

New Hub Clients in 2015 | Hub certified as an NBIA Soft Landing Incubator | PDNVC+E 2015 Returns, Applications Now Open

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## The Incubator Monthly

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Inside the Hub



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### Hub Welcomes New Clients in 2015

The Hub of Human Innovation is excited to announce the arrival of new clients for the start of 2015. We look forward to working with these great companies and entrepreneurs! Check them out:



**ORTIZ & LOPEZ**  
PLLC

Ortiz & Lopez, PLLC

<http://www.olpatentlaw.com>

Ortiz & Lopez ("O&L") is an intellectual property law firm with the proven ability to provide its clients with quality patent, trademark, copyright and other intellectual property legal services. O&L is one of the largest intellectual property law

### Upcoming Events

**SBMI Spring 2015 - [SBDC](#)**

The Small Business Management Institute is designed to provide valuable insight and information needed to own and operate a successful business.

**Price: \$375 for the whole series or \$50/class**

**Date: January 20 – April 23**

**Location: EP Small Business Development Center, EPCC ASC Bldg. B, Suite B520, 9050 Viscount Blvd. El Paso**

**Contact: For more information, call [915.831.7733](tel:915.831.7733). To register, click [here](#).**

**Quickbooks® for Small Businesses - [SBDC](#)**

Position your business for success by tracking and monitoring your financial performance

firms in New Mexico and West Texas and represents a broad range of clients, including emerging and established companies, universities and individual inventors.



<http://phidevinc.com>

Phidev Inc. is a custom software development company that specializes in harvesting the power of the web and mobile devices to help businesses run easier and smoother with less. Phidev becomes partners with their clients to develop the best possible custom software for all their clients' needs, from the solo entrepreneur to the small to medium sized business. Phidev is committed to helping their client's grow through effective mobile and web strategies.



<http://photo-kinetics.com>

PhotoKinetics is a tunable LED lighting systems targeted to relieve stress-related symptoms many of which are currently being treated with costly drugs that have undesirable side effects. The PhotoKinetics light systems are designed to be more economical, safer, and use the body's natural physiological mechanisms to alleviate harmful effects.



**XLR8 O2 Fitness**

XLR8 O2 Fitness is a unique exercise method utilizing state-of-the-art oxygen stations and unique exercise equipment in a new concept for health and fitness. Designed to work in a quarter of the time as traditional methods with

through the QuickBooks® Complete 2014 Training Series

**Date: January 26 – March 25**

**Price: \$350**

**Location: EP Small Business Development Center, EPCC ASC Bldg. B, Suite B520, 9050 Viscount Blvd. El Paso**

**Contact: For more information, call [915.831.7733](tel:915.831.7733). To register, click [here](#).**

**Social Media Marketing - [SBDC](#)**

Learn how to increase business' exposure, engage customers, build loyalty and get customers to use your product or service. Post, provide, profit.

**Date: January 29 - 30, 2015**

**Price: \$50**

**Location: EP Small Business Development Center, EPCC ASC Bldg. B, Suite B520, 9050 Viscount Blvd. El Paso**

**Contact: For more information, call [915.831.7733](tel:915.831.7733). To register, click [here](#).**

**Executive Leadership Institute - [SBDC](#)**

This in-depth 4-part Executive Leadership Series will focus on Marketing and Branding.

**Date: January 31, February 7, 14, 21, 2015**

**Price: \$350**

**Location: EP Small Business Development Center, EPCC ASC Bldg. B, Suite B520, 9050 Viscount Blvd. El Paso**

**Contact: For more information, call [915.831.7733](tel:915.831.7733). To register, click [here](#).**

**Small Business Development Programs (8(a), HubZone, & Woman Owned - [SBA](#)**

Information on Small business development programs

**Date: February 5, 12, 19 March 5**

**Time: 9 am - 11 am**

**Location: 211 N. Florence, Ste 201, El Paso**

superior results, XLR8 O2 Fitness not only provides unique oxygen stations to medical patients and other clientele, but they are the sole licensees of the XLR8 Power Trainer. XLR8 O2 Fitness represents a revolutionary new way to exercise with oxygen and range of motion to revitalize and regenerate every cell in the human body.



## The Hub of Human Innovation is now an NBIA Certified Soft Landing Incubator

The Hub of Human Innovation Incubator is now certified by the National Business Incubation Association (NBIA) Soft Landing Program, further increasing their status as a global incubator! The NBIA Soft Landing Program is designed to introduce international clients into a domestic market such as the Paso Del Norte Region. As one of 15 certified Soft Landing Incubators in the United States, and the only one represented in Texas, the Hub of Human Innovation is committed to bringing industry into the Paso Del Norte Region. Services provided by the Hub such as housing tips, cultural training, and a guides on starting and operating a business in the United States, led to the Hub's certification in the Soft Landing Program.

Already, the Hub has experienced success in dealing with foreign markets, often in surprising ways. In January 2014, the Hub hosted a film crew from Romania, who were filming footage for a documentary on entrepreneurship. The documentary was designed to stimulate innovation in a country that hadn't seen a lot of entrepreneurship. Then in June 2014, a Kuwaiti film crew came to the Hub on a similar mission. Both documentaries successfully aired, and are available online.

For more information or to register, call [915.834.4600](tel:915.834.4600)

### Bonding & Financing Seminar - [SBA](#)

Information for Contractors who are in need or interested on Bonding & Financing.

**Date: February 10, March 10**

**Time: 9 am - 10:30 am**

**Location: 211 N. Florence, Ste 201, El Paso**

For more information or to register, call [915.834.4600](tel:915.834.4600)

### Google Partners Connect - [Phidevinc](#)

Learn from Google experts about how to grow your business through digital marketing and expand your online presence.

**Date: February 11**

**Time: 10 am - 11 am**

**Location: 500 W. Overland Ave, Suite 230, El Paso**

To RSVP, email [info@phidevinc.com](mailto:info@phidevinc.com) or call [915.730.3817](tel:915.730.3817)

### FabLab Session - [The Hub](#)

Fab Lab is featured at the monthly Hub Works. Come find out about the resources available to entrepreneurs and innovators in the community through the work of Fab Lab.

**Date: February 19, 2015**

**Time: 1 pm - 3 pm**

**Location: The Hub of Human Innovation, 500 W. Overland, Ste 230, El Paso**

Register For more information, or register <mailto:teri@hubofhumaninnovation.org>.

### PDNVC+E 2015 - [The Hub](#)

The Paso Del Norte Venture Competition + Expo is back. This is an excellent venue to connect emerging innovative businesses with entrepreneurial talent and capital. 6<sup>th</sup> is at the Camino Real with professional pitch and

Along with the film crews, the Hub also has incubated UK based Sarkar Defense, Heliotrop from France, and Intagliati from Mexico. Being certified as a soft landing incubator, the Hub hopes to bring in even more industry and technology to the Paso Del Norte Region as the New Year unfolds.

## PDNVC+E 2015 Professional Applications Now Open



The Paso Del Norte Venture Competition + Expo (PDNVC+E) 2015 professional applications are now open and available [here](#). The PDNVC+E provides an excellent venue to connect emerging innovative businesses with entrepreneurial talent and capital, as well as provide them an occasion to develop new opportunities and become active players in the regional economy.

The PDNVC+E features two competition tracks, one for university students and one for entrepreneurs launching start-ups in the region. Over two days, March 6<sup>th</sup> and 7<sup>th</sup>, these teams, competing in either the professional or student track, present their ventures to judges who are successful business people and entrepreneurs.

Not only do the participants get the opportunity to fully develop the essential elements of their business, but competitors are also faced with the opportunity to gain exposure with possible investors, judges, regional entrepreneurs and the community in an all-day Expo on Friday March 6<sup>th</sup> designed to give community members the chance to be able to interact with

preliminary student competitions. Final student competition is at UTEP on the 7<sup>th</sup>.

**Date: March 6-7, 2015**

**For more information, or to apply, click [here](#).**

### Stimulating & Driving Innovation - [UTEP CREIE](#)

Learn best-in-class innovation practices and accelerate time to market.

**Date: March 18, 2015**

**Time: 1 pm - 3 pm**

**Location: UTEP CREIE, Conference Room 422 Burges Hall, El Paso**

**Register [here](#).**

### Shaping a Product Concept - [UTEP CREIE](#)

Learn all about the patent process and the tricks of successful new product development.

**Date: April 15, 2015**

**Time: 1 pm - 3 pm**

**Location: UTEP CREIE, Conference Room 422 Burges Hall, El Paso**

**Register [here](#).**

### The El Paso-Ciudad Juarez Industry Summit - [FTZ-68](#)

Come join the region's leaders in discussing the industry trends of the Paso Del Norte region. Event features Emilio Cadena, the president of the National Council of the Maquiladora Industry in Mexico.

**Date: April 30, 2015**

**Time: 9 am - 1 pm**

**Price: Pre-event \$25, Door price \$40**

**Location: Tech20 Center, 10571 Montana Ave., El Paso**

**To Register, call Dennis Melonas at 915,771,6016 or by emailing him [here](#).**

### South by Southwest V2Venture - [SXSWV2V](#)

This four-day boutique event brings the startup

both the student and professional entrepreneurs.

The PDNVC+E will be held Friday March 6 at the Camino Real Hotel, and Saturday March 7 at the College of Business Administration Building on the UTEP campus. The PDNVC+E is free and open to the public.

For more information or eligibility requirements, visit [hubofhumaninnovation.org](http://hubofhumaninnovation.org), or call The Hub at [915.321.3125](tel:915.321.3125)

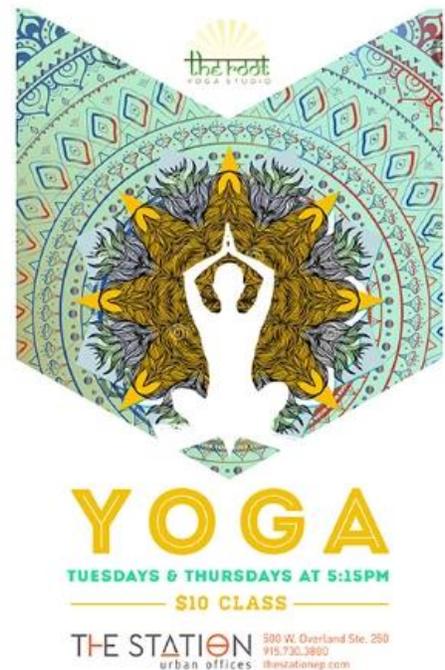
and venture capital communities together with the creative industries that have helped to make SXSW so special.

**Date:** July 19-22, 2015

**Price:** Click [here](#) for pricing information

**Location:** Bellagiop, 3600 South Las Vegas Blvd., Las Vegas

**Register** [here](#).



### **Yoga at The Station**

Unwind and relax after a long day at the office with Yoga at the Station.

**Date:** Tuesdays and Thursdays

**Time :** 5:15 pm

**Price:** \$10/class or \$60/month (8 classes)

Please visit [The Station](#) for more details.

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[www.hubofhumaninnovation.org](http://www.hubofhumaninnovation.org)

The Hub of Human Innovation

500 W. Overland Suite 230

El Paso, TX, 79912

[915.321.3125](tel:915.321.3125)

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