



E-Center News & Views

March 2011

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Letter from the Executive Director

Hello Everyone,

As you read this special issue of *E-News & Views*, our students are busy preparing quarter end reports, cramming for exams, and planning a well-deserved break week. Of course, entrepreneurship knows no breaks as this very full issue gives testimony.



The 7th Annual Spirit of Enterprise Graduate

Business Plan Competition, February 24-25, 2011, was another huge success. A special thanks to **Tom Nies** (CoB '62, '68) and the great folks at **Cincom Systems, Inc.** and all our sponsors and judges who continue to make this annual event so successful.

Also, congratulations to very special entrepreneurial alums with strong ties to the Center for Entrepreneurship. Bill Keating, Jr., one of our founding and current Vice-Chair of our Board of Advisors and Oscar Robertson, successful entrepreneur and UC basketball legend, were each honored for their outstanding community service - A Distinguished Service Award from the College of Business for Bill; and a Great Living Cincinnatian recognition from the Chamber of Commerce for Oscar. Our entrepreneurship students are finding success on multiple fronts from business plan competitions, to internationally recognized teaching cases, to back-to-back 1st Place finishes in the National Small Business Institute® Case of the Year competition. Congratulations to Dr. Tom Dalziel on leading his student teams to the SBI repeat victory.

Miss A Past Issue of
E-News & Views?
[Click Here](#)

Check out the many fascinating stories below and the growing list of outstanding programs supporting students and entrepreneurs in "Network Notes." As always, if you have a story idea, please send it to us at ecenter@uc.edu and we will follow-up. Enjoy the transition to Spring Quarter and all the best for continued entrepreneurial success!

Upcoming Events

SAVE THE DATE!

Charles H. Matthews, PhD
 Executive Director

13th
 Annual

**Entrepreneurship
Center Banquet**

**Dinner & Awards
Ceremony**

**Thursday, May 12,
2011**

**McCormick &
Schmick's
Downtown Cincinnati
Thursday,
May 12, 2011**

**UC Spirit of Enterprise Graduate Business Plan
Competition Announces the 2011 Cincom Spirit of
Enterprise Champion**

The seventh annual UC Spirit of Enterprise Competition featuring 15 student teams from universities across North America was held February 24 and 25, 2011, at Cincom Systems world headquarters in Cincinnati. The Cincom Spirit of Enterprise Champion received \$10,000 and an automatic bid to the 2011 Venture Labs Investment Competition (formerly MOOT Corp). Prize money was also awarded for first, second and third runner-up positions, as well as to the recipient of the taxi/limo consolation round, best technology plan, and the top three best exhibit presentations.

The winning team, TNG Pharmaceuticals from the University of Louisville, was named the Cincom Spirit of Enterprise Champion and received \$10,000 in addition to an automatic bid to the upcoming 2011 Venture Labs Investment Competition (formerly MOOT Corp), often called "The Super Bowl of World Business-Plan Competitions." TNG Pharmaceuticals has developed a revolutionary new vaccine, FlyVax, that alleviates the negative impact of the horn fly.

[For the complete list of winners and photos, click here](#)

**E-Center
Board of Advisors**

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Stedman Machine Co.

Brandee Krabill Anderson
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Tony Shipley

**E-Center Board Member
Receives Distinguished Service Award**



Our congratulations to long time Entrepreneurship Center Board Member, Bill Keating, Jr., BBA '76, MBA '76, JD '79, Keating Muething Klekamp, PLL, on receiving the Distinguished Service Award from the College of Business. The award is given annually at the Cincinnati Business Achievement Awards, presented by the UC College of Business Alumni Board of Governors, and is Cincinnati's longest-standing event recognizing achievement in business and service to the community.

[Please click here for the complete story.](#)

Oscar Robertson Named Great Living Cincinnatian

Oscar Robertson, BBA '60, HON '07, athlete, entrepreneur, College of Business Alum, was recently named a Great Living Cincinnatian by the Cincinnati USA Regional Chamber.

Congratulations Oscar!

[To read more about Oscar Robertson and his award, click here.](#)



UC Students Make a Strong Showing in the Cardinal

Queen City Angels

David M. Szymanski
Dean, College of Business

Everett F. Telljohann
Telljohann & Company

Jeffrey L. Wyler
Jeff Wyler Automotive

Challenge Business Plan Competition

University of Cincinnati (UC) College of Business graduate students Ron Meyers, MBA '10, MS '11, and Charles Schwartz, MBA '11, were named one of only 12 semi-finalist teams in the 2011 Brown-Forman Cardinal Challenge Business Plan Competition at the University of Louisville on February 18 and 19.

Meyers and Schwartz, chief architects of GreenLife Energy, Inc., represented the new venture team in the opening round of this year's Cardinal Challenge. GreenLife is a value-added designer, integrator, reseller and installer of renewable energy lighting systems for outdoor and remote systems.

[Click here for the rest of the story.](#)



UC PhD Student Takes Second Place National 3E-Learning Competition

Diana Hechavarria, UC College of Business PhD Candidate Management and Entrepreneurship, presented her innovative entrepreneurial experiential exercise teaching case in the prestigious 3E-Learning competition held during the annual meeting of the United States Association for Small Business and Entrepreneurship (USASBE) January 14, 2011, on Hilton Head Island, SC. From over 30 submissions,

she took home the second place award and \$250. [Click here for the complete story.](#) You can also visit <http://www.3e-learning.org/>.

University of Cincinnati Team Takes First Place in the National SBI Case of the Year Competition

UC College of Business Entrepreneurship undergraduate students, under the direction of faculty advisor Tom Dalziel, PhD, took First Place honors in the national Small Business Institute® (SBI) Case of the Year Competition.



College of Business undergraduate students Neil Black, Charles Rinehart, Jason Pittinger and Jordan Brewer took first place for their field case consulting project for local manufacturer M+ Midwest Fasteners winning the 2010 Cecil Boatright Case of the Year Competition this past October, 2010, to earn a berth in the National Small Business Institute® Case of the Year Competition. The UC team was named one of the top three finalists in the National SBI Case of the Year Competition and on Saturday February 19 took First Place from over 30 cases submitted to the competition.

[Read More](#)



Entrepreneurship Professor Works to Develop Egyptian Business Amid the Protests in Cairo

Dr. Charles H. Matthews, Professor and Executive Director of the Center for Entrepreneurship Education & Research witnessed first-hand the start of the protests that would lead to the end of 30 years of rule by President Mubarak. In Cairo to

participate in the 1st Annual Mideast Council for Small Business & Entrepreneurship conference and assist in the development of Entrepreneurship Centers and University courses in entrepreneurship at Egyptian universities, Dr. Matthews notes that the groundswell of change altered permanently the course of Egyptian business and set in motion a new economic foundation.

[For the complete story, click here](#)



Second Annual Reality Check Competition Scheduled for April 7, 2011

The Fifth Third Bank Entrepreneurship Institute at Northern Kentucky University has set the date of the second annual "Reality Check" Undergraduate Business Plan Competition for Thursday, April 7, 2011. This competition is for students attending NKU, UC, XU, Miami University and the University of Dayton.

Teams will be judged on their elevator pitch, the written business plan, and presentation of the plan to a panel of outside judges. Presentations are judged on their quality and the adherence to Guy Kawasaki's principles in his book "Reality Check."

Stay tuned for more information

NETWORK NOTES

Notes of Interest from the
Greater Cincinnati Entrepreneurship Community



College of Business Alums Appear on Fifth Third Business Beat

Stuart Hoffman, MA '73, PhD '75, Senior Vice President and Chief Economist for the PNC Financial Group, appeared on Fifth Third Business Beat on February 25. Mr. Hoffman talks about the economy and the award he's receiving from the University of Cincinnati. [Click](#)

[here](#)

Charles H. Matthews, PhD '90, was also featured on CET's Fifth Third Business Beat. Professor Matthews describes the best and worst time to start a business, as well as his recent visit to Cairo, Egypt, with the International Council for Small Business to help develop entrepreneurship curriculum and entrepreneurship centers in three Egyptian universities. [Click here](#)

Bill Keating, Jr., BBA '76, MBA '76, JD '79, Keating Muething & Klekamp, PLL appeared on February 18. Keating spoke about why it's important to get involved in your community, something he has been doing continuously since his days as a student at UC and now as an integral part of the business community. [Click here](#)

College of Business



Presented by Cincinnati USA Regional Chamber & Business Courier

**Cincinnati USA
Announces Innovation
Awards Gala**

Announcing the inaugural Cincinnati USA Innovation Awards, celebrating innovative companies and people that show how new ideas can be developed into fuel for the Tri-State's economic engine. The program is presented by the Business Courier, the Cincinnati USA Regional Chamber and community partner CincyTech.

Winners will be announced at an awards reception on Thursday, April 14, 2011, at the Duke Energy Convention Center. Tickets are \$75 each and will be available until April 7. Multi-ticket packages and sponsorship opportunities are also available. Please contact Lisa Muhlenkamp at Lmuhlenkamp@bizjournals.com or [for more information on the Innovation Awards, please click here](#)

**The Brandery Joins
TechStars Network
To Accelerate Startups**



The Brandery is now a member of the TechStars Network, a newly launched White House-sponsored alliance of independently owned and operated startup accelerator programs from dozens of cities across the United States and around the world.

The TechStars Network is comprised of other startup accelerator programs similar to The Brandery that provide seed funding and mentorship to innovative entrepreneurs. The Brandery will collaborate with these organizations and learn best practices from the mentorship-driven model pioneered by TechStars, the leading startup accelerator program in the United States. The application period for Brandery Class 2 begins April

1. More information will be available at www.brandery.org.

[For the complete story, click here](#)

Kauffman FastTrac® TechVenture™ Program

An initiative of the Ewing Marion Kauffman Foundation of Kansas City

What does it take to grow an idea into a world class business? The Hamilton County Business Center is looking for a few good companies to be part of its next FastTrac class. Application deadline is Thursday, March 10, 2011.

The Kauffman FastTrac® TechVenture™ program is a hands-on business development program specifically designed to assist scientists, inventors, engineers and IT developers to commercialize an innovative and scalable technology, product, or service. This program will focus on developing a successful business from your innovative idea. An array of business development and management topics will be discussed each week. The program is tentatively scheduled to start 3/16/11 through 5/25/11, 8:00 - 11:00 a.m. at the Hamilton County Business Center, 1776 Mentor, Norwood, Ohio.

To complete an application visit www.biostart.org/TechVentureCincy or for more information contact Carol Frankenstein at cfrankenstein@biostart.org

A New Kind of Runway

Jaydev Karanade, Founder & CEO, and Chad Reynolds (DAAP '00), Founder & Chief Creative Officer, founded Wearcast in June of 2010 to solve a simple problem - creating a personalized product involved way too many steps. Funny expressions weren't so funny after they had to choose from a series of dropdown menus, color choices, design tools, etc. Designing something they liked was complex and time consuming. There had to be a better way. So, they decided to make the process of designing a product as easy as sending a tweet or updating a Facebook status.

Their Social Expression Engine, called S.E.E., takes anything you type and turns it into a designed product. Today, that's a t-shirt... ready to share if you like it, and wear if you love it. Chad is a design and branding nerd. He graduated from the DAAP Program at UC and started his first venture one day after graduation. Jaydev attended UC and the College of Business where his passion for entrepreneurship was ignited. For more information on Wearcast, please visit <http://www.wearcast.com/>.



CincyTech Imaging Grants

UC researchers Mark Schulz and Vesselin Shanov discovered some years ago that spinning together carbon nanotubes could make the tubes strong enough to create whole new uses for them. In 2009, CincyTech gave their company, General Nano, a \$22,000 Imaging Grant to further explore this technology.





Two years later, Schulz and Shanov are developing their company's first prototype product: a carbon nanotube-shielded coaxial cable for the aerospace industry. Last year the company received \$2 million in grants from Ohio Third Frontier, five Small Business and Innovation (SBIR) contracts totaling more than \$750,000, and its first private equity round. The team expects to bring on six full-time

employees by the end of the year.

To learn more about submission requirements and guidelines for [CincyTech](#) Imagining Grants [click here](#)

U. Startup at UC

U. Startup is coming to the University of Cincinnati's campus to support entrepreneurs and to instill the entrepreneurial spirit in all students!



The inaugural U. Startup will be held at the University of Cincinnati on Thursday, April 7, 2011. Students from Xavier University, Northern Kentucky University and Miami (OH) University will be invited to participate. It is developed and coordinated by Katie Kinnemeyer, 2010 MBA graduate of the University of Cincinnati and supported by Elizabeth Edwards, CEO of Metro Innovation and 2003 MBA graduate of the University of Cincinnati. If you would like more information about the event, please email Katie at katie@metroinnovation.com or [Click here to read more about U. Startup at the University of Cincinnati](#)

Entrepreneurial Coaching from Seasoned Professionals

C-CAP and Hamilton County Business Center are currently recruiting participants for the March and April sessions of Morning Mentoring. This is an opportunity for owners of both start-up and existing companies to get free advice from seasoned professionals and to meet early stage investors.

Morning Mentoring is an entrepreneurial coaching program that leverages the Queen City Angels, C-Cap, and local professional advisors for the benefit of Greater Cincinnati's entrepreneurs. This program is collaborative effort between C-Cap and Hamilton County Business Center. C-Cap is a resource hub designed to link entrepreneurs with angel investors and the other resources necessary to create successful growth companies. If you or someone you know may be interested, please contact mmyers@hcdc.com or phone 513-458-2224. For more information, you can visit the Hamilton County Business Center site at <http://www.hcdc.com/incubation/mentoring>

Career Development Center Unveils

Virtual Entrepreneur Workshop Page

The Career Development Center at the University of Cincinnati has launched a new website and a new 2011 Virtual Entrepreneur Workshop page. This "entre-event" has three Virtual Sessions, including links to the Center for Entrepreneurship Education & Research, as well as the Entre-Community Development Clinic, which is also a great resource. It also has a link to the Consortium of Entre-Education (CEE) and includes the dates for CEE events. These resources include the many local and global Chambers. You can visit the NEW Virtual Entrepreneur Workshop at <http://www.uc.edu/career/students/>



Greater Cincinnati Venture Association Event

The next event of the Greater Cincinnati Venture Association will be held on Tuesday, March 22 at the Taft Center at Fountain Square at, beginning at 11:30 a.m, featuring Mike Rothman from Thrillist. Mike is Vice President of Business Development at Thrillist, an online men's journal that created a local business rewards program which takes the Groupon concept one step further by tying the businesses to magazine content. Rothman will talk about the development of Thrillist, working as a startup in Manhattan and also their acquisition of Jack Threads, a Columbus, Ohio, startup company.

[For more information please click here....](#)



Alleviating Poverty Through Entrepreneurship Summit

The Alleviating Poverty Through Entrepreneurship (APTE) Summit 2011 at The Ohio State University brings together students, professionals, and community members to connect with each other and learn about market-based approaches to solving poverty.

We can use entrepreneurship to increase access to opportunities and improve the quality of life for the poor around the world. Social entrepreneurship uses business practices and innovation to create solutions to society's problems.

The event will be held April 15, 2011 from 9:00am - 5:00pm and there is no cost. [Read more](#)

Hitachi Foundation Seeks to Fund Young Entrepreneurs Creating Opportunity for

Low-Wealth Individuals

The Hitachi Foundation, which seeks to discover and expand business practices that create tangible and enduring economic opportunities for low-wealth Americans, their families, and the communities in which they reside, has opened the application process for the foundation's Yoshiyama Young Entrepreneurs Program. The program seeks to identify five entrepreneurs, awarding each \$40,000 over two years, and providing technical resources to strengthen their businesses. For more information about eligibility requirements, please visit the Hitachi Foundation at <http://www.hitachifoundation.org/>. The deadline is March 14, 2011.

E-Center Staff

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Sherry Hetzer, Assistant Director

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