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Innovation Center

Fueling bright ideas.

E-Newsletter

Resources to make your business thrive!

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Volume #1, Issue #4

July, 2010

The Ohio University Innovation Center was the first University-based business incubator in the state of Ohio and the twelfth in the United States. For the month of July, the Innovation Center has added three new clients to the list, including [Imgur](#), [Reid Consulting Group](#), and [Spark Production](#). Also this month, [Sunpower](#) has been added to the list of IC graduate companies. Comprehensively, the Center is current home to sixteen member companies and two anchor tenants ([Athens County Economic Development Council](#) and [Diagnostic Hybrids](#)).

New Clients Since Our Last Newsletter



Founded by 2010 Ohio University graduate, Alan Schaaf, Imgur is a startup Internet company that makes sharing images with the Internet easy. Tools on [Imgur.com](#) can be used to share pictures with friends, as well as post images on message boards and blogs. Imgur offers photo manipulation tools that allow editing "on the fly," and can automatically submit photos to popular social media sites such as reddit or digg. Users create galleries of their own to share with friends and can also view popular user-submitted images in the Imgur gallery. Imgur was released



Join Our List



Available Space

Looking for a place to house your promising, technology-based small business?



The Innovation Center is nearing capacity! Check out the available space on the [first](#) and [second](#) floors.

in February of 2009, and very quickly became one of the top image hosting sites on the Internet, because of its ease of use. As of mid-2010, it is the 135th most visited web site in the United States, based on traffic.

Contact: [Alan Schaaf](#)

Phone: (614) 580-4521

Email: ala@imgur.com

Website: <http://imgur.com/>

Address: 340 West State Street Athens, OH 45701

Current room(s): 140



The Reid Consulting Group is a technology consulting company that translates a business vision into a customized and cost-effective technology blueprint. With decades of experience, Reid Consulting Group understands and utilizes industry trends, sorting the facts from the hype as a company's design is expertly crafted. Reid Consulting Group presents companies with a tailored fit through inquiring and analyzing costs in a prompt and effective manner.

Contact: [Tom Reid](#)

Email: tom@reidconsultinggroup.com

Website: <http://reidconsultinggroup.com/>

Address: 340 West State Street - Unit #24, Athens, OH 45701

Current room(s): 243

SPARK PRODUCTION, INC.

Spark Production, Inc. is a manufacturer with a primary focus to design and build products that have an impact on utilizing various sources of renewable energy including solar, wind, and bio-fuel. The current product line focuses on solar energy use and consists of a racking system that is used to mount solar panels.

Contact: [Patrick Preston](#)

Phone: 800-811-0525

Email: ppreston@sparkproduction.com

Website: <http://www.sparkproduction.com/>

Address: 7003 Post Road, Suite 201 Dublin, OH 43017 OR

340 West State Street - Unit #38, Athens, OH 45701
Current room(s): 228

To learn more, visit the client page at
http://www.ohio.edu/research/innovation/client_companies/.

To view a comprehensive list of the Innovation Center clientele as of July 2010, visit <http://www.ohio.edu/research/innovation/upload/TENANTS-07-10.pdf>.

Events

August Lunch & Learn

When: 11:00 am - 1:00 pm; Thursday, August 19

Where: Ohio University Innovation Center Room 103

[Finding Your Virtual Mix](#)

Led by Cement Marketing's Alaina Sheer and Brad Spencer, attendees of Finding Your Virtual Mix at the Ohio University Voinovich School will learn how to create lasting ties that bind in the social media and search marketing space.

Hosted by the [Innovation Center](#), [Business Remixed](#), and the [Small Business Development Center](#), seating is limited to 50.

When: 8:30 am - 4:15 pm; Thursday, September 30

Where: Ohio University Voinovich School

[2010 Medical Innovation Summit](#)

Gain an unrivaled perspective on the newest obesity and diabetes technologies and their financial drivers. Join 1000 senior executives, investors, entrepreneurs and clinicians who will gather at Cleveland Clinic November 1-3, 2010 for actionable insights, signal networking and to discover the future of medicine.

When: November 1-3, 2010

Where: InterContinental Hotel & Conference Center.
Cleveland, OH

Register today at www.clevelandclinic.org/summit or at 216.445.5004

News

An Ideal Startup Environment in Appalachian Ohio

Enterprise Appalachia

According to the National Business Incubation Association, business incubators generate up to 20 times more jobs than any other federally funded community infrastructure project - at a fraction of the cost per job.

[Read More](#)

Researchers hope to bring algae biofuels to market

By Mary Reed

What will it take to make algae biofuels commercially viable? That's a question Ohio University researchers are helping to answer, with funding from the U.S. Department of Energy.

[Read More](#)

Listen Up

By Meghan Holohan

Ohio University researcher Jeff DiGiovanni has been working to overcome problems and improve hearing aid technology by testing two audiology theories in his lab.

[Read More](#)

Second Wind

By Bridget Peterlin

For years, wind maps of Ohio have predicted that the Appalachian region is a poor resource for wind energy. But a new study by a team of Ohio University undergraduates and engineer Carole Womeldorf might show that the area is more suited to the alternative power concept than previously thought.

[Read More](#)

Discovering Hope

By Andrea Gibson

In 2010, Ohio University marked two major milestones in this process that were decades in the making. In January, the Quidel Corporation announced its purchase of Diagnostic Hybrids Inc., a biotech firm founded in 1983 based on Ohio University faculty research.

[Read More](#)

A Tax Cut for Angels

By Adam Bluestein and Amy Barrett; Inc. Magazine

Raising capital is a challenge under any circumstances, especially in a tough economic climate. But try doing it in a place like Ohio, which lacks the investing infrastructure of Silicon Valley or Boston.

[Read More](#)

Stimulus program pumps in \$7.1 million to date for faculty research, airport improvements

By Andrea Gibson

From a study on climate change in Antarctica to an examination of how diabetes impacts kidney disease, Ohio University faculty members are using federal stimulus dollars to advance their research.

[Read More](#)

To keep up with the Innovation Center and its clientele, visit their 'News' page at

<http://www.ohio.edu/research/innovation/news/>.

News Stories Featuring Our Clients

Positions in Metallodrug Research & Development

Metallopharm LLC (located in the Ohio University Innovation Center in Athens, Ohio) is a drug discovery company that is developing a new class of pharmaceutically active compounds based on catalytic metallodrugs that are derived from its proprietary technology and metallodrug design platform. The design platform is versatile and applicable to a large array of disease indications. MetalloPharm has an immediate need for a post-doctoral researcher and a technician.

[Read More](#)

Diagnostic Hybrids Receives Approval from Chinese SFDA for D(3(R)) Ultra(TM) DFA

Respiratory Virus Screening and ID Kit

AP; Marketwatch.com

Diagnostic Hybrids, a Quidel Company, received approval from the People's Republic of China's State Food and Drug Administration (SFDA) for its D(3) Ultra DFA Respiratory Virus Screening and ID Kit. The D(3) Ultra DFA Respiratory Virus Screening and ID Kit is a direct fluorescence assay (DFA) that provides rapid, sensitive and specific screening and identification of Influenza A, Influenza B, Parainfluenza 1, 2, & 3, Respiratory Syncytial Virus and Adenovirus.

[Read More](#)

To keep up with the Innovation Center and it's clientele, visit their 'News' page at <http://www.ohio.edu/research/innovation/news/>.

Foundation for Appalachian Ohio



STEM Hub for Appalachian Ohio Moving Forward

The [Foundation for Appalachian Ohio](#) (FAO) held its quarterly board meeting at OU's Innovation Center at the end of June. Founded in 1998 as a 501(c)(3) nonprofit with the mission of enriching the current and future quality of life in the 32 counties of Appalachian Ohio, FAO has made a strategic decision to direct all discretionary resources for the next ten years to increasing educational opportunities for the region's students. The morning therefore began with a celebration of recent FAO scholarship winners and a reading by Athens County's fourth grade *I'm a Child of Appalachia*[®] Writing Contest winner, Josie Marchi.

While the FAO's Board covered a broad span of Foundation business, the meeting focused largely on FAO's burgeoning STEM (Science, Technology, Engineering and Mathematics) Initiative. Currently in the planning phase, the STEM Initiative will ultimately result in a STEM Hub to connect the talent and programs of excellence that exist within the region's educational institutions and corporations so they can utilize the system to leverage resources and collaboration in ways that create significant access to

educational and professional work experiences in the region.

The innovation at the core of entrepreneurship is also at the heart of the developing STEM Hub. The Ohio University Innovation Center therefore served as the perfect backdrop for a discussion centering on the strong link between STEM literacy and job opportunities. The location was a testament to the problem solving skills and technical knowledge - the outcome of a STEM approach to education - that are essential to the future of entrepreneurship in Appalachian Ohio. With the mission of increasing post-secondary graduation in STEM fields while simultaneously increasing workforce opportunities in STEM, the STEM Hub will build permanent assets to sustain the innovations of today and fuel innovations for the future.

For more information on the Foundation for Appalachian Ohio's STEM Initiative and how you can be involved, contact the Foundation at 740.753.1111 or visit their website at www.appalachianohio.org.

Tips & Tricks

Internet Marketing Made Simple: Search Engine Optimization (SEO)

1) Find keywords. Pick a list of words relevant to your business. Think about which words are most likely to get people to do what you want them to do (convert into leads) and focus on those words. Then pick one word (or phrase) to use on one page of your site. For more detailed info, read: [Detailed Internet Marketing Keyword Tips](#).

2) Put keywords in Page Title. The Page Title is one of the most important things that Google and other search engines evaluate to determine what is on a web page. Put your keyword or phrase in the title, keep it short. For more detailed info, read [Why a Web Page By Any Other Title Would Not Rank As Well](#).

3) Put keywords in Page URL. Google and other search engines also use the text of the URL of the page to determine the content of the web page. You should use your keyword or phrase in the URL of the web page - either the folder/directory structure or the HTML file / page name itself.

4) Put keywords in Meta Data. While the page metadata (Page Description and Keywords) are not nearly as important as they used to be, they still count. Take advantage of them by putting your keyword or phrase there. The description should be readable by a

person and make sense and the keyword metadata should focus on your keyword or phrase - do not make it long, less is more. For more detailed info, read [Understanding the Magic of Meta-Data](#).

5) Put keywords in your H1 text. The H1 text is usually the title of an article or some larger bold text at the top of your page. Google and the smaller search engines can see this and they put extra importance on the words in the H1 text. Make sure your keyword or phrase is there.

6) Use keywords in the page content. Putting the keyword in your page content also signals to search engines that the page is actually about the keyword and should show up in search results. I have heard from "experts" that you should use your keyword anywhere from 4-6 times to 10-12 times. My advice is to just write naturally.

7) Monitor your rank. Give the search engines some time to do their thing (couple days) and then keep checking your rank to see what happened and track your progress.

Read more:

<http://blog.hubspot.com/blog/tabid/6307/bid/1436/Shortest-Tutorial-Ever-on-SEO-Search-Engine-Optimization.aspx#ixzz0tgNOvg2x>

Information provided by Hubspot.com

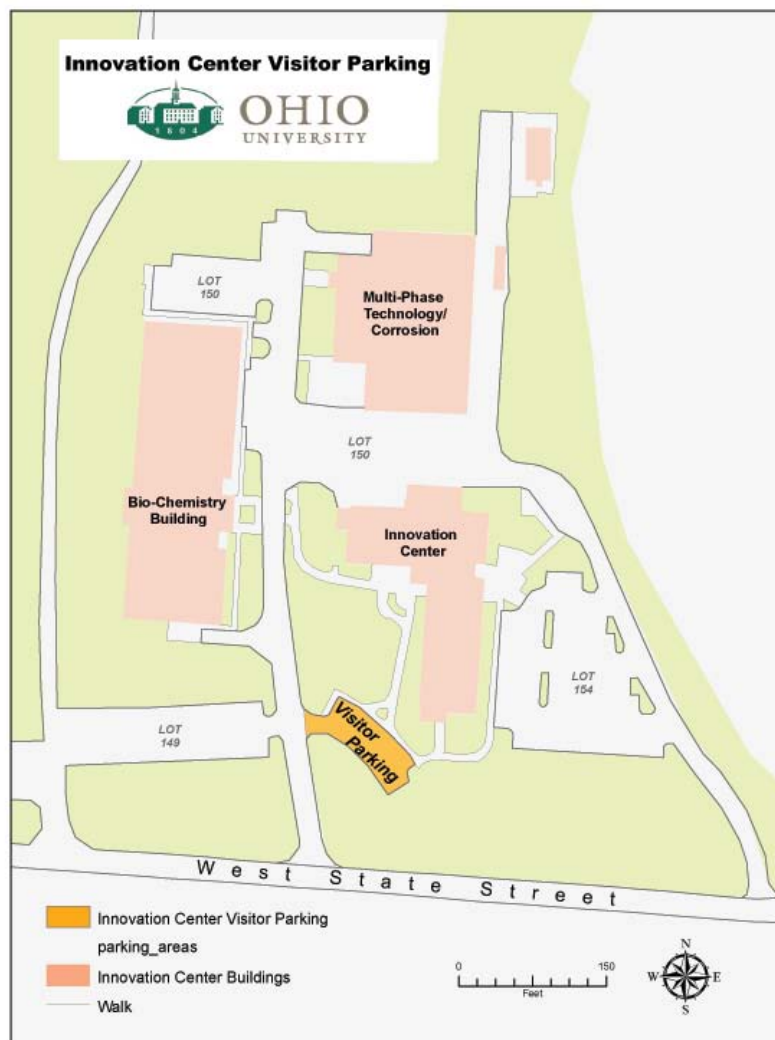
Social Networking in the Office

Not sure where your small business is going? Find out by following us on Facebook and Twitter! Keep up with the Innovation Center and it's clientele on the most popular social networking sites. Get the latest and greatest news, updates, and watch for funding opportunities from sources like Inc. Magazine and Entrepreneur Inc. to help keep your business flourishing!

Be sure to check out the 'Finding Your Virtual Mix' workshop, with more information provided [here](#). For a preview of the workshop, click [here](#).



Parking



Permanent parking passes are distributed to clients, and grant access to lots 150 and 154 and will be replaced soon. Temporary parking passes, for visitors, are available at the front desk and serve as a one-day pass for lots 149, 150, and/or 154. For a downloadable PDF of the Innovation Center parking lot map, click [here](#).

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

Thank you!

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The Innovation Center is a unit of the Ohio University VP for Research department. To learn more, visit www.ohio.edu/research.



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