

INNOVATION & ENTREPRENEURSHIP

NEWSLETTER OF THE MUHLENBERG INE PROGRAM



INE 101 STUDENTS WORK ON THEIR PROTOTYPING SKILLS

HUMMINGBIRD: MERCHANDISE WITH A CAUSE

Humm!ngbird is a small business founded by Erika Foerst '19 (CEO), Ethan Gold '18 (COO), and Jose Galarza '18 (VP of Marketing), that aims to raise mental health awareness through “accessories that matter.” The business launched as part of the INE 201 "Business Plan Development" course in the Spring of 2017,

Their first product was a laptop sticker with the company logo. The logo holds significant importance to the brand's goal. The hummingbird itself symbolizes many qualities that help to improve the mental health of an individual, such as joy, playfulness, being more present, and lifting-up negativity. Additionally, the

exclamation point featured in the beak and the word signifies the need to break the silence surrounding mental health. For every product that the organization sells, 50% of proceeds are donated to organizations that provide psychiatric care to individuals in need.

The humm!ngbird team is currently preparing to launch their website where they will sell other branded merchandise.

If you would like to learn more about humm!ngbird you can contact them at: theofficialhummingbird@gmail.com



IN THIS ISSUE

Student
Entrepreneurial
Spotlight:
Hummingb!rd

Alumni
Entrepreneurial
Spotlight:
David Bass-Clark

24 Hour Disrupt Recap

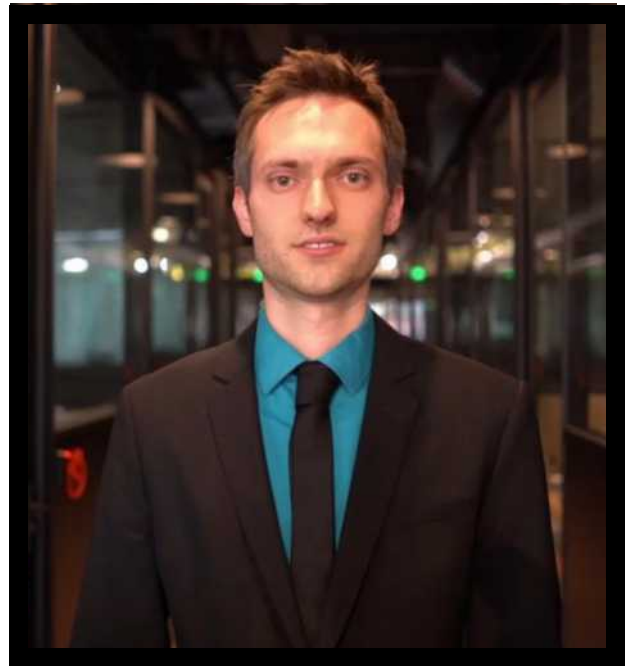
Coming Soon

DAVID BASS-CLARK: PROFILE OF AN ENTREPRENEUR

David Bass-Clark graduated from Muhlenberg College in 2009 with a Bachelor's in Business Administration and Music, he went on to complete a Master's of Science in Teaching and Learning in his home state of Maine. After working for Apple and Disney, and serving in the public school system as a technology integrator, David decided he was ready for his next adventure.

In 2013, David embarked on a four year journey to live and work in China where he witnessed firsthand the impact of technology on a rapidly changing educational landscape. David has been fortunate to work on product development and curriculum design for schools and education firms throughout China. He also coached Googlers in Shanghai where he leveraged cutting edge technologies to make learning more compelling and effective.

Out of his experience David was inspired to create his own business which has grown from a technology centric ESL provider into a consulting venture that specializes in educational technology programming, curriculum, and training for educational institutions. David is passionate about creating bridges between entrepreneurs, investors, startups, and educators.



DAVID BASS-CLARK '09

He has developed curriculum and tools that utilize technologies spanning augmented and virtual reality, digital animation and filmmaking, as well as programming and software development.

Currently, David is in the early stages of developing his next venture, Task-It (www.taskithub.com). Task-It connects the world's most talented students with professional mentors. These student-mentor teams accomplish a task for organizations ready to have their real world problems solved. David loves to connect with students, educators, and anyone who is passionate about the intersection of technology and education. Reach out to him at: www.linkedin.com/in/davidbassclark



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24 HOUR DISRUPT EDUCATION

On November 17th and 18th, Muhlenberg students participated in the 2nd annual 24 Hour Disrupt Competition. Part scavenger hunt, part Shark Tank, the event challenges students to find a problem, develop a solution, and then pitch their idea to a panel of judges.

This year's theme was education. Students had to find a current problem in education and develop an innovative, feasible, and sustainable business idea. Three teams competed for the top prize, developing solutions for finding great class notes, reducing the expense of textbooks, and figuring out a career path.

In the end, the winner of both the student and judge's votes was "Passion Path" by Emma Loh '19 and Marie Grace Imanariyo '20. Passion Plan is a website that curates short videos profiling what people "actually do" at work and the path they took to get to



EMMA LOH '19 AND MARIE GRACE IMANARIYO '20

their current position. Passion Plan will assist students with selecting a career path, saving students the time and expense of possible major changes.

Thank you to our mentors Dr. Irene Chien, Dr. Patrick Williams, and David Bass-Clark '09 and our judges Prof. Jean Simmonet and Anthony Durante.

COMING SOON

Follow INE on Twitter, Facebook, or LinkedIn for information about this year's Innovation Challenge. Coming Spring semester 2018.



... 3,2,1, launch!