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The Incubator Monthly Volume 3/ Issue 6 August 2014 Inside The Hub

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The Hub to Host “Law School for Start-ups”



A lot of questions arise when an entrepreneur is looking to begin a start-up company. Questions like: “How am I going to get funded?”, “What is my business plan?”, and “Who are my customers?” tend to plague the mind of the entrepreneur. Yet

Upcoming Events

Energy Policy Research Conference - [EPI](#)

EPI's 4th annual Energy Policy Research Conference (EPRC) will be held in San Francisco California. EPRC will feature Dr. Steven Chu as the keynote speaker for the event.

Date: September 4 - 5, 2014

Location: Westin San Francisco Market Street, 50 3rd St., San Francisco

Register [here](#).

Succeeding with Numbers - [UTEP CREIE](#)

Compare and contrast the different types of financial

there are often elements of the start-up that can be forgotten in the conversation. What happens if an entrepreneur gets sued? Are there any special licenses that are involved in the manufacturing of your product, and if there are, how do you get those licenses? Should agreements with partners be formalized, and if so, how should they be handled? In the months of September and October, the Hub will be hosting a two-part seminar series entitled "Law School for Startups". These seminars will cover the basics surrounding legal issues you should consider as you start and grow your business. A team of lawyers from COX SMITH will cover strategic issues related to Agreement and Contract Negotiations, Business Formation, Contracts, Employment Law, and Intellectual Property, Trademarks and Patents. These intensive and informative sessions will include plenty of time for Q & A with the panel, followed by networking where you can talk with the panelists one-on-one. The workshops will be held on September 25th and October 23rd from 2:00 pm to 5:00 pm. There is a \$20 fee for each workshop, however, if you register ahead to attend both workshops, the fee will be \$35 for both. Due to limited space, registration is required. To register, please contact Teri

at teri@hubofhumaninnovation.org.

COX | SMITH

ATTORNEYS

Hub Launches "Shift" with an Impressive Tech Exposé

statements and their uses.

Date: September 17, 2014

Time: 1 pm - 3 pm

Location: UTEP CREIE, Conference Room 411

Burges Hall, El Paso

Register [here](#).

2014 Diversity at the Border and Golf Tournament -SMSDC

Innovative thought Leadership from Corporate America

Date: September 17 - 19, 2014

Location: Doubletree Hotel, 600 N. El Paso St., El Paso, TX 79901

Register [here](#).

"Shift" Program - [The Hub](#)

The Hub will hold the first session of their "Shift" program, **Saturday**, September 20. Following the launch, the program will continue every **Wednesday** (except for holidays) until January.

Date: September 20, 2014

Time: 8 am - 1 pm

Price for the program: \$750 / \$500 for partners

Location: The Hub, 500 W. Overland Suite 230, El Paso

Please RSVP to Nancy Lowery

at atnancy@hubofhumaninnovation.org or by calling **915.321.3121**

Law School: Business Formations, Partner Agreements - [The Hub](#)

Presented by Cox-Smith, get information regarding the formation of your business and negotiating important agreements.

Date: September 25, 2014

Time: 3 pm - 6 pm

Location: The Hub, 500 W. Overland Suite 230, El Paso

Please RSVP to Teri

at teri@hubofhumaninnovation.org

South by South West Eco 2014 - [SXSW Eco](#)

SXSW Eco attracts a global community to explore, engage and co-create solutions for a sustainable world. SXSW Eco examines the critical challenges of our times through a



The Hub of Human Innovation announced the launch of their new “Shift” program on August 6th. The announcement came during a Tech Exposé featuring brand new, licensable technologies from national laboratories and Texas Universities. Representatives from UT Austin, UTEP, Texas Tech, and Sandia National Laboratories all presented recently developed products and technologies that are available for licensing for entrepreneurs and small businesses. The range of products that were presented ranged anywhere from neat concepts like security systems designed to detect and tag scene changes (UTEP) to advanced water filter systems (Sandia).

The Hub's "Shift" program is designed to help entrepreneurs interested in starting a venture, either through one of the technologies available for license or their own design. Based off of Steven Blank's Lean Start-up model, "Shift" takes the entrepreneur through a well-defined system of developing effective business models designed to produce competitive companies. The program launches in September.

For more information about the "Shift" Program, please contact us at www.Shiftep.orgnancy@hubofhumaninnovation.org or by calling 915.321.3121

kaleidoscopic lens of design innovation, entrepreneurial spirit and a culture of creativity.

Date: October 6 - 8, 2014

Location: Austin Convention Center, 500 E. Cesar Chavez St, Austin, TX 78701

Registration Fee through Aug 8th: \$295

Register [here](#).

Deal Stream Summit - [TechVentures](#)

Technology Ventures Deal Stream Summit offers pre-selected entrepreneurs an opportunity to connect with private investors and form partnerships with these investors.

Date: October 7 - 8, 2014

Location: Anderson Abruzzo International Balloon Museum

9201 Balloon Museum Dr. NE, Albuquerque, NM

For more information, please visit www.techventures.org

Scaling Business Models - [UTEP CREIE](#)

Analyze the financial components of various business models.

Date: October 15, 2014

Time: 1 pm - 3 pm

Location: UTEP CREIE, Burges Hall, Conference Room 411

Register [here](#).

Border Energy Forum XXI - [Border Energy Forum](#)

Registration is now open for the 21st Border Energy Forum, a collaborative effort by the US and Mexico to discuss the best ways to produce and consume energy.

Date: October 15 - 17, 2014

Early Bird Cost: \$250 for private sector, \$175 for non-profit and government

Location: Monterrey, Nuevo León

Register [here](#).

Law School II: Legal Issues, IP, Taxes, Ins, HR - [The Hub](#)

Presented by Cox-Smith. Learn about Legal Issues, IP, Taxes, and HR.

Date: October 23, 2014

Time: 3 pm - 6 pm

For more information about licensing and technology transfer, please use the links below:

[Sandia National Laboratories](#)

[UTEP](#)

[Texas Tech](#)

[UT Austin](#)

What Makes Small Businesses Successful?



Excerpt from "[What Makes Small Businesses Successful?](#)" by [Ty Kiisel](#)

The first week of June, Mike Glauser, Professor of Entrepreneurship at the Jon M. Huntsman School of Business at Utah State University and Co-Founder of My New Enterprise, and his team set off on a cross-country bicycle tour with the goal of interviewing and documenting the stories of 100 small business owners in 100 cities across the country. They started in Florence, Oregon and will end up in Washington D.C. on July 28th. When I spoke with Professor Glauser last week, they were in Illinois and about six weeks into their tour.

In an effort to determine what makes these small business owners successful, they're interviewing entrepreneurs who have been in business for five or more years. They wanted to know what helped

Location: The Hub, 500 W. Overland Suite 230, El Paso

Please RSVP to Teri

at teri@hubofhumaninnovation.org

**Defense Energy Summit & Innovation Showcase -
[Defense Energy](#)**

Join the Nation's energy, business and defense leadership as they accelerate the development and deployment of new energy and infrastructure solutions for the US Military.

Date: November 11 - 13, 2014

Location: AT&T Executive Education and Conference Center, 1900 University Ave, Austin
Register [here](#).

Entrepreneur Panel - [The Hub](#)

Date: November 20, 2014

Time: 4 pm - 6 pm

Location: The Hub, 500 W. Overland Suite 230, El Paso

Please RSVP to Teri

at teri@hubofhumaninnovation.org

Holiday Open House - [The Hub](#)

Date: December 11, 2014

Time: TBA

Location: The Hub, 500 W. Overland Suite 230, El Paso

Please RSVP to Teri

at teri@hubofhumaninnovation.org

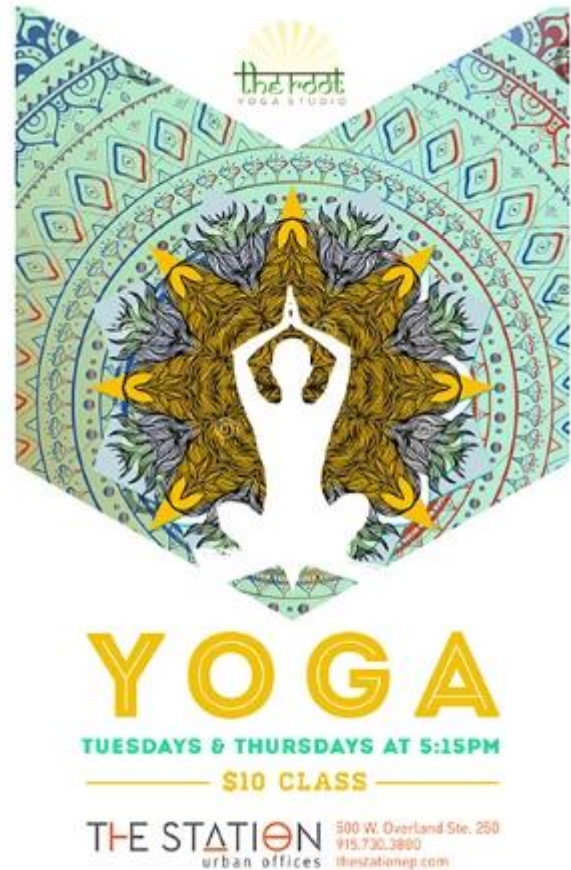
them beat the odds. He's been doing this for long enough I doubt he was expecting any surprises, but he's had a few. Traveling across the heartland of America has put him on the doorstep of a number of small business owners who share similar motivations for owning their own small businesses and what they think makes their businesses successful:

They wanted to stay in their hometown and help the community grow: He was surprised that none of the people he's interviewed said money was their prime motivator—although many of them have very successful and profitable businesses. “The Silicon Valley model has hijacked entrepreneurship,” said Glauser. “It doesn't need to be a model that scales quickly to enable a quick and profitable exit to be successful. \$2 million in annual revenues and eight to ten employees is a very viable business that can thrive long term.”

The small business owners Glauser and his team interviewed are doing business in these small towns because that's where they want to live. They've simply figured out a way to create profitable businesses in places some might consider off the beaten path...

To read the full article, click [here](#).

If You Haven't Heard... Go Check Out El Paso's FabLab



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.

Help Fund the Pocket Hat.



FABLAB EL PASO

Imagine if everyone could have access to a 3D printer without going bankrupt? Or if an entrepreneur could readily use the tools that they needed to bring their idea into a reality? Well, El Paso's FabLab brings this possibility into a reality. FabLab is a non-profit organization, organized around the idea that the average person should have access to the high-tech, cost-effective tools that are needed to bring their creative ideas into a reality. They offer community access to a variety of high tech tools, such as laser cutters, 3D printers, and CNC milling machines, as well as other essential tools that can be used to enhance STEM education.

FabLab provides a number of services to the community. One of their services is the Digital Design Studio, a place where an individual can get help in the actual designing of a product. They also offer project consultation as well as skills workshops, dealing with the introductory and safety of the machines that they offer. They also have fun workshops and activities designed specifically for kids.

If you're interested in helping out the FabLab, they have a crowdfunding campaign that is currently live on [Indiegogo](#). Click [here](#) for more details.

To find out more about the FabLab, click [here](#).
For events and other activities, click [here](#).



Thirteen-year-old entrepreneur, Neil Krafsur is still working on funding his Pocket Hat. Contribute to his crowdfunding campaign [here](#).

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www.hubofhumaninnovation.org

The Hub of Human Innovation
500 W. Overland Suite 230
El Paso, TX, 79912
915.321.3125

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