

Innovation Center



Volume 2, Issue 3 - May, 2011



New Clients

[Graduate Factory](#)

Graduate Factory

Graduate Factory is an EdTech company from New Zealand that creates Internet-based tools to help with one of the most important questions in a person's life: "What should I major in at college?" Graduate Factory's flagship product, [No Major Drama](#), creates personalized rankings of majors available for Bachelor (undergraduate) degrees in the US and Canada, based on each user's personal selection criteria and weights relative to their skills and interests. In contrast to other tools that present lists of majors for users to browse (e.g. alphabetically), No Major Drama applies its patented and award-winning algorithms to create personalized, and, hence, highly accurate, rankings for users. No Major Drama is completely free for individual users, and schools can sign up (for free) and easily create customized versions of the software for their students. Learn more at www.graduatefactory.com.

To view a comprehensive list of the Innovation Center clientele and learn more about them, [click here](#).

Events

Technology & Entrepreneurship Happy Hour

The May Technology & Entrepreneurship Happy Hour was a success! We would like to thank all of those who could be in attendance.

These events are an optimal opportunity for investors, entrepreneurs, inventors, key staff members, and others to network.



To be held at Jackie O's Brewpub, be sure to attend the next Technology & Entrepreneurship Happy Hour in August, 2011.

A Visit from Mansfield & Associates

Challenged with attracting talent? Need help finding the best available person to meet your specific hiring needs? Want to build a strategic and tactical plan for hiring people into Athens County? Spent time with a startup recruitment expert, Ann Mansfield!

When: Monday, June 6 . 9:00am - 3:00pm

Where: Innovation Center

Call for an appointment (440.877.9964) or stop by!

[View Flyer](#)

[Putting Facebook to Work](#)

Facebook has more than a half-billion active users, and just recently gave marketers more power to communicate with their fans, get advanced analytics, and create custom pages. The question is--are your customers and prospects among these Facebook users? And, if so, how do you reach and engage them?

Join Frontier Communications as we discuss ways to build a successful presence on Facebook, and how to build and execute a strategy that drives business results.

When: Wednesday, June 8 . 10:00am

Where:

Space is limited, [register today!](#)

Client Networking Luncheon - CLIENTS ONLY!

The Innovation Center will be holding bimonthly Client Networking Luncheons in Conference Room 103, with a lunch buffet provided. All Innovation Center clients and their employees are welcome!

Each event will feature a speaker from one of the companies housed in the IC, who will give a brief description or update about his or her company's successes and/or progresses. A sign-up sheet will be made available in the downstairs shared kitchen, so that each company can pick a date/speaker that correlates best with their schedules. [Reid Consulting Group](#) will be speaking at the first luncheon. An RSVP list will be available



here as well.

The first of these luncheons will be held on June 15--please be sure to disperse this message to your entire company! RSVP by

June 10 to any of the following: innovation@ohio.edu; at the front desk; or on the aforementioned RSVP sheet in the shared kitchen.

When: Wednesday, June 15 . 11:30am - 1:00pm

Where: Innovation Center Room 103

[View Flyer](#)

June Lunch & Learn: Principles of Consultative Selling

Ed Burghard of the Ohio Business Development Coalition will present on the consultative selling process as a way to accelerate the growth of your business.

Ed will provide businesses with an overview of the steps involved and a model for effective objection handling. In addition, Ed will explain how to change your product/service features into compelling benefits your customers want to buy.

When: Thursday, June 16 . 11:00am - 1:00pm

Where: Innovation Center Room 103

RSVP with [Trenia Twyman](#) by 12:00pm on Tuesday, June 14.

CEO Roundtable - CLIENTS ONLY!

Within the Innovation Center lies an executive group with the power to help one another with business strategies, collective challenges, and countless other obstacles. IC client executive meetings will be held on a quarterly basis with the first official meeting scheduled on June 24 from 8-9 am with a continental breakfast provided. This meeting is for the clients and will be led by the clients. If you are an Innovation Center client executive, please [email me](#) with topics you would like to discuss in building a tentative agenda.

When: Friday, June 24 . 8:00am - 9:00am

Where: Innovation Center Room 103

BIZ Fair

You talk and we listen. The [Athens Area Chamber of Commerce](#), [Business Remixed](#), Ohio University's prestigious [Ohio Small Business Development Center](#) and the [Innovation](#)

[Center](#) have set aside Thursday, July 14th from 11:00 am until 2:00 pm to offer a first ever BIZ Fair at The Innovation Center on West State Street. This event is free to the public and specifically targets Athens County small businesses as well as hopeful entrepreneurs.

Bring your business cards as the first half hour will be an informal meet and greet networking opportunity. A light lunch fare will follow during which Chamber member service providers including banks, insurance, staffing, web designers, BWC and CPAs will provide brief overviews of available resources to help businesses in Athens County save time and money. Attendees will have an opportunity to speak with vendors directly to gather information for business specific services and to build client base.

For more information, contact Dawn at 740-594-2251.

Stay updated! Frequent the [Innovation Center Events Page](#) to find information on local entrepreneurial events. Have events that you'd like displayed on the Innovation Center [Facebook](#), [Twitter](#), [Events Page](#), and [Newsletter](#)? [Let us know!](#)

Athens Area
Chamber of Commerce
Support Businesses That Support You

Business *Remixed*
ATHENS COUNTY, OHIO

Innovation Center
Fueling bright ideas.

Ohio | Small Business
Development Centers

News



Russ College Alum's Website Breaks into Top 50

Two years ago, Imgur.com (pronounced "image-er") was nothing more than a side project of Alan Schaaf, then a computer science major at Ohio University's Fritz J. and Dolores H. Russ College of Engineering and Technology. Today, the image-sharing website is one of the most popular sites on the internet.

The site allows users to quickly and easily upload and share images across various social media platforms. The simple design and function is what boosted the site's popularity in the early months...

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Third Sun Solar Grows with Commercial Demand for Alternative Energy

In the 1990s, Geoff and Michelle Greenfield ([Third Sun Solar](#)) decided to build a new home off the electric grid outside of Athens. To accomplish that goal, Geoff Greenfield designed and built a number of systems to power the Greenfields' new home--including a photovoltaic solar array.

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"GreenBox" Creates Hydrogen, Clean Water...

The answers to clean water, clean air, and waste management could all be held inside a box as small

as a mini-fridge. [E3 Clean Technologies](#), based in Athens, Ohio, is in the process of producing GreenBoxes, the brainchild of company founder Gerri Botte.

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E3 Clean Technologies featured on WKYC in Cleveland

Researchers at Ohio University are finding success in extracting energy from human urine, enough to power a model car and soon, entire buildings.

[E3 Clean Technologies](#), a firm based in Athens, is developing a "greenbox" that cleans wastewater to produce hydrogen energy.

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[Watch Video](#)



Innovation Center Helps Tech Entrepreneurs' Ideas Become Reality

The [Innovation Center](#) has been helping entrepreneurs start and grow their businesses since 1983 by providing services, resources, and flexible facilities that put them on the path to success.

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Ohio U. Spinoff Sanuthera Developing iPod-like Tinnitus Therapy Device

An Ohio University startup is developing a medical device it hopes will represent a breakthrough in treating patients suffering from tinnitus, a ringing or buzzing in the ears.

Sanuthera joins a growing stable of OU-affiliated startups that includes autoimmune disorders drug developer Interthyr. OU's commercialization group scored its biggest win early last year when spinoff diagnostic test-maker [Diagnostic Hybrids](#) was sold for \$130 million to Quidel.

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Stay updated with the latest news and information on the Innovation Center clientele at the Innovation Center News page, found here: <http://www.ohio.edu/research/innovation/news/>.

For Your Business

Ohio.gov's Energizing Careers Program

The Energizing Careers Program is now accepting applications from wind, solar, and biomass manufacturing companies for training. All program information can be found at:

<http://www.ohioworkforceboard.org/ARRAPrograms.htm>.

There is approximately \$3 million left for training and funding available to eligible companies on a first come first serve basis. The program is administered by our Regional Workforce Directors, whose contact information is included on the website.

IRS Information

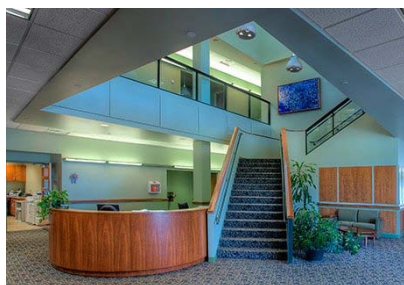
[Small Business and Self-Employed Tax Center](#) - tax information useful to small businesses with assets of \$10 million or less.

[IRS Video Portal](#) - contains video and audio presentations on topics of interest to small businesses, individuals and tax professionals. You will find video clips of tax topics, and archived versions of live panel discussions, and webinars.

[Industries/Professions](#) - provides tax information for targeted industries and professions.

[Virtual Small Business Tax Workshop Video](#) - nine interactive lessons designed to help new small business owners learn their tax rights and responsibilities.

About Us



The Innovation Center provides valuable business incubation resources to fuel the economy in Athens, Ohio and surrounding regions. Created in 1983, the Ohio University Innovation Center was the first university-based business incubator in the State of Ohio and just the 12th in the United States. The current 36,000 square foot facility, which opened in 2003, is nearing capacity. View the space available on the [first](#) and [second](#) floors (click for availability) or call to set up a tour at 740.593.1818.

Thank you!

Interested in learning more about what the Innovation Center has to offer? Contact us at innovation@ohio.edu.

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Special Thanks To:

[Susan Bauman](#), [Bernadette Fechko](#), [Maggie Lawlor](#), & [Katie Pinkerton](#)

Join our mailing list!



The Innovation Center is a department within the Ohio University Vice President for Research Office. To learn more, visit www.ohio.edu/research.



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