

# The Incubator Monthly Volume 3/ Issue 2 April 2014 Inside The Hub

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## Atlas Regeneration Technologies and Evolved Aircraft Systems Win Big at PDNVC+E 2014

The Paso del Norte Venture Competition + Expo (PDNVC+E) took place March 6-8 with 20 student teams and 19 professional teams competing. The three day event highlighted the talent and innovation in the region. In the end, only two teams, a student and a professional team, took home the 1<sup>st</sup> place prize of \$10,000 each.

Student track winner, Atlas Regeneration Technologies, won \$10,000, and a year of Affiliate Incubation at The Hub of Human Innovation. The company will introduce an external sensor called CalSensor II for water softeners that will maximize utilization of water softener capacity while minimizing salt and water consumption from regeneration. Atlas Regeneration also won the Best Expo Display which came with a \$500 prize.

Professional track winners, Evolved Aircraft Systems

## Upcoming Events

### NETWorks Las Cruces- [Arrowhead Center](#)

The Myth of Entrepreneurship:  
What it Really takes to Turn a  
Profit. Guest Speaker Paul Angel,  
Co-Founder at Cheddar Social.

**Date: April 14, 2014**

**Time: 9 am-10 am**

**Location: Arrowhead Center,  
3655 Research Drive**

**RSVP**

[toleah@sinuatamedia.com](mailto:toleah@sinuatamedia.com)

### Strategizing the Market Entry- [UTEP CREIE](#)

Market research is key to  
determining your business  
strategies

**Date: April 16, 2014**

(EvoAir), won \$10,000 in addition to a year of Affiliate Incubation at The Hub. EvoAir develops high technology devices that act to reduce pilot workload and enhance modern autopilot systems. The company's founder and CEO is no stranger to venture competitions. He competed in one of the first student venture competitions held in El Paso. This year represents his and EvoAir's first win.

"We are believers that our victory was earned not through exceptional talent, but through lessons learned from our failures. We hope to send a message to the many student teams (and professionals alike) that regardless of the outcome of a single event; hard work, dedication, and perseverance can pay off," said EvoAir CEO Michael Everett.

Other winners include:

### **Professional Track**

**1st:** Evolved Aircraft Systems, or EvoAir, \$10,000 and year of incubation.

**2nd:** Ruskat Medical Group, \$2,500.

### **Student Track**

**1st:** Atlas Regeneration Technologies, UTEP, \$10,000 and year of incubation.

**2nd:** Polyverse, UTEP, \$5,000.

**3rd:** Stratum Technologies, UTEP, \$1,000

**Challenge Round 1:** Kinnect Laboratories

**Challenge Round 2:** Miners Eye

**Challenge Round 3:** Maquina de Negocios

**Time: 1 pm-3 pm**

**Location: UTEP Burges Hall,  
Conference Room 411**

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

### **NMSU Red to Green Money Management Fair-[NMSU](#)**

Red to Green Money

Management Program offers free and confidential financial coaching to New Mexico State University students through one-on-one sessions, presentations, social media, and special events.

**Date: April 16, 2014**

**Time: 10:00 am - 3:00 pm**

**Location: NMSU Corbett Center**

**For more information and to register please click [here](#).**

### **How to Get a Business Loan- [SDBC](#)**

This class teaches you what requirements bankers look for, including key components to requesting credit, and the basic elements of business loan structure.

**Date: April 17th, 2014**

**Time: 9:00 am- 11:00 am**

**Location: DACC Workforce  
Center**

**For more information please click [here](#).**

For more information regarding the winning teams please click [here](#). For the complete list of winners please click [here](#).

### **April Hub Works: Marketing Strategy and Sales Tips for Start-Ups and Product Launches**



#### **Market Your Way to Success!**

Join The Hub on April 24th at 3 pm for our April Hub Works featuring Norma A. Mendoza, PhD and President of MerKado Research and Consulting. She will conduct a hands-on- workshop to provide participants with the tools to develop marketing strategies for their start-ups and product launches. As with all of The Hub workshops, we will include time for questions and one-on-one conversation with Dr. Mendoza.

Dr. Norma Mendoza is a marketing strategy consultant and consumer research expert with specialized knowledge of the Hispanic market. She founded MerKadoTeknia Research and Consulting LLC in August 2011, with specialties that include Qualitative and Quantitative Marketing Research, Advertising and promotion, Hispanic marketing, Retail

### **Marketing Strategy and Sales Tips for Start-Ups and Product Launches-[The Hub](#)**

Join The Hub for our April Hub Works featuring Norma A. Mendoza. She will conduct a hands-on workshop to provide participants with the tools to develop marketing strategies for their start-ups and product launches.

**Date: April 24th, 2014**

**Time: 3 pm - 5 pm**

**Location: 500 W. Overland Suite 230**

**Please RSVP to Teri**

[atteri@hubofhumaninnovation.org](mailto:atteri@hubofhumaninnovation.org)

### **Marketing, Advertising, and Promoting Your Business-[WESST](#)**

The class discusses how to create a message (or brand) for promoting your business and what avenues are best for getting your message to your Target market (audience).

**Date: April 30th, 2014**

**Time: 5:30 pm – 7:30 pm**

**Location: 125 N. Main Street**

**For more information please click [here](#).**

Marketing Strategy, Social Media Marketing.

The workshop is free and open to the public however, registration is required. Please RSVP to Teri [atleri@hubofhumaninnovation.org](mailto:atleri@hubofhumaninnovation.org).

### **LIMBS International Launches Project Mobility**

To combat the growing number of amputees in Mexico LIMBS International is launching Project Mobility. LIMBS International is a humanitarian organization launched in 2004, aimed at providing high quality, low maintenance prosthesis to the developing world.

Amputees in the developing world are most often the victims of war, landmines, freak accidents, infections, substandard medical care, and natural disasters. Amputees who become disabled due to limb loss disproportionately experience inequalities in securing access to basic resources such as health care, employment, and education. Limb loss is a sizeable and fast growing issue across Mexico due to poor access to health care and the rise in the cases of diabetes. According to INEGI, there are more than 3 million people with locomotor disabilities in México, 1.8 million who are of working age. This results in not only a loss of income for the amputee but in many cases also the loss of income for their caretaker who is often a family member. This scenario often results in the amputee being pushed out into the streets to beg once the family's resources disappear.

### **Storytelling to Investors-**

#### [UTEP CREIE](#)

What key points are investors interested in?

**Date: June 18th, 2014**

**Time: 1 pm-3 pm**

**Location: UTEP Burges Hall,  
Conference Room 411**

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

LIMBS is making a significant effort to combat this growing issue with the launch of Project Mobility. Project Mobility will distribute 350 LIMBoxes throughout Mexico. A LIMBox provides clinics with all the components (except for the socket which is custom made by our partner clinics in the field) they need to fit above and below-the-knee amputees. LIMBS has already developed partnerships with five clinics that are ready to fit patients in order to achieve this goal. LIMBoxes cost \$300 each and LIMBS is looking for people who would like to sponsor a LIMBox and make a positive impact in the life of an amputee.

For more information about Project Mobility and LIMBS International, or to donate, please click [here](#).

The Hub would like to welcome new client, Aztec Algae. Aztec Algae uses disruptive photobioreactor technology as the backbone for sealable energy efficient algae growth systems for the nutraceutical and pharmaceutical industries.

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