

# BROCK SCHOOL STUDENT INCUBATOR

APRIL 2015

VOLUME 1, ISSUE 1

## *New Incubator Under Construction*



**THE NEW INCUBATOR IS CURRENTLY UNDER CONSTRUCTION. WHEN COMPLETE, IT WILL HAVE SPACE FOR SEVERAL STUDENT STARTUPS.**

The Brock School of Business Student Incubator will conclude its third year of operation in May. The Incubator originally opened in August 2012 to house winners of the Regions New Venture Challenge Business Plan Competition hosted annually by the Brock School of Business. (See the original news story [here](#).) Since then, it has housed several aspiring student entrepreneurs and their businesses, some of which are discussed in more detail below.

When the Brock School of Business moves in July, the Incubator will occupy approximately 300 square feet on the third floor of the new building. This location will provide residents with quick access to faculty, conference rooms, and kitchen facilities (all on the third floor) as well as computer facilities and larger meeting spaces (both on the fourth floor).

Plans include furnishing the Incubator to promote collaboration and creativity, with movable furniture that can be reconfigured to meet different needs for work, meetings, and relaxation. This attention to detail may even include different paint colors for different parts of the Incubator. Research has shown, for example, that red encourages concentration whereas blue promotes creativity. This works out perfectly, given that these are Samford University's school colors.

## *QuickWork, LLC wins 2014 Regions New Venture Challenge*

Josh Kendrick, a biology major minoring in entrepreneurship, became a resident of the Brock School Incubator in 2014 by winning the Regions New Venture Challenge. He impressed the judges with his business plan for Quickwork, LLC, which is developing a mobile application (or "app") for smartphones and website to streamline operations and repairs for large organizations like universities and hospitals.

A senior from Ramer, Alabama, Josh won \$7,500, the top prize in the sixth annual competition. He is using the money as seed funding to start his business.

He graduated magna cum laude in December 2014 and became the first alumni member of the Incubator.

More information is available [here](#).



**JOSH KENDRICK PRESENTS DURING THE FINALS OF THE REGIONS NEW VENTURE CHALLENGE IN APRIL 2014**

*2014 Resident Company, Pick Pockets Designs*

Brittany Hoffman took a \$100 loan she received in her ENTR 304 class and started an on-line clothing business, Pick Pocket Apparel. Because of her success, she was invited to be a resident of the Incubator in 2014.

Brock School’s 2014 Outstanding Entrepreneurship Student.

Brittany currently works at the Vanity Room in Brooklyn, New York where she is pursuing a career in the fashion industry. Her long-term plans include starting a fitness line of clothing. (See <http://bit.ly/1r5nd1g> for more details.)



**CUSTOM TANKS MADE BY PICKPOCKET DESIGNS.**

As part of her business operations, she designed clothing especially for a Birmingham women’s rescue organization, with all proceeds from sales going to help with its operating expenses. She graduated in December 2014 and was selected as the

“DURING MY TIME AT THE BROCK SCHOOL OF BUSINESS, I WAS ABLE TO TAKE A CLASS WHERE I WAS REQUIRED TO START A BUSINESS WITH \$100 SUPPLIED BY THE SCHOOL. THIS WAS ONE OF MY BEST EXPERIENCES WITH THE ENTREPRENEURSHIP PROGRAM,”  
BRITTANY HOFFMAN

*2014 Resident Company, The Wishing Truck*

Madison Janssen took a \$100 loan in ENTR 304 and used it to address a “pain point” for Birmingham residents, who had difficulty buying IKEA furniture. She started The Wishing Truck, which delivered IKEA furniture from the Atlanta store.

After the semester ended, she moved the business into the Incubator. Not only did she provide this service for Birmingham residents, she also helped furnish new businesses at Innovation Depot downtown (See story [here](#)). Madison also donated 10 percent of Wishing Truck’s profits to a primary school in Tanzania.

She rented a truck and set up a Facebook site to take furniture orders. She grossed over \$14,000 in sales during the 10 weeks she ran the business as part the class.

She graduated in December 2014 and currently works at CTSI-Global in Atlanta.

*Current Resident Companies*

Current Incubator businesses include Kelsey’s Crafts, a string art business that sells its products on Etsy.com, and Princess Parties, an event management business focusing on children’s birthday parties.

Madison and her teammates wrote WoW’s business plan in their social entrepreneurship class (ENTR 486). They then competed in the TCU Values and Ventures Competition and Regions New Venture Challenge in April 2014 placing fourth and second, respectively.

In addition, Madison Kerns has worked in the Incubator this semester while interning for Work of Worth (WoW), a company she helped launch last year with the help of four other Samford students.

WoW launched in September 2014, importing fair trade handicrafts from entrepreneurs in developing countries (See [here](#) and [workofworth.org](http://workofworth.org) for more information).



**WORK OF WORTH COMPETES AT THE TCU VALUES AND VENTURES COMPETITION IN APRIL 2014.**