

INNOVATION AND ENTREPRENEURSHIP

NEWSLETTER OF THE MUHLENBERG INE PROGRAM



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24 HOUR DISRUPT: PUBLIC HEALTH

Over the weekend of October 26-27, the 24 Hour Disrupt Challenge took place at Hillside House. Each year the Disrupt Challenge has a theme, and this year we collaborated with the Public Health Program to work on issues in Public Health.

Teams had just 24 hours to come up with an idea for a new product or service, create a prototype, and complete a final pitch. As part of the competition students were required to speak with potential customers, present their ideas to students at "trade-show" type tables in Seegers for student voting, and finally pitch to a panel of judges.

First prize winners were Mica Curtin-Bowen, Emily Weiner, Lauren Wohnglemuth, and Maddie Kapushy. With the goal of bringing public health education directly to the consumer, their product was the Better Body Box. With an affordable subscription or a one-time gift purchase, Better Body Box will provide fun, interactive products that will help educate you or loved ones on stigmatized and difficult to discuss subjects like menopause, sexuality, puberty, anxiety, and so much more.

The second place winners were Jordan Curtis, Ramzi Doughan, Rebekka Broyles, and Carly Latta. Their product was called Tranquil Trailers, a service that delivers specially design trailers to college campuses to help students cope with stress. The trailers' interiors are outfitted with a variety of

relaxation "rooms" where students can meditate, receive aroma therapy, etc.

The INE program would like to thank Crys Cronin, the Director of the Public Health program for support of this year's Disrupt Challenge. Additional thanks to our judges and mentors: Kathleen Conn, Melissa Down, Greg Thomas, and Anthony D'Angelo.

ENTREPRENEURS IN MAASTRICH

Muhlenberg students participating in the Maastricht study abroad program had the opportunity to visit Microsoft / Wunderkinder, a young and innovative startup founded by six friends in Berlin, Germany. Wunderkinder designs and develops a cloud-based, cross platform productivity application called Wunderlist. Today, Wunderlist is one of the most popular productivity applications and is used by millions of people around the world. Wunderkinder has now been acquired by Microsoft. Muhlenberg students along with our Entrepreneur in Residence, Jean Simonnet, met with one of the original founders who explained the challenges and rewards of integrating a startup into a worldwide group such as Microsoft.



GARY SALMAN: BLACK TALON SECURITY

GARY SALMAN: PROFILE OF AN ENTREPRENEUR

Gary Salman graduated from Muhlenberg College in 1994 with a major in Business and a concentration in Entrepreneurship. But even before he graduated, he started his entrepreneurial journey. Gary's father was an oral surgeon and needed software to run his practice, so Gary learned to code and started building the software in his dorm room. He soon realized that he was onto something that he could sell to other practices and OMS Comp was born. He soon had to balance life as a student and as a beginning entrepreneur, often running out of class to take calls from clients. He acknowledges that it was through the support of the Muhlenberg business faculty, that he was able to grow to several thousand dollars of revenue in his first year.

After graduating, he dedicated himself full-time to building his business. Through hard work and dedication, along with the foresight to see the growth of cloud computing, he built OMS to a point that it was acquired by Kodak which eventually became Carestream Health. Gary then spent the next decade working at Carestream building his business skills further. Eventually, however, the entrepreneurial spirit returned. In 2017 Gary left Carestream to found Black Talon Security. Black Talon provides HIPAA Compliance and Cyber Security for the healthcare field. Gary likes to give back to the program that helped him launch his first business and has returned to campus on several occasions to speak with students in the Innovation and Entrepreneurship program. His story of both the ups and downs of entrepreneurship that began right here at Muhlenberg helps students to see themselves as future entrepreneurs.

B.Y.O.B. CLUB

Muhlenberg's Entrepreneurship Club BYOB (Be Your Own Boss) had an eventful and fun filled semester! BYOB welcomed new members at the Fall 2018 club fair, and collaborated with the Innovation & Entrepreneurship program on many occasions. Members from BYOB participated in the Entrepreneurial NYC trip in November, in which students had the chance to visit two Muhlenberg Alum and hear about their entrepreneurial journey.

Additionally, members dined with Entrepreneur and Muhlenberg Alum, Scott Schooly, who is working on the early stages of a project called CareerAmplify, which focuses on coaching college students in their search for a first job or internship. Later that month, BYOB hit the theater, and saw the film Billboard which tells the story of an entrepreneur struggling to take over his late father's radio station that is drowning in debt. BYOB then had the privilege of hearing from the director himself, Zeke Zelker.

As the semester comes to an end, BYOB is preparing for a jam packed Spring semester. In January, members will have the opportunity to hear from an Aflac representative about career and internship opportunities, and there will be an annual FAILURE FEST held in the Spring. BYOB is looking forward to gaining even more committed and creative members at the Spring 2018 club fair.



ZEKE ZELKER SPEAKING WITH STUDENTS IN THE B.Y.O.B. CLUB

DINNER WITH ENTREPRENEURS



STUDENTS VISITING THE ARTISTS CO-OP IN NYC

Beginning last year, the Innovation and Entrepreneurship Program began a series entitled “Dinner with an Entrepreneur”. This program is funded by a generous donation by William Miers ‘49. The purpose of the series is to allow for students to have the opportunity to meet and speak with entrepreneurs in a more intimate setting. The dinners are open to all students on campus, not just those who take courses in the program or who have declared the minor. This semester there were two “Dinner with an Entrepreneur” events.

The first event was a trip to NYC where Muhlenberg students had the opportunity to meet with Rachel Berger ‘11, founder and CEO of the Artists Co-Op, and Phil Laken ‘09, who currently works at Compass.

Students first met with Phil in the NYC headquarters of Compass, an innovative real estate firm currently ranked as the #14 best tech company to work at by Business Insider. Students had the opportunity to speak with Phil about his experience moving to New York and founding his own business building street marketing teams, Your NYC Concierge, which was eventually bought by GETT. After time to ask Phil questions about his own entrepreneurial experience and how he has used those skills in his new position at Compass, students were given a tour of the space.

Next, students went to visit Rachel Berger at the Artist Co-Op in Hells Kitchen for dinner and a tour. The Artists Co-Op is a space that artists can use to work on auditions, writing, resume building, etc. Through a membership anyone can join the community of individuals working in the performing arts. Rachel walked students through how she took the Co-Op from idea to fully functioning space. She shared the challenges she faced as well as the successes achieved. The students, all of whom were theater majors were inspired by how Rachel’s passion for theater was clearly evident as a part of everything she did everyday.

Closer to home, another group of students had the opportunity to have dinner with Scott Schooley ‘78 at Bell Hall in downtown Allentown. Scott is an attorney, a former Infantry Officer, and currently the CEO of Woodside Capital Partners, a turnaround investment company. Scott’s latest investment projects include CareerAmplify, an early stage company focused on providing contact management and career coaching for college students and other job seekers; the Hartford Sports Group, a Hartford based company working to bring a USL soccer team to Dillon Stadium in Hartford, CT; and WSD Technologies, a software development and acquisition platform.

Over dinner, Scott discussed how what he had learned here at Muhlenberg translated to his experiences throughout his career. He spoke a lot about to what it means to be an entrepreneur. The students were able to ask him questions about his career, what the biggest challenges were that he had faced, and to get advice for their futures.

Students who attended both events spoke to how the opportunity to have a one-on-one discussion with someone who graduated from Muhlenberg and went on to success building their own business was inspirational. The program is currently in the process of scheduling events for the spring semester. If you are an entrepreneurial alumni who would like to participate in a “Dinner with an Entrepreneur” event, you can reach out to the program director Rita Chesterton.

JOE EDELMAN: MONETIZING YOUR YOUTUBE CHANNEL

On October 29, Joe Edelman, a professional photographer with a YouTube channel that has over 130,000 subscribers, visited campus to host an event on how to monetize your YouTube channel. YouTube has become such an increasingly popular platform over the years. Now, more and more people are choosing to use it as a platform to make money and become well known through their videos. Edelman provided his own insight as to how to generate revenue using the platform. He highlighted that the key was creating a complete business plan around your channel because earning sufficient income from advertising revenues alone is difficult. For example, he is working on speaking engagements and has recently become an Olympus Visionary Photographer. After his talk, he took the time to answer questions from students who were interested in creating their own YouTube channels.



JOE EDELMAN SHARES HIS ENTREPRENEURIAL STORY