

Innovation using Strategic Doing

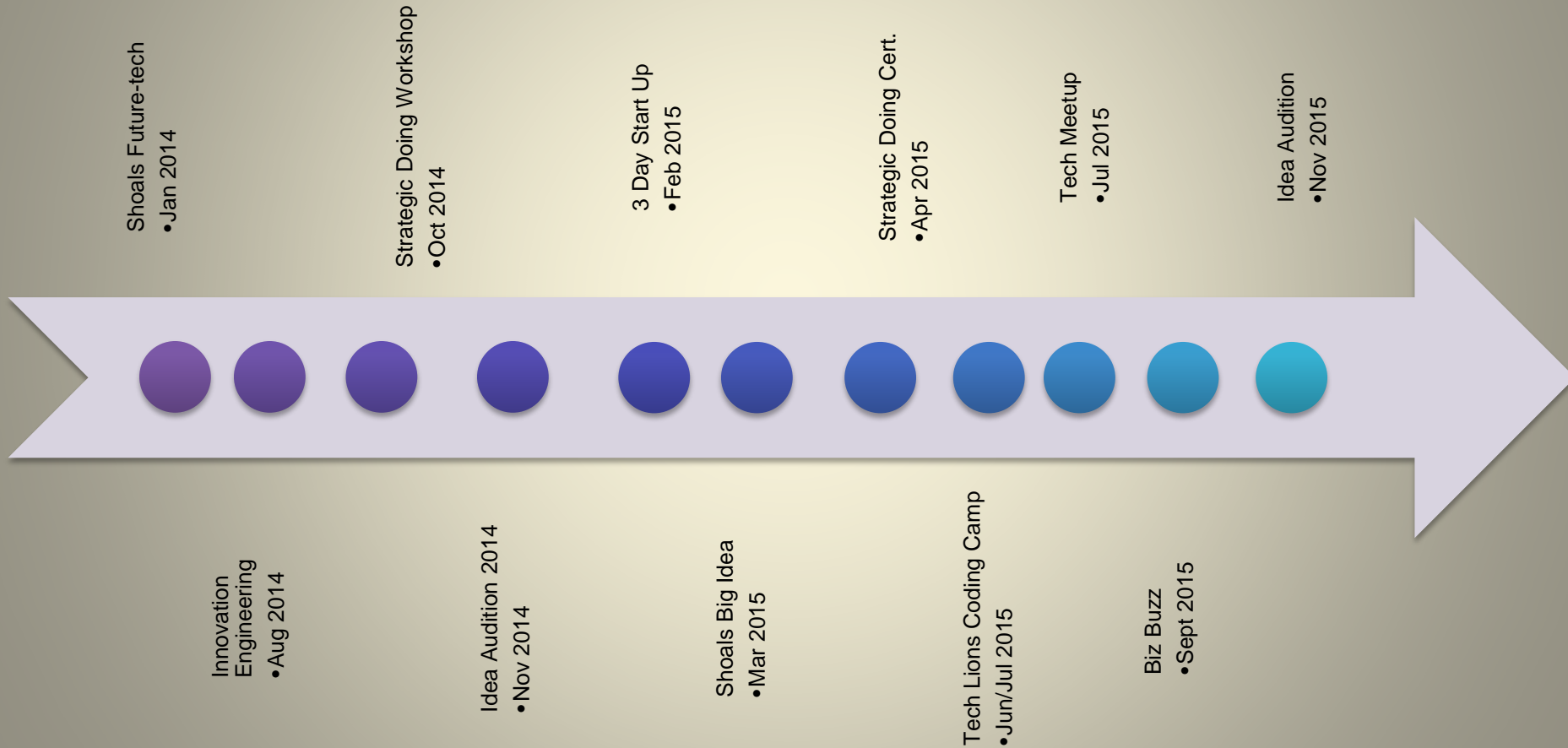
Building a Digital Technology Hub
Shoals FutureTech Core Team

August 2015



Launching an Innovation Pipeline

Building a Digital Technology Cluster



Shoals Digital Technology Timeline



Strategic Doing™

Strategic Doing enables people to form action-oriented collaborations quickly, move them toward measurable outcomes, and make adjustments along the way.

University Centric Regional Collaboration

- From Purdue Center for Regional Development
- October 20 and 21, 2014 event at UNA campus
- Over 200 people involved over 2 day event
- Pathfinder projects underway
- www.una.edu/strategicdoing



**Workshop attended by
over 50 people
Focused on Digital
Technology Hub and a
team from Corinth, MS**



Strategic Doing™

Oct 20-21, 2014

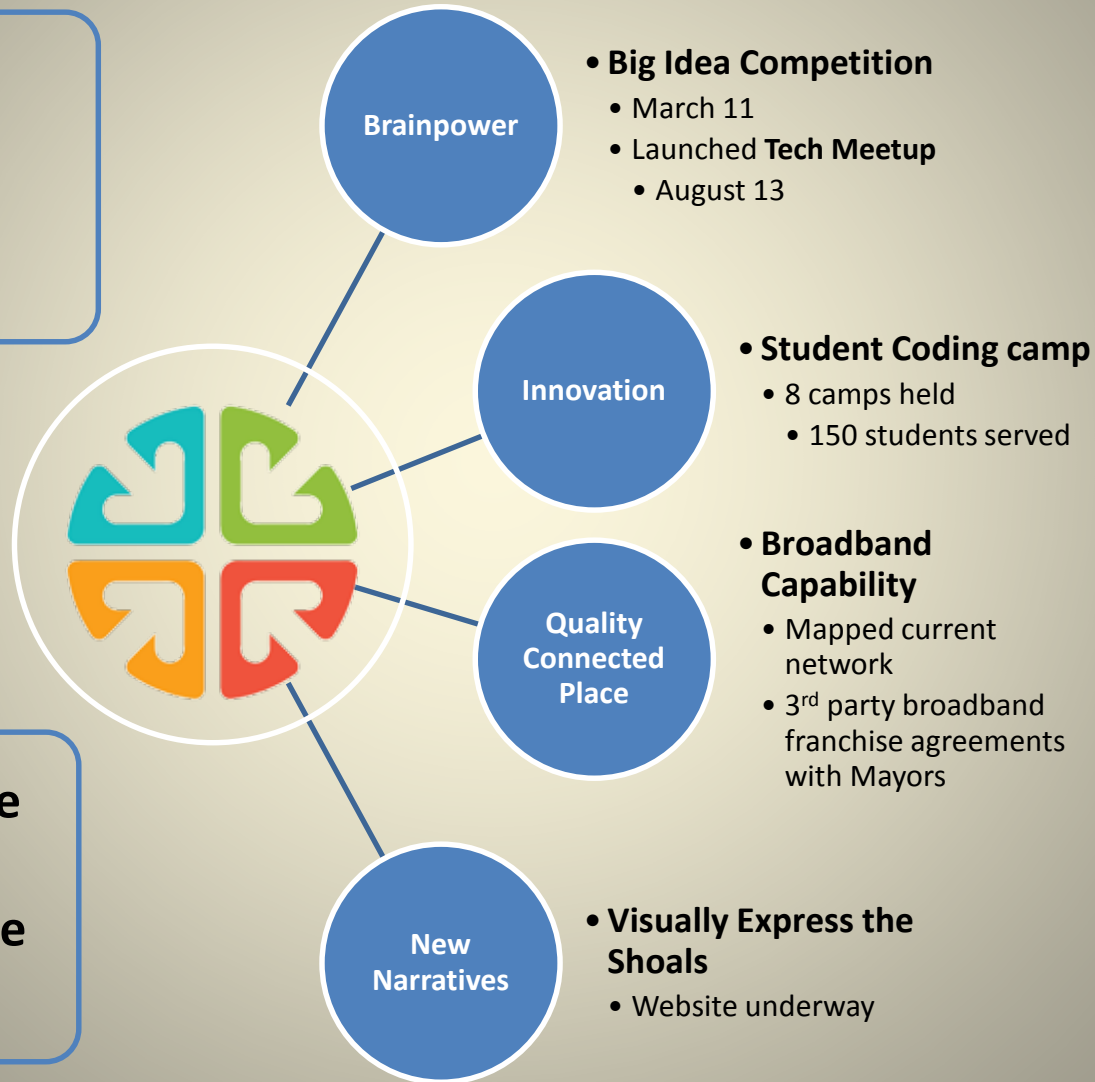
University of North Alabama
Florence, AL



Pathfinder Project Status- Sept 2015

Building a Digital Technology Cluster

Capacity for the future comes from actions we take today!



3 Minute Business Pitch Contest

Do you have a business idea? Bring it to the

IDEA AUDITION



You could win \$5,000 on November 18th!

Do you have an idea for a new business? You could win some money at the Shoals Idea Audition. Part *Shark Tank*, part *American Idol*, this contest allows you to present your idea in front of a panel of business leaders and experts — and if your presentation is the best, you win! We'll even teach you how to pitch your idea. We promise it will be fun, and it could be very profitable!

The Idea Audition is a joint venture of the Shoals Chamber of Commerce and the University of North Alabama. Even if you don't win, you'll be presenting to a group of business mentors and supporters who might be able to help you get your business started. You have nothing to lose — and you could win big!

Want more information? Call Mary Marshall VanSant at 256-764-4661 or email her at mvansant@shoalschamber.com. Rules and schedule can also be found at shoalsideaaudition.com. Reserve your spot today!

The Idea Audition is sponsored by:

PLATINUM: Shoals Chamber of Commerce, University of North Alabama
GOLD: Bank Independent, BBVA Compass Bank, Alabama Technology Network, and Progress Bank
SILVER: Shoals Entrepreneurial Center, B Electric Inc., Lyons HR, Polypac and Shiloh Holdings
BRONZE: Shoals Angel Network, No'Ala Studios, Alliance Packaging

NEW SOLUTION

PartCycle Generates Sales, Not Leads

Have you ever heard the idiom, “It’s like putting a square peg in a round hole?” That’s exactly how most automotive technology works for the auto recycling industry. Software programs, like eBay, don’t quite work the same way for auto recyclers as they do for others in the industry. Auto recyclers have different standards, like damage codes and parts grading, that force them to make their inventory “work” in these programs. But that could all be a thing of the past. Andy Alonso and Brandon Gillis are working on an Internet marketplace solution, named PartCycle, that was created just for auto recyclers.



32 pitches- 1 winner!

- Obtained startup funding
- Incubating at SEC

**Idea Audition 2015
November 19, 2015**

3 DAY STARTUP



- Feb 27- Mar 1, 2015
- 35 students
- 25 mentors
- 5 panelists
- over 3 days formed and advised
- 6 startups
- April 8-10, 2016

Shoals Big Idea – Building the Digital Community



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HOME
SPONSORS
NEWS
EVENT

SHOALS BIG IDEA

SHARE YOUR IDEAS, YOU COULD WIN CASH

IMAGINE
BUILDING
A
DIGITAL
TECHNOLOGY
COMMUNITY

COME IN AND WATCH THE
FINALISTS PRESENT THEIR
IDEAS.
DOORS OPEN AT 4:30 PM.

*\$500 CASH PRIZE
PER CATEGORY

*\$1,000 FALL 2015
UNA SCHOLARSHIP
FOR THE WINNER OF THE
MIDDLE/HIGH SCHOOL
CATEGORY



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39 INDIVIDUALS

43 IDEAS

Submitted

March 11, 2015

March 10, 2016

BLACK²⁰¹⁵ ROCKET

SCIENCE, TECHNOLOGY, ENGINEERING & MATH (STEM)

• SUMMER CAMPS • FOR STUDENTS (AGES 8-10 & 11-14)

Learn how to build digital games and apps at a Black Rocket Camp! Your child will be learning skills that are fun and important to their future. Brought to our community by Tech Lions using UNA faculty and students as teachers, your student will have an experience they will be talking about to all their family and friends! A Black Rocket Camp puts your kids in Motion! Depending on your child, any or all of the programs may be appropriate.

CAMP • JUNE 15 – 19

App Attack (Ages 8-10), 9-Noon

App Attack (Ages 11-14), 9-Noon

Make your first 3D Video Game (Ages 8-10), 1-4pm

Make your first 3D Video Game (Ages 11-14), 1-4pm

CAMP • JULY 13 – 17

Code Breakers (Ages 8-10), 9-Noon

Code Breakers (Ages 11-14), 9-Noon

Minecraft Modders (Ages 8-10), 1-4pm

Minecraft Modders (Ages 11-14), 1-4pm

WWW.BLACKROCKET.COM



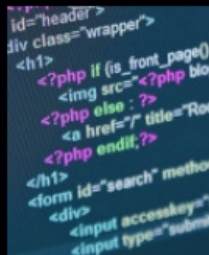
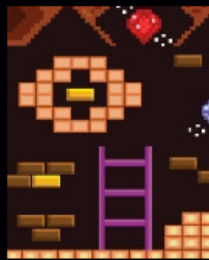
Cost: \$170.00

per student, per class
Location: UNA Campus

For more information,
contact Shelia Sisson
by calling 256-765-5987
or sdsisson@una.edu

Register Today!

Call 1-800-825-5862, Ext. 4862 or (256) 765-4862
www.una.edu/continuing-studies



Innovation Pathfinder Project

- Over 150 students served
- Black Rocket served 20,000 students last year
- Scholarships available
- Taught by UNA faculty
- Building the digital economy pipeline

[Meetup](#) **Find** a Meetup Group **Start** a Meetup Group [Sign up](#) [Log in](#) English

Shoals Tech MeetUP & Network

[Home](#) [Members](#) [Photos](#) [Discussions](#) [More](#) [Join us!](#)

Florence, AL
Founded Jul 16, 2015

- Techies 40
- Group reviews 1
- Upcoming Meetups 6
- Past Meetups 1
- Our calendar

Help support your Meetup
[Chip in](#)

Organizers:
Dr. Santanu Borah, Anne Ryan Leavitt, Grace

We welcome all tech-types to join us for the first Tech Meet-up of the Shoals. Be a part of this movement to network with individuals and teams who want to support technology ideas and start-ups here in our community.

[Join us](#)

Join us and be the first to know when new Meetups are scheduled

[Who do I know here?](#)

Log in with Facebook to find out
By creating a Meetup account, you agree to the Terms of Service

Welcome, Techies!

Upcoming 6 | Past | Calendar

Speakers and Networking

Court Street Market
218 N Court St, Florence, AL (map)

Thu Sep 10

What's new

- NEW MEMBER
Bill C. joined 38m ago
- NEW RSVP
Dave D. RSVPed Yes for Speakers and Networking

Held Monthly on the 2nd Thursday
Over 50 participants each session





Find

a Meetup Group

Start

a Meetup Group



BIZ BUZZ

Home Members Sponsors Photos Pages Discussions More

Group tools My profile

Florence, AL

Founded Aug 14, 2015

About us...

+ Invite friends

Entrepreneurs and business owner 5

Upcoming Meetups 1

Our calendar

Help support your

Let's meet for Biz Buzz

Edit Cancel Feature Copy Ticket Export
 Tell a friend Share

Wednesday, September 16, 2015
9:00 AM

Florence Lauderdale Public Library
350 N Wood Ave, Florence, AL ([edit map](#))

New Entrepreneur Networking Group Begins in September

Your RSVP: Yes

CHANGE

INVITE A FRIEND

Tools

3 going



Janyce Fadden
ORGANIZER
EVENT HOST

I'm a member of the Biz Buzz organizing team and the Executive-in-Resi-

Meets every Wednesday at 9:00
A fast hour of learning and exchanging ideas
Over 20 participants each week

the **Generator**

FROM CREATIVE SPARK TO MARKET



**UNA's student incubator under construction
Opening October 17, 015**



Mane Capital Fund LLC

- Creating local Angel Investment Fund
- Aligning with national organization
- Fund goal is to invest \$1M-\$3M
- Focus is North Alabama companies
- Initial work funded by ARC
- Seeking interested parties
- Launched in Sept 2015

Strategic Doing Certification Course

University of North Alabama
April 21–23, 2015
Florence, AL

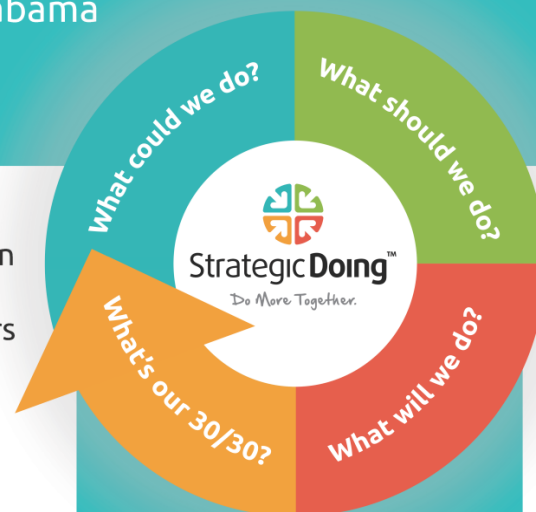
Take part in three days of engaged learning and join an active, national network of Strategic Doing practitioners

This course will help you design and implement agile strategies using Strategic Doing—an adaptable process that uses lean principles to rapidly build complex collaborations and leverage them to move toward measurable outcomes.

Expand your ability to lead collaborations

- **explain** this new approach to strategy
- **discover** what works and expand upon it
- **design** and lead Strategic Doing workshops
- **create** and guide sophisticated collaborations
- **find** new opportunities and quickly take action
- **lead** strategies without “command and control”

You can take this course as standalone endeavor or as a stepping stone toward certification. Certification in Strategic Doing involves classroom instruction as well as field work with coaching from Strategic Doing faculty.



Register today!

www.una.edu/business/sponsored-events

The cost for the two options is:

- Practitioner Training + Certification: \$1575
- Practitioner Training: \$1275

For more information, contact:

Janyce Fadden
jfadden@una.edu
(256) 765-4413

Peggy Hosea
phosea@purdue.edu
(877) 882-7273 or
(765) 236-0955

Expanding the
capability of the
region with
training and
certification

13 people trained
and in process of
certification

Offered annually



Apply your knowledge. Accelerate your career. Create your future

CHECK OUT UNA'S NEWEST INTERDISCIPLINARY MINOR!

UNA is offering a new minor in Innovation Engineering. Regardless of your major, these classes will teach you how to generate ideas and make them a reality in any field.

"Nearly all employers surveyed (95%) say they give hiring preference to college graduates with skills that will enable them to contribute to innovation in the workplace."

-The Association of American
Colleges and Universities

Courses

Create – Learn a systematic approach to creativity that allows you to generate innovative ideas in any field

Communicate – Learn to express the benefit, the uniqueness, and the credibility of any idea

Commercialize - Work with real product and service ideas and create working prototypes to find the flaws of a design quickly and inexpensively

Systems - Learn how to lead innovation in any organization



For more information regarding this
Minor please contact: Dr. Santanu
Borah at sborah@una.edu or
256.765.4605





**INNOVATION
ENGINEERING®**



Human Computer Interaction / User Experience (HCI/UX) Minor

The University of North Alabama partnered with Northrop Grumman to create new minor program in HCI/UX.



HCI/UX

Human-Computer Interaction/User Experience
Design • Communicate • Develop

Human-Computer Interaction and User Experience (HCI/UX) - now at UNA
HCI/UX makes technology more user-friendly
Imagine being able to make technology easier for others!

Get Started in Fall 2014 with the first course
CIS 289 Introduction to Human-Computer Interaction/User Experience

Majors that have HCI/UX minor:
Computer Science, Computer Information Systems,
Art, Psychology, Geography, English/Professional Writing

For More Information about HCI/UX please
contact Dr. John Crabtree at
jcrabtree@una.edu or 256-765-4464.



Leading Speaker Series
Featuring *Jared Spool*
Oct 15, 2015
Jackson Center
Huntsville, AL



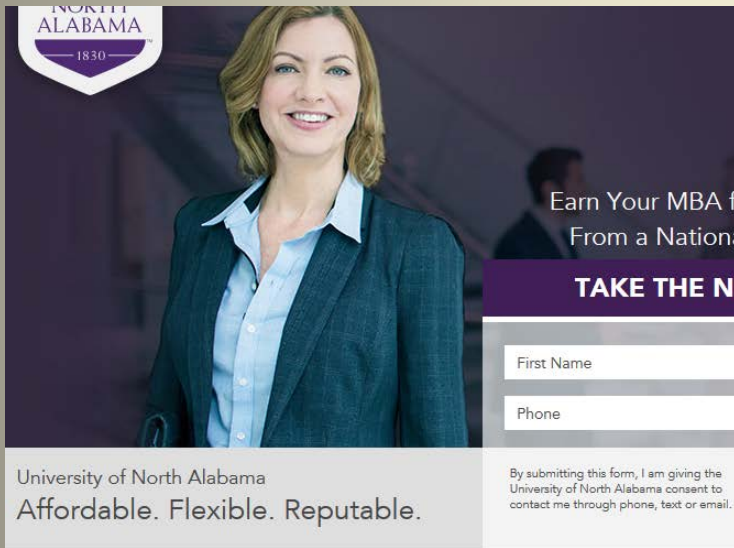
- Design
- Communicate
- Develop

UNA MBA Concentration Innovative Economic Development

Starting Spring 2016 Online MBA
Partnered with University of Purdue:

- 21st Century Economic Development (1 credit)
- Regional Innovation Ecosystems (3 credits)
- Collaborative Leadership (3 credits)
- Economic Development & Innovation Strategy (3 credits)
- Economic Development & Innovation Policy (3 credits)
- Capstone Project (2 credits)

Targeting state, regional and local
economic development organizations



UNIVERSITY OF NORTH ALABAMA
1830

Earn Your MBA from a National Leader
From a National Leader

TAKE THE NEXT STEP

First Name

Phone

By submitting this form, I am giving the University of North Alabama consent to contact me through phone, text or email.

University of North Alabama
Affordable. Flexible. Reputable.

Experience Quality and Convenience at an Exceptional Value.

- ▶ [Affordable Tuition](#)
- ▶ [Highly Regarded History](#)
- ▶ [School of Business Accreditation](#)
- ▶ [Online & On-Campus Options](#)
- ▶ [Career-Focused Curriculum](#)

“ I have finished the MBA Program with a concentration in Accounting in 18 months. The monetary costs are the most favorable in the region, yet I have received a solid education from some of the greatest professors in the field. ”

— Seth Miller, MBA Graduate

2015/16 Innovation Initiatives

Upcoming Events

- Tech Meetup 2nd Thursday monthly – Oct 8, 2015
- Biz Buzz weekly started - Sept 16, 2015
- HCI/UX speaker series – Oct 15, 2015
- UNA Student Incubator Oct 17, 2015 Opening
- Shoals Idea Audition – Nov 19, 2015
- Innovators Series – Feb 16, 2016
- Shoals Big Idea – Mar 10, 2016
- 3 Day Startup – Apr 8-10, 2016



A Partner in the Strategic Doing Movement

Innovating using Strategic Doing

Building a Digital Technology Hub
Shoals FutureTech Core Team

August 2015

