From an Idea to a Business: BioStar Energy has Potential

A year ago, BioStar Energy was not even a spark in the eyes of its founder, Gil Fuleki. This story began when the Perry County Board of Developmental Disabilities hired Fuleki as a consultant to find job opportunities for their clientele in an effort to overcome an overall lack of jobs in Perry County. The unique solution that Fuleki proposed was to create sustainable and fair wage job opportunities by developing, building and operating an anaerobic biodigester differently than anyone else in the industry. (An anaerobic biodigester is a vessel that stores decomposing organic matter under zero-oxygen conditions to generate methane gas.) The biodigester would provide job opportunities and create a revenue source to pay for it.

After seeing the real potential of his concept, Fuleki decided to turn his idea into more than one project. While the original project was underway, Fuleki and David Couch, superintendent of the Perry County Board of Developmental Disabilities, applied for and won a Local Government Innovation Fund grant from the State of Ohio to receive assistance to develop a feasibility study for a larger scale project. When the grant was awarded, Fuleki turned to Shmuel Roth at TechGROWTH Ohio to figure out how he could turn his idea into a full-fledged business.

TechGROWTH Ohio has been instrumental in the growth of BioStar Energy. They keep BioStar informed of potential opportunities; provide business consultation, strategic planning and marketing; provide assistance to access financial tools and capital; and get the company ready for investment. Most importantly, TechGROWTH works with Fuleki as president of Biostar to help map out a strategic plan to achieve the future goals of the company.
What sets BioStar apart is the company’s unique philosophy. BioStar believes that designing their solutions to meet each individual customer’s needs will build loyalty and attract new clients to their business. “We created our business from the bottom up. We try to fashion a solution that answers all of the organization’s needs by customizing design solutions,” Fuleki said in a recent interview.

From their company philosophy to using anaerobic biodigestors in innovative ways, Roth believes that BioStar serves the region’s financial, social, and environmental needs in a very unique and thoughtful way. “Gil designed his technology to trade complexity of technology for low-skill job opportunities without sacrificing production capabilities or profits. Gil found a way to make a profit, create renewable energy, and create sustainable gainful employment opportunities for segments of the workforce that are otherwise underserved,” Roth said.

To date, the rate of progress has been fast for BioStar. Through new contacts, they will be working on four new business opportunities in 2014. All potential clients have sought out BioStar to help their company develop a green solution to a complex problem. Fuleki believes reputation and success will fuel the rapid growth opportunity. “I don’t go out looking for business. We want people to hear about us. We continue to take the opportunities that bump into us and are actively working towards making the future of BioStar Energy, and the future of the clients and communities we serve, much brighter.”

Within five years, the company projects that BioStar will be highly profitable and reviewed for acquisition. Because of the intense interest in anaerobic biodigestors, BioStar is a leader in a rapidly growing market. BioStar Energy has the potential to have a bright and successful future.

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-Angela Keane, CE3 Communications Specialist, Ohio University Voinovich School (April 2014)