

Innovation^{*} Center



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Affiliate Membership Program

New to the list of services offered by the Innovation Center is the 2011 Affiliate Membership Program. For one low monthly rate, your business can become an Innovation Center Affiliate Member, granting you access to invaluable business resources to fuel your bright ideas.

A few of which include:

- Business Coaching
- Conference Room Access (3)
- Business Discounts
- Promotion of Your Company
- Invitations to VIP Luncheons & Technology Forums
- Access to Shared Office Equipment
- And more!

If you're interested in learning more about the Innovation Center Affiliate Membership program, visit <http://www.ohio.edu/research/innovation/icservices.cfm> or [contact us](#).



Our newest Affiliate Member company, [Max Energy Lighting Systems, Inc.](#) is a green technology company formed to provide an alternative to outdated lighting that is neither green nor cost efficient. Max Energy specializes in retrofitting customer's existing light fixtures using lower wattage fluorescent tubes in conjunction with the MAX Brightstar reflectors, which are made in the USA. Max Energy's fluorescent fixture retrofit kits offer a seamless, flexible, optimally advanced fluorescent technology solution. The company's technology delivers the most cost efficient solution affording customers a greater savings of electricity and higher quality light while contributing to a greener environment.

To view a comprehensive list of the IC clientele, visit our [Client Companies page](#), or [click here](#).

Events

April Lunch & Learn - Could Franchising be a good business strategy for you?

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John Glazer, Director of TechGROWTH Ohio, will explore franchising as a personal and business strategy from the perspectives of both potential franchisers and franchisees. The following areas will be discussed, including: franchising as a growth strategy, what it takes to start a franchise, key components of a franchise system, risks and alternatives, how to evaluate/buy a franchise, what it is to be (and to manage) a franchisee, exiting a franchise, and the value of franchise systems to all business operations.

When: Thursday, April 21 . 11:00am - 1:00pm

Where: Innovation Center Room 103

RSVP with [Trenia Twyman](#) by 12:00pm on Tuesday, April 19.

Technology & Entrepreneurship Happy Hour

The February 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.

Attend the next Technology & Entrepreneurship Happy Hour!

When: Tuesday, May 17, 2011 . 5:30pm - ?

Where: Jackie O's Brewpub

Please RSVP by May 14 to innovation@ohio.edu if you plan to attend. You can also [RSVP on Facebook](#). 

Stay updated! Frequent the [Innovation Center Events Page](#) to find all of the latest



News

New Technology Awards to Provide Funding for Ohio University Inventors

The Vice President for Research at Ohio University announces two internal funding programs for faculty and staff seeking to commercialize new technologies.

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Interthyr targets tough-to-treat diseases from Athens headquarters

Approaching retirement after 36 years at the National Institutes of Health, Dr. Leonard Kohn decided he wasn't quite finished with his goal to improve life for people suffering from tough-to-treat diseases.

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Entrepreneurs Share Why Enterprise Appalachia Is Ideal Start-Up Environment

Inc. white paper explores how small business owners succeed within Ohio's entrepreneurial resources.

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Global Cooling, Inc. Signs a Letter of Intent to Lease Facility from Athens County Port Authority
Global Cooling, Inc. announced [that] it has signed a letter of intent with the Athens County Port Authority to lease all 50,000 square feet of space at 6000 Poston Road, a building within the Poston Industrial Park.

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Sen. Sherrod Brown touts business incubators' job creation power
Business incubators, known as business "accelerators" in Europe, serve as homes and training grounds for new companies, providing them an affordable start-up environment and a variety of administrative, consulting, and networking services.

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Pee Power Could Fuel Hydrogen Cars

The shower is well known as a source of good ideas. But the toilet? Equally promising, says Gerardine Botte, a professor of chemical and biomolecular engineering at Ohio University who has developed a technology to generate hydrogen fuel from urine.

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Third Sun Solar Announces New Operations VP

Third Sun Solar announced [February 9] the hiring of Mark Guess (pictured right) as Vice President of Operations for the firm.

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Third Sun Solar Announces New NABCEP Technical Certificate

When NABCEP announced the results of the first Photovoltaic (PV) Technical Sales Certification Exam on the last day of February, Third Sun Solar Senior Project Developer John Fanselow was among the inaugural celebrants--the very first class to graduate with the NABCEP PV Technical Sales certification.

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University Launches Center for Entrepreneurship

Ohio University announced the creation of its Center for Entrepreneurship [on February 25]. Recommended by Executive Vice President and Provost Pam Benoit and approved by the Ohio University Board of Trustees, the new Center for Entrepreneurship is a partnership between the College of Business and the Voinovich School of Leadership and Public Affairs.

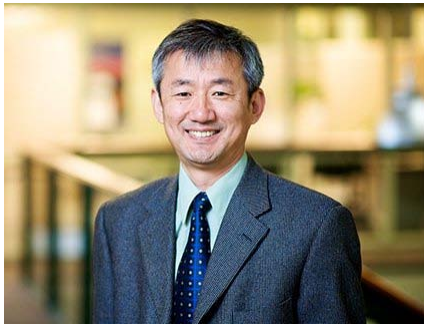
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Bioscience Breakthroughs in Ohio's Enterprise Appalachia

Leonard Kohn moved his research in autoimmune diseases to Ohio University in Athens, Ohio after more than 35 years with the National Institutes of Health. State grants, along with the support of private and public collaborators, led to the establishment of Interthyr Corporation in 2000.

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Ohio University Engineer Dr. Sang-Soo Kim with EZ-Asphalt Technology has Developed Solution for



Highway deterioration is an expensive problem, costing United States taxpayers billions of dollars each year to repair the damage. The Federal Highway Administration recently estimated that it needs \$375 billion to fund repair and improvement projects for highways across the country. One of the main causes for these repeated highway repairs is cracking asphalt resulting from low temperatures.

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TechGROWTH Ohio wins new Third Frontier Funding

Founded in 2007 by Ohio University and Ohio's nationally recognized Third Frontier program, TGO provides business advisory services, competitive grant support and seed-stage investment capital to technology companies and entrepreneurs in Southeast Ohio. The new awards total \$3 million and will be matched with private dollars allowing TGO to continue and expand these services through 2012.

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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/>.

Strader on Startups

Entrepreneur-in-Residence Matt Strader of TechGROWTH Ohio and the Innovation Center on Startups

Trendspotting

A shared trait among successful entrepreneurs is the ability to identify broad market trends with potential to become the foundation of new business venture. I guess that's where the term "visionary" comes from. It does seem like Steve Jobs has a crystal ball somewhere, doesn't it? While we can't all claim to have the exceptional vision of Mr. Jobs, we can certainly take some concrete steps to help ensure that we are paying attention to trends that can help us stay ahead of our competition.



Anyone who is involved with a startup (or any business) should make sure to be tuned in to the latest developments in their respective industries paying special attention to the evolving needs in the customer markets they serve. While this may sound easy, it can actually be more difficult than ever. With the speed of technological innovation accelerating all the time, great business opportunities often emerge very quickly. The danger is that once you notice a gap in the market, chances are that others will begin to take notice, too. The opportunity will disappear just as quickly as it'd come.

So, talk to your customers, talk to your competitors, and read industry publications and blogs. Staying tuned in on an ongoing basis can help you by providing valuable insight to where things are going. Here is an article with a interesting tips about following trends: tips <http://trendwatching.com/tips/>

Also, maybe you might want to inquire to Mr. Jobs about where he bought that crystal ball...



Follow me on twitter

@mattstrader

Good luck!

This month we will bid farewell to Matt Strader, as he will be leaving the Innovation Center team to pursue other opportunities. Matt has been an essential element in the creation and sustainability of numerous start-up companies and, though he will be missed, we wish him the best of luck in his future endeavors.

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](#), [Matt Strader](#), & [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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