

# The Incubator Monthly Volume 3/ Issue 3 May 2014

## Inside The Hub

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### Marketing Takes Center Stage as the Summer Begins

Over the next couple of months, Marketing will be the focus of several events both at The Hub and elsewhere. In order to get ready for these great events, The Hub presents "5 Ways to Market Your Startup on a Dime" according to Entrepreneur.com

**1. Focus on the customer experience:** Stay close to your core user base, engage in learning from their actions and feedback, and iterate to improve on the experience you're delivering at all times. There is always room to be better.

**2. Cross Promotions/Exposure:** Segment your target user bases and brainstorm places where they congregate -- both online and offline. Think about how you can introduce your site into their community. Most people and businesses are interested in continuing to engage their audiences via content, so give them something to talk about.

### Upcoming Events

#### Fort Bliss Forecast Forum-[Fort Bliss](#)

Fort Bliss will host a "Forecast Forum" to discuss their anticipated forecast opportunities for 2014.

**Date: May 15, 2014**

**Time: 8:00 am**

**Location: Sage Hall Bldg. 311 (Pershing Circle) Fort Bliss, Texas 79916**

**RSVP: Call Keith at [\(915\) 831-7749](tel:9158317749)**

#### Starting a Start-up-[UTEP CREIE](#)

Overview of the important administrative elements of setting up a business.

**Date: May 21, 2014**

**Time: 1 pm - 3 pm**

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

Register [here](#).

#### Phidev Presents: Google Partners Connect-[Phidev](#)

Learn from Google experts about how to grow your business.

**Date: May 21, 2014**

**Time: 12 pm - 1 pm**

**3. Content Strategies:** Establish your brand as a subject-matter expert. Can you identify platforms where your customer is and offer an authenticity and relevant point-of-view through added content? Again most all businesses are looking to enhance their own customer experience and touch points, so if you can contribute supplemental material to them it stands to be a win-win.

**4. Build virality into you product/experience:** User get user strategies continue to gain importance in most consumer business marketing plans. What sort of touch points can you build into your offering that lend themselves to sharing?

**5. Media Exposure:** Craft a business and consumer story for your company and think about the most relevant places to distribute. Give them something personal, noteworthy and authentic to dig into. If you can't attract top-tier press, that's okay. Start with blogs while you build a base of support and move on from there.

For the full article please click [here](#).

## **May Hub Works: Researching the Market + Forecasting Sales**

### **Know your market, know success!**

Join The Hub on May 22nd at 4 pm for our May Hub Works featuring Gary E. Williams, director of CREIE at UTEP. Gary's presentation will

**Location: 500 W. Overland Suite 250L**  
Please RSVP by calling [915.730.3817](tel:915.730.3817) or contacting [info@phidev.com](mailto:info@phidev.com)

### **Research Market / Sales Forecast-[The Hub](#)**

Speaker will be Gary Williams, Director of UTEP CREIE.

**Date: May 22, 2014**

**Time: 4 pm - 6 pm**

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

Please RSVP to Teri

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

### **STEM Fiesta- [Workforce Solutions Upper Rio Grande](#)**

The event will feature science and engineering activities, various exhibits, presenters, universities, student competitions including a Gaming/IT competition, Robotics competition and the annual STEM challenge.

**Date: May 28, 2014**

**Time: 8 am - 4 pm**

**Location: Judson F William Convention Center**

For more information please visit: [www.urgjobs.com](http://www.urgjobs.com)

### **Storytelling to Investors-[UTEP CREIE](#)**

What key points are investors interested in?

**Date: June 18, 2014**

**Time: 1 pm-3 pm**

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

Register [here](#).

### **Social Media and Web Marketing-[The Hub](#)**

Speaker will be Paz Garcia, Digital Brand Manager at the El Paso Times.

**Date: June 26, 2014**

focus on providing entrepreneurs the information necessary to properly forecast sales and to make the most out of their market research.

Gary E. Williams is the current Director of the Center for Research Entrepreneurship and Innovative Enterprises (CREIE) at UTEP, Dr. Williams was responsible for establishing the Center to provide sustainability for faculty and students interested in pursuing the entrepreneurial route, including innovation and commercialization of technology-based companies. Previously, Dr. Williams served as President and CEO of Mayan Pigments, where he had overall P/L responsibility for this start-up company incubated at UTEP. Key activities included developing and implementing the business strategy, establishing a manufacturing capability, raising funds and establishing key alliances.

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

## **Phidev Presents: Google Partners Connect**

Learn from Google experts about how to grow your business:

- help small businesses succeed on the web
- work and win with an agency
- maximize your business online

### **Speakers will be:**

- Arjan Dijk: VP Global Small Business Marketing

**Time: 4 pm - 6 pm**

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

**Please RSVP to Teri**

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

### **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 Burges Hall, Conference Room 411**

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

### **Entrepreneur Rock Star-[The Hub](#)**

**Date: July 24, 2014**

**Time: 4 pm - 6 pm**

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

**Please RSVP to Teri**

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

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

Tell your friends it's time to start Christmas Shopping! 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**

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

**Registration: \$75**

**For more information and to register**

please call [915.831.7742](tel:915.831.7742) or

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

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

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

**Date: August 20, 2014**

- Ben Wood: Director, Channel Sales Americas
- Fred Vallaeyes: Google AdWords Evangelist

**When:** Wednesday, May 21st, 12pm-1pm

**Where:** 500 W Overland Ave Suite 250L, El Paso, TX, 79901

**RSVP:** This event is free and open to the public. Call [915.730.3817](tel:915.730.3817) or [info@phidevinc.com](mailto:info@phidevinc.com)

## June Hub Works: Social Media + Web Marketing

### Demystify the world of social media and online marketing.

Join The Hub June 26th at 4pm for our June Hub Works featuring Paz Garcia, Digital Brand Manager at the El Paso Times. Paz's workshop will focus on teaching entrepreneurs the ins and out of social media and other forms of web marketing.

Paz began her career at the El Paso Times as their Information Technology Managers. Her focus is to support the effort to produce "a new product every day". In September of 2012, she was promoted to VP of Information Technology where she managed all technology operations for El Paso Times and seven newspapers in NM. in 2014 Paz started supporting the Advertising and Marketing department as the Digital Brand Manager for the Texas New Mexico Newspaper Partnership, which include

**Time:** 1 pm-3 pm

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

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

**Financing-**[The Hub](#)

**Date:** August 28, 2014

**Time:** 4 pm - 6 pm

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

**Please 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 Burges Hall, Conference Room 411

**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:** 500 W. Overland Suite 230

**Please RSVP to Teri**

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

**Deal Stream Summit-**[TechVentures](#)

Technology Ventures Competition's Deal Stream Summit offers entrepreneurs an opportunity to connect with private investors and form partnerships with these investors. Entrepreneurs will compete for a \$30,000 Investor's Choice award that will be made to the entrepreneur presenting the best investment opportunity. **\*\*\*Companies interested in participating in this event need**

the El Paso Times and seven New Mexico properties. This is in part due to the importance of Advertising Digital Solutions and the strategy to incorporate and offer advertising solutions to Mexico,.

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

### **STEM Fiesta Offers Exciting Opportunities for Students**

According to the US Department of Education, a lack of quality Science, Technology, Engineering, and Math (STEM) programs is one of the top issues in education. Currently only 16% of all high school students are interested in pursuing a STEM career. This lack of quality STEM education has led the US to drop to 25<sup>th</sup> in math and 17<sup>th</sup> in science in a ranking of the industrialized world.

In an effort to make the Paso del Norte region a leader in STEM education and careers, Workforce Solutions Upper Rio Grande has created the STEM initiative program. This program invests in the youth of the region through the promotion of STEM programs and careers. Through this initiative, Workforce Solutions not only aims to impact the lives and career choices of youth but to help the region thrive as well.

Part of this initiative, is STEM Fiesta, an event celebrating STEM programs and the students who choose to participate in them. The goal is

to submit necessary paperwork by **JULY 1, 2014**. For more information regarding participation please click [here](#).\*\*\*

**Date: October 7-8, 2014**

**Location: Albuquerque, NM**

**For more information about the competition and**

**location please visit [www.techventures.org](http://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 Burges Hall, Conference Room 411**

**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**

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

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

**Please RSVP to Teri**

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

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

**Date: December 11, 2014**

**Time: TBA**

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

**Please RSVP to Teri**

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

to not only celebrate those students who already participate in STEM programs, but to encourage other students to become engaged in STEM classes by showing them all of the possibilities and opportunities STEM programs and careers can offer.

The event will take place May 28<sup>th</sup>, 2014 at the Judson F William Convention Center from 8 am to 4 pm. It will include hands on science and engineering activities in addition to various exhibits, presenters, and universities that will be present.

The event will also feature student competitions including a Gaming/IT competition, Robotics competition and the annual STEM challenge. The entrepreneurial challenge, now in its fifth year of operation, has been repeatedly recognized for its excellence. In 2013 it was awarded the Texas Workforce Commission Industry Sector Outreach Award and the BizTech Technology Hall of Fame Award. Last year, 20 high school teams competed from schools from El Paso, Yselta, Presidio, and Marfa competed in the finals. In the end, IntelliGO from Coronado took home the grand prize. IntelliGo is a compact, lightweight ear piece that utilizes the latest Smart Technology and Bluetooth to translate from one language to another effectively and efficiently.

For more information about STEM Fiesta and Workforce Solutions Upper Rio Grande, please click [here](#).

**\*\*\*Workforce Solutions Upper Rio Grande is currently looking for volunteers to participate in this event. If you are interested in volunteering please contact Rosa Flores at [915.630.1448](tel:915.630.1448) or via email at [rosa.flores@urgjobs.org](mailto:rosa.flores@urgjobs.org)\*\*\***

## **Yoga at The Station**

Unwind and relax after a long day at the office or at school with Yoga at The Station

**Date: Every Tuesday and Thursday**

**Time: 5:15 pm**

**Location: 500 W. Overland Suite 250**

**Cost: \$10 per class**

**Please visit [thestationEP.com](http://thestationEP.com) for more information.**

## **Meet Our New Interns!**

The Hub would like to welcome three new interns.

Mauricio Mercado is pursuing a BBA in Finance, with a financial analyst concentration, at the University of Texas at El Paso. He is currently interning at The Hub of Human Innovation as a Business Analyst. His main duties include: market research, financial statements development, and business plan proofreading for the Hub's clients.

Kripa Venkatraman graduated from Visveshwaraiah Technological University, India with her Bachelor's degree in Engineering, 2008. After

working for several months as a Software Test Engineer, she returned to school and received her Masters in General Management. She is currently pursuing her MBA in Finance and working as a business analyst intern for The Hub.

Blaise Nelson is working on his BBA in Computer Information Systems at the University of Texas at El Paso. Upon graduation, he hopes to go into the corporate world, as an IT manager. Currently, he's working as a marketing/social media intern for The Hub, as well as a music instructor at a studio on the west side of El Paso.

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