SMALL BUSINESS SUCCESS THROUGH START-UP ADK

FEB 4 to APRIL 7 | TUESDAYS from 6 to 8PM
Classes will be held at SUNY Adirondack’s Queensbury Campus

LEARN FROM LOCAL EXPERTS IN:
• Marketing
• Human Resources
• Business Insurance
• Legal Resources

GAIN THE SKILLS TO LAUNCH OR GROW YOUR BUSINESS.
FOR MORE INFORMATION OR TO REGISTER, call: 518.743.2238 or email: businesscentral@sunyacc.edu

No class on 2/18 or 3/10
Fuze Hub Manufacturing Grant Application Period Now Open!

The Manufacturing Grants are designed to encourage collaboration between not-for-profit organizations in New York State and companies that work within the manufacturing industry. The grants serve as a resource to help small to medium-size manufacturing and technology companies achieve success from early stage, proof of concept through maturity. The partnership created by the not-for-profit organization and the industry partner serves as a pathway to technology transfer, adoption and implementation of new manufacturing processes, as well as the creation of enhanced products and services.

The application period will close February 28, 2020 at 4PM EST.

For more detailed information and to apply visit https://fuzehub.com/manufacturing-grants/.

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New Year, New Revenue Sources
As our certified, Innovate 518 companies continue to grow and scale, sales and sales management have become a hot and frequent topic at our advisory meetings and in the field work with them.

Here are some of the activities and training’s we are doing in the trenches to increase sales, clients and lasting business relationships internally and externally to the companies.

**ASK FOR INTRODUCTIONS** from existing clients. Most companies are so focused on new business development (NBD) that they forget they have clients that are using their services daily and are a great source of new leads and qualified relationships. It all starts with the magic question: WHY do you work with us?

**INCENTIVIZE on EXISTING RESALES.** Most sales incentive plans are heavily incentive for new client acquisition. Add a healthy incentive plan to further existing business and you will see your bottom line grow faster. It costs less too.

**KEEP TRACK/MEASURE ACTIVITY.** Results cannot be projected effectively but you can always plan and schedule set activities that lead to new and better business relationships and qualified leads. Clients are made when you have discovered a system of business development and marketing that attracts the right clients for you. These activity metrics must be set, tracked and will lead to results. If you do not know what you have been doing with data to back it up, you will never improve effectively.

**EXPO/CONFERENCE ATTENDANCE** takes planning, practice and goal setting. To maximize the spend, you need to structure outreach to qualify meetings before the event. There are always lists of attendees available pre-show, so get the list, do some research and outreach to possible clients and key vendors/partners before you show up. Use social media to expand your reach and let your network know that you will be there. Also, have a team for the booth area and a roving team to increase reach and to fill the pipeline of activity for after the show. Once again, set goals before the event, such as number of companies met, number of follow up meetings scheduled, new resources identified, etc. Track these metrics and create an improvement feedback loop into your future team sales training’s.

**TRAIN THE SALES TEAM to SELL TOGETHER.** This model of sales training involves building team selling models that increase quantity of client touches and activity output. (See Expo above for one way that works for event/conference attendance.) Sales training is continuous when you track activity metrics and openly discuss in a supportive team manner ways to improve as a group.

Innovate 518 is committed to building sustainable, innovative companies and lasting regional economic development. Get involved at: [www.innovate518.com](http://www.innovate518.com).

National Science Foundation’s I-Corps Short Course is coming back to UAlbany this March, reach out to discuss how this can further your technology and its market discovery.

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**Spring 2020 NSF I-Corps Short Course at UAlbany**
NYCRIN x University at Albany I-Corps Short Course – Spring 2020

The short course is a modified version of the NSF I-Corps program designed for teams to learn the business model canvas, the customer discovery process, and to get connected with the nation-wide NSF I-Corps network of instructors and leaders from sites, nodes, and the greater entrepreneurial ecosystem.

- Kickoff (In-Person at UAlbany): March 16-17, 2020
- 1 Webex Class (ONLINE): March 23, 2020
- Finale (In-Person at UAlbany): March 30, 2020

Requirements:
- 2+ teams - preferably consisting of an Entrepreneurial Lead (undergrad, grad, Ph.D. student who will move the project forward) and a Technical Lead (typically be a faculty member, senior research scientist or postdoctoral scholar with deep and direct technical expertise in the actual core technology about which the I-Corps team is exploring commercial potential)
- Have a tech innovation in any STEM field and want to explore its commercialization potential
- Willing to find and talk to 20 potential customers in two weeks
- May want to apply for the NSF I-Corps Teams national program and $50,000 grant

THIS COURSE IS OPEN TO UNIVERSITY TEAMS FROM ANY SCHOOL OR COMMUNITY TEAMS NOT AFFILIATED WITH A UNIVERSITY

Teams may not split attendance between members. Each team member is required to attend and participate fully in every session of the short course. Applications are on a rolling basis until February 21, 2020 - we recommend applying in advance, as the next step in the process is a 20-minute Skype interview. To apply visit [http://bit.ly/NYCRINUAlbanyTeamsSpring2020](http://bit.ly/NYCRINUAlbanyTeamsSpring2020).

For questions or comments, please email info@nycrin.org

Are you the next Great Innovator?

Looking to get involved with the region's entrepreneurial scene? Click here!

Tax Breaks For Growing Companies
Innovate 518 encourages more young entrepreneurs/enterprises to take advantage of New York State tax exemptions. To be eligible, companies must be in good standing with an Innovate 518 incubator, and on a path toward scalable development. The advantages include five years of exemption from New York State corporate income tax and sales tax on purchases. Partners can also deduct their earned income from company income.

For more information please contact Maria Pidgeon at mpidgeon2@albany.edu or 518-956-8216.

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**Upcoming Events**

**February 18th**  
VentureB Series: Featuring pitches by Fabbro Industries and Green Enviro Machine @ Pat's Barn  
Feb 18 @ 3:30 pm – 6:30 pm  
Join us at Pat’s Barn for the Tuesday, February 18th VentureB Series from 3:30 – 6:30 pm, featuring pitches by Fabbro Industries and Green Enviro Machine.

*Refreshments & hors d’oeuvres will be served

VentureB Series is free to attend though registration is required.

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**SCHOOL OF BUSINESS**  
**UNIVERSITY AT ALBANY** from the University of New York

**NEW YORK BUSINESS PLAN COMPETITION**  
**CAPITAL REGION SEMI-FINALS**

Friday, April 3rd, 2020 at 3pm  
Massry Center for Business, University at Albany

**SIX CATEGORIES**

- Agtech & Food  
- Military & First Responders  
- Technology & Entertainment  
- Energy & Environment  
- Health & Wellness  
- Consumer Products & Services

**ABOUT THE COMPETITION:**

- Since 2010, more than 4,000 students have participated in the NYBPC, more than 150 businesses have started, and the NYBPC has seeded over $1M

- The winners will move on to the state-wide finals on Friday, May 1st

- Deadline to apply for the Capital Region Semi-Finals is March 31st

- All majors are welcome

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For more information on the categories, eligibility and rules, helpful resources and to apply please visit:

albany.edu/business/nybpc.php

Get tickets to these events and add your events to our calendar at
#ICYMI

-Innovate 518 in the Media-

Contact us: Innovate 518 | innovate518@gmail.com | 518-956-8216 | www.innovate518.com

STAY CONNECTED