



January 24, 2014
Happy New Year!

EIGER/*lab* is a centrally located, state-of-the-art mixed-use accelerator serving the region with leading edge business and engineering support services. Whether you're a new or existing entrepreneur, inventor, a start-up or an existing company interested in expansion, EIGER/*lab* is our regions one-stop resource for business support and growth.

Land Here ■ Launch Here ■ Learn Here ■ Grow Here

www.EIGERlab.org

Inventor Paul Niedermann of Prescient Audio shows off award-winning, disruptive, speaker technology at press conference



ThinDriver™ TD-12

2014 Computer Electronics Show Innovations Design and Engineering Awards Honoree

Paul Niedermann, owner of Prescient Audio, and a client who has been working with both the EIGERlab and the Small Business Development Center for years, is finally realizing his entrepreneurial efforts of the past three years.

"The past few months have been a whirlwind of amazing opportunities for Prescient and we want to thank all of our partners that have helped to make this happen," said Niedermann, CEO of Prescient Audio. "We have five quality products that are turning the loudspeaker industry on its ear and this is only just the beginning- we can't wait to show you what else we have up our sleeves."

So what exactly is all the buzz about? The TD-12 is a high performance, 1000 W loudspeaker that repositions the components from the traditional location of behind the loudspeaker, forward to the speaker's perimeter, minimizing depth without sacrificing performance quality. The TD-12 is the thinnest, lightest and coolest subwoofer available on the market..

Paul took third place in the **2012 FastPitch Competition** and in 2013 he partnered with a local investor at the **FastPitch World Series** event held at the EIGERlab, which incorporated all three regional **FastPitch Competitions** (Rockford, Whitewater and Kenosha).

Below are descriptions of each product Prescient Audio has released since the TD-12 subwoofer:

Guitar Speaker Cabinet:

The Prescient Audio guitar cabinet will solve two age-old problems for guitarists: Speaker cabinet size and weight. The thinness and lightness of the TD-12 has enabled Prescient Audio to offer the music world the smallest and lightest guitar speaker cabinet on the market - a perfect fit for the already miniaturized state-of-the-art guitar amps, currently offered by major guitar manufacturers.

Apollo AudioCase

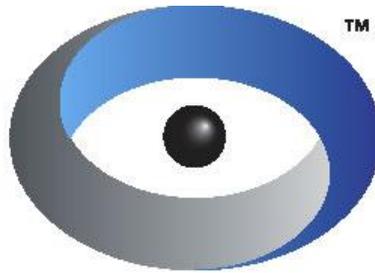
In conjunction with Product Development Technologies, Inc. (PDT), Prescient Audio has debuted the Apollo AudioCase, a speaker equipped smartphone case featuring both TrueVoice™ and ThinDriver™ technology. The Apollo Mini ThinDriver™ will be available in February 2014 for all Samsung 4X users through Kickstarter, an online platform designed to promote innovative projects around the world.

Dual Subwoofer

Using its ThinDriver™ technology, Prescient Audio has been able to cut the size and weight of the traditional subwoofer in half. The logical next step? Take the traditional size, but give it twice the sound. The Dual Subwoofer utilizes a traditional square foot box, but installs a speaker on parallel sides, producing powerful sound in half the space, a revolutionary development for professional audio.

Subwoofer In-Wall Cabinet

If you appreciate sound quality, the Prescient Audio's Subwoofer In-Wall Cabinet will be a non-negotiable addition to your home. Using Prescient's ThinDriver™ technology, the 12-inch subwoofer can be installed between standard wall joists within the wall cavity, or even under furniture pieces, without the obtrusive, bulky cabinet and extra carpentry, all while maintaining the superior quality of sound Prescient Audio has made a standard. [Click here](#) to read the complete press release.



PRESCIENT AUDIO

Idea to marketplace...

EIGERlab's Center for Product Development can Accelerate

EIGERlab's Center for Product Development (C4PD) serves the region with leading edge business and engineering support services. Manufacturing, art, engineering, urban design...you name it, and we can assist. The C4PD helps you achieve global level innovation by turning your ideas to products...overnight.



Adrian Vasquez, owner of Totally You Hair Salon and inventor of the NZ3 hair dryer nozzle shared, *"I didn't know that level of rapid prototyping was available locally at the EIGERlab. I was amazed at what can be printed without any tooling; especially at such an affordable cost."*

C4PD offers:

**Product Development | Engineering | Reverse Engineering | Computer Aided Design
3 D Printing | Commercialization**

For more information, contact Mike Cobert, 815.298.0136 or MCobert@eigerlab.org.

TechWorks' *FastTrack* training commercial

Please take a moment to view our new *TechWorks FastTrack training commercial* including testimonies from our advisory board associates, *Darcy Bucholz* with the Northern Illinois Workforce Alliance, *Mary Martin* with Woodward, *Ron Gustafson*, TechWorks Business Development and recent TechWorks graduate, *Nathan Holt* who was hired by Saws International. [Click here](#) to view.

TECHWORKS



Small Business Development Center



Nova Web & Media Brand Development for Small Businesses February 20 | 7- 9 PM | EIGERlab

A free workshop on how to create a strong, recognizable brand identity for your small business. To learn more about the workshop, and to find out how to register, check Nova Web out on Facebook at www.facebook.com/novawebdesign/events or phone 815.921.2081.

Starting Your Business in Illinois Workshops | Wednesday, January 29, 6-8 PM

Looking for Employment? Frustrated? Ever Considered Your Own Business? Join the IL SBDC at Rock Valley College to find out what it takes to become an entrepreneur, and what steps you need to take to pursue that dream. This workshop is available on the last Wednesday of every month.

Rock Valley College, 3301 N. Mulford Rd. Woodward Technology Center (WTC) Rm. 117, Rockford, IL 61114

Go to <http://ilsbdc.ecenterdirect.com> to register or phone, 815.921.2081 for more information. There is no charge for this workshop.

Profit Mastery and Profit Guard receives high praise from clients

Would you like to see where your financial challenges are? Would you like to benchmark your financials to others in your industry - that are the same size as you? Would you like to have a road map that tells you what you need to work on to improve your financial performance - and have this happen automatically from your QuickBooks files? If so, contact the SBDC and ask about Profit Guard - from the makers of Profit Mastery.

Profit Mastery is an entertaining way for clients to learn the serious business of



how to manage their companies better. And, you don't have to be the one to correct them; Steve LeFever, Mr. Profit Mastery himself, takes clients into the world of financial management and remolds them into financially astute managers who care about their monthly reports. Cost: \$249. For more information visit the SBDC's website or phone 815.921.2081.

Funded in part through a cooperative agreement with the U.S. Small Business Administration, Illinois Dept. of Commerce and Economic Opportunity and Rock Valley College.

Procurement Technical Assistance Center

The Illinois Procurement Technical Assistance Center (PTAC) at Rock Valley College located at the EIGERlab provides no-cost counseling services and workshops on government contracting related topics. They help our local businesses determine suitability for selling to the Federal, State or local governments and subcontracting. The government marketplace poses unique challenges that can overwhelm a small business that does not have the proper resources or training.

Creating a Capability Statement Workshop Series

Each attendee receives a memory drive with samples, templates and guides. A good capability statement details a company's basic information and key selling points in just a page or two. It can be revised as needed for new job opportunities or marketing efforts. Whether a small or large company, a well-written capability statement is an excellent marketing tool! In just two hours you'll be shown everything you need to create a company capability statement. With the three key elements; core competencies, past performance and differentiators, you'll be provided with a template and an outline to create your own capability statement and the correct NAICS codes for your product and/or service. We will also discuss how to develop a 60 second "elevator pitch". It is not as easy as you think to get the right message across; we will help you develop a sales pitch that works.



Make your business stand out in a competitive marketplace.

Attend the Creating a Capability Statement Workshop to learn how!

Creating a Capability Statement Workshop - Kishwaukee College

February 5, 10:00AM - Noon

Creating a Capability Statement Workshop - EIGERlab

March 6, 9:00-11:00 AM

For more information phone, 815-921-2091.



Entrepreneurial Events



**Discover Engineering | Saturday, February 22 | Discovery Museum
National Engineers Week is February 16-22**

Discover Engineering will be held from 11 a.m. to 3:30 p.m. on Saturday, February 22. It is being sponsored by the Illinois Society of Professional Engineers-Rockford Chapter and TAC Rockford. The purpose of the event is to show elementary and middle school age children the many ways engineering impacts our lives...the products engineers create, the range of jobs relating to engineering, the many local companies that employ engineers, and simply to meet engineers and ask questions. They also combine the event with engineering badge workshops for scouts. Their attendance averages 500-900 people.

If you are interested in participating, please contact Ann Marie Walker, marketing manager at Discovery Center, by e-mail at annmariew@discoverycentermuseum.org or by phone at 815-963-6769. Space is limited.

2014 Clean Energy Trust Challenge | Up to \$500,000 in grants and convertible notes

The Clean Energy Challenge is the Midwest's leading showcase for clean energy innovation. The annual event combines a business plan competition for Midwestern entrepreneurs, researchers and students with presentations by leading clean energy thinkers and doers. Up to \$500,000 in grants and convertible notes will be awarded to the most promising companies at the 2014 Clean Energy Challenge. [Click here](#) to learn more.

Save the date - Go Global: Strategize & Execute May 7, 2014

[Click here](#) to visit the Go Global website, of the IL SBDC International Trade Center of the Rockford Area and RAEDC. To stay informed, contact dwhite@rockfordil.com to receive the Go Global International Trade Newsletter.

Entrepreneurial Information

Manage Social Media the Easy Way

A 12-month plan to boost your business's social presence When used correctly, social media is a great (and mostly free!) communication tool for reaching new and existing customers, building word of mouth for your business, elevating your status as an industry expert, and extending the reach of your marketing [Click here](#) for the complete article.

Illinois Technology Transfer

One of the key findings of the report show that from 2008 to 2012, the total number of patents obtained by Illinois universities grew by 47 percent compared with the 2003-2007 period, outpacing the national average growth rate of 16.5 percent. [Click here](#) for the complete article.



To Build Innovation, You Must Reward The Effort

To encourage an entrepreneurial spirit, you must create a culture that accepts failure. Unfortunately, most companies don't do that. And in the absence of managerial support and proper incentives, employees are less willing to try new things. One way that companies can prevent this from happening is to reward efforts, not just outcomes. By providing rewards - both financial and non-financial - for exhibiting entrepreneurial behaviors, companies will encourage employees to take risks without the fear of failure. To be a truly innovative company here are some things from Matt Reilly of Harvard Business School that need to be done. [Click here](#) for the complete article.

How to Get Crowdfunded

As we wrote in November, crowdfunding isn't just for doughnuts anymore.

Several states have opened the doors to mass crowdfunding for equity. "Accredited investors" can now buy equity through crowdfunding sites, and the rest of the crowdfunding universe is awaiting final Securities and Exchange Commission (SEC) approval of "Title III" crowdfunding rules, expected this spring, that will open equity crowdfunding up to the masses.

What if you have an idea that wants to get crowdfunded? In that case, it might pay to listen to Alon Goren, whose Invested.In builds crowdfunding sites that have helped raise \$32 million so far.

"What people really need to prepare for is getting together their network," Goren said. "That means making sure you have a Facebook presence, building your LinkedIn community, using Twitter if it's relevant. If you're in fashion, use Pinterest. That's not something you can just do - you have to prepare." [Click here](#) for the entire article.

12 Ways Students Can Help Your Small Business Succeed

1. TAP INTO GREEK LIFE | 2. INVEST IN INTERNSHIPS | 3. RECRUIT CAMPUS LIASONS | 4. MOBILIZE AN "UPVOTING" BRIGADE... [Click here](#) for the complete article.

Is Your Great Idea A Terrible Business? | Fast Company | Business + Innovation

JUST BECAUSE YOU HAVE A GREAT IDEA DOESN'T MEAN IT WILL BE A SUCCESSFUL BUSINESS. HERE ARE THREE QUESTIONS TO HELP YOU FIGURE IT OUT. 1. DOES IT SOLVE A PROBLEM THAT ENOUGH PEOPLE WILL PAY FOR?

2. IS YOUR IDEA DIFFERENT ENOUGH FROM WHAT'S ALREADY OUT THERE?

3. IS YOUR IDEA TOO NICHE?

[Click here](#) for the entire article.

EIGERlab in the news

In case you missed any of our recent media coverage.

Jan 4 | [Rockford Robotics Receives Challenge for FIRST Championship](#) | WIFR
Jan 10 | [Next Rockford area economic development chief could be local](#) | RR Star
Jan 13 | [Rockford electronics firm to begin production of subwoofer](#) | RR Star
Jan 15 | [Prescient Audio Reveals Products](#) | WIFR
Jan 15 | [Rockford-built audio speaker unlike any other](#) | Rock River Times
Jan 15 | [A Rockford Audio Shows Off Their Award Winning Device](#) | WTVO
Jan 15 | [Press Conference Photos](#) | EIGER/lab

Open Positions | EIGER/lab's tenants, clients & partners



EIGER/lab's tenants, clients and partners are expanding and would like to fill key positions. Please peruse the following information and consider forwarding to interested parties. This is a portal service, for tenants and clients; please do not contact EIGER/lab directly.

CLEO Communications

Business Development Rep
Junior Software Engineer(s)
Quality Assurance Analyst
Sales Engineer
Senior Software Engineer
Project Manager - Professional Services
Solutions Architect - Professional Services
Implementation Engineer - Professional Services

Comply365

Mobile Software Developer
Web Developer

Lyons

Applications Engineer
Systems Administrator



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