



## The Incubator Monthly Volume 3/ Issue 8

October 2014

Inside The Hub


Check out  
[InnovateWestTexas.com](http://InnovateWestTexas.com)  
for excellent  
entrepreneurial  
resources.



[InnovateWestTexas.com](http://InnovateWestTexas.com) opens the door to the variety of resources found across West

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### Upcoming Events

**Information Sessions: City of El Paso 2015**

**Trade Mission to Colombia - [FTZ #68](#)**

Trade & investment mission to provide companies that participate with an opportunity to travel overseas to meet with prospective international business partners face-to-face, greatly enhancing the potential for business success.

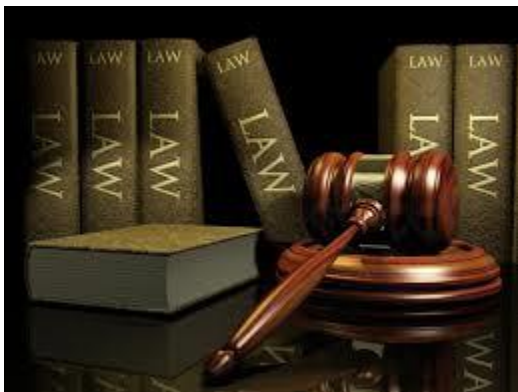
**Date: October 14, 2014, 6 pm**

Texas that are available for entrepreneurs to build and grow their businesses. It is designed as a gateway for business people to connect with the resources available for learning about entrepreneurship, funding businesses, and launching a startup.

Innovate West Texas is sponsored by the Trans-pecos/El Paso Regional Center for Innovation and Commercialization (RCIC). The RCIC is housed within the Texas Tech University System (TTUS) Office of Technology Commercialization, enabling it to leverage its presence across West Texas, commercialize university intellectual property, and partner with high-profile institutions in the region. The RCIC's goal is to identify quality clients for ETF investment, as well as provide resources to their funded clients.

You can find out more about InnovateWestTexas.com or access their resources [here](#).

## COX SMITH to present “Law School for Start Ups” @ the Hub



What legal hurdles do entrepreneurs face?

**Date:** October 16, 2014, 9 am

**Location:** La Placita, El Paso International Airport

For more information [FTZ #68](#)

### Financing the Startup Business - [Arrowhead](#)

How to get money to start a business; identify what lenders need to know about you and your business plan; and what types of collateral and equity are required.

**Date:** October 15, 2014

**Time:** 6 pm - 8 pm

**Location:** Enterprise Center, 125N Downtown Mall, Las Cruces

To register, call 575.541.1583.

### 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, 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](#).

### Raising Funding for Startups in New Mexico - [Coronado Ventures Forum](#)

How do they tackle the daunting legal obligations that often stand in the way of getting their start-ups underway? This October, The Hub is hosting the second part to a two-part series entitled “Law School for Startups”. This seminar will continue the discussion over the basic 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 Corporate Transactions, Contracts, Business Formation, Business Entities, Securities Law, Employment Law, and Intellectual Property including Trademarks and Patents. This is an intensive and informative session and will include time for Q&A and the opportunity to talk with the panelists one-on-one.

The workshops will be held on October 23rd from 2:00 pm to 5:00 pm. The workshop fee is \$20/person. Due to limited space, registration is required. To register, please contact Teri at [teri@hubofhumaninnovation.org](mailto:teri@hubofhumaninnovation.org).



## El Paso Biz Incubator Goes Global

This event features a panel discussion on startup funding options in New Mexico and will include panelists representing venture capital funds, both local and out of state, and other sources of funding for startups.

**Date: October 16, 2014**

**Time: 6 pm - 8 pm**

**Cost: \$22.5**

**Location: Albuquerque Balloon Museum, 9201 Balloon Museum Dr. NE, Albuquerque**

**To register, click [here](#).**

**2nd Grand Concert: Hope Through Music Across Borders- [Esperanza Azteca Orchestra](#)**

**Date: October 18, 2014**

**Time: 6 pm**

**Location: Abraham Chavez Theater, 1 Civic Center Plaza, El Paso**

**For more information, call 915.539.5450**

**Giving a More Effective Presentation - [El Paso Chamber of Commerce](#)**

Learn how to gain the prospects respect, as well as how to do a presentation binder, laptop or iPad.

**Date: October 21, 2014**

**Time: 8 am - 10 am**

**Cost: \$95/session (non-members), or \$380 for the whole series.**

**Location: Greater El Paso Chamber of Commerce, 10 Civic Center Plaza, El Paso**

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

**For more information contact Minda at 915.629.6714**

**Keeping Records for the IRS - [Arrowhead](#)**

What business records you must keep to comply with IRS requirements.

**Date: October 22, 2014**



Excerpt taken from [El Paso Inc.](#) For full article click [here](#).

By Robert Gray El Paso Inc. staff writer |  
Posted: Monday, September 29, 2014 12:00 pm

It's an eclectic mix: A Nigerian pediatrician practicing in the Bronx who invented a product called Hospital in a Box...

...A retired lieutenant colonel in the Greek Army worked with researchers at the University of Maryland to develop a portable facial recognition system that can identify bad guys.

And then there are the daring executives of a Scottish defense company who once sold their products, bulletproof vests and ballistic helmets, at an arms fair while dressed in kilts.

What do they have in common? They are all with small companies, startups, that would like to get established in the El Paso region and have sought the help of the city's Hub of Human Innovation...

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

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**Time: 6 pm - 8 pm**

**Location: Enterprise Center, 125N Downtown Mall, Las Cruces**

**To register, call 575.541.1583.**

**Law School for Start Ups II: IP, Employment Law + Related Contract Issues - [The Hub](#)**

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

**Date: October 23, 2014**

**Time: 2 pm - 5 pm**

**Cost: \$20**

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

**Please RSVP to Teri**

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

**Startup Weekend Las Cruces - [Arrowhead](#)**

Join this intense 54-hour event where local entrepreneurs, developers, designers, engineers, startup enthusiasts and anyone interested in building a business will come together to share ideas, form teams, and launch a startup. Speaker will be Jared Tarbell.

**Date: October 24, 2014**

**Time: 5:30 pm**

**Location: Arrowhead Park, 3600 Arrowhead**

**Dr. Las Cruces**

**For more information, send an email to**

**[ati@nmsu.edu](mailto:ati@nmsu.edu) or click [here](#).**

**Strategies and Planning for Your Business - [Arrowhead](#)**

How to prepare a business plan and why it's needed for every type of business.

**Date: October 29, 2014**

**Time: 6 pm - 8 pm**

**Location: Enterprise Center, 125N Downtown Mall, Las Cruces**

## The Hub is Hiring



Job Title: Business Specialist  
Position reports to: Assistant Director  
Status: Full Time, Non-Exempt  
Date: August 2014  
Start Date: October 2014

### **Job Purpose Summary:**

Provide accounting/financial management support to The Hub; provide Hub clients accounting/financial management assistance; assist in the development and implementation of the soft-landing program.

The Hub is looking for an individual to assist with the day-to-day accounting and bookkeeping activities, including posting, record keeping, and reporting. Additionally, the person hired will work with Hub clients on to business planning, market feasibility, and financial forecasts.

We are looking for an individual who is committed to working with entrepreneurs and start-ups. The individual hired will have

To register, call 575.541.1583.

**How Social Media/Devices/Technology have changed the Profession-** [El Paso Chamber of Commerce](#)

This thorough workshop will cover the basics on how to leverage resources that are now available to all business owners.

**Date: November 4, 2014**

**Time: 8 am - 10 am**

**Cost: \$95/session (non-members), or \$380 for the whole series.**

**Location: Greater El Paso Chamber of Commerce, 10 Civic Center Plaza, El Paso**  
**Register [here](#).**

**For more information contact Minda at 915.629.6714**

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

How to create a message or brand for promoting your business.

**Date: November 5, 2014**

**Time: 6 pm - 8 pm**

**Location: Enterprise Center, 125N Downtown Mall, Las Cruces**

**To register, call 575.541.1583.**

**Innovation and Discovery in Agriculture and Food - [HD3](#)**

This two-day HD3 signature event will focus on statewide innovation and commercialization opportunities within or that impact the agriculture, value-added food products and food industries.

**Date: November 5 - 6, 2014**

**Location: Daniels Leadership Center, 101 W College Blvd., Roswell**

**To register, call Michelle Miller at 505.210.5711.**

an understanding of and ability to analyze and develop business models, and analyze company financial documents. They will have excellent accounting knowledge, organizational skills, accuracy in all aspects of work, record of highest ethical standards and confidentiality, and a professional manner. A Bachelors Degree is required, Masters preferred.

If you are interested send your resume and cover letter to Teri French at [teri@hubofhumaninnovation.org](mailto:teri@hubofhumaninnovation.org).

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## There's Still Time to Register for the Defense Energy Summit, or for the Fall National SBIR/STTR Conference



This fall, November 11 – 13, the Defense Energy Summit and the Fall National

### 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. This year, the conference is co-located with the Fall National SBIR/STTR Conference

**Date: November 11 - 13, 2014**

**Price: Starting at \$345**

**Location: AT&T Executive Education and Conference Center, 1900 University Ave, Austin**

Register [here](#).

### Fall National SBIR/STTR Conference -

#### [SBIR/STTR](#)

National SBIR/STTR conferences specialize in helping small businesses learn about participating in SBIR/STTR programs. This year, the conference is co-located with the Defense Energy Summit & Innovation Showcase.

**Date: November 11 - 13, 2014**

**Price: \$445**

**Location: AT&T Executive Education and Conference Center, 1900 University Ave, Austin**

Register [here](#).

### Dynamica Expo 2014 - [The Medical Center of the Americas Foundation](#)

This two-day conference is focused on disrupting traditional thinking in order to drive breakthrough innovation in healthcare.

**Date: November 14 - 15, 2014**

**Location: El Paso Convention Center, One Civic Center Plaza, El Paso**

To register, click [here](#).

SBIR/STTR Conference will be co-located in Austin, Texas. Early registration prices are still available, so capitalize on these great opportunities.

### **Defense Energy Summit (DES)**

The Defense Energy Summit's focus will center on building the foundation for a new Defense Energy Center of Excellence. It will also explore different solutions to accelerate clean energy and infrastructure solutions. DES features hundreds of business and scientific presentations from around the world, focused on the rapidly growing energy sector and its synergy with the SBIR/STTR program.

### **Fall National SBIR/STTR Conference**

The Small Business Innovation Research (SBIR) and Small Business Technology Transfer programs are highly competitive, encouraging small businesses to engage in Federal Research/Research and Development (R/R&D) work with potential for commercialization.

National SBIR/STTR conferences are typically the largest and most important conferences specializing in helping small businesses learn about participating in SBIR/STTR programs. At this Conference, representatives from all 11 federal agencies

For more information, click [here](#).

### **Scaling Business Models - [UTEP CREIE](#)**

Marketing research is key to determining your business strategies.

**Date: November 19, 2014**

**Time: 1 pm - 3 pm**

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

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

### **Elephant Hunting- [El Paso Chamber of Commerce](#)**

Learn how to get in the door with big companies.

**Date: December 2, 2014**

**Time: 8 am - 10 am**

**Cost: \$95/session (non-members), or \$380 for the whole series.**

**Location: Greater El Paso Chamber of Commerce, 10 Civic Center Plaza, El Paso**

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

**For more information contact Minda at 915.629.6714**

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

**Date: December 11, 2014**

**Time: TBA**

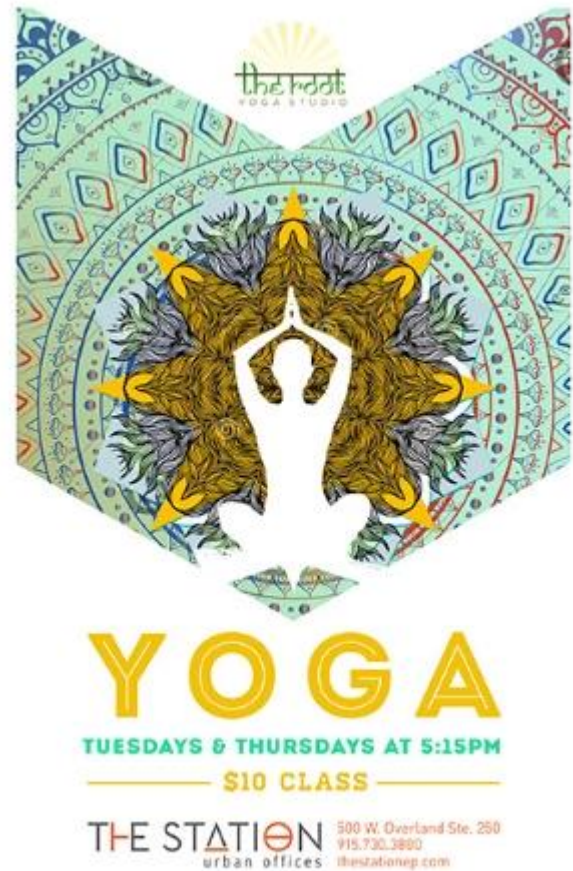
**Location: The Hub, 500 W. Overland Suite 230, El Paso**

**Please RSVP to Teri**

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

with SBIR programs will attend, in addition to other SBIR/STTR experts and trainers.

For more information, click [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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*reserved.*

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