



**October 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)

## **sockTABS Product Launch was a Huge Success!**



Inventor and 2014 *FastPitch Competition* first place winner, Tracie Burress

**sockTABS are currently available for purchase at b jones Boutique, Crimson Ridge, Porch, Tom Harmer and [www.sockTABS.com](http://www.sockTABS.com)**

The Burress family, creator of the original sockTABS™, announced the formal release of their ingenious pairing device at a press conference at EIGERlab on Wednesday, October 29.

American-made sockTABS provide a simple solution to an everyday household problem: the infamous "sock monster!"

Tracie is proud to share that she's completed the second round of ABC's Shark Tank. To impress the Shark Tank judges-knock their socks off, so to speak-she is now counting on buyers in the Rockford Region to support this product with great sales volume. She'd love to bring positive, national exposure to Rockford while obtaining capital to grow.

sockTABS are currently available for purchase at b jones Boutique, Crimson Ridge, Porch, Tom Harmer and [www.sockTABS.com](http://www.sockTABS.com); retail price, just \$9.99 for 24 tabs. Currently, negotiations are underway with major retailers in the region-expect to announce partnership in the near future. The tabs not only pair socks but also serve as a stylish fashion accessory, like cufflinks for socks.

How do they work? One tab is placed on one sock and stays on at all times. When the socks are ready for the laundry, they are easily tabbed together and thrown into the laundry, so they come out together as a pair.

[Click here](#) for the complete press release.

[Click here](#) for WIFR's coverage.

[Click here](#) for the Rockford Register Star's coverage.



## "Now I can Salute at Girl Scouts!"



***Thank you to EIGERlab's Center for Product Development: "Now I can salute at Girl Scouts!"***

Not unlike other precocious first graders, Raegan Reynolds has a smile that lights up a room with her mesmerizing blue eyes. What makes Raegan ever so slightly different from her peers is her birth defect-her right hand did not fully develop.

Raegan's parents, Katie and Scott, have been pursuing all avenues in order to help Raegan with her challenge. "Insurance pays for only one prosthetic over the course of a lifetime, and we agreed that decision should be made by Raegan when she is an adult," Katie said. After learning how Boylan assisted other children with 3D printed prosthesis, Raegan's Aunt Beth contacted them to see if they could assist Raegan. Much to the family's dismay, they learned that Boylan could not. Beth then Googled 3D printing and discovered that it is a service offered locally at the EIGERlab.

After searching for a solution for over two years, Katie and Scott are elated for their daughter, and are already noticing her confidence-level growing. The Highland Elementary School first grader chose her prosthetic to be printed in her school colors. Raegan shared, "Other little kids will think my new hand is awesome!"

EIGERlab's Assistant Director, Mike Cobert stated, "It is always exciting and challenging to help companies solve problems with their innovative products. However, it is not nearly as rewarding as the smile on Raegan's face when she put her new additive manufactured [3D printed] hand on for the first time. It is priceless!"

## Small Business Development Center

**How to start your own business: *Turn your dream into a reality***

### **Small Employer? Get the (Tax) Credits You Deserve!**

If you are a Small Employer

- with fewer than 25 full time equivalent employees
- pay an average annual wage of less than \$50,000
- and pay a portion of health insurance costs



### **Small Business Health Care Tax Credits**

A healthier workplace is more productive and keeps you ahead of your competition. Providing health insurance for your staff not only improves their quality of life, it also helps retain employees. We know that getting health insurance has not always been easy. Today, it is.

In 2014, businesses and tax-exempt organizations with fewer than 25 employees may be eligible for the Small Business Health Care Tax Credit if they purchase a plan for their employees through the SHOP Marketplace. The tax credit is worth up to 50 percent of the employer contribution toward employees' premium costs. Tax-exempt nonprofits may qualify for a refundable credit worth up to 35 percent of premium costs. For more information about the Small Business Health Care Tax Credit and the SHOP Marketplace, contact 815-921-2082.

Attend our no cost lunch and learn at **12:00** on **November 21** at the EIGERlab to understand the Affordable Care Act and how it affects your business!

**Space is limited** so register by calling Cari Fuller at 815-921-2082 or sign up online at [www.rockvalleycollege.edu/SBDC](http://www.rockvalleycollege.edu/SBDC)

### **Starting a Business in Illinois workshop:**

#### ***Ever Considered Your Own Business? Do you dream of being your own boss?***

This informative 2-hr session helps future entrepreneurs understand many of the steps and requirements of starting a small 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. Next workshop is Wednesday, Nov. 26th. To register, visit <http://ilsbdc.ecenterdirect.com> and click on training events.

### **Nosotros podemos ayudarte 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 (Bilingue)

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!

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

## Entrepreneurial Events

**Mayor Larry Morrissey Presents: "Building Business, Buildin Rockford"** | Thursday, November 6 | 3:30 pm - Networking, 4:00 pm - Program | Nordlof Center's Sullivan Theater, 118 N. Main St., Rockford, IL

Mayor Larry Morrissey will address the local business community, sharing his view on rebuilding Rockford's economy by creating a business environment that supports entrepreneurship and maker spaces, as well as blending capital improvement with economic development. He also will discuss the re-branding of Rockford as a safe, strong, and healthy community.

Register: Bea Miller at the RAEDC | [bmiller@rockfordil.com](mailto:bmiller@rockfordil.com) or 815.969.4255



**Aaron Everson of Shoutlet at Elements for Success, November 19th, 5:30 pm - 7:00 pm, WUTP Innovation Center**

As part of the University of Wisconsin-Whitewater's Global Entrepreneurship Week celebration, Aaron Everson, CSO and President of Shoutlet and UW-W alum, will present at Elements for Success on Wednesday, November 19th. He will discuss the use of social data to firmly establish and expand a brand's cachet and loyalty among its customer base. Networking will begin at 5:30 pm and the presentation at 6:00 pm. Light refreshments will be provided. All Elements for Success events are free and open to the public.

### **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.

### **Entrepreneurship Over Easy, A Breakfast Series Offering Entrepreneurial Education, December 5th, Schlitz Park**

The University of Wisconsin-Whitewater, BizStarts Milwaukee, and the United States Association for Small Business and Entrepreneurship (USASBE) will sponsor a breakfast program on Friday, December 5th from 8:00 am - 10:00 am at Schlitz Park at 1555 N. Rivercenter Drive in Milwaukee. Check-in is from 7:30 am - 8:00 am. The event will feature lectures by Dr. Russ Kashian, Director of the Fiscal and Economic Research Center, and Dr. Jimmy Peltier, Director of the University of Wisconsin-Whitewater Institute for Sales Excellence. BizStarts President, Dan Steininger, will emcee the event. A light breakfast will be provided. [Click here](#) to register.

## Entrepreneurial Information



### **MAKERKFD | The Rockford Area Makers Network**

This website will be a resource for the makers of the Rockford region, providing up-to-date information about locations, classes, events and all that is going on with the Maker Movement throughout the Rockford community. Please join us, as Rockford becomes one of the leading cities in the country for makers of all types, ages, talents and skill levels.

[Learn more.](#)

### **10 Things To Know About Crowdfunding A Rising Funding Vehicle**

The chatter over crowdfunding continues to get louder. And it's becoming a promising fundraising channel for channel

startups and others alike.

Lawyers, bankers and corporate executives gathered last month in Santa Monica, Calif., for the International Bar Association's Silicon Valley From Start-Up To IPO/Exit Conference to discuss crowdfunding among other topics.

[Learn more.](#)

### **36 Rules Every Entrepreneur Must Know**

1. It's all a lie.

The idea that you have to be or do or have anything in particular in order to create your success is nothing but BS. YOU get to decide what's important. Yes you are also the one who has to screw up when you choose something that doesn't work out but better to do so on your terms and by figuring things out your way.

[Learn more.](#)

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## 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**

Front End Developer

IT Intern

QA Engineer

Senior Account Executive - Mid Market

Senior Software Engineer

Senior Support Engineer

### **COMPLY365**

Software Developer

Technical Writer

Director of Marketing

**Lyons Consulting Group**

(all positions listed are in Chicago unless noted)

Systems administrator | Rockford, IL

Applications Coordinator - Ann Arbor

Business Development Manager

Director Strategic Alliances

ecommerce digital consultant

Engagement manager

Experience architect

Senior Sales Engineer

Hybris Technical Architect

Project Manager

Senior Application Engineer- Team Lead (Ann Arbor and Chicago)

Senior Interface Engineer- Demandware (Ann Arbor and Chicago)

Senior Sales Engineer

Technical Architect - Demandware (Ann Arbor and Chicago)

**TAC Rockford**

Customer Service Representative



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