

Excellence



How Does It Work?

An elite team of students, faculty and our Entrepreneur-in-Residence meet with you to review your business challenge. Together we'll establish specific, measurable, time sensitive goals that meet your objective.

- **Feasibility study**
- **Business plans**
- **Marketing plans**
- **Branding your business**
- **Competitive analysis**

The team meets with owners, or their manager designate, every two weeks throughout the project to provide updates and review objectives.

"Students bring an approach, ideas and opinions that are unbiased by years of corporate exposure. Owners enjoy the completely fresh ideas generated by our team of elite college students."

Lee McMannis, Entrepreneur-in-Residence

**Interested in more information
about how the Entrepreneurial Lab
can help your business?**

Call or email us today!

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Center for Entrepreneurship and
Business Innovation
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The Kent State University
College of Business Administration and
Graduate School of Management

Entrepreneurial Lab

Center for Entrepreneurship and
Business Innovation (CEBI)



**Your Resource
for Success**

www.business.kent.edu/cebi/

Exploring

Are you considering starting or buying a business, but aren't sure if it is the best decision?

The Entrepreneurial Lab is the place to go!

We'll listen to your objectives and together create an appropriate game plan.

Over the course of a mutually agreeable timeframe, the team will work on a feasibility study or comprehensive business plan which consists of all aspects of the potential venture.

You will be provided with a comprehensive report and presentation with the team's findings.

"I came to the Entrepreneurial Lab looking to start a company that would meet my personal and financial objectives. The team worked diligently to research, review and analyze the data to create a detailed feasibility study. The research was impressive; from traffic count on the location, to a detailed break even analysis covering several different price points. The team was prepared, on time with commitments and did an excellent job of following through with each task. It was an enlightening experience."

Chuck Altwies, Kent State Alumni, Franchise Owner, Strickand's Frozen Custard

Executing

Have you identified your unique value in the market place?

The Entrepreneurial Lab can help determine what your niche is in your industry. Defining your brand and then developing a plan to support the brand image is critical in today's competitive market.

Kent State offers a unique "cross-discipline" approach to entrepreneurship. Our teams consist of students and faculty from various programs across the Kent State University network:

Business	Education
Fashion	Technology
Art	Science
Liquid Crystal Institute	

Where else can you find focused, intelligent people from such a varied knowledge base willing to concentrate on your business?



Lee McMannis,
Founding EIR


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Expanding

Do you need a game plan for taking your business to the next level?

One of the many benefits the Entrepreneurial Lab provides is a team dedicated to providing the necessary research to help you make a sound business decision.

You are busy with the day-to-day operations of your business. Let our team research your competition, review the industry trends, analyze new product offerings, profile your ideal prospect and provide detailed reporting for your review.

Entrepreneur-in Residence (EIR)

An Entrepreneur-in-Residence is an experienced executive who works directly with the students and clients. The EIR oversees the project as well as provides the students with valuable knowledge, guidance and training.

Our founding EIR, Lee McMannis, brings over 35 years of entrepreneurial experience. Lee led a family race and off-road tire business from its early stage to a global marketing force.

Lee now concentrates his efforts in developing the entrepreneurial spirit in others.