



PennState
Innovation Park

JOURNEYS

You pick the path, we support your journey

Volume 7, June 2017



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CHANGING LIVES, ONE JOB AT A TIME

THIS INNOVATION PARK RESIDENT IS THE SOURCE FOR JOBS IN ACADEMIA, ALL OVER THE COUNTRY

Finding a new job can be a stressful task, to say the absolute least. Luckily, modern methods have electronically eased the way in which we attract, apply, interview, hire and beyond. With innumerable web services providing hiring help, it can be difficult to make any buzz as a startup seeking out potential users. That is, unless, your startup was established two decades earlier.



Eric Blessner, Andrew Hibel and John Ikenberry, the founders of HigherEdJobs

Since 1996, HigherEdJobs has made the potentially painful process of finding or filling a new job within a college or university far less daunting. Specializing specifically in sourcing academia-centric jobs and career information, as the service's title suggests, HigherEdJobs.com helps college faculty and administrators connect with employers. But that's putting it plainly. Company co-founder Eric Blessner, captures the deeper implications of what they truly do.

"We would like to think our company matters in that we are a conduit for people looking to make a change in their life. As anyone knows, changing jobs can be a major life event, and we do our best to help both the candidate and institutions during that transition," said Blessner.

Having experienced it, they understand it, passionately.

Fellow founders, John Ikenberry and Andrew Hibel, like Blessner, come from a background in higher education, which includes time spent working for the development office at the Penn State. Their shared belief in the need for an easier way to search and apply for jobs in academia may have led them to collectively leave the school and begin the joint venture that is HigherEdJobs, but they never forgot their roots, spending the last 17 years in Penn State's Innovation Park.

"While we work with colleges and universities across the United States and abroad, we have stayed committed to our values by growing our business in smaller communities like State College," said Blessner, "so while we have spent the last 20 years supporting and serving the academic community, we have also worked hard to build a company that supports our local community."

While still able to recognize the rich history of success they've shared since their brand's beginning, this trio of founders rarely find themselves looking back. After all, embracing change is

necessary when competing in a turbulent industry over long periods of time; and Blessner is certainly not stuck in the past.

When asked of the company's effort to stay current, Blessner commented:

"The employment market is constantly changing, so we try to stay ahead of that change by regularly implementing new features. In 2015 we completely redesigned our site, adding a host of additional search functionality, but also focusing on our ever-growing mobile community," he continued, "Everything about our site—its design, search tools, career advice and more—have been crafted to help college faculty and administrators advance their careers and to help employers attract the very best employees."

While 20 years of experience can make it look easy, the hard proof reveals just how much heavy traffic HigherEdJobs.com handles, reportedly hosting more than 1.5 million higher education professionals a month, who rely not only on the comprehensive list of job openings, but also on available news and career advice to advance in higher education. In 2016 alone, they helped 5,400 institutions find candidates for more than 215,000 job openings. That's a whole lot of change in a whole lot of lives.

"We would like to think our company matters in that we are a conduit for people looking to make a change in their life."

Blessner said, "As the leading source for jobs and career information in academia with nearly 40,000 open positions, HigherEdJobs is trusted by more colleges and universities to recruit faculty, administrators and executives than any other source."

What once required shuffling through a sea of paper advertisements for prospective positions, now comes under control of mouse-click.

"We have stayed true to our commitment to quality and customer service, which has led to nearly doubling our staff in the last five years, predicated by the move to our new location in 2013," said Blessner.

HigherEdJobs embraces growth, and wants to assist academia in doing the same.



HIGHEREDJOBS BY THE NUMBERS

HigherEdJobs serves 5,400+ institutions, offering 215,000+ positions, on their site that is visited by more than 1.5 million higher education professionals each month.

Of those who visit the site...

61%

have worked in higher education for 5+ years

86%

hold an advanced degree

31%

are from a minority or underrepresented group

EMPOWERING EDUCATION THROUGH DATA AND STRATIFICATION

DATA-DRIVEN LEARNING? FOR CHARTLYTICS (AND POSSIBLY THOUSANDS OF STUDENTS), IT'S THE BEST WAY FORWARD

Rick Kubina, a Penn State professor teaching courses on the science of individual measurement and performance/learning improvement, has conducted research, mentored students, published papers and books on the science of graphical display and powerful performance change methods.

For someone so heavily involved and informed on this specified science, having him mainly explain Chartlytics in layman's terms—the application he cofounded of the Standard Celeration Chart that allows users to quantify important aspects of performance and learning—was a daunting task.

His response turned out to be surprisingly straightforward:

“Chartlytics is a software platform that rapidly changes performance and accelerates learning. Chartlytics can work with any curriculum, skill or teaching approach. Presently, Chartlytics is deployed in general and special education classrooms. Students monitor their own performance data and make changes or continual decisions with their teachers.”

Simple enough. Utilizing a tablet's interface to run the software, students are able to work with teachers to identify behaviors, measure progress, and communicate results quickly and clearly, continually disseminating effective strategies moving forward.

Beyond all of these tangible tasks Chartlytics makes possible, Kubina recognizes a gap in the competition, excelling in what his competitors lack.

“Many EdTech companies focus on providing accessibility to education,” he said. “However, EdTech companies lack two fundamental ingredients universal for all extraordinary performance stories—intensive practice and equally intensive performance data monitoring.”

“We aim to change the educational landscape by promoting meaningful change for each individual. Each student has their targeted performance pinpointed, measured with precise metrics,

and then shown on a special visual display that functions as the EKG of learning.”

Chartlytics addresses the call for change often faced in the contemporary classroom. With the intent “to help all learners reach their untapped potential”, Rick Kubina and his fellow founder Dave Stevens stress this need for change, “from local classrooms to the national stage”—when empirically proven, of course.

They even have secondary statistical evidence to support their products primarily statistical evidence, as Kubina asserts, “Chartlytics offers learning changes in the range of 2x to 10x, depending on its implementation.”

Always exploring expansion in terms of providing easier and exceeding accessibility to a wider overall audience, Chartlytics recently partnered with *Intermediate Unit 1*, a regional educational agency that provides educational support to students, parents, educators, school administrators, and the communities throughout southwestern Pennsylvania. Through this partnership, over 50 classrooms will be accelerating their reading and math skills come fall through focused practice, personalized data analysis, and student self-monitoring.

Another recent development for this Innovation Park-based brand is their pairing with iAchieve, an add-on product for use in Special Education classrooms, grades K through 8. iAchieve incorporates evidence-based research on gamification (the application of typical elements of game playing to education to encourage engagement with course material), provides students ownership of their progress for their own Individualized Education Program, and implements real-time data to further enhance targeted skills or behavioral growth.

Whether you believe contemporary culture relies too heavily on supportive-technologies to function as a society on a day-to-day basis, or cringe at the thought of an electronic graphical display taking precedence in the classroom over a paper page, it's hard to argue with progressive results, especially when supported by the very data driving the reasoning for educational growth.

The world as a whole is becoming a data-driven place. Whether you're a special educator looking to make a lasting impact beyond the short term, a behavior analyst documenting data to eventually analyze within in-depth reports, or a precision teacher pinning for the chance to narrow what once was hundreds of paper chart pages down to a single screen, Chartlytics allows for the simplification and stratification of a student's success in the newly data-driven discipline of structured learning.



Rick Kubina, co-founder of Chartlytics and Professor at Penn State



HOW CHARTLYTICS WORKS

1. The first step of the Chartlytics process involves creating a precise measure for behavior, called a pinpoint. Pinpoints allow an organization or individual to develop a catalog of behaviors selected for change.

2. The second step involves recording behavior with a standard, absolute, and universal

measure - frequency. Chartlytics allows users to also record duration, latency, or count only of a pinpoint.

3. After pinpointing and recording important behavioral targets, Chartlytics leverages the most powerful display for times series behavior, the Standard Celeration Chart. Ratio charts

provide different information than linear charts (like the graphs everyone else uses). Also, like an electrocardiogram employed by medical professionals Standard Celeration Chart users experience true consistency and uniformity when viewing data.

4. The fourth steps used in Chartlytics, repeated problem

solving, means carefully evaluating different interventions. If an intervention or program does not work, the chart user can make a note in the program and try something different. The Standard Celeration Chart and the performer worksheet show all of the interventions attempted and how well they worked.

FROM VIRTUAL REALITY ADVICE TO VALUABLE CITY PLANNING

INNOVATIONS EMERGING FROM
TEHCCELERATOR@STATE COLLEGE AND HAPPY
VALLEY LAUNCHBOX

Spring Graduates

Both Happy Valley LaunchBox and the TechCelerator@State College wrapped up their spring season with events celebrating their newest startups and most-recent graduates.

Happy Valley LaunchBox Marks Fourth Successful Accelerator Program

Six new startups graduated from the Happy Valley LaunchBox Accelerator program in April. The six teams were selected from a competitive pool of 37 applicants, and underwent a rigorous 10-week course that is offered three times each year, open to early-stage startups and helping them to more clearly identify their brand's value and target customer base. The program is open to startups in a variety of industries, but the participants are hand-picked out of an applicant pool by a selection committee made up of local entrepreneurs, reps from Invent Penn State, and recent graduates of the Accelerator. These six made the cut.



Erickson says she probably has more fun than she's supposed to at LaunchBox, but with impassioned entrepreneurs showing up every day, how could you not have a great time?

ClassGotcha

An absolute lifesaver for college students, ClassGotcha calls itself your personal assistant for organizing your college courses. Deadlines and activities are organized on a tasks list, perfect for scheduling against personal time commitments; communication with peers is made easy; and customized study plans are built based on workloads and personal preferences.

DigitalFSBO

This online platform helps you cut out the need for a realtor when selling your home. Actually created by a realtor, it helps you to prepare your home for the market, actually list your home, and then handle the process once you receive an offer.

Kinderminder

A mobile app created for children with asthma and their parents; maintaining an asthma medication regimen is turned into a fun game, making it easier (and more enjoyable) for children to stick to their doctor's advice.

OGOVO

With a potential reach much further than the streets of State College, OGOVO is all about building a smarter city. Networked sensors collect and analyze foot traffic in urban spaces to offer valuable advice on everything from repairing sidewalks and keeping streets clean to the best routes for first responders.

Trophy Tracks

Built for hunters, this unique software uses predictive technology to increase the chances of a successful hunt.

Unoia Beauty

Combining STEM fields with the cosmetics industry, Unoia Beauty hires female engineers to research, make, and sell long-lasting, color-rich cosmetics. They can also create custom colors on the spot.

Are You Next?

One characteristic sets these startups apart. Unlike in previous sessions, only half of the teams were made up of students. In addition to the three student teams, one team was run by a community member, one by a staff co-founder, and another by a Penn State faculty member. According to Lee Erickson, Chief Amplifier at LaunchBox, the increase in community participation is extremely positive as it helps to spread the word that LaunchBox is open to *any* startup company, regardless of the founder's affiliation with Penn State.

"There is a misconception that we're only available to students, which is not the case," said Erickson. "So what we're seeing is more and more of the community realizing that we are not just for students or Penn State people—we're for everybody."

The growing success of LaunchBox is already evident. After just one year, the startups that have gone through the program have secured more than \$200,000 combined in funding and awards. LaunchBox has created 15 new jobs and the startup teams have placed over 90 interns in fields ranging anywhere from business to engineering to public relations.

As the program builds, it seems that the best is yet to come for Happy Valley LaunchBox. All things aside, Erickson and the rest of the staff are simply having a great time helping to support the current and aspiring entrepreneurs.

"I'm having more fun than I'm probably supposed to be having," Erickson said. "I get to talk to interesting and motivated entrepreneurs all day."

TechCelerator Graduates 12th Class, Celebrates High Success Rates

The TechCelerator@StateCollege program for local entrepreneurs and startups is a little bit different, in that startups aren't just given a boost to their business—they also are competing for a pretty substantial prize.

Just like the Happy Valley LaunchBox, six teams undergo a rigorous training schedule each season. Weekly classes are held and the teams receive one-on-one mentoring sessions, so they're better prepared to launch their tech-based startup in the next year. It all culminates in a final presentation and award ceremony, where each team presents their startups—from target market to the solution provided—to their peers and a panel of judges.

The entire process is made a little more difficult by the fact that each team only gets six minutes to share their idea, followed by a five-minute question and answer session. Riding on the line? Up to \$10,000 in prizes.

After graduating from the TechCelerator, many of the teams have gone on to see praiseworthy success. Out of the five years the TechCelerator has been in existence, it has graduated 62 teams over the course of 11 classes. Of these 62, 56 have formed companies, received \$19 million in startup funding and generated \$7.8 million in revenue. Together, they have 121 full- or part-time employees.

So, who competed for this year's prize?

LB Diagnostics

This company provides a vital service that they hope will transform clinical cancer. Current tissue biopsies can be invasive and painful, but a liquid biopsy remedies these issues with minimal invasion and pain. LB Diagnostics makes liquid biopsies more efficient, fast and accurate. They hope to market launch by 2021 and are currently in clinical trials at Hershey, testing with lung and prostate cancers.

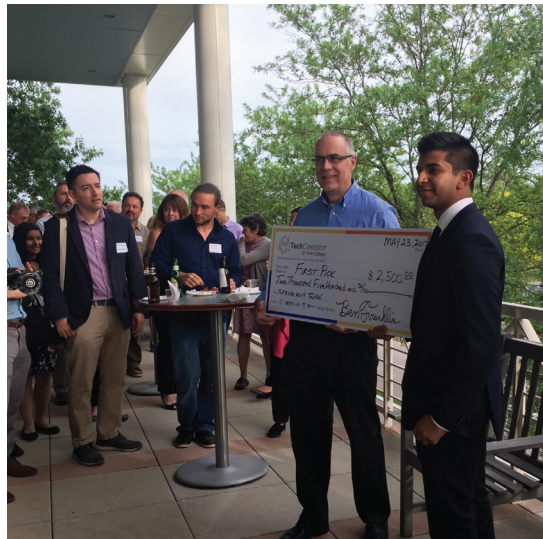
“Of these 62, 56 have formed companies, receive \$19 million in startup funding and generated \$7.8 million in revenue. Together, they have 121 full- or part-time employees.”

FirstPick

Active sports enthusiasts everywhere can enjoy FirstPick, the app that allows you to find pick up games near you. With just a few taps, you can create your own pick up game of the sport of your choice and find people to play with. In addition, FirstPick offers a service to sporting venues, allowing them to offer unbooked spaces (such as tennis courts) to interested players.

KNN Software Associates

If you've ever been to a hospital for treatment and faced the daunting task of having your medical records forwarded to your place of care, you can benefit from KNN Software Associates and their new solution. Patient medical records are often fragmented and spread over a variety of health-care and insurance provider databases. This can increase costs and cause delays in treatment. KNN Software Associates has essentially created a patient portal website, where providers can



The TechCelerator@StateCollege program awards prize money to help upstart budding brands.

TECHCELERATOR @STATE COLLEGE GOALS

- Offer funding and business support services in one location to create the most robust incubation program in central Pennsylvania
- Utilize the concept of a one-stop-shop to create easy access for clients
- Take advantage of the economies of scale that will result from the partner's combined efforts and ultimately provide a coordinated continuum of services and financing
- Increase the number of successful business startups in State College and the surrounding area
- Increase the number of university spin-off companies in the region

access records all records in one spot.

Medical Mirror

Medical Mirror combats the lack of accurate medical information for the elderly and those dealing with delirium and delirium. This lack of accurate medical information for caregivers and emergency responders can result in complications, extended hospital stays, overmedication, increased costs, and more. The Medical Mirror is a heavy-duty, all-in-one storage unit that's small enough to be used by each patient. Each lists patient allergies, medications, emergency contacts, food preferences, and more. There are storage spaces for holding glasses, dentures, hearing aids, and other items as well.

Simplr

With 15,000 photos shared every second and large amounts of those photos being edited before sharing, Simplr makes posting the best photos easier. Simplr sorts through the best photos in your feed, rating them by their aesthetic appeal, then recommends them through technology that's capable of recognizing line, shape, color and more. The intelligent cropping also keeps the focus on the best aspects of the photo for easier edits. It all happens at an extreme speed, and Simplr is currently negotiating with one of the world's largest phone manufacturers.

Visionese

Taking a virtual tour has never been so easy (or attractive!). Visionese is a 360-degree virtual tour company, combining panoramic and aerial drone photography to recreate an immersive and interactive experience. Some of their impressive projects so far allow you to take a virtual tour of the Penn State Arboretum and Black Moshannon State Park, among others.

Winners: Simplr claimed first place, receiving a check for \$7,500, and FirstPick followed at second, receiving \$2,500.

SENDING STARTUPS BEYOND STATE COLLEGE

THE COMMUNITY'S VERVE FOR INNOVATION DOESN'T STOP HERE. PENN STATE STUDENTS LIKE MATEJ MARJANOVIC TAKE CHERISHED EXPERIENCES FROM STATE COLLEGE STARTUP RESOURCES OUT INTO THE WORLD

State College is a special place to so many people for so many reasons. One reason, which perhaps goes unnoticed, is that State College is a place where students collectively experience the startup of their independent adult lives. For some of these scholars, adulthood isn't the only big thing they're starting up.

Penn State has made a modernized push into aiding entrepreneurs by providing resources like Happy Valley LaunchBox, an intensive 10-week training program, followed by nine months of additional support. Working as an incubator encouraging transformative growth, LaunchBox operates as one of the keystone programs of Invent Penn State, the commonwealth-wide initiative to encourage "economic development, job creation, and student career success." Established in 2015 by University President Dr. Eric Barron, Invent Penn State's broadest aim is to foster an environment which welcomes and encourages entrepreneurship.

Within this wider web, Innovation Park offers 118 acres of tangible office, manufacturing, and research space with access to Penn State's pool of resources. Designed specifically with early-stage entrepreneurs in mind, the vast network of support allows new business owners to gain a substantial grasp on the interworkings of leadership/ownership with a safety net of community advisors ever-prepared to inspire progression and illuminate problem points.

It's no surprise that even startups that "grow up," and move on to bigger and brighter futures elsewhere in the country and world, still look back to State College with gratitude. Such is the case for Out of Galaxy, Inc. While the founder now resides in California, he has made it clear that as a recent Penn State grad (Class of '16) and a member of locally driven entrepreneurial groups, his startup was born of State College.

The Far-Reaching Effects of the State College Startup

Sometimes humanity's basic necessities are those which often go unnoticed: the opulent ordinariness of a clear sky; subtly comforting warmth of sunshine on skin; the revitalizing relief of wetting one's whistle with a chilled glass of water. The gifts inherently granted to us as citizens of planet earth grow most noticeably apparent when gone missing: cloudy rainstorms remind us of dryer days, winter's icy sting makes stranger spring all the more welcome. While Matej Marjanovič, part of Penn State College of Engineering's 2016 Graduating Class, hasn't yet considered tackling the development of



This startup monitors one of humanity's simplest necessities.

climate-controlling technologies or a seasonal-transformative device, he certainly has created a better way to maintain a healthier body and habits through water consumption, ensuring life's watery necessity is not-so-easily forgotten.

How? Hydration tracking. Through the company he founded, Out of Galaxy, Inc., Marjanovič created and commercialized H2OPal, a smart water bottle hydration tracker. Not entirely unlike the menagerie of fitness trackers that fill the marketplace, H2OPal is a small, nonintrusive device which attaches to the bottom of a bottle in order to monitor liquid intake while keeping you on track with set goals throughout the day. Paired with the H2OPal downloadable application on the iPhone, and beta version for Android users, this device can combat the serious case of dehydration, or encourage a seemingly slight change in liquid consumption which, in turn, can lead to a surprisingly significant decrease in calories and increase in overall wellness.

“It's no surprise that even startups that 'grow up,' as it were, and move on to bigger and brighter futures elsewhere in the country and world, still look back to State College with gratitude.”

Like the benefits of his product, Marjanovič is straightforward, “Our company's general focus is 'connected objects + healthy habits.'”

That's it—the concentrated creation of interconnected tech to assist in instigating a hopefully healthier human. Modern machinery made for the pure purpose of spurring sustainable weight loss, improved focus, improved physical performance, better complexion, and much more. Benefits like these are gained through the product's primary features:

automatic tracking of water intake through bottle, acute and well-timed notifications, measured and encouraged progression over time, and personalized hydration goals.

From State College to the National Stage

Having started up in 2014, the brand has come a long way since its first growth spurts in the *Innoblue* incubator — a Penn State-provided program focused on creating and protecting the focused community of entrepreneurially-minded students throughout campus and the surrounding region, part of the university's initiative to spur startups. Holding weekly meetings at the New Leaf Initiative, a space on South Allen Street which has supplied students and the like with a sustainable, co-working environment for the community since 2010, *Innoblue* served as a safe place for Out of Galaxy, Inc. to sprout its roots, featuring guest speakers, networking events, and Breakout Nights (the “opportunity to get out of the study grind, and nerd out over entrepreneurship in a whole new way”). Now, over three years since its State College start, Marjanovič has moved to San Francisco, and the H2OPal has been featured on a segment of the TODAY Show and a variety of other news talk shows, can connect and sync with a Fitbit account, is compatible with the Apple Watch and other trending devices, and can be found on Amazon.com for purchase. Not to mention the many customers who have experienced change for the better. All of this success and more provides continual motivation for Matej Marjanovič and his company.

“It is surprisingly difficult to get reliable quantifiable data about a person's water/fluid intake, even though this information can be very important and beneficial. Drinking just a glass of water a day instead of soda or other caloric drinks can go a long way in terms of preventing and/or lessening the effects of diseases like diabetes, and we have heard about great customer success stories of improving their health as a result of using our product,” he explained.

Marjanovič recognized a production need within an human need, so he went about filling that void in the marketplace, and fast. But even after such perceivable prosperity over a short period of time, Out of Galaxy, Inc. still has its collective eyes set on far off expanses of space ahead.

“Currently, we're developing a technology platform for fluid liquid tracking. We're expanding into the corporate wellness space and we're bringing on our first partners to our technology platform as well as continuing research and development for future technologies and products,” he said.

By offering this platform for eventual release, an easier to understand basis is set for future technologies and applications to be built. Rather than keeping the design to themselves for sole use within their product, Out of Galaxy, Inc. wishes to offer an intuitive infra-

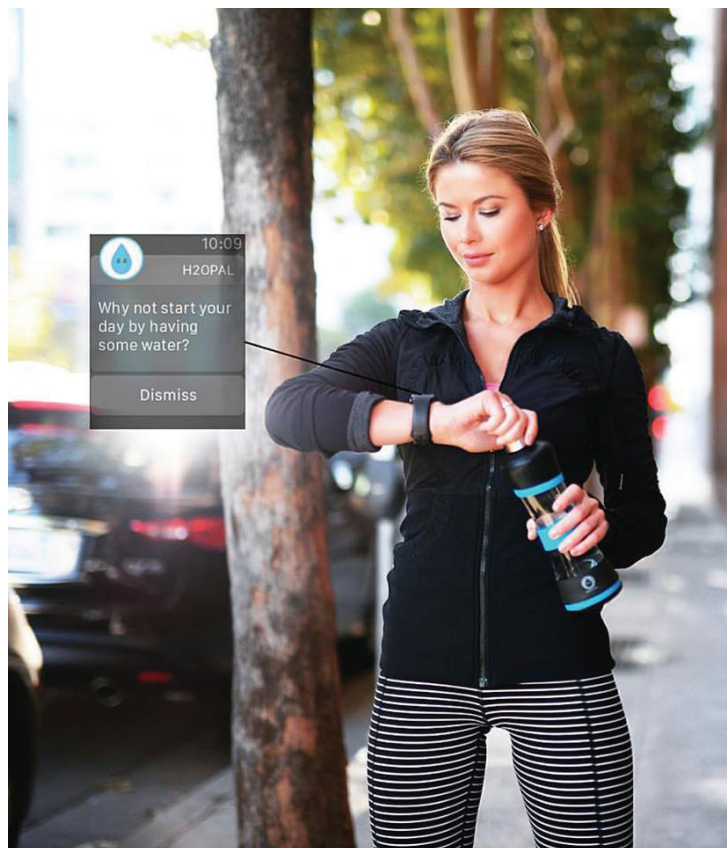
structure for the growing technology, enabling exponential and varied growth, from a wealth of entities, moving forward.

“Our company is still at an early stage but (customer) feedback like I mentioned earlier has been a great source of motivation for our team. It also helps us better understand our mission and our potential to grow, make our solutions widely available and have a lasting global impact.”

“Our company is still at an early stage but (customer) feedback like I mentioned earlier has been a great source of motivation for our team. It also helps us better understand our mission and our potential to grow, make our solutions widely available and have a lasting global impact.”



Where there's water, there is undoubtedly potential to grow. The possibilities, and probable purchasers, are driven and bountifully benefited. Whether it's athletes and their coaches interested in maintaining an essential level of hydration through intense summer practices underneath the searing sun, or simply a busy mother of two hoping to take a controlled and consistent stance on water consumption throughout a chaotic daily schedule, the H2OPal Hydration Tracker brings the user closer together with one of Mother Earth's greatest gifts granted to her guests, invited or otherwise.



H2OPal in action.

H2OPAL AT A GLANCE: HOW DOES IT WORK?

H2OPal gets mounted on the outer side of the base of the water bottle using vacuum and magnetic connection. With the help of an accelerometer and weight sensor it monitors the water level in the bottle and sends data to the H2OPal app on your iPhone. It makes a measurement each time you have a drink (or refill the bottle) and then put the bottle back down. The app analyses the measurements and it can tell how much and when you drank water.

This allows the app to provide you with timely and encouraging notifications. The measurements and the notifications are both automatic, which makes H2O-Pal the easiest way to keep track and develop a healthy habit of drinking water.

FUELING SMALL- TO MID-SIZED MANUFACTURING: MAKING METAL 3D PRINTING SUSTAINABLE

WITH A SMALL FOOTPRINT AND AN AFFORDABLE COST, XACT METAL COULD REVOLUTIONIZE THE WAY SOME STARTUPS MANUFACTURE

The world of 3D printing has grown in popularity. While once just an interesting innovation reserved for those who could afford it, it's now transformed into something much more affordable and accessible, whether you're a startup looking to make prototypes, children in an elementary school class, or just an individual with an enthusiasm for these types of technological advances. However, these types of 3D printers are creating, more often than not, items that aren't of the highest quality or durability, which, for some, is fine.

There's one area of 3D printing, that does provide the high quality that some manufacturers want, though it usually comes at a high cost—until now. New company, Ben Franklin Technology Partners beneficiary and Innovation Park tenant Xact Metal is supporting the next generation of manufacturing solutions through metal 3D printing.

Metal additive manufacturing technology was once reserved for university research and little else; now, more and more industries are looking to this tool to develop and manufacture products at a faster and lower cost. Until Xact Metal, though, this tool was a privilege reserved primarily for those companies that could afford the associated cost; for small- and mid-sized companies, it was often out of reach.

“We'd like manufacturers to experience the benefits of high-quality 3D metal printing at the best price possible,” says Juan Mario Gomez, CEO. “Xact Metal aims to change the perception that additive manufacturing is only for capital-rich companies.”



The XM200 boasts a compact footprint, but that doesn't slow it down at all.



Members of the Xact Metal team, including Juan Mario Gomez.

How fitting that Xact Metal found its home Innovation Park, where a growing number of companies who are looking for these resources to grow their own startups and initiatives also exist?

“We recognize the need for additive manufacturing to offer higher performance in a sustainable way. More than just spotting a market gap, we are working on a new line of printers to allow more customers access to systems without sacrificing performance,” says Matt Woods, CTO.

Gomez and Woods are certainly the people to bring the solution to fruition. Gomez has a history at GE, traveling the globe to lead startup units and working within the aviation, energy, oil & gas and automotive industries; Woods, a Penn State alum with a mechanical engineering background, brings his experience from both SpaceX and CIMP-3D, another Innovation Park tenant, to the table.

Xact Metal just recently unveiled its first solution, in Pittsburgh, during RAPID + TCT 2017. The first 3D printer is XM200.

“Priced at \$120,000, the XM200 is our first industrial 3D printer, offering outstanding performance and affordability. We believe it will make a big impact on our customers' additive manufacturing needs,” says Gomez.

“The XM200 is designed with the needs of customers in mind,” adds Woods. “The large build volume gives great flexibility to print a variety of parts. The system is highly accessible and easy to use and its modern software architecture is streamlined, intuitive, and supportive of visual workflows. With a compact footprint, the XM200 allows customers to put one or several systems in their work areas.”

The XM200 does indeed boast a compact footprint, and could easily fit into any lab or facility, but that doesn't interfere with the large build volume, as users can print multiple parts quickly. Additionally, the added technology makes the user experience even better, with a touch screen and cloud connectivity, for monitoring from anywhere that's convenient.

Now Xact is taking its brand on the road, visiting tradeshows around the world. If you're in the industry yourself, you can catch them at the Additive Manufacturing Conference in Knoxville in October, Formnext in Frankfurt in November, or the Defense Manufacturing Conference in Tampa in December.

FLYING HAS NEVER BEEN EASIER

AIRNEST MAKES PILOTING A DRONE — WHETHER FOR SCIENCE OR FUN — AS SIMPLE AS WORKING YOUR FAVORITE APP

Airnest understands drones. A much lesser understanding. In fact, some say Airnest's first and namesake app so well caters to ease-of-use, it presents itself as the least complicated on the market. Which, for many, is a very good thing, as unmanned aerial vehicles (UAV)—commonly known as drones—can be difficult to grasp, let alone fly.

“We've always been focused on simple, accessible ways to fly drones. Our hope is that with our mobile tools, available for free, we can provide an easier path for new and existing pilots to capture a wider range of imagery and data,” said company co-founder Ben Brautigam in an interview with DroneLife.com.

Airnest's application allows users to operate a drone by drawing the desired flight path with the tip of their finger. Along with the essential ability to maneuver, the software offers video and photo capturing. Far from fancy, Airnest brings the best of the basic within an overarching drone technology that can be truly complex.

“The commercial use cases are growing by the day. So our focus has been in news and broadcasting, agriculture, of course aerial photography and video, filmmaking, and oil and gas inspection,” said Brautigam.



Simple, intuitive flight planning is made easy, via tablet and right at your fingertip.

The opportunities appear to be endless for air-bound Airnest. Airnest provides previously untapped user pools with the gift of usability, while connecting current users through flight logging and sharing.

Justin Miller, another member of the brand's founding trio, remarked, “There's so much more these things (UAV) can do. And as they get less and less expensive and there are new sensors and new tools that can be attached to them, in five years, there are going to be people doing things with them that we haven't even thought of right now.”

He has good reason to be hopeful. Drone usage is becoming aggressively popular among a dynamic group of users who participate for a myriad of purposes. New uses are implemented daily, as those who fly discover more of the sky's benefits; and while spikes in popularity have inspired recent legislations restricting where and when and why they are used, unmanned aerial vehicles led by applications like Airnest have a bright future in flight.

“Our hope is that with our mobile tools available for free, we can provide an easier path for new and existing pilots to capture a wider range of imagery and data.”

What makes it even better? The more they move forward as a business, the more they move upward as a community. “As we continue to collect logs we will be able to tell both hobbyist and commercial pilots things about their drones; the state of their battery and drone, how their GPS is performing compared to other pilots, how specific firmware versions can affect performance,” said Brautigam.

The ability to share flights with friends, log data pertaining to your drone's performance, and plan flights with the flick of a finger. Is there anything this application doesn't include? Oh, yes. A cost. Previously a popular paid app, Airnest is now available at no cost via the Apple Store.

There's no catch. Just a simple idea. “So we had this idea – what if to control a drone, you just draw on a map and where you draw the drone would fly?” Brautigam said. Using that as their launching point, Airnest's founders took off and never looked back.

They've even partnered with DJI, the world leader in easy-to-fly drones and aerial photography systems, for the purpose of developing innovative software. All of this after humble beginnings as an Innovation Park's TechCelerator program participant, which granted the team a greater view of what it truly takes to start and sustain as a company.

“You have a good idea and you think you can build a company around it, but there is so much more to consider,” said Brautigam.

All things considered, Airnest will certainly keep their vantage point at a bird's-eye view.

WHAT TO EXPECT WITH AIRNEST

Flight Planning

Airnest is designed with the user experience at its core. Draw a flight path. Tap a waypoint. Drag a corner radius. It's that easy.

Effortless Logging

Log unlimited flights for free automatically using the Airnest app.

Flight Playback

Play back flights using the flight player and see performance analytics in real time.

A SUSTAINABLE FUTURE

INNOVATION PARK TENANTS KEEP MOTHER EARTH IN MIND.

Among all the cool tech inventions and breakthroughs constantly being discovered through our incubator tenants and other partners, there's something bigger. Even though our tenants are speeding into the future with wide-eyed optimism, it doesn't mean they've forgotten how their actions and their innovation affects one particular entity—Mother Earth.

While everyone in the Innovation Park family makes an effort to be environmentally conscious and practice sustainability, there are some residents who go all out to leave the environment a little better off. They've made issues like climate change, sustainable energy, and natural living their entire focus.

Check out what some of them are up to and get inspired by their efforts!

ClimBiz

Climate change is a worldwide issue, and this local innovator is a major player in the international game. The Climate Change Information System for Business and Industry, also known as ClimBiz, was developed with support from the U.S. Department of Energy. Their purpose? Help businesses learn how to plan ahead for the challenges associated with climate change, including impending risks.

According to Dr. John Dutton, Chairman and President of Prescient Weather, which is the parent organization of ClimBiz, the company “aims to provide sufficient information about climate change that the energy and other industries can foresee what strategies and capital expenditures are likely to ensure resilience to climate change over the next several decades, and the rest of the 21st century.”

ClimBiz plays a critical role regarding environmental responsibility. “We help our clients make wise information-based choices, conserve resources, and overall be more sensitive to their impacts on the environment.”

This type of information is critical for companies to make important business decisions. For example, as electric utilities consider replacing fossil energy with solar, hydro, and wind



“Both the global and local climates are evolving with the potential of creating important impacts on energy use and production, security of food resources, surface water resources, and impacts on coastal communities affected by rising sea levels.”

sources, they must have some statistical description of the availability of those sources as the century evolves. Then, they can make estimates of the demand for electricity and the costs of the various forms of energy, simulating how their system will perform with different configurations of energy sources.

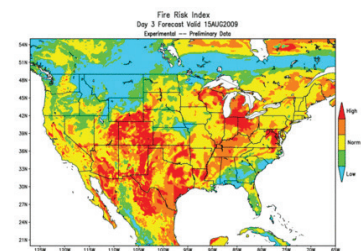


Companies like ClimBiz are important to determining the future of climate change, both around the globe and at home. “Both the global and local climates are evolving with the potential of creating important impacts on energy use and production, security of food

resources, surface water resources, and impacts on coastal communities affected by rising sea levels,” explains Dutton. “Our information can be used to foresee some aspects of these impacts and both policy-makers and private companies can be prepared for change.”

Prescient Weather

ClimBiz is just one of the products offered by Prescient Weather. Underneath the company's umbrella lie two impressive predictive services, the World Climate Service, (which publishes climate diagnostics and forecasts of seasonal climate anomalies in North America and Europe), and CropProphet. The latter uses statistical techniques to anticipate the yield and production of U.S. crops.



In addition, Prescient Weather developed an index to predict fire risks from as soon as tomorrow, to as far out as decades in the future.

Dominight

Solar energy has long been known as one of the cleanest and most abundant renewable sources of energy in the world, so it's no surprise that one Ben Franklin-funded company is using the power of the sun to fuel an innovative idea previously unheard of.

Solar power has given Rick Hall, founder of Dominight, the opportunity to build a business that empowers other companies to effectively employ solar energy for a use most of us never even consider—powering mobile light towers.



Solar power has given Dominight the opportunity to build a business that empowers other companies to effectively employ solar energy for a use most of us never even consider.

“Dominight provides products that meet the needs of an existing market and not only saves the end-user money, but helps them reduce their environmental impact,” explains Hall.

“Our solar hybrid towers reduce fuel consumption and the output of carbon dioxide by about 90% when compared to a traditional diesel light tower. This equates to an annual reduction of approximately 3,300 gallons of diesel fuel and the mitigation of 67,000 pounds of CO2 under full-time operation.”

Dominight was founded in 2014, with the intention of designing and building the world’s most efficient mobile light towers. Three years later, Dominight is now the world’s premier manufacturer of hybrid powered, high-efficiency mobile light towers designed for long-term deployment and harsh conditions.



Through a partnership with the Ben Franklin Technology Partners, Hall received a grant that enabled him to maintain his current operations, while continuing his research and development of commercialization. Today, Hall still works with researchers at Ben Franklin to continue discussing the evolution of his business plan.

When asked about the importance of solar energy, Hall doesn’t hesitate. “Solar power is a free source of energy that requires minimal resources to harvest.” Its impact on the environment is proven. “Our solar hybrid towers reduce fuel consumption and the output of carbon dioxide

by about 90% when compared to a traditional diesel light tower. This equates to an annual reduction of approximately 3,300 gallons of diesel fuel and the mitigation of 67,000 pounds of CO2 under full-time operation.”

Persea Naturals

You may have caught an article on Persea Naturals in a past issue of *Journeys*. However, while the work this company is doing in the gastronomic world is certainly impressive, they’re not just about pleasing palettes with all-natural food dyes. They’re also reducing food waste—which, according to Move for Hunger, once in landfills, can produce a large amount of methane, contributing to global warming and climate change. The avocado pits used to create the vibrant hues of Persea Naturals food dyes are discarded in huge volumes by the food industry.



Are avocados the secret to reducing food waste?

Persea Naturals was a participant in the TechCelerator@StateCollege here at

Innovation Park, and they won \$50,000 at the Invent Penn State Venture & IP Conference. They’ve brought a CEO onto their team, Bob Hicks, to help run the business side of things and, just recently, received \$75,000 in jumpstart funding from Invent Penn State’s Fund for Innovation.

That all results in a lot of avocado pits saved from their untimely rot.



All-natural food dyes also affect climate change.

Nascent Devices

Led by Dr. Ailan Cheng, Nascent Devices, Inc. seeks a goal that may be a little difficult to wrap your head around at first: to develop and manufacture energy-efficient and environmental-friendly cooling devices based on the recent discoveries and development of giant electrocaloric effect (ECE) in relaxor ferroelectric polymers. Simply put simply, they want to make better, energy-efficient, budget-friendly versions of the refrigerators, AC units, and heat pumps found in nearly every home.



“Nascent Devices is developing new cooling devices based on the electrocaloric effect of a special class of electroactive nanocomposites to improve the quality of life and reduce the impact to the environment,” explains Dr. Cheng. “This class of new polymer nanocomposite material has potential for high-energy and high-power density in addition to high efficiency.”

“It is estimated that one out of every four kWh of electricity generated in the U.S. is consumed in order to lower and maintain the temperature inside enclosed spaces below the ambient.”

Our society is highly dependent on reliable cooling technologies, which is supported by the century-old vapor-compression cycle (VCC) refrigeration technologies. It is estimated that one out of every four kWh of electricity generated in the U.S. is consumed in order to lower and maintain the temperature inside enclosed spaces below the ambient. The impact that the research and development made by Nascent Devices will be significant.

“Besides being one of the largest energy users, vapor-compression cycle systems utilize HFCs which account for 25% of global warming. All of these necessitate a search for new cooling technologies for air-conditioning, refrigeration, heat pumps, and climate controlling devices that possess improved energy efficiency, improved energy efficiency, are low cost, and are eco-friendly” says Dr. Cheng.

PEOPLE OF THE PARK

MEET EMPLOYEES WHO CALL INNOVATION PARK HOME

Jessica Olson

Communications Coordinator | Penn State Outreach and Online Education

Q: Could you give us a brief bio of your career?

A: I have had the opportunity to work for three incredible companies after graduating college. My first job was with a small company based out of Clarion, PA. I was a Social Media Specialist and managed the online presence of over 14 different companies at once. From there, I landed an amazing position with General Electric in Lewistown, PA. During my time there as a Communication Specialist, I was able to work with my international counterparts to plan large customer events as well as expand and improve my technical writing skills. While leaving a job you enjoy is never easy, the Lewistown site was forecasted to be closing so it was necessary to find another job. Thankfully, Outreach had an opening for a Communications Coordinator and a year and a half ago, I was blessed with the opportunity to fill that position.



“We also play an important role in keeping lines of communication open between staff and leadership, especially during times of transition. With OOE being spread across four buildings in Innovation Park, our jobs become even more crucial in helping all staff feel connected.”

Q: What do you like most about working in Innovation Park?

A: Innovation Park is just a short drive from everywhere. In IP, we are close enough to the University campus to participate in activities but far enough away that we don't experience the traffic and rush of people during class times.

Q: Are there any special events/activities that you enjoy participating in at Innovation Park?

A: I greatly enjoy being able to walk out of my building and find a food truck only a short distance away. This may not seem like a big deal, but the day you forget your lunch and realize that you can have a fresh sandwich, burger, or salad at arm's reach, you too will understand why I enjoy them.

Q: Tell us something interesting/special about your workplace, and why it adds something to the Innovation Park community.

A: My department is very unique. We serve the staff of Outreach and Online Education rather than the students attending World Campus courses or classes locally. Our focus is making sure that OOE staff members are informed of upcoming events and happenings both within IP and the University. We also play an important role in keeping the lines of communication open between staff and leadership, especially during times of transition. With OOE being spread across four buildings in Innovation Park, our jobs become even more crucial in helping all staff feel connected.

Lindsay Fairman

Founder/CEO | Shelf Scouter (FairTech Labs Inc.)

Q: Tell us about Shelf Scouter?

A: We offer online shopping for customers to have groceries available for pickup and delivery. We work with smaller, locally owned grocery stores and independent stores across the region.



Q: Could you give us a brief bio of your career?

A: I came to the area to work at Raytheon as an engineer, and worked there for nine years. After having my first child, the pains of going to the grocery store very frequently and the time it consumed gave me the idea that there had to be a better way to do this. As a software engineer, with the start of online shopping and apps, I felt that there was something I could bring to that challenge as a mom. So I left Raytheon and came to Ben Franklin. We went through the TechCelerator in 2013 and then opened our office. Shelf Scouter first started off with an app for grocery planning and organizing, which turned into working with grocery stores.

Q: What do you like most about working in Innovation Park?

A: We've really seen Innovation Park change with Penn State taking over; it's brought a new life to the office. A lot of events are now taking place up here, and there have been tremendous strides to improving the work life. For instance, I like that as I'm looking out the window and seeing that the sun is shining, I could go for a walk or run with the path nearby, or go to the food trucks.

“I think it reflects that people here have so many different situations with different needs, and I love that I've been able to keep that balance working here.”

Q: Are there any special events/activities that you enjoy participating in at Innovation Park?

A: We try and take advantage of programs and activities as much as we can, such as the monthly luncheons, tours of different buildings, and happy hours at the Penn Stater. The food trucks and yoga at lunch time have been so convenient. Bringing in any sort of food option is always well received. There's just been an overall uptick in activity!

Q: Tell us something interesting/special about you, and what you add to the Innovation Park community.

A: I've actually been a bit unique here because in this world of academia and researchers, I was just a mom with a stroller going through TechCelerator. I've been here for three years now, and had two more children during this time. I think it reflects that people here have so many different situations with different needs, and I love that I've been able to keep that balance working here. Whether it's bringing a new baby to the day care, or being able to stay at home with a sick child, I love that I've been able to still work and balance being a mother. Everyone is very understanding here.

Judy Karaky

General Manager | The Penn Stater



Q: Could you give us a brief bio of your career?

A: I was raised in State College and went to Penn State for Elementary Education, but developed an interest in meeting planning during a part time job with (at the time) Keller Conference Center. After graduation, I went to Florida and worked at a resort in Special Events, then moved to a conference center for planning, then back up to State College to be a conference planner for The Penn Stater. I worked my way up through the planning side of the business to the Director of Conference Services for both The Nittany Lion Inn and The Penn Stater, then was promoted to General Manager of The Penn Stater.

Q: What do you like most about working in Innovation Park?

A: Since we have been in the Park almost since the beginning, I feel like we are an anchor and have worked hard to help support the Park culture. Additionally, we offer convenient services for Park tenants regarding overnight stays, conferences, and restaurant services. I enjoy the relationships I've made with other Park employees, the beautiful location, and the easy accessibility off I-99.

“Since we have been in the Park almost since the beginning, I feel like we are an anchor and have worked hard to help support the Park culture.”

Q: Are there any special events/activities that you enjoy participating in at Innovation Park?

A: I have participated in many over the years; International Fair, the annual picnic, tours, and blood drives. There are always interesting programs over the lunch hour—however, alas, I am always busy serving lunches!

Q: Tell us something interesting/special about your workplace, and why it adds something to the Innovation Park community.

A: Definitely the most special part of our company is our employees. We have a team who genuinely enjoys serving our guests and it shows when you walk through the building and interact with them. Our employees work incredibly hard, work long hours, set the bar high, and truly want a guest to walk away with a lasting positive impression. Additionally, we have many veteran employees—in fact, our event planners have an average tenure of 17 years! I believe we offer Park tenants a venue where they can focus on their goals and relationships and leave the stress of the details in our hands. Plus, we serve some amazing food!

Nicole Franklin

Enrollment Services Manager | Penn State Office of Global Programs



Q: Which company do you work for within Innovation Park, and what do you do there?

A: Penn State Global Programs (101 Innovation Blvd, aka Lubert Building). My title is Enrollment Services Manager. My primary duty is to help incoming international students with questions and to issue visa documents such as form I-20 or form DS-2019. My unit (of four people) will issue up to 2,500 documents this spring and summer for students arriving in the fall.

Q: Could you give us a brief bio of your career?

A: I have worked for Global Programs since 2012 in this position. Prior to Global Programs, I worked in the Intensive English Communication Program with second language learners helping with the transition to State College and American classwork. My first role at the University was here at the Park—I worked as a registration clerk when Penn State Outreach's Conferences and Institutes was located in offices on the second level of the Penn Stater (now located in the Outreach Building). Innovation Park looked a lot different then.

“There are so many different companies hosted here that you feel part of the larger community beyond ‘blue and white.’”

Q: What do you like most about working in Innovation Park?

A: I like the ease of access offered by our location. I also like that it's not just Penn State offices out here. There are so many different companies hosted here that you feel part of the larger community beyond “blue and white.”

Q: Are there any special events/activities that you enjoy participating in at Innovation Park?

A: The most interesting for me was the tour of the CIMP facility. I have enjoyed many of the other tours offered as well. The best is when the Rita's Italian Ice truck comes to the Park on the hot summer days! Our office gathers once a month for a potluck lunch that we like to call “Lubert Lunches.” I know these lunches are not an “Innovation Park” event, but the delicious food and recipes that my co-workers put together make this one of my favorite activities I associate with Lubert.

“Having many units in one office location here at Innovation Park has really brought our teams closer together, and we have discovered better ways to work together.”

Q: Tell us something interesting/special about your company, and why it adds something to the Innovation Park community.

A: Global Programs has a rather small footprint at Innovation Park. 20 individuals are located in this satellite office (the majority of Global Programs employees work in the Boucke Building on campus). Despite the small number of Global Programs employees here at the park, we are supporting thousands of individuals through our work. The Risk Management team is always busy with TSN.psu.edu (Travel Safety Network) to support and prepare hundreds of faculty and students planning to travel for the University; Education Abroad works with faculty-led programs to help plan all of their wonderful trips with students, Our Campus-engagement and Alumni-engagement directors are posted here at Innovation Park ready to provide outreach support to their populations, and our finance office supports all of these worthy initiatives. My unit, part of International Student and Scholar Advising, is busy assisting all of the incoming international students—we are preparing to welcome another large cohort in August 2017 and look forward to the diverse perspectives these students will bring from around the world. Having many units in one office location here at Innovation Park has really brought our teams closer together, and we have discovered better ways to work together to reach the goals of Global Programs.

NEW BUILDING PROJECT UNDERWAY AT INNOVATION PARK AT PENN STATE

310 INNOVATION BOULEVARD WILL BE HOME TO ANCHOR TENANT MORGAN ADVANCED MATERIALS, A GLOBAL LEADER IN ENGINEERED CARBON AND CERAMIC MATERIALS, AND ITS CARBON SCIENCE CENTRE OF EXCELLENCE

On June 9, 2017, GLP 310 IP of Baltimore, led by GLP Development, broke ground on 310 Innovation Boulevard, a new research/office building offering 30,000 square feet of available space. The building will be home to the 10,800-square-foot Morgan Advanced Materials' Carbon Science Centre of Excellence.

Notable speakers on site for the groundbreaking celebration included Neil Sharkey, vice president of research, Penn State University; Mike Murray, chief technology officer, Morgan Advanced Materials; Erwin Greenberg, chairman and founding partner, GLP Development; and Vern Squier, president and CEO, Chamber of Business & Industry of Centre County.

Centre County 4-H Robotics, a local STEM organization focused on education and real-world innovation, conducted the groundbreaking, with help from student-built robots. CC4H Robotics brings design, manufacturing, and programming education to local students, within the context of regional and international robotics competitions.

"I am absolutely thrilled to see us breaking ground for Building 310 and the opportunities it represents," said Neil Sharkey. "My hope is that this groundbreaking signals the first of many such localized partnerships and the new buildings to house them. Penn State has much to offer and we are all about providing value to our industry colleagues while advancing the work of our researchers and real world training for our students."

"The groundbreaking for building 310 is another critical step in seeing the Carbon Science Centre of Excellence to fruition. The center itself can serve as a building block for economic growth; and the new building at Innovation Park is an important asset to have in the ongoing, collective effort to bring future business investment to Centre County," added Vern Squier.

Affiliates of GLP Development currently own Buildings 328, 329, 331 and 330 at Innovation Park. The \$7 million investment in Building 310 brings the company's total investment at Innovation Park to over \$60 million in the past 5 years.

"310 Innovation Boulevard is our fifth building in Innovation Park, and our first designed to be a flexible use building for research, labs, light assembly, and office activities," said Robert Barron, CEO, GLP Development. "Also a first, the building will be constructed using tilt up panels which will be cast on site. Because of this con-

struction approach, a specialty of Clayco Inc, the contractor, the Building should be available for tenant occupancy in late 2017," he continued.

The remaining space in 310 leaves room for prospective tenants looking to take advantage of Innovation Park's amenities and culture.

"The welcoming of Morgan Advanced Materials as the first strategic resident in the facility highlights the continuing intellectual and physical collaboration of talented individuals from around the globe with Penn State to invent the next generation of materials for worldwide use. Morgan's commitment has already catalyzed other materials companies to consider location in the Park," added Dan Leri, director, Innovation Park.

"Since the launch of our partnership with Penn State for our Carbon Science Centre of Excellence, we have made great progress in building collaborative links between the two organizations," said Mike Murray, CTO, Morgan Advanced Materials. "We have already started a number of initial projects aimed at developing our deep understanding of materials science, which has already generated some very promising results. I'm very pleased how our plans for the new building have been progressing. The groundbreaking today is an important next stage in establishing our Carbon Science Centre of Excellence and we are looking forward to its completion and commencing our R+D development programs."

The 310 Innovation Boulevard project team includes: Developer: GLP 310 IP LLP, GLP Development Company LLC; Project Manager: CBRE, Inc.; Leasing: Newmark Grubb Knight Frank; Contractor: Clayco Inc; Architect: Forum Studios, Inc; Engineers: Sweetland Engineering & Associates, Barton Associates and Hope Furrer Associates; Operations: Property Management, Inc.

Businesses interested in leasing space within Building 310 are invited to contact leasing agent Tom MacDonald, at 412-434-1028 or tmacdonald@ngkf.com.

Innovation Park offers a professional office and research community on 118 acres; property management; abundant parking; immaculate landscaping; efficient design; and access to an on-site childcare facility, the Penn Stater Hotel and Conference Center, and public transportation.



BUSINESS RESOURCES & EVENTS

SBDC Seminars

SBDC courses, seminars, and conferences provide up-to-date, practical information on a wide variety of business topics and are designed to educate entrepreneurs about new and innovative management procedures. The programs teach basic business skills as well as more advanced and specific business management. These low-cost workshops feature experts and leaders from industry, government, higher education, and professional associations.



The First Steps of Starting a Business

When: July 11, Aug. 1, Sept. 12; 9 a.m.-12 p.m.

Where: 100 Innovation Blvd., Suite 243

Cost: \$20

Have you always had a dream to start your own business but didn't know where to start? This workshop will help aspiring entrepreneurs to begin the process of successful business ownership, including evaluating business ideas, developing a business plan, and exploring financing options.

Learn from a business consultant about:

- lifestyle requirements of business owners
- how to assess the feasibility of your business idea
- the legal and tax implications of owning a business
- how to develop a business plan
- how to compile a bank-ready financial package
- how to market your product or service
- the health and safety regulations that may apply to your business
- where to find other resources that may help you succeed

[Learn more: sbdc.psu.edu/events](http://sbdc.psu.edu/events)

Helping Business Compete with Technical Assistance

To help local businesses grow, PennTAP actively promotes training and education opportunities to clients. They provide online training through webinars hosted by technical advisors, in addition to hosting in-person learning events and conferences throughout the year.



Training typically encompasses one or more of the pillars of Advanced IT Solutions, Energy and Environmental Services, or Innovation Services

Energy Management Systems (EnMS) for Small to Midsized Companies

When: July 20; 12-1 p.m.

Where: Online Webinar

An Energy Management System (EnMS) helps organizations take a systematic approach to achieving a continual improvement in energy performance.

Four Online Marketing Basics All Small Businesses Should Know

When: Aug. 17; 12-1 p.m.

Where: Online Webinar

Join PennTAP Advanced IT as they take you through your four most important basics to understand when it comes to online marketing. This webinar presents the fundamentals of websites, social media, search engine optimization and use of mobile tools.

Definition of a Solid Waste (DSW) Rule Exclusion: What Does it Mean to Your Company?

When: Sept. 21; 12-1 p.m.

Where: Online Webinar

The revisions of the DSW rule are designed to encourage the reclamation of high-value waste solvents.

[Learn more: penntap.psu.edu/events](http://penntap.psu.edu/events)

CBICC Events: Strengthen and Grow Your Professional Circle

CBICC Business After Hours are held from 5:30 to 7:30 p.m. The cost to attend is \$5 for members, \$20 for nonmembers. All employees of a member business receive the member rate. Be sure to invite your coworkers and team! Business After Hours are a great way to learn more about Centre County's business community while enhancing your professional network.



CBICC Business After Hours Events

June 22: State College Spikes

July 13: Letterman's Sports Grill

August 10: Hyatt Place/Federal Taphouse

August 24: Gunn Mowery

September 7: Robin Hood Brewing Co. in Bellefonte

September 21: Keller Williams Advantage Realty

[Learn more: cbicc.com](http://cbicc.com)

Building Local Business Through Tourism

The Central Pennsylvania Convention & Visitors Bureau (CPCVB) is a nonprofit, membership-based organization that promotes travel-related activities and coordinates visitor services to bring people to Central Pennsylvania and boost economic activity. Membership connects local businesses to a network of business professionals who understand that travel and tourism are vital to the overall wealth and economic strength of the region.



The CPCVB operates the Centre County/Penn State Visitor Center, a state-of-the-art facility serving hundreds of visitors each day. Guests can find out what's happening in the area and pick up brochures on Central PA Businesses, attractions, and outdoor recreation. The Center is open and staffed seven days a week.

[Learn more: visitpennstate.org](http://visitpennstate.org)



PennState
Innovation Park

Join the Innovation Park Community

Where Morgan Advanced Materials, Blackboard,
HigherEdJobs.com and More Call Home

LEASING NOW:



310 Innovation Blvd. **for October 2017**

New High-Bay Research + Office Building
30,000 square feet available



331 Innovation Blvd. 3rd Floor Only 7,000 square feet remaining

- High-quality master-planned Class A professional office and research park
- On-site professional property management
- Abundant parking
- High-grade construction materials, efficient design and immaculate landscaping
- Penn Stater Hotel and Conference Center
- Accredited childcare facility located within Innovation Park
- Free CATA public bus transportation service every 20 minutes to/from University Park and surrounding community

FOR LEASING INFORMATION CONTACT

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PennState
Innovation Park



Join the Innovation Park Community

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310 Innovation Blvd. **for October 2017**

New High-Bay Research + Office Building
30,000 square feet available



331 Innovation Blvd. 3rd Floor Only 7,000 square feet remaining

PennState
Innovation Park
Innovation Park at Penn State
101 Technology Center
University Park, PA 16802



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