



The Incubator Monthly

Volume 3/ Issue 7

September 2014

Inside The Hub

Join
the *Shift* program • Own
your future!




Always wanted to own a tech startup?


Have a great idea?

Want to grow your business?

Its not to late to register for this 14 week
"beyond the basics" entrepreneurship
program, *Shift* Powered by The Hub.

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Upcoming Events

**Build Your Marketing Toolkit: Learn How to
Grow Your Business With Email and Social
Media- [SCORE](#)**

Learn how to use simple low-cost marketing
techniques for today's fast paced business climate.

Date: September 24, 2014

Time: 12 pm - 2 pm

Cost: \$25

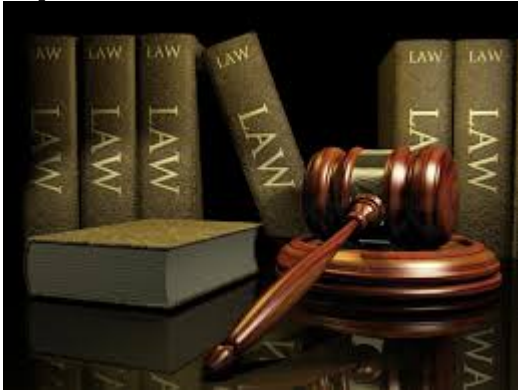
**Location: The Greater El Paso Chamber of
commerce, 10 Civic Center Plaza**

Please pre-register by calling 915.629.6714 or

Orientation is Saturday September 27th from 8:30 - noon.

For Information, program and application go to shiftep.org

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



Entrepreneurs and start-ups face a lot of challenges as they begin their operations. Many of these challenges are related to legal issues that are critical to business success and which entrepreneurs may be ill equipped to tackle. This September and October, The Hub is hosting a two-part series entitled “Law School for Startups”. These seminars will cover 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. These are intensive and informative sessions and will include time

at atm Villarreal@elpaso.org or by clicking [here](#).

Law School for Start Ups I: Forming Your Business, Securities Law, and Equity Financing + Negotiating Important 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: 2 pm - 5 pm

Cost: \$20 (or \$35 for both)

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

Please RSVP to Teri

at teri@hubofhumaninnovation.org

How to Setup a Company - [Arrowhead](#)

Learn about your options for business formation - LLCs, Corporations, etc. - and how to set them up.

Date: September 26, 2014

Time: 2 pm - 3 pm

Location: Arrowhead Center, 3655 Research Road, Academic Research A, Las Cruces, NM 88003

To register, contact jkramer@ad.nmsu.edu

Shift Orientation and Launch - [The Hub](#)

Orientation and opening session of **Shift** - a 14 week Lean Startup based course to launch or grow your company. Go beyond the basics!

Date: September 27, 2014

Time: 8:30 am - noon

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

For more information contact 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.

Date: October 6 - 8, 2014

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

for Q & A and the opportunity to talk with the panelist 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 of time to attend both workshops, the fee is \$35 for both. Due to limited space, registration is required. To register, please contact Teri at atteri@hubofhumaninnovation.org.

COX | SMITH
ATTORNEYS

Foreign-Trade Zone No 68 starts Manufacturing Business Incentive in September



El Paso's Foreign-Trade Zone No. 68 announced a new program, the Manufacturing Business Incentive (MBI), with some promising incentives for manufacturers. The goal of MBI is to help start-up and small businesses grow by reducing start-up costs, and making the application process more efficient for manufacturing businesses in FTZ No. 68. The incentives for start-up manufacturing businesses include the following:

Registration Fee through Aug 8th: \$295
Register [here](#).

Learn How to Setup 5 Star Appointments - [El Paso Chamber of Commerce](#)

Learn how to handle an appointment if information and decision-makers are not present once arriving and how to minimize cancellations and reschedules for appointments.

Date: October 7, 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

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

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

Date: October 16, 2014, 9 am

Location: La Placita, El Paso International Airport

For more information [FTZ #68](#)

Scaling Business Models - [UTEP CREIE](#)

- Waived application fee
- Waived activation fee
- Waived annual fee and transaction fees for the first year (if applicable)
- Start-up support from FTZ No. 68 Grantee/Operator. FTZ Operations Training fees are also waived for up to 4 key employees.

The program has multiple benefits for manufacturers that include the avoidance of payment of duties on materials used in manufacturing and on exported materials, and duties on scrap and waste due to processing or manufacturing.

For more information on benefits, selection criteria, or general information concerning MBI, please click [here](#), or call 915.771.6016. You can also email FTZ No. 68 [here](#).

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](#).

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

The Hub is Hiring



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

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 (or \$35 for both)

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

Please RSVP to Teri

at teri@hubofhumaninnovation.org

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 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 ateri@hubofhumaninnovation.org.

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

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](#).

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](#).

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

Hub Works - [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

BUILDING A MORE EFFECTIVE WAY FOR STARTUPS TO BRAINSTORM



BY [FIRST ROUND REVIEW](#)

Excerpt from: www.fastcompany.com

The word “lean” is everywhere these days. Lean processes, lean startups. While [Eric Ries](#), author of [The Lean Startup](#), has arguably become the face of this movement, its philosophy is largely based on something called the [Business Model Canvas](#)--a tool developed by author and entrepreneur [Alexander Osterwalder](#) and Swiss academic [Yves Pigneur](#).

Extremely simple in its design, the Business Model Canvas empowers entrepreneurs to create, visualize and test business models without wasting capital or over-complicating their approach. Today, it’s used by startups to break new ground, as well as massive companies like GE, P&G and 3M to explore new models and keep up with the competition. It’s also the core of the book [Business Model Generation](#) (co-authored by Osterwalder and Pigneur), which has sold over a million copies in 30 languages.

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

“It’s said that no business plan survives its first contact with customers,” says Osterwalder. “As soon as it’s out there, the first thing you want to do is burn it, and you feel like you wasted all this time.” The Business Model Canvas was partially born out of this need to create more flexible plans that could be tested and changed quickly to meet customer needs. Most importantly, it standardizes the elements of business models and turns them into modules that predictably interact with and influence one another...

The entire article can be viewed [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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