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**The Incubator  
Monthly  
Volume 3/ Issue 5  
July 2014  
Inside The Hub**

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**Upcoming Events**

**The Hub to Announce Launch of  
“Shift” at Tech Exposé**

*Shift*  
powered by  
the  
hub

The Hub of Human Innovation will host a Tech Exposé on August 6 at 4:00 pm to serve as a kick-off for the

**Christmas in July - [SBDC](#)**

Create a Social Media campaign with great tips and ideas. Get your customer ready for Christmas!

**Date:** July 10, July 17, July 24, 2014

**Time:** 8:30 am - 11:30 am

**Location:** Small Business Development Center, 9050 Viscount BLVD. Bldg. B. #B520, El Paso

**Cost:** Registration Fee: \$60, Walk-In

**Registration:** \$75 For information and to register call [915.831.7742](tel:915.831.7742) or

visit [elpasosbdc.net](http://elpasosbdc.net)

**Go-To-Market Strategies - [Arrowhead](#)**

new Hub Program, "*Shift*". *Shift* provides entrepreneurs a proven methodology to create and manage startups and get their product to customers' hands faster.

The Tech Exposé will feature technologies available for license from regional universities and national laboratories. Representatives from UTEP, Texas Tech, UT Austin, Los Alamos National Laboratories, and Sandia National Laboratories will be available on August 6<sup>th</sup> to speak to entrepreneurs about the technology they have for license and the process for licensing those technologies. UT San Antonio and Texas A&M have also been invited.

The Exposé will provide current and aspiring entrepreneurs an opportunity to see what products are available for commercialization, and begin discussions with technology transfer offices that could result in bringing the next great product to the market. All of the institutions represented have spent decades creating research discoveries. Licensing helps these universities and national labs move their research from an idea to a product that can then be pushed out into the market place, all they need is you - the entrepreneur.

The Tech Exposé will expose participants to the technology available for commercialization in the region, and the Hub's *Shift* program will help entrepreneurs work to bring that technology to market.

*Shift*, however, is not just for people looking to license an existing technology. It is for entrepreneurs working to start or grow a global business. So whether you have a current startup, an idea for a product, or are searching for an idea, *Shift* can help you realize that dream.

The Hub's *Shift* program is based on a lean-startup model, popularized by Steve Blank, and the business

Scott Maloney will be giving a seminar discussing entry marketing strategies.

**Date: July 18, 2014**

**Time: 1 pm**

**Location: Arrowhead Center, 3655 Research Road, Genesis Center Building C, Las Cruces**

#### **How to Write a Competitive SBIR Proposal - [Arrowhead](#)**

This workshop will thoroughly cover the steps to write a competitive SBIR proposal using DOE and USDA as sample granting agencies.

**Date: July 22, 2014**

**Time: 4 pm - 6 pm**

**Location: Arrowhead Center, 3655 Research Road, Genesis Center Building C, Las Cruces**

**Please RSVP to [ati@nmsu.edu](mailto:ati@nmsu.edu)**

#### **Intellectual Property Training - [TechVentures](#)**

TechVentures offers a free monthly workshop for different issues concerning IP.

**Date: July 23, 2014**

**Time: 8:30 am - 12:30 am**

**Location: McCorkle Conference Rm., 1155 University Blvd. SE, Albuquerque**

**For more information, please visit [www.techventures.org](http://www.techventures.org)**

#### **Are You Ready for Venture Capital - [Arrowhead](#)**

Dr. Beto Pallarez is going to be giving a seminar for entrepreneurs and start-ups so that they can see whether or not they are ready for venture capital.

**Date: July 30, 2014**

**Time: 12 pm - 1 pm**

**Location: Arrowhead Center, 3655 Research Road, Genesis Center Building C, Las Cruces**

#### **EA Workshop | Scott Maloney - [Arrowhead](#)**

The Enterprise Architecture Workshop will be given by Scott Maloney, the Vice President of Strategy and Operations for @Pay.

model generation canvas created by Alexander Osterwalder. Lean-startup focuses on creating more efficient and compact business models for startups where the customer is much more involved in the early stages of product development. Entrepreneurs, by testing their proposed business model early on, can find out what customers and partners want, what works and doesn't work about a product, and use that information to build a product that is ready to launch in a shorter time frame with less risk. This model works for established companies also. It provides a structure for companies to *shift* their managing systems, finances, and sales as needed, creating a more powerful business model, while at the same time freeing up time and resources to focus on the other needs of the company.

**What:** Tech Exposé

**When:** August 6<sup>th</sup> at 4:00pm

**Where:** 500 W. Overland, 1st floor - the El Paso Times Community Room

**RSVP:** Teri at [teri@hubofhumaninnovation.org](mailto:teri@hubofhumaninnovation.org).

Space is limited

*Shift* is set to start on September 20<sup>th</sup>, 2014. **For more information on the *Shift* program, powered by The Hub, contact Nancy at [nancy@hubofhumaninnovation.org](mailto:nancy@hubofhumaninnovation.org) or Cathy at [cathy@hubofhumaninnovation.org](mailto:cathy@hubofhumaninnovation.org).**

**Start date:** Saturday September 20<sup>th</sup>

**Sessions:** Tuesday evenings

**End date:** Tuesday January 13<sup>th</sup> with *Shift* Exposé

**Cost:** \$750 regular, \$500 partner

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## 13 Year Old Entrepreneur

**Date:** July 30, 2014

**Time:** 1 pm

**Location:** Arrowhead Center, 3655 Research Road, Genesis Center Building C, Las Cruces

**Stimulating and Driving Innovation - [UTEP CREIE](#)**

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

**Date:** July 30, 2014

**Time:** 1 pm - 3 pm

**Location:** UTEP CREIE, Conference Room 411 Burges Hall, El Paso

Register [here](#).

**Tech Exposé + *Shift* Kick-off- [The Hub](#)**

The Hub will be hosting a technology exposé, showcasing technologies available for licensing from national labs and universities. Representatives from UTEP, Texas Tech, UT Austin, Los Alamos National Laboratories, and Sandia National Laboratories will be available. The Hub will also be announcing the launch of their new *Shift* program.

**Date:** August 6, 2014

**Time:** 4 pm

**Location:** 500 W. Overland, 1st Floor - El Paso Time's Community Room, El Paso

RSVP to Teri

at [teri@hubofhumaninnovation.org](mailto:teri@hubofhumaninnovation.org)

**Export Forum 2014 - [Foreign-Trade Zone No 68](#)**

Export Forum 2014 El Paso, TX is a unique opportunity for leading OEMs in Mexico and potential suppliers to meet and identify new business partners.

**Date:** August 15, 2014

**Time:** 9 am - 1:30 pm

**Location:** Wyndham Airport Hotel, 2027 Airway Blvd., El Paso

To register contact Dennis Melonas at (915) 771-6106 or [melonasdt@elpasotexas.gov](mailto:melonasdt@elpasotexas.gov)

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

## Launches The PocketHat!



Neil Krafzur is 13 years old and lives in El Paso. Since he was a little kid, he always knew he wanted to be an entrepreneur.

The PocketHat idea was hatched about three years ago by Neil and his sister, Alyssa. Their parents took them to a lot of marathons and races, where they noticed that runners needed some place to carry things during their race, like money, keys, etc. The idea of The PocketHat was born from this unmet need!

Even though they had what was a novel idea, Neil says: " It has been very hard to get the PocketHat designed and developed. I have been working on this for 3 years! You don't have a lot of credibility as a pre-teen, so I was rejected by virtually every manufacturer I approached... There were times when I did not think that PocketHat would become a reality, but I didn't give up. Finally, I was introduced to a great company in Colorado called Headsweats. I sent them my designs and within a couple of months they sent me some awesome samples. The PocketHat was born!"

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

**Date: August 20, 2014**

**Time: 1 pm - 3 pm**

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

Register [here](#).

**Venture Capital 101: How Funds Work and Where the Entrepreneur Fits In - [The Hub](#)**

Do all start-ups need venture capital? How much should the entrepreneur ask for? How do I communicate with a VC? Dr. Beto Pallarez will be sharing his experience in venture capital this July.

**Date: August 28, 2014**

**Time: 3 pm - 5 pm**

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

**RSVP to Teri**

at [teri@hubofhumaninnovation.org](mailto:teri@hubofhumaninnovation.org)

**Succeeding with Numbers - [UTEP CREIE](#)**

Compare and contrast the different types of financial 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](#).

**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**

**RSVP to Teri**

at [teri@hubofhumaninnovation.org](mailto: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

Neil just launched his new Company, PocketHat, on the crowdfunding platform, RocketHub.com. **To check out his video and order a PocketHat for yourself go to:** <http://www.rockethub.com/projects/43418-13-year-old-entrepreneur-launches-the-pockethat>

## Getting widgets to market: Region addresses need for start-up funding



Excerpt from the June 6, 2014 issue of the [Las Cruces Bulletin](#)

Like an aspiring actor heading for Hollywood in the heyday of film studios, inventor Jeffrey Scott came to Las Cruces in 2012. He was pursuing the dream of producing micro algae for pharmaceutical and nutritional use.

Scott was prepared. He had designed a closed system that would grow the algae cost effectively in a controlled environment that would be nourished by the Southwestern sun. He also had a signed contract to sell the product, as well as the corporate and entrepreneurial experience to validate he could run a business.

But he needed capital to scale up and go into production with his company, Aztec Algae LLC. With help from

world. SXSW Eco examines the critical challenges of our times through a 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**

**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. Albuquerque**

**For more information, please visit [www.techventures.org](http://www.techventures.org)**

**Valuing 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, El Paso**

**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

the Hub of Human Innovation virtual incubator in El Paso, Scott has fine-tuned his presentation and is pitching to potential investors.

### **National, state and local perspective**

Although Scott meets the criteria of investors, a pessimist might say he is seeking investors at the wrong time and in the wrong place. Beto Pallares, professional investor and investor residence at New Mexico State University's Arrowhead Center, said New Mexico and the Paso del Norte region tend to lag behind the nation in terms of access to startup capital.

The brutal fact, however, is there is never a good time or place to secure funding for a new venture... One role that centers such as Arrowhead and the Hub can play is finding potential investors who may want to fund entrepreneurs but don't know where to look.

“[Investors are] not stepping up and saying, ‘Do you have any ideas we can invest in?’” [Cathy Swain, CEO of the Hub of Human Innovation] said. “In order to identify potential investors and meet their other goals, technology commercialization centers need to become very active in the entrepreneurial community around them,”

To read the full article, visit the [Las Cruces Bulletin](#), Business B1, B2 in the June 6th issue.

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## **What is Net Neutrality, and How Can It Affect Your Business?**

Issues, IP, Taxes, and HR.

**Date: October 23, 2014**

**Time: 3 pm - 6 pm**

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

**RSVP to Teri**

at [teri@hubofhumaninnovation.org](mailto:teri@hubofhumaninnovation.org)

**Entrepreneur Panel - [The Hub](#)**

**Date: November 20, 2014**

**Time: 4 pm - 6 pm**

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

**RSVP to Teri**

at [teri@hubofhumaninnovation.org](mailto:teri@hubofhumaninnovation.org)

**Holiday Open House - [The Hub](#)**

**Date: December 11, 2014**

**Time: TBA**

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

**RSVP to Teri**

at [teri@hubofhumaninnovation.org](mailto:teri@hubofhumaninnovation.org)



Excerpt from the [June 2014](#) issue of [Entrepreneur](#)

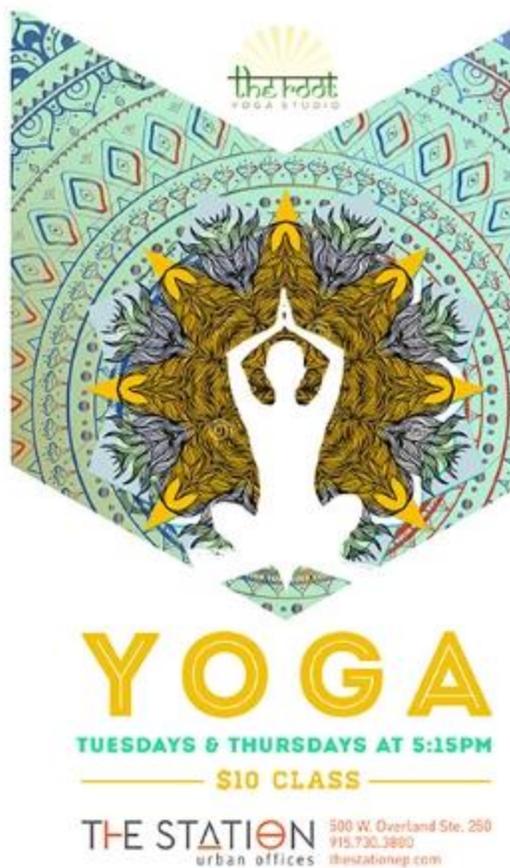
"We enjoy an open network in which internet service providers (ISPs) distribute the information we send and receive on a neutral basis--meaning without preferential treatment. In this best-case-scenario environment, all internet traffic is treated equally.

But this setup isn't guaranteed, and it's an issue that needs to be watched carefully, according to Alexis Ohanian, co-founder of [reddit](#), the social news website powered by user-submitted content. We asked him about the importance of [net neutrality](#) in creating parity for all businesses.

### **What would a non-neutral internet environment look like?**

An ISP could freely insist that social networks such as Facebook or a cloud service provider such as Amazon pay an additional fee in exchange for the ISP delivering their data faster. Facebook and Amazon could buy this preferential treatment, which would give them a huge advantage over their smaller and now slower-moving competition.

But if they refused to meet the ISP's financial "suggestion," the service provider could--and I stress could--slow down access to those services, which to even the casual observer raises the specter of blackmail.



### **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.**

## How would that affect my small business?

With net neutrality as we have now, you, the entrepreneur, have the opportunity to compete with anyone--and you have a chance to succeed--because anyone can access your website as easily as they can find the incumbents. If we lose net neutrality, a small-business owner will face a much smaller market. Worst-case scenario: Instead of being able to sell to anyone with an internet connection, fledgling entrepreneurs would find their customers limited to those who paid for the "internet package" that covers access to their particular website. It would be like your cable TV plan: The more you pay, the more channels you receive.

The reason innovation thrives online today is that everyone has access to every channel equally."

To read the full article click [here](#). To leave a comment on your position of Net Neutrality on the FCC website, click [here](#).

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