learning-by-doing environment. At Georgia Southern, 3DS is implemented similar to a Shark Tank-style business idea competition. Initially, Marin felt she kind of wanted to ditch the crowds or avoid talking to clusters of people, but her skills ensured she wouldn't be left alone.

"After submitting the final copy of my first logo design for Dis Boards, everyone at 3DS loved it and people starting coming up to me to tell me how amazing I was and that they wanted me to design their logo," she said. "With every logo I designed, I became more and more confident".

The thought process behind Marin's graphic designs is based on a few factors. She begins with questions to connect to the style preference, intent, and purpose of the design, then listens and observes the temperament, personality and energy of her subjects until she is able to personify them in color. Color is her language of depicting who you are.



"A company's logo encompasses the feel, beliefs and personality of that company, and for me design is all about feeling and personality. I like that to show through my designs. If a company is family-friendly, and family is the biggest part of their business, I want you to be able to feel that just by looking at their logo."

Currently, Marin is the new President of Square One, formerly known as the 3DS GS campus student organization. She and a team of five officers recently changed the name to reflect its mission.

“Because everyone’s abilities, ideas and creativity have to start somewhere, I think it would be really cool if they started from Square One. I think you really find who you are in college and I want Square One to help students find who they are by bringing out the best of their abilities. I really want to help other students with their confidence and creativity, and make them feel like they belong to an organization that brings out the best in them.”