



March 31, 2014

EIGERlab 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, EIGERlab is our regions one-stop resource for business support and growth.

Land Here ■ Launch Here ■ Learn Here ■ Grow Here

www.EIGERlab.org

EIGERlab's IT Roundtable instrumental in Rockford becoming 35th Code for America Brigade City

Only 35 cities worldwide are part of this unique organization.



Code for America Brigade (CfA) is a nonprofit, nonpartisan organization that attempts to bridge the tech gap between private and public sectors. Government sector technology is usually old and slow; sometimes 30 years old. The CfA's goal is to bridge

the gap.

According to Christopher Whitaker with CfA, "Rockford has the three key things needed to be a Brigade or civically-innovative city. First necessity is a city government that is open to sharing open data, which is the fuel for innovation; fuels transparency and business. Second is a space to meet, collaborate and hold events; EIGERlab, where the first Open Tech Challenge was held). And last, a technology community with the ability to take on the big challenges that face cities."

Civically-minded apps that have been created:

[Adopt-a-hydrant](#) (Boston, MA) allows citizens to claim responsibility for shoveling out fire hydrants after heavy snowfall.

[Adopt-a-Siren](#) (Honolulu, HI) allows citizens to adopt a tsunami siren in their neighborhood.

[Adopt-a-Sidewalk](#) (Chicago, IL) allows citizens to claim responsibility for shoveling out throughout the winter or ask for help if they need a hand.

Dan Cataldi is pleased with the outcome of EIGERlab's Information Technology (IT) Roundtable's efforts. Dan shared, "Our community will now have the ability to collaborate and interact with the other 34 Brigade cities to brainstorm, create new initiatives and receive regional, national and now international exposure as a Brigade city. We are starting to create a brand which was one of the IT Roundtable's objectives."

Among the group's newest interested parties is Chris Nwakalo. Nwakalo was born in Boston, then moved to Beloit, Wis., went to the University of Wisconsin-Whitewater and now is the chief brand and strategy officer for New Vybe Fitness in Loves Park.

"If you look at the iPhone, it's changed the world in five years," Nwakalo said. "When I went to Whitewater, I was surprised at the negative feelings towards Beloit. I hear a lot of the same things about Rockford. I want to learn more about Rockford's issues and how we can use technology to address them." **Alex Gary, "EIGERlab launching Code for America Brigade in Rockford" *Rockford Register Star*, March 27, 2014**

Jen Hall, who helps facilitate the IT Roundtable for the EIGERlab, said the brigade will begin by meeting at 9 a.m. every second Saturday of the month at EIGERlab, 605 Fulton Ave. The brigade is using Meetup.com to schedule more events under the group name "Code for Rockford." For more information, contact Jen; jen@catalystjenhall.com or (815) 975-0466.

See the "EIGERlab in the News" section below for the media's coverage of the March 27 press conference.



CODE *for*
AMERICA
B R I G A D E

Prescient AudioCase for iPhone 5/5s & Galaxy S4 Kickstarter Campaign... Own disruptive technology before it hits the shelves!

Prescient AudioCase: the only super-thin smartphone case that delivers stunning, high-volume, life-like audio quality!

Prescient™ AudioCase™: is a groundbreaking new smartphone case that delivers high quality audio to iPhone 5/5s and Samsung Galaxy S4 users. It is the only solution that will be equipped with CES Innovation Award-winning ThinDriver™ Technology. It multitasks as a striking case and battery backup for your smartphone while delivering the heart-thumping, crystal clear audio performance you crave.

Even a \$1 or \$10 pledge will help bring these groundbreaking products to market!

Why do I need it?
The Prescient AudioCase™ is the first smartphone case that features:

* A super-thin, high quality, audio speaker (ThinDriver™) with 10 times the surface area of a typical smartphone speaker.

PRESCIENT™ AUDIO

Space. The final audio frontier.
ThinDriver™ Technology Boldly Fits High Quality Audio Performance Where it Has Never Fit Before.

Rockford's Own Prescient™ Audio Launches Ground-Breaking AudioCase™ On Kickstarter!

Backers Will Be The First to Own The Product – And At Pre-Retail Pricing!

Rockford, Illinois has a deep history of industrial and technological innovation. Prescient™ Audio is proud to share the stage with giants and launch a hot new product based on truly innovative, award-winning technology of its own invention: the **Prescient AudioCase™**. And it's doing it in a way our inspiring leaders of yesteryear never could: on Kickstarter.

AudioCase boldly fits dynamic audio performance where it has never fit before: in an incredibly thin, super-light, cool-running smartphone case. The AudioCase Mini ThinDriver™ Technology will offer truly revolutionary performance in a heretofore impossibly thin package. And, you can play a key role in launching this sensational new product into an innovation-hungry, smartphone-obsessed market on Kickstarter!

Kickstarter backers at the \$89 level and above will not only lend a hand in bringing the Prescient AudioCase to market, but you will be among the first enthusiasts in the world to own one!

Visit www.kickstarter.com/projects/413391661/prescient-audiocase-for-iphone-5-5s-and-galaxy-s4 today and help us launch the world's next great smartphone innovation. And, please – share this good news with friends!

Little Man
Little Dragon
Colette Loves Andrea Crew

* An integrated digital sound processor and an efficient, high power audio amplifier system.

* An internal Li Ion battery powered system which can be used as backup power for your smartphone.

With the AudioCase™, smartphone users no longer need to carry around attachable gimmicks or Bluetooth speakers to get better sound.

To learn more, visit [Prescient's Kickstarter link](#).

Ted Talks | Entrepreneurial DNA: Joe Abraham at TEDxBend | *Save the date-FastPitch speaker June 18

Ideas worth spreading!

2014 FastPitch Competition speaker, Joe Abraham
We're Shark Tank without the bite!

Joe Abraham is the founder/CEO of bosiDNA.com, featured in the Wall Street Journal for its breakthrough technology and award-winning accelerator.

Entrepreneurship has given us Edison and Ford, Branson and Jobs. But has entrepreneurship seen its best days? We'll learn why its best days are still ahead -- and how a breakthrough discovery about entrepreneurial behavior is unlocking entrepreneurship's greatest potential around the globe. [Click here](#) to view Joe's TED talk.

Have you ever heard of TED Talks?

TED is a platform for ideas worth spreading. Started in 1984 as a conference where technology, entertainment and design converged, TED today shares ideas from a broad spectrum - from science to business to global issues - in more than 100 languages. Meanwhile, independent TEDx events help share ideas in communities around the world.

Since then its scope has become ever broader. Along with two annual conferences -- the TED Conference and TEDGlobal -- TED includes the award-winning TED Talks video site, the Open Translation Project and TED Conversations, the inspiring TED Fellows and TEDx programs, and the annual TED Prize.

The TEDx logo is displayed in a bold, red, sans-serif font. The letters 'TED' are larger and more prominent than the 'x', which is positioned to the right of 'TED'.

FastTrack Assembly Training | *Hire great employees*



TechWorks' FastTrack Assembly graduates will have a plethora of skills to offer local companies

Included in each **FastTrack** training course are the basics for entry-level manufacturing positions. We then expand the program to include specific skills, depending upon which training program is chosen. Employers in our region have provided input in regards to the curriculum we offer. Regional employers are assured, when they hire a TechWorks graduate, they're hiring an individual with the potential of being a focused, driven employee. That is demonstrated by the high percentage of TechWorks graduates that are hired directly after completion of their coursework. For more information phone 815.316.6354.

Assembly training program will be offered this spring.

Small Business Development Center

Starting Your Business in Illinois Workshops Wednesday, April 30, 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.



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.

What to know about government contracting and small business

To be eligible to bid on a Federal contract, you must know your business size. Answer the following three questions to learn more.

1. Are you a small business?

2. What is the size standard for your business?

To determine your NAICS code, go to www.census.gov/eos/www/naics

3. Do you fall under a specific certification?

Just as the US Congress has given Federal agencies a procuring goal of 23 % of all Federal contracts from small businesses, there are additional specific contracting goals for other categories.

The goals are the following:

- 23% contracts to Small Businesses
- 5% contracts to Small Disadvantaged Businesses
- 5% contracts to Women-Owned Small Businesses
- 3% contracts to Service-Disabled Veteran-Owned Small Businesses
- 3% contracts to HUBZone Small Businesses

Federal agencies have a strong incentive to fulfill these contracting goals. If you are pursuing contracting with the Federal government you should apply for the SBA-Certified or Self-Certified programs for which you qualify. The EIGERlab based PTAC will guide you through the steps. Contact us at (815)921-2090 or by email at ptac@rockvalleycollege.edu to learn more.



Entrepreneurial Events

Elements for Success | *Creating Raving Fans*

Mike McKay is a Business Coach at ActionCoach Business Coaching. Mike has helped a wide variety of businesses increase their customer retention and improve brand loyalty. He specializes in sales, marketing, advertising, team building, and system and business development. **Where:** Whitewater University Technology Park, Innovation Center, 1221 Innovation Drive, Whitewater, WI 53190

When: April 3rd, 5 p.m. [Click here](#) for more information.



Clean Energy Challenge | April 4 | 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](#) for information.

Social Impact Summit Sponsored by Product Development Technologies (PDT) | NIU CAUSE Friday, April 4, 2014 from 8:30 AM to 3:30 PM (CDT) DeKalb, IL

Get fired up! The Collegiate Association of Unreasonable Social Entrepreneurs (CAUSE) is ecstatic to announce that it's hosting the second annual Social Impact Summit on Friday, April 4, 2014 at the Barsema Alumni and Visitor's Center at Northern Illinois University. Our first stab at the SIS drew over 170 attendees, who partook in powerful sessions from 11 rockstar social entrepreneurs. If you want to get a good idea about what the SIS is all about, checkout our highlight video from last year's Summit: [Click here](#)

CREATIVE ENTERPRISE SYMPOSIUM

The Creative Enterprise Symposium will provide an opportunity to hear from experts who have turned their creative talents into businesses. The diverse panel of experts includes consultants, lawyers, and successful entrepreneurs. The Symposium will be held on April 10, 2014 at 2:30 pm in the UW-Whitewater Young Auditorium's Fern Young Terrace. [Click here](#) for more information and registration.

Hiring Event | Uncubed Chicago | Thursday, May 1 | 10 a.m.-7:30 p.m.

Chicago Uncubed is a hiring event as innovative as the companies it showcases and the job seekers who attend. Featuring music, drinks, art, contests, and incredible speakers, Uncubed presents an experience for employers and attendees alike to connect beyond the "resume and handshake". [Click here](#) for more information.

Save the date-Go Global: Strategize & Execute May 7 | *Reduced rate for manufacturers-\$25 [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.

Comcast Business Built for Business Competition | Enter for a chance to win up to \$25,000

Technology can be transformative. Leveraging the cloud...enabling workers to be mobile...collaborating like never before...Comcast Business sees so many incredible stories about how smart, innovative use of technology helps create exciting, profitable businesses. And we want to recognize the entrepreneurs that are making both customer and employee experiences better with technology. Let us know what your business has done and enter for a chance to win some incredible prizes. Submit your entry today! [Click here](#) for more information.

Entrepreneurial Information



Aerospace and Aviation Services Community Profiles Developed | Ready for Use

The Rockford Area Economic Development Council (RAEDC) has recently developed new targeted industry marketing materials focused on our region's aerospace and aviation cluster. The community profiles will be used at this year's trade shows including: MRO Americas Conference & Exhibition, Farnborough Airshow, and NBAA Business Aviation Convention & Exhibition. Links to these reports are provided below. The documents can also be downloaded from the RAEDC website www.rockfordil.com.

MBAs Across America: A Call for Visionary American Entrepreneurs

MBAs Across America is a national movement to revitalize America by mobilizing the nation's best resources to support the visionary entrepreneurs that are creating jobs & changing lives in American communities every day. As mentioned in *The New York Times*, MBAs Across America has enlisted multiple teams of MBAs from the nation's top business schools who will dedicate the summer of 2014 to providing catalytic support for over 50 of America's most promising entrepreneurs. We will dispatch MBAs teams to spend an intensive week with each entrepreneur we select for this year's class - where they will tackle a pressing challenge facing the business, tell the entrepreneur's story through local & national media, and connect the entrepreneur to a life-long national network of support. [Click here](#) for more information.

What's the worst business advice somebody gave you when you were starting your business (and how did you prove them wrong)? 10 different CEOs weigh in.

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

1. Don't Do It
2. Give Customers What They Want
3. Never Turn Down a Paying Customer
4. Don't Get Involved - It's Too Saturated
5. Create a Business Plan
6. Don't Quit Your Day Job
7. Stay in Stealth Mode
8. Capital Is Needed to Start Up
9. Don't Be Too Niche
10. Stick to Your Business Plan

7 Stupid Branding Mistakes

When you think about great branding, Coca Cola's distinctive red and white lettering, Nike's swoosh and Adidas' three stripes likely come to mind. But as a small business, imagining the level of investment that's gone into these iconic images can make the thought of undertaking your own branding initiative seem overwhelming. It's actually easier to do than most imagine. Just make sure to avoid some common pitfalls and branding mistakes.

1. Not understanding the power of a brand.
2. Forgetting to establish defined brand guidelines.
3. Overcomplicating your brand.

4. Falling into the vague branding trap.
5. "Cheating" on your brand guidelines.
6. Not policing your brand's usage.
7. Rolling out brand changes poorly. [Click here](#) for the entire article.

8 Conversational Habits That Kill Credibility

1. Jargon
2. Clichés
3. Prolixity
4. Hiccups
5. Upticks
6. Weasel Words
7. Fake Apologies
8. Spray and Pray

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

EIGER*lab* in the news

In case you missed any of our recent media coverage.

- Feb 28 | [Tech experts needed to help finish Rockford-centric apps](#) | RR Star
Mar 1 | [B/E Aerospace helps to build Rockford's aerospace reputation](#) | RR Star
Mar 9 | [App for EDEEN Network Coming Soon](#) | WIFR
Mar 27 | [EIGERlab launching Code for America Brigade in Rockford](#) | RR Star
Mar 27 | [Code for America Rockford Brigade launches](#) | WREX
Mar 27 | [Push to Use Technology at City Hall Takes Shape](#) | WTVO
Mar 27 | [EIGERlab Introduces Code for America Brigade Program](#) | WIFR

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

Executive Administrative Assistant
Marketing Coordinator

Marketing Strategist
Software Engineer
Data Analytics Engineer
Network Engineer



Dan Cataldi, Executive Director | EIGERlab | 605 Fulton Avenue | Rockford, Illinois 61103 | 815.316.6357