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Upcoming Events:

OCTOBER 10 - Y.A.P. HAPPY HOUR

Y A P

Young Athens Professionals
live • work • play
Follett's University Bookstore is sponsoring October's Young Athens Professionals Happy Hour event. The group will be meeting at The J Bar from 5 to 7 p.m on October 10. Join us for delicious snacks and the excellent camaraderie of your fellow area professionals. Also, in honor of the upcoming Homecoming festivities, you can enter for the chance to win an Ohio University Lawn Gnome! Hope to see you on Thursday, October 10th at the J Bar at 41 N. Court Street!

This month's Lunch and Learn event will take place October 17 from 11:30 a.m. to 1 p.m.! Leslie Dunn of TechGROWTH Ohio will provide insight on how to better understand financial statements to allow for better decision making. To register for this event, contact Trenia Twyman by 12 p.m. on Tuesday, October 15 at twyman@ohio.edu or (740) 597-1460.

Let the Biz Launch Program Launch Your Business Into Success!

If you have a new business, early-stage company or new product line based in Adams, Brown, Gallia, Highland, Jackson, Lawrence, Scioto, Ross, Pike or Vinton County, then the Biz Launch Business Plan Competition is for you!
Let Your Plan Launch Your Business into Success!

The competition is for existing, expanding and new start up companies in:

Adams, Brown, Gallia, Highland, Jackson, Lawrence, Scioto, Ross, Pike, and Vinton Counties.

Business Plans Due:
October 15, 2013

Judging:
October 22 & 23, 2013

Awards Luncheon:
October 29, 2013

The OSU Endeavor Center
Piketon, Ohio

Cash Prizes Awarded to the Top 3 Businesses!

For more information or assistance with developing your plan, log on to www.sbdc.osu.edu/bizlaunch or call 740-289-2071, ext. 111

Biz Launch is a regional business plan competition. The OSU South Centers staff is available to help with your plan and competition preparation!

The Ohio State University
College of Food, Agricultural, and Environmental Sciences

STARTUP WEEKEND IS ALMOST HERE!
OCTOBER 18 - OCTOBER 20: STARTUP WEEKEND
ATHENS, OHIO

Startup Weekend is a global network of passionate leaders and entrepreneurs on a mission to inspire, educate and empower individuals, teams and communities. Come share ideas, form teams and launch start-ups in Athens, Ohio on October 18th, 2013! See past winners and learn more on our WEBSITE!
Congratulations to our client, Digital Edge Sports, for its recent partnership with Marco’s Pizza and the Cincinnati Children’s Hospital!

Digital Edge Sports’ product - Jersey Watch - recently partnered with Marco's Pizza and extended its existing partnership with Dayton Children's Hospital to include the Cincinnati Children's Hospital. Because of this extension, Cincinnati Children's Hospital has become the official health care partner of the Jersey Watch Cincinnati Network.

Former and current clients imgur, Molecular Technologies Laboratories (MTL) and MyCampus were featured in the 2013 fall edition of OhioToday magazine!

Current and former clients, imgur, Molecular Technologies Laboratories and MyCampus, were profiled in the University's magazine, OhioToday. Alan Schaff, Ohio University alum and imgur's creator, describes imgur as YouTube for images. "Just sit back and be entertained," he said. Today, imgur attracts more than 100,000,000 unique monthly viewers.

MTL began at the Innovation Center as a company that engineers bacteria to produce useful products such as vaccines and everyday products like paint or soap. "Access to the Innovation Center [laboratory] equipment made launching easy," said Joseph Kittle, MTL's founder. "For what we pay and what we get, [the Innovation Center] is an incredible value."

Brian Adams, co-founder of MyCampus, began working with the Innovation Center through the multi-partner sponsored Innovation Engine Accelerator last summer. MyCampus is an up-and-coming social-
mobile marketplace that allows users to safely buy and sell items to one another quickly and easily utilizing their mobile devices. Jennifer Simon, director of the Innovation Center, described Bryan Adams as having a personal drive to succeed. "[The Innovation Center] is giving him the opportunity to launch and move forward," she said.

You can read the full article HERE!

**Position Openings**

QuickLoadz is seeking a Fabricator. The position will require experience with CNC machine tooling and robotic welding, precision welding, general construction knowledge and the ability to work well with a team and individually. Valid driver’s license and insurance are also required.

For more information, contact Bridget Lair at bridgetlair@gmail.com.

Ecolibrium Solar seeks "Boots-on-the-Roof" Test Engineer. Candidate must have technical aptitude and autonomy to test product in the field. Bachelor in Mechanical Engineering desired. Full or Part-time. Fluency in Microsoft Office required. Additional information can be found HERE.

**Regional Events**

- [Techlife Startup Showcase - Networking Reception](#)
- [TransTech Energy Conference](#)
- [2013 CE3 Energy Webinar Series](#)

**How to control your entrepreneurial success:**

When it comes to business, whatever plot or ending you want, everything starts with you, the CEO. Sure, there are external factors you can't control, but there is one thing you can control, and yes, you guessed it - it's you. You are the key to your own entrepreneurial success, and that success can begin today.

Here's how you do it:

1) **Link the outside to the inside**
You are the link between everything outside and inside your company. Your company is the inside and the marketplace is the outside. It's your job as CEO to see opportunities others do not. As the link, you must decide and define what business you're in, and focus all efforts accordingly. You need to constantly balance the needs of the company today with what the needs of the company may be tomorrow.

2) **Foundation: Purpose, Vision and Mission**
The foundation of your company is comprised of three important factors: purpose, vision and mission.

*Purpose* - this is why your company exists. It's timeless. It's fundamental. This is why anyone should care about your company.

*Vision* - this is what you're trying to make happen. In other words, when your company succeeds at what its purpose is, what does that look like?

*Mission* - this is how you accomplish your vision. It's not the entire plan; it's the super broad strokes of your plan. This explains how you do what you do each day.

3) **Culture and Values**
The culture and values of your company are the most important factors when it comes to your ultimate success. Your company's culture is a direct result of your company's core values. You cannot demand culture. Culture is a direct result of the core values you enforce. When core values are real, big decisions become easy, and small decisions compound to provide huge impact. When you know who you are, decisions usually can go only a few ways.

4) **Strategic Direction**
Strategic direction is all about the major moves the company needs to make to reach its objectives. You do this by setting and communicating the right company goals first. Next, you define what success looks like. Then, you work backwards from your desired end result.

5) **Team Building**
Never stop looking for key talent, and never stop developing the key talent you already have. Too many Founders build a team, get to work, and then forget to do what was one of the most important things they originally did - build and develop the team. Get your team together and never stop building.

6) **Remove Obstacles**
Your job is to make sure any obstacles that are in the way, any large boulders blocking progress, are removed and disposed of, or at least pushed aside. You could let your team do that, but then who would be playing the game?

7) **Provide Resources**
It's your job to make sure your company and its people have all the resources needed to be successful. Human labor is your largest cost and your largest asset, so give employees everything necessary to be successful, like proper training, leadership, incentives and culture.

8) **Budgeting**
You may have a person that does your forecasting and modeling, but it's your job as CEO to determine where money gets allocated.
Where you allocate money tells everyone in your company what you value and what you don't value. Your strategic decisions should be made in alignment with your cash resources. You determine where
money goes, which determines what gets done, and that decides the fate of your company.

Credit: http://blog.kissmetrics.com/founder-and-ceo/

**About Us**

The **Innovation Center** provides valuable business incubation resources to fuel the economy in Athens, Ohio and the surrounding region. Created in 1983, the Ohio University Innovation Center was the first university-based business incubator in the State of Ohio and the fourth oldest continuously operating incubator in the U.S. The current 36,000 square foot facility, which opened in 2003, is nearing capacity. For availability, email us 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 the Innovation Center Staff:

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**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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