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Entrepreneurial Studies at Rider University



Alumni Newsletter

Undergraduate and Graduate Students In Rider's Small Business Institute Place in Top 5

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Rider students win again! In the national 2017 Small Business Institute's Project of the Year (POY) competition, Rider University's undergraduate project finished in 5th in the country, while the graduate project finished 4th!

MBA students Brittany Hazel '16 and Sandra Penas Mur '16 and College of Continuing Studies student Steve Timko '16 (Entrepreneurial Studies) made up the graduate team. They produced their winning consulting report as part of Dr. Ron Cook's consulting class in the Fall 2015 semester. In the course, students act as consultants to small firms/organizations in the area. Their client was ZieglerWorld, located in Hamilton, NJ. They sell table shuffleboards and supplies, and other game room furnishings. The students developed a social media strategy to help ZieglerWorld increase its sales through

better brand awareness and improved engagement with its customers.

The undergraduate students were entrepreneurial studies majors Molly Podosek '16, Michael Sinnot '17, James Butrico '16, and Meghan Monte '16, who also produced the consulting report in the Fall 2015 semester. The client was Spruce Industries, a cleaning supplies wholesaler located in Rahway, NJ. The students developed a strategy to help Spruce penetrate the health care market, specifically hospitals, nursing homes and urgent care facilities.

Since 2009, nine Rider graduate teams have finished in the top four, including two first-place finishes; while Rider undergraduate teams have finished in the top 10 eight times, including one national championship and three third place finishes. Overall, the University has had 30 top ten or better national finishes in both

graduate and undergraduate categories since it began competing in 1998.

This track record is impressive when noting that Rider competes against other universities that can require an SBI project in certain majors or programs, meaning that Rider students' projects are evaluated against schools with more than 25 possible entries. Hence, Cook believes that our students can compete with anybody and that "this year's winners are a wonderful example of the best Rider has to offer." Rider thanks the SBI's corporate sponsor, Grand Bank of Hamilton, NJ, for its support in helping this winning streak continue. See more at: www.rider.edu/sbi.



Students in Rider's SBI Place in Competition (cont.'d)



Undergraduate SBI team with their client, Spruce Industries.



Graduate SBI team winners with their client, ZieglerWorld

The Entrepreneurial Center Welcomes Its Second Entrepreneur-In-Residence

Rider's Center for Entrepreneurial Studies continues to provide resources to its students and alumni by making available an entrepreneur-in-residence. Rider's latest entrepreneur-in-residence, Lisa Teach (B.S. '02), obtained her MBA in 2009 with a concentration in Entrepreneurial Studies. She comes from an entrepreneurial family,

having worked most summers in her father's businesses. Lisa was most recently a Five Guys franchisee, having sold her business this past January. Prior to owning Five Guys, she owned a business coaching company working with small business owners in the areas of increasing profitability, operations and human resources. Lisa will be

working on various projects such as Rider's Veterans program, mentoring students and alumni, as well as serving on the ES advisory board. She can be reached at teachli@rider.edu.



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Our Third Annual High School Business Concept Competition!

New Jersey high school students competed in January at Rider University in a contest sponsored by the Center for Entrepreneurial Studies. The 2017 High School Business Concept competition was designed to recognize exceptional entrepreneurial skill and creativity among these students. Similarly to last year, six ambitious high school student finalists came to Rider University to pitch their business ideas to a panel of judges.

Preliminary judging of all applicants narrowed it down to the six most convincing business concepts based on criteria such as product description, target market, innovativeness, and sources of revenue. In a shark tank-like format, the finalists gave a 4-minute pitch to a panel of judges and the audience, followed by a series of questions from the judges. All six delivered a very clear pitch for their concepts and the winners are below.

For the 2018 competition, we are expanding to include high schools from Pennsylvania and Delaware, and now offer rolling submissions in that students can submit entries anytime in 2017 right up to the deadline in late fall. Entries received after the deadline will be entered in the next competition. We thank our sponsors, the Osteria Procaccini Restaurants, ZieglerWorld, and the Five Guys Burgers and Fries of Watchung and Hillsborough.

See videos of the competition at: <http://www.rider.edu/entrepreneurship> (click on high school competition)

First place: Kelly Johnson, Bridgewater-Raritan High School - Sun and Water Phone Case

The Sun and Water Phone Case is a solar powered phone case that is also built to be entirely water proof and shock resistant.

Second place: Kimball Heine, Middletown High School - EZ Screen

The EZ Screen is a tablet-like device that would allow tools offered by smart mobile devices to be used in a simple interface. This product is targeted toward the elderly.

Third place: Mia Shaw, Park Ridge High School - SPF Adjusting Sunscreen

SPF Adjusting Sunscreen is a specialized bottle that allows for unique SPF combinations that can be used on multiple people with varying skin tones.

Fourth place: Justin Eisenberg, East Brunswick High School - Belt Buddy

Belt Buddy is a peripheral that is placed over the metal buckle on a seat belt. Its purpose is to prevent the metal from becoming overheated and causing burns on passengers.

Fifth place: Abigail Blanda, Cavalry Christian High School - No-FiteLite

No-FiteLite is a type of Christmas Lights that are designed to remove the labor normally required to be displayed. They are custom built to each home and come with built in covers and remotes to control every aspect of the lights.

Sixth place: Emila Fan, Bridgewater-Raritan High School - The Thermal Slurper

The Thermal Slurper is a specialized straw that uses FDA and EPA approved chemicals to instantly heat up or cool down beverages.



1st Place: Kelly Johnson, Sun and Water Phone Case, stands with Rider President Greg Dell'Omo, John Procaccini, & Director of Rider's Entrepreneurial Program Dr. Lee Zane



Winners sit with Rider staff and competition judges

Alumni Update: Kevin Lawton, 2010; MBA 2011

From entrepreneur to intrapreneur, my experience at Rider as an Entrepreneurial Studies major in not only undergrad ('10) but also graduate studies ('11) has given me the foundation that I needed to look at things in a different way. While attending Rider, I will admit that I did not know what type of business I wanted to focus on. I had multiple ideas but which one to focus on was always the question. At the time, there were many new tech companies exploding in the entrepreneurial world such as Facebook, Twitter and apps were just starting to become a big thing.

It seemed that the entrepreneurial idea in some cases was to create the next big tech trend or social media site which seemed difficult because I had no background in tech or coding knowledge. Hence, when I graduated, I decided to get my real estate license because I figured that it was something I could always use in the future for extra income or utilize myself to invest in properties and get access to market data that I would not necessarily have as a consumer. My father, also a Rider alum, had gotten his license many years prior and had used it for the same reason. However, when I got my license and I really started to understand real estate, it became my passion. The more I got into it the more I wanted to spend more time on it and be successful not just for myself but for clients. In the process, I also realized that to be a successful entrepreneur, it was not about creating the next Facebook, because you can look around you and everyone from the bagel shop to the guy selling the cream cheese to the bagel shop is an entrepreneur in

some way. The real estate business has also become a tech business as well as technology plays an incredibly large part in getting clients and streamlining the business through different tools. Through diving deep into creating content, to utilize the social media and blogging as my main method of marketing, it has given me the chance to experiment and create a platform. Many times in the past, people said that maybe I should teach one day and I had no interest. However, through real estate, I have found something to teach about, and I am constantly educating individuals on the real estate process and transaction. This is the main driver of the content I am currently creating which is meant to educate the consumer.

One of these platforms which I was lucky enough to get the opportunity to utilize is Rider's own radio station, 1077thebronc.com. On 1077thebronc.com I was given the opportunity to have my own radio show called The Real Estate Deal which airs on Sundays at 11AM and is based on real estate and educating the consumer. Getting this show is due to my network, which many professors throughout my Rider experience stressed will be one of the strongest assets when being an entrepreneur. I found out about the opportunity from another alumnus and one of my clients, Ian Smith '11, who has a radio show as well called Inside Your Mind. If it was not for my network, then I probably would not have this opportunity. It has been an incredible experience and has given me the type of platform I was looking for to help in my mission to educate consumers to the

best of my ability. It also helps me to give back to the Rider community by providing an opportunity for a current student to be the producer of the show. While I may not have been quite sure what direction I was heading in at graduation, I can say that I have found the direction I am going now and that the wisdom and knowledge passed to me in my Rider years may not have all come into play immediately, but over time it all comes back. That knowledge will forever have me being grateful for my time at Rider.

If you would like to listen to my show you can tune in to 107.7 FM on Sundays at 11AM, stream online at 1077thebronc.com or download the app "WRRC1." The audio archives of my previous shows can also be found 1077thebronc.com. I am always looking for guests as well so if you would like to be a guest, and your business has a relationship to real estate, please email me at kevinlawton87@gmail.com. Any real estate needs in the Mercer or Burlington County area, I am happy to help with as I am licensed with Coldwell Banker Schiavone & Associates. Check out my blog and follow me on Facebook to see the content I am producing.



Kevin Lawton

kevinlawton87@gmail.com

Veteran’s Program Kicks Off Again For Fourth Year!

Once again, the Center for Entrepreneurial Studies’ will be providing a free, nine week entrepreneurship curriculum for veterans over the summer. This program has the veterans develop a business plan to explore a new venture idea or guide an existing business, and takes place on Rider's Lawrenceville campus. It runs in two phases. Phase one has veterans develop their business concept. This concept must be finalized before moving onto phase two, the full business plan creation process. Only

veterans whose business concept is approved by the program can move into phase two because to build a business plan at this rapid pace, it has to come from a solid concept. Following the completion of the classroom instruction, veterans will receive one year of mentoring. The program also features a subject matter expert panel, consisting of business professionals who will provide answers to technical questions on topics like accounting, legal issues, etc.

The response to the program has

been outstanding as we are at full enrollment for this summers’ class. Further, one of our sponsors, The Uncommon Individual Foundation (UIF), will invite the veteran graduates to participate in their mentoring program. This program provides access to additional entrepreneurial resources through the Foundation’s staff and student associates. This year’s program was made possible through support from the New Jersey Bankers Charitable Foundation, and UIF.



2016 Veteran graduates, faculty, and mentors

Rider Competes in the NJ UPitch Competition

On April 27, 2017, Rider and 12 other New Jersey Colleges competed in the 2nd annual pitch competition, put on by the NJ Collegiate Entrepreneurship Consortium. This Consortium was created to showcase the entrepreneurial creativity of its

member schools’ collegiate entrepreneurs. Rider’s entrant this year was Michael Young, a senior entrepreneurship and marketing major, who presented his patented bottle cap design that allows consumers to customize their sports drinks. Michael was able to network

with an investor who was interested in his invention.



Welcome to Two New Members of the ES Advisory Board

We have begun rotating membership on our advisory board and are pleased to welcome two new participants:

The first is Rachel Stark from the Stark and Stark law firm. Rachel is a Shareholder and member of the Banking & Financial Services, Business & Corporate, Intellectual Property and Non-Profit Organization Groups. She concentrates her practice in the representation of start-up and emerging companies and non-profit organizations on a variety of issues including corporate formation, financing,

franchising, licensing, acquisitions, executive compensation, equity compensation plans, employment agreements, real estate and intellectual property law. She has been a speaker in our entrepreneurship classes, has answered legal questions for my students/alumni, and serves on the CBA Executive Advisory Council.

The second is Joe Lopez, managing director of Entrepreneur Programs at the Uncommon Individual Foundation. Joe launched the Foundation's Entrepreneur Mentoring and Technology Mentoring Programs.

Since its inception, these programs mentored over 50 start-up organizations, hundreds of elementary and middle school students, and created partnerships with over a half dozen universities in Pennsylvania and New Jersey. Joe has helped Rider's ES Center launch its co-op program and he has been helping with our alumni and veteran graduates as well. Through Joe, the UIF is supporting the 2017 veteran program, and helped the Center by creating the videos for the our high school competition. Joe also teaches small business management for us.

STAY CONNECTED

Do you need entrepreneurship interns or co-op students for your company and want to give Rider students that opportunity? We are always looking to help Rider students, so if you are aware of any internship openings, please let Dr. Cook (cookr@rider.edu) know.

Would your company benefit from being involved in the Small Business Institute® program? We are looking for firms to participate in our award-winning student consulting program. Contact Dr. Cook (cookr@rider.edu) for details.

The Small Business Institute® would like to thank our sponsor:
Grand Bank

Center for Entrepreneurial Studies
2083 Lawrenceville Road
Lawrenceville NJ 08648
Phone: 609-895-5468
E-mail: sbi@rider.edu
www.rider.edu/entrepreneurship

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