

## Rolling into 2009



From the BSU TECenter Director, John Glerum

The TECenter enters the 1st quarter of 2009 with 11 resident clients, 3 non-resident clients, 3 tenants and 5+ pre-incubation clients. Nine clients are in the growth stage generating increasing revenue along with 3 clients that have recently introduced products and services into the market place. Currently ninety percent of our finished available space is rented.

Collectively, TECenter clients represent 101 full-time, part time and contracted self-employed people. TECenter client ventures are currently driving over five million dollars in annualized revenues and have almost eight million dollars of invested capital (debt and equity). Formal business valuations have been quantified for six client ventures that represent a total of \$20 million collectively. Five ventures are actively seeking capital investments.

We are pleased to welcome Mr. Matthew Wheeler President of The Network Operating Company and his team to the TECenter. Under the Indigo Networks brand, they provide services to hotels, retailers, universities and local government in 6 states, connecting more than 6000 users every month.

With all the economic challenges both here in the Treasure Valley and around the world, we continue to be reassured, inspired and blessed with all of the outstanding entrepreneurs we have an opportunity to work with here at the BSU TECenter every day.

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## Plans and Priorities

After the quarterly reviews are complete we identify the most common needs among the TECenter companies and assess the most effective ways to meet those needs.

This quarter we have decided to continue the quarterly news letter, create a development events calendar (see Events below) and start a new series of "Lunch & Learn" sessions.

The "Lunch & Learn" series will be starting on Friday Feb. 27 with The Art of the Elevator Pitch, and followed by:

- 3/13 TechLaunch 6.0 Overview (business plan competition)
- 3/27 Jumpstart your Business Brain Quick Quiz (from Eureka Ranch)
- 5/1 Building Your Customer Database
- 5/15 Customer Feedback: How to get it and what to do with it.

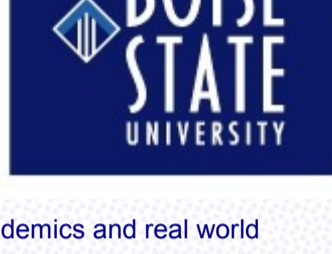
## IN THE NEWS

### Student Teams Bridge the Gap

by Sarah Pokorney, BSU TECenter Development Services

As the fall 2008 semester at Boise State came to a close 32 business students walked away with more than just credit hours under their belts.

These students were members of student client teams that participated in real-world projects with 10 businesses made up of TECenter and SBDC companies.



The business team projects bridge the gap between academics and real world business. The experiences gained by the students are critical to developing the necessary skills for entry into the job market. The projects also provide a cost effective form of business development for the client companies seeking assistance in a variety of areas including marketing, management, accounting / finance and operations.

During the spring 2009 semester Bi-Biomics, Dental R.A.T., Garden Logic and Valitics, all TECenter companies, as well as two local companies WesterCowgirl.com and Advantage Sales and Marketing, will be working with students enrolled in the Boise State "Managing an Emerging Business" course. The College of Business and Economics has also opened its doors this semester to local businesses as part of the Spring 2009 Economic Turnaround Initiative. Almost 100 companies have requested services to date with a goal of 200 in 2009.

The college will provide assistance through internships, faculty consulting, graduate assistantships, semester-long class projects, executive MBA capstone projects, in-class problem solving, small business consulting, manufacturing consulting and high-tech business incubation.

"We want to make it as easy as possible for civic leaders, businesses and economic development entities to access, utilize and gain from the college's wealth of resources," Dean Pat Shannon said.

[More Details](#)

### Starting Up Column Seeking Submissions

Starting Up is a series published by the Idaho Statesman on Thursdays. The columns grew from discussions between the Statesman and local tech and entrepreneurial leaders and are coordinated by Julie Howard, a marketing specialist for the Idaho Department of Commerce.

Julie is seeking submissions from local startups on a variety of topics. This is a great opportunity to share information about your business as well as your unique experiences as an entrepreneur. Submissions can focus on anything from the human interest aspect of startups, your unique experiences, lessons learned to best practices. If you are interested in submitting a story please keep it around 600 words, avoid making it too promotional and contact Julie Howard at [julie.howard@commerce.idaho.gov](mailto:julie.howard@commerce.idaho.gov).

If you need assistance identifying a topic for your story, picking an angle or copy editing please contact Sarah Pokorney at [sarahpokorney@boisestate.edu](mailto:sarahpokorney@boisestate.edu)

## TECENTER COMPANIES

### Who's Who at the Boise State TECenter

#### Resident Company Websites:

- [2moto](#)
- [208 Wireless Business Integration](#)
- [Aero LEDs](#)
- [Banshee Bungee](#)
- [Bi-Biomics](#)
- [Boise Technology Inc.](#)
- [Check A Biz](#)
- [Dental RAT](#)
- [Lift Truck Enterprise Solutions](#)
- [Ready Financial](#)
- [Valitics](#)

Find out more about the TECenter companies. Learn about who they are and what they do.

Who knows maybe the person sitting in the office next to you may have the solution you have been looking for.

[More Details](#)

#### Non-Resident Company Websites:

- [Auction Frogs](#)
- [Clearwater Country](#)
- [EtripTrader](#)
- [Garden Logic](#)
- [NutriStyle](#)

## FACILITY CORNER

### News From Our Postal Carrier

When your mail is run through the postage machine it stamps a date on your mail. If your mail is not going out the same day (i.e. you put the mail in the outgoing mail after the mail has been picked up for the day), please put a 0 (zero) with the next day's date on the back of your mail (if you scan your mail on 2/2 you would put 0 2/3 on the back).

### Conference Room Reservations

Please schedule your time for the conference room on the website @ [http://www.bsutecenter.com/News\\_Events/](http://www.bsutecenter.com/News_Events/) or e-mail [marissagoff@boisestate.edu](mailto:marissagoff@boisestate.edu). The Calendar on the News and Events page serves as our book of record concerning room and projector reservations. If you have any questions or doubts as to who has reservations please check the calendar online. If there are no reservations on the calendar then the room is available on a first-come-first-serve basis. Please schedule in advanced and be respectful and courteous to others concerning reservations. This will really help us from having scheduling conflicts and misunderstandings.

Facility questions? [Contact Marissa Goff](#)

## BOOK REVIEW

### Meatball Sundae: Is your Marketing out of Sync? Seth Godin



"Meatball Sundae is the definitive guide to the fourteen trends no marketer can afford to ignore." –Cover

Review by Sarah Pokorney

Bestselling author of Purple Cow and The Dip sheds new light on the power of new media in his book, Meatball Sunday. Godin identifies 14 trends that

yank the rug out from under the good old boys of mass marketing and their tried and true methods. There is no denying that "new media" is flourishing but how do we make sense

of it all? Godin does an exceptional job of explaining what works, what doesn't and more importantly why it works and why it doesn't. Great read; well worth the time. Also check out Seth's latest book, [Tribes](#).

*"It explains what to do about the increasing power of stories, not facts: about shorter and shorter attention spans: and about the new math that says five thousand people who want to hear your message are more valuable than five million who won't."* –Cover

## EVENTS

### TECenter & Business Development Events 2009

#### February

2/27 Lunch & Learn: The Art of the Elevator Pitch

#### March

3/12 5:30 –6:30 [Kickstand Meeting @ the Watercooler](#)

3/13 Lunch & Learn: TechLaunch 6.0 Overview (business plan competition)

3/27 Lunch & Learn: Jumpstart your Business Brain Quick Quiz (from Eureka Ranch)

#### April

4/9 5:30 –6:30 [Kickstand Meeting @ the Watercooler](#)

4/20-4/24 Q309 Reviews, [Click Here to Schedule Yours](#)

#### May

5/1 Lunch & Learn: Building Your Customer Database

5/15 Lunch & Learn: Customer Feedback: How to get it and what to do with it.

5/29 Lunch & Learn: TBD

5/17/09 National Small Business Week

5/27 & 5/28 TechLaunch business plan competition by Idaho [TechConnect](#) and Idavation by [Kickstand](#) at the Doubletree

### NEW Development Calendar!!!

Check out our brand new events calendar, find out more about the events above and much more. This calendar includes local and national events effecting businesses right here in the valley. Please send event notices to [sarahpokorney@boisestate.edu](mailto:sarahpokorney@boisestate.edu)

[Development Calendar](#)