

Innovation Day
Office for Research & Economic Development
Wednesday December 2nd
Location: 3700 Ferguson Center, Forum Room

Schedule:

10:00 am – Opening Remarks

10:10 am – Technology Showcase by OTT Venture Development Interns (8 min, 3 min Q&A)

10:10 am – 10:21 am

RetinaCam – Ben Wright and John Clary

10:21 am – 10:32 am

Deteck – Johann Harshman and Laura Martinez

10:32 am – 10:43 am

Ai-Fi – Kristen Copeland and Joseph Wolfe

10:45 am – Break

10:55 am – The Impact of Law on Entrepreneurship

- Dr. Chris Curfman – “Protecting Your Idea”
- Dr. Mirit Eyal-Cohen – “Through the Lens of Innovation”

11:50 pm – Lunch

12:30 pm – How to Bring Your Idea to the Market

- Ms. Tommie Syx – The EDGE
- Dr. Dan Daly – AIME
- Dr. Craig Armstrong – “Funding Your Idea Through Crowdfunding”

1:45 pm – Break

1:55 pm – Making Your Customer Aware of Your Business

- Ms. Susan Fant – “Leveraging Social Media”
- Ms. Lexi Lowe – “How to Sell Your Product”

2:45 pm – Break

2:55 pm – Entrepreneur’s Stories

- Mr. Josh Sahib – “From Idea to Business in a Year”
- Mr. Jake Tyler – “Growth Hacking to 1 Million Users”

3:45 pm - Closing

Speaker Bios:

Chris Curfman is Principal at Meunier Carlin & Curfman LCC. He holds a PhD in Chemistry along with a JD. His practice is focused on counseling start-ups, large and small corporations, universities and research institutions in chemical, pharmaceutical and biotechnology-related technologies.

Mirit Eyal-Cohen is an Associate Professor at The University of Alabama School of Law. She has expertise in tax law, entrepreneurship and small business. She teaches Corporate Tax (LLM), Personal Income Tax and Entrepreneurship & Tax Policy Seminar.

Tommie Syx is the Program Specialist in the Culverhouse College of Commerce, where she serves as the University's contact in the Edge Center for Entrepreneurship and Innovation. Her previous work includes coordinating the AlabamaREAL entrepreneurship education project, the Capstone Entrepreneurship Camp and the STEM Entrepreneurship Academy.

Dan Daly is the Director of the Alabama Innovation and Mentoring of Entrepreneurs Center at The University of Alabama. He holds a PhD in Chemistry with 17 years of experience in the fuel and lubricant business where he served as Technology and Business Development Manager.

Craig Armstrong is an Associate Professor in the Culverhouse College of Commerce. His focus is on entrepreneurial decision-making, entrepreneurship education, business models and strategic competition.

Susan Fant is an Instructor in the Culverhouse College of Commerce. She created the Masters of Marketing Specialization in Digital and Social Media Marketing (effective in Fall 2016). Additionally, she is the President of Castle Sands LLC, a digital marketing firm and Executive Director of the Foresight Education and Research Network.

Lexi Lowe is Director of Collaborative Learning for The University of Alabama Sales Program and an Adjunct Professor of Marketing. Lexi leads a team of 20 graduate students who serve as Academic Coordinators and Project Managers that support classroom efforts and drive results.

Josh Sahib is an Instructional Designer at The University of Alabama. He is a co-founder of a local start-up Brewery Buddy that helps breweries manage their brewing process. His company received funding from the statewide business plan competition.

Jake Tyler is the Chief Communications Officer of Drunkmode.org. He is a junior in Public Relations at The University of Alabama. He handles social media and press, which helped grow Drunkmode.org to over 1 million users.