The 518 Report

A Monthly Update for Innovate 518 Partners

October 2017

Cross Promoting Our Efforts

Our region is so fortunate to have developed a rich network of resources for entrepreneurs and start-ups. Here are some easy ways we can all market Innovate 518’s mission together:

- Add the Innovate 518 Approved Partner logo (attached) to your web site and social media pages.
- Be sure to follow each other on Facebook, Twitter and LinkedIn, and share/retweet any relevant partner news.
- When there are flyers developed for events (attached), take a moment to share on the web, in your social activity or via email correspondence.
- Include your events on the Innovate 518 events page for a fuller display of activities in our region.
- Look for ways to drive people to www.innovate518.com within your messaging. There is regularly updated partner and resources information available here.

Upcoming Events

October 11
Startup Saratoga
Nat’l Museum of Horse Racing & Hall of Fame, Saratoga

October 19
Weather Solutions for Ground Transportation Workshop, UAlbany

November
10 -12
Startup Weekend Albany
The Armory @ Sage College

November
15-16
Fuze Hub Competition
Albany Hilton

November 28
and 29
VETCON 2017 plus, Business Plan Comp.
Desmond Hotel, Albany

Don’t forget to add your event(s) to the Innovate 518 events page at:
www.innovate518.com/events/

A New “Partner”

Kristin Marshall joined Innovate 518 last month as director of communications. She will develop and implement proactive communications strategies to advance our region’s innovation ecosystem. Kristin may reach out to you to promote our work and the success stories of our start-ups. You can also reach out to her at kmarshal@albany.edu.
Driving Innovation

Even before graduating, many MBA students use the skills they’re learning to become entrepreneurs. In conjunction with Innovate 518, a program providing support and infrastructure for fresh ideas, businesses can get their start right on campus.

One such business is AutoX.

AutoX is an online platform, focused on car dealerships, that tackles sales, marketing and data solutions. Its aim is to make car purchases less complicated and more efficient through a four-step process: find a car, choose financing, get protected and drive happy.

The project, now in a pilot phase focused on developing funding, all began with three University at Albany MBA students who graduated in 2016: Richard Truby, Chris Young and Matthew Marsett.

“AutoX started as an idea when Richard entered the MBA program, and it was centered on making dealers more profitable in the new vehicle sales channel,” said Robert Manasier, the entrepreneur in residence and new ventures manager at UAlbany. “Richard grew up in the industry at the intersection of sales and financing, and subsequently worked on the finance side at a large Capital Region credit union.”

Read the full piece at www.innovate518.com.

Out and About

In September, Innovate 518 served as a sponsor for the Albany Business Review’s Power Breakfast, “How Big Can You Grow?” Panelists including Vikram Agrawal, an entrepreneur, and co-founder of Etransmedia; Colleen Costello, president and co-founder of Vital Vio; Martin Babinec, founder of Upstate Venture Connect, serial entrepreneur and investor; and Chet Opalka, co-founder of Albany Molecular Research Inc. and investor, discussed growth strategies for area companies.

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Partner Spotlight

With 12 years’ experience in the marketing, consulting & public relations field, Tom Nardacci has started two businesses and has successfully expanded those businesses into a much larger market.

His co-working space, the Troy Innovation Garage, also houses the three-year incubator program, Spark Exchange. The Exchange offers its members modern working space and essential amenities. On top of entry into a collaborative ecosystem, it consists of like-minded entrepreneurs and established businesses.

Read more here.