



July 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](http://www.EIGERlab.org)

## ***No risk, no reward | FastPitch Competition winner chosen for INPEX Inventor's Convention***



After Adrian Vasquez, inventor of the NZ3 hair product, won second place in the **2013 FastPitch Competition**, he set his sights on a higher prize: being accepted to participate in the **Invention and New Product Exposition (INPEX)**-the world's largest invention trade show. INPEX provides a forum for inventors to exhibit their inventions

and pitch their ideas with companies interested in licensing, marketing and manufacturing their new products.

Since he met so many key individuals, including representatives from QVC, SkyMall Magazine, a broker in the beauty industry who is interested in handling his products exclusively, and George Foreman of George Foreman Cooking Products, Adrian shared, **"It was worth every mile."** [Learn more.](#)

## Small Business Development Center



### How to Start Your Own Business *Turn your dream into a reality*

Learn what it really takes to be your own boss.

- \* Helpful to companies who make a product or provide a unique service
- \* Learn from experience you can't find in a textbook
- \* Taught by a local entrepreneur
- \* Certificate provided upon completion

***"This course has not only been constructive in helping me finish my business plan but helped me to realize how I can network, manufacture, market and sell my products here in Rockford Illinois."***

-Paul Niedermann, Prescient Audio, LLC (Spring 2012 MSET Participant)

This course is one night a week for 6 weeks. **WHEN:** Classes starting soon **LOCATION:** EIGERlab, 605 Fulton Avenue, Rockford | No cost to qualified low and moderate income households through funding from the City of Rockford. Others will pay \$150.00 tuition fee. SIGN-UP NOW! [www.RockValleyCollege.edu/SBDC](http://www.RockValleyCollege.edu/SBDC) and click New Business/Start Ups or call 815.921.2081.

### Storefront Business Planning Class | ***Make your business profitable***

Are you an entrepreneur with an idea for a profitable "storefront" small business or an existing small business owner that just needs a little help to make your business sustainable and profitable? The City of Rockford's Commercial District Economic Development Education and Entrepreneurship Network (EDEEN) and Rock Valley College's Small Business Development Center are offering an eight week course to help you create a business plan for your restaurant, boutique, gift shop, salon, art gallery, or other concept. You will also receive up to 5 hours of individual assistance following the class to launch your business or strengthen your existing business.

**WHEN: Classes starting soon** | No cost to qualified low and moderate income households through funding from the City of Rockford. Others will pay \$150.00 tuition fee. SIGN-UP NOW! [www.RockValleyCollege.edu/SBDC](http://www.RockValleyCollege.edu/SBDC) and click New Business/Startups or call 815.921.2081

### **Nosotros podemos ayudarlo a comenzar | Spanish-Start your Own Business Class**

Has pensado en comenzar tu propio negocio? ¿Sueñas con ser tu propio jefe? Esta sesión informativa de 2 horas, ayudará a los futuros empresarios a entender muchos de los pasos y requisitos necesarios para comenzar una pequeña empresa en Illinois.

Regístrate en el SBDC del Rock Valley College y aprende lo que se necesita para ser un empresario de éxito y hacer ese sueño del negocio propio una realidad. Para más informes y registración visítanos en: <http://ilsbdc.ecenterdirect.com>  
(Este Seminario será en español)

El Centro de Desarrollo de la Pequeña Empresa (SBDC) del Rock Valley College (RVC) tiene como misión impulsar el desarrollo empresarial y la creación de nuevos empleos en los condados de Winnebago, Ogle, Boone y Stephenson.

**Edward Caceres**

Consultor de Negocios del SBDC (Bilingüe)

No importa el tamaño de su negocio, la red del SBDC puede brindarle orientación en las siguientes áreas:

- \* Estructura Legal
- \* Ventas / Marketing
  
- \* Operaciones
  
- \* Contabilidad / finanzas
- \* Comercialización
- \* Estudio de mercado
- \* Recursos Humanos



El SBDC es financiado en parte a través de un acuerdo de cooperación con la Administración de Pequeños Negocios de los EE.UU, el Departamento de Comercio y Oportunidad Económica de Illinois, y el Rock Valley College.

Para mayores Informes contactenos: [C.fuller@rockvalleycollege.edu](mailto:C.fuller@rockvalleycollege.edu) |(815) 921-2081 / (815) 312-1494 (Spanish) | [www.rockvalleycollege.edu/sbdc](http://www.rockvalleycollege.edu/sbdc)

*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 provides:**

- no-cost counseling services and workshops on government related topics
- help to local businesses to

determine suitability for selling to the Federal, State or local governments, as well as subcontracting with prime contractors.

The government marketplace poses unique challenges that can overwhelm a small business

that does not have the proper resources or training. We are here to help!

### **Future Planning**

To help us determine which workshop and outreach topics the PTAC should offer please complete the ten question [Future PTAC Training Topics Survey at PTAC Training Topics Survey](#) . Workshops and events are always held free-of-charge.

### **Creating a Capability Statement Workshop, September 10th**

A Capability Statement is a critical tool for all levels of marketing including to Federal, State and local government agencies. A well done Capabilities Statement provides proof of your qualifications and past performance and sets you apart from your competition. Our workshop will provide step-by-step instructions in developing a Capability Statement that will make you stand out. Craft your own using the techniques learned during the workshop. Each attendee receives a memory drive with samples, templates and guides. **Topics include:**

#### **Capability Statement Fundamentals**

- What really sets your company apart?
- What exactly to leave in and what to exclude?
- Different types and when to use them, format

#### **Core Competencies**

- Importance of keywords
- Making your competencies target specific

#### **Past Performance**

- What information must be in past performance?
- The exact format of your examples
- What if you don't have any past performance, what to do?

[Click here](#) to learn more or register.

### **Construction Business Outreach Event, October TBD**

Please join the PTAC and the SBDC at Rock Valley College for the Construction Business Outreach event with the Illinois Capital Development Board (CDB) at the EIGER/*lab*. To learn more [click here](#), call (815) 921-2090 or register at Construction Business Outreach Registration

Contact us at (815) 921-2090 or by email at [ptac@rockvalleycollege.edu](mailto:ptac@rockvalleycollege.edu) to learn more.

## Entrepreneurial Events

**How to be Customer Obsessed in B2B, August 5** What do today's fastest-growing companies all have in common? They're not just customer focused or customer-centric -- they're customer obsessed. From top to bottom, and from the back end to the front lines, everything these companies do creates an even better experience for their customers. [Click here](#) to sign-up.



### **Facebook Small Business Boost, August 11**

Through a special partnership with local small business organizations, Facebook invites you to join experts from Facebook's Small Business Team as they share best practices, success stories, and strategies for how to grow, manage, and understand your small business identity on Facebook.

Since Facebook launched the Small Business Boost program, tens of thousands of small business owners have learned how to connect with some of Facebook's 1.3 billion users. [Click here](#) to sign up.

### **Free Webinar: Take Your Small Business Global! | August 13 | 12:00 - 1:00 pm EDT**

With almost 300,000 small businesses currently exporting - and responsible for a third of last year's record \$2.2 trillion in U.S. exports - now is an ideal time to use the SBA's export loan programs to increase your small business sales and profits, reduce dependence on the domestic market, and stabilize seasonal fluctuations. Must RSVP. To register, contact Danielle Wilsey, [Danielle.Wilsey@sba.gov](mailto:Danielle.Wilsey@sba.gov).

### **Networking event hosted by Rock River Valley Tooling & Machine | August 13, 5:30-7:30pm**

Bring your business cards and come out for a casual get-together. Meet new people, learn about local businesses and the products and services they offer; Franchesco's Ristorante. [Learn more.](#)

### **Business Enterprise Program Certification Workshop, August 26, 10:00 am - 12:00 pm**

Expand on business opportunities. Become certified to do business with the state of Illinois; Zeke Giorgi Center. [Learn more.](#)

### **First Webs Institutes "Pro Bono" Days**

As a way of expanding knowledge about digital marketing in the Rock River Valley area, First Webs has instituted "Pro Bono Days". Beginning September 5 and September 19, and then every 1st and 3rd Friday morning of each month, Vernon Wanner of First Webs will make himself available for three, one hour sessions each day to discuss challenges or opportunities you may have with marketing online, your web site, your social media programs, and so on.

The sessions are completely complimentary, and there are no strings attached. Pre-registration is required, the topic must be related to an Internet challenge or opportunity, and you should have a viable physical store or online business. You must complete a very short online application at <http://www.vernonwanner.com/probono>, and your business topic must be accepted by First Webs. [Learn more.](#)

### **Mainland China-Hong Kong Joint Investment & Partnership Mission to North America September 9 - 21**

Why you should attend:

- Explore collaboration opportunities with quality Chinese mainland enterprises from

- Jiangsu, Shandong and Zhejiang provinces that looks for overseas investment opportunities
- Get connected with Hong Kong Intermediaries with good connections to potential investors on Chinese mainland

[Learn more.](#)

**Supercharge Your Advertising by Going Online, September 11, 5:30 to 8:30 pm**

Attendance is Complimentary, but registration is required. Held at the EIGERlab; seating is limited. [Learn more.](#)

**State Science and Technology Institute 18th Annual Conference, September 14 - 16**

The Illinois Science & Technology Coalition (ISTC) and the Illinois Department of Commerce and Economic Opportunity (DCEO) announced that SSTI (State Science and Technology Institute)- the leading national organization dedicated to improving the economy through science, technology and innovation-has selected Chicago as the location for its 18th annual conference. [Click here](#) for more information.

**2014 Academy Expo | September 16 | BMO Harris Bank Center | 8 a.m.-3 p.m.**

Looking for companies to participate and sponsors. To learn more contact [dianepeters@alignmentrockford.com](mailto:dianepeters@alignmentrockford.com).

**Regional Business Expo 2014 | September 18**

The Rockford Chamber's premiere networking event and business expo takes place on Thursday, Sept. 18 from 1 to 5 p.m., in the BMO Harris Bank Center, 300 Elm St. [Learn more.](#)

**Can Your Customers Find You In Your Local Market? | September 25, 5:30 pm to 8:30.**

Attendance is Complimentary, but registration is required. Held at the EIGERlab; seating is limited. [Learn more.](#)

**Rockford Region Manufacturing Day | October 2**

Manufacturers invited to host an open house. Contact Vee Jevremovic at the Rockford Chamber, 815-987-8100 or [VJevremovic@RockfordChamber.com](mailto:VJevremovic@RockfordChamber.com).

**Facebook Advertising is SUPER HOT! Find Out Why. October 2, 2014, 5:30 pm to 8:30 pm**

Attendance is Complimentary, but registration is required. Held at the EIGERlab; seating is limited. [Learn more.](#)

**14th Annual Chicago City Treasurer's Entrepreneur Business Expo Friday, October 3rd**

The City of Chicago Treasurer's Entrepreneur Business Expo will be held on Friday October 3rd. Last year, there were over 4,000 attendees and top business leaders who enjoyed a FREE day of expert business workshops and networking. For more info, visit the [Business Expo website](#).

**Northern Illinois Renewable Energy Summit and Expo | Save the date - 10/9-10**

***Survey Says, DO IT AGAIN BUT BIGGER!***

The surveys following last year's Winnebago County Renewable Energy Expo came back carrying a resounding message. You spoke and we listened. Two days, four expert panels, four speakers and two dynamic keynote speakers addressing subjects that you have told us are of immediate interest to YOU, plus plenty of opportunity for networking and face to face time with our seasoned and experienced attendees and exhibitors.

Learn about renewable energy options available now, network with industry experts and local

businesses already utilizing renewable energy practices, and gain a better understanding how renewable energy practices can be applied in the real world! [Click here](#) to learn more.

### **Startup Weekend, November 14**

Ever wondered what it takes to be an entrepreneur?

The professional and personal challenges, the high and lows, the failures and the success?

Startup Weekend is a global grassroots movement of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. It is the largest community of passionate entrepreneurs with over 1800 past events in 120 countries around the world in 2014. [Click here](#) to sign-up.

## **Entrepreneurial Information**



### **The Daily Routines Of 26 Of History's Most Creative Minds**

Even Beethoven and Balzac had just 24 hours in a day. How did history's most prolific minds schedule their greatness? Based on research from Mason Currey's *Daily Rituals: How Artists Work* (which we covered previously here), a new interactive infographic by creative marketing agency Distilled offers us mere mortals insight into the daily routines of 26 famous artists, writers, composers, and thinkers. [Learn more.](#)

### **Find out what's trending on Google search**

Google Trends isn't just for monitoring the search trends of your favorite television shows, it can also be used for your business. It's a free online tool that can help you learn about your customers' interests. [Learn more.](#)

### **The Ten-Buck Trick for Retailers**

The Ten-Buck Trick: A Foolproof Way to Have Customers Excited to Hand You Their Money. The key to increased sales isn't a magical formula or the smoothest talking sales associate. The key is science... It is understanding consumer psychology and using it to your best advantage. To help you understand this, we're sharing with you the "The Ten-Buck Trick." No 3-card Monte or loaded dice require; just your wonderful merchandise, your fabulous customers and a table. [Click here](#) for the complete article.

### **Counseling Is Often More Valuable Than a Small-Business Loan**

The head of the U.S. Small Business Administration, Maria Contreras-Sweet, made a bold statement this week in an interview regarding the state of small-business lending and the SBA's role in aiding small businesses. Ms. Contreras-Sweet said "the counseling is almost more important than the lending." [Learn more.](#)

### **6 Tips To Succeed In Business For Millennial's**

The definition of millennial is tough--but can be narrowed down by some to those who were born from 1980 to 2000. Millennial's are the new hot 'trend' to discuss as they age into the working world, with (at times) vastly different expectations of their working requirements than their (older) bosses. They expect special treatment. They expect instant access to the CEO. In a presentation at my client GuideSpark's conference, DoubleForte CEO Lee McEnany spoke about said expectations and how to manage them. At one point she said "Millennial's want to do things their way--let them." In short: They're entitled. Work with that. [Lean more.](#)

### **2014 State of Illinois Economic Development Plan**

We traveled the state to listen to business owners, economic developers, educators and government officials in order to gain input and design a plan that addresses the key issues and opportunities facing all of our communities. [Learn more.](#)

**Small Business Innovation Research Program (SBIR): How it Works and How to Qualify**

Small businesses are the key to advancing America's economy by bringing cutting-edge, high-impact technologies to the marketplace that improve health care, strengthen our military and protect the environment. However, small businesses often have difficulty competing with larger technology companies due to lack of capital for research and development (R&D) work that is critical for moving products from the planning to deployment stages. [Learn more.](#)

**Featured DCEO Resources - OJT and IWT**

On the Job Training - On-The-Job Training (OJT) assists employers with the costs of training new employees. It provides growing employers with a way to have new employees gain specific job skills through exposure in their actual work environment. Qualified applicants are matched with current job openings and a training plan is designed to meet the company's need. The company is reimbursed for the cost of the training. On the Job Training is for businesses who realize the benefits of investing in their employees, who operate year round, enjoy low employee turnover, and pay a salary equal to or more than minimum wage. [Click here](#) for more information on the On the Job Training program

Incumbent Worker Training - Incumbent Worker Training (IWT) programs help employers develop and implement training programs for current employees who need new or upgraded skills in order to remain competitive. Employees can receive hands on training to upgrade their skills. Up to 90% of the costs of training can be reimbursed to the company through the IWT program. IWT can help businesses design a training plan that meets their needs and provides an opportunity to train employees their way. [Click here](#) for more information on the Incumbent Worker Training program

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## EIGERlab in the news

In case you missed any of our recent media coverage.

July 21 | [EIGERlab to host Ales & Apps July 29](#) | RRS  
July 18 | [EIGERlab to host Geek Breakfast on Aug. 27](#) | RRS

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## Open Positions | EIGERlab's tenants, clients & partners



EIGERlab'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 EIGERlab directly.

**CLEO Communications**

Senior Account Executive - Mid Market  
Senior Support Engineer (2)  
IT Intern



QA Automation Engineer  
Senior Software Engineer  
Front End Developer

**Clinkenbeard**

Advanced Manufacturing Specialist programming CNC machines from 3D models - Setup - Operate  
Pattern/Mold Designer 3D modeling through project management to completion of tooling

**Comply365**

IOS Engineer  
Network Engineer

**Lyons Consulting Group**

*(all positions listed are in Chicago unless noted)*

Systems administrator | **Rockford, IL**  
Business Development Manager  
Hybris Technical Architect  
Project Manager  
Senior Application Engineer- Team Lead  
Senior Interface Engineer- Demandware  
Technical Architect - Demandware  
Experience architect  
Engagement manager  
ecommerce digital consultant

**TAC Rockford**

Customer Service Representative  
Sales Assistant  
Customer Order Coordinator  
Technical Sales Specialist  
Customer Development Coordinator



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