

The Education & Entrepreneur Center

Wicomico Public Library



Est. 1968



Salisbury Area
Chamber of Commerce



Wicomico County
Maryland

*Andrea Berstler, Director, Wicomico County Public Library
A Place for Education & Entrepreneurs in Downtown Salisbury*

The Library is Entrepreneurial



- An Entrepreneur is a person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk.
- Entrepreneurs, in the purest sense, are those who identify a need—*any* need—and fill it. It's a primordial urge, independent of product, service, industry or market



The Library supports Entrepreneurs



- Physical Space - Work space, free WiFi, remote printing, fax service and file scanning
- Traditional Use – print resources for business information and self help
- Virtual Space - access to quality databases and magazines focused on business support.



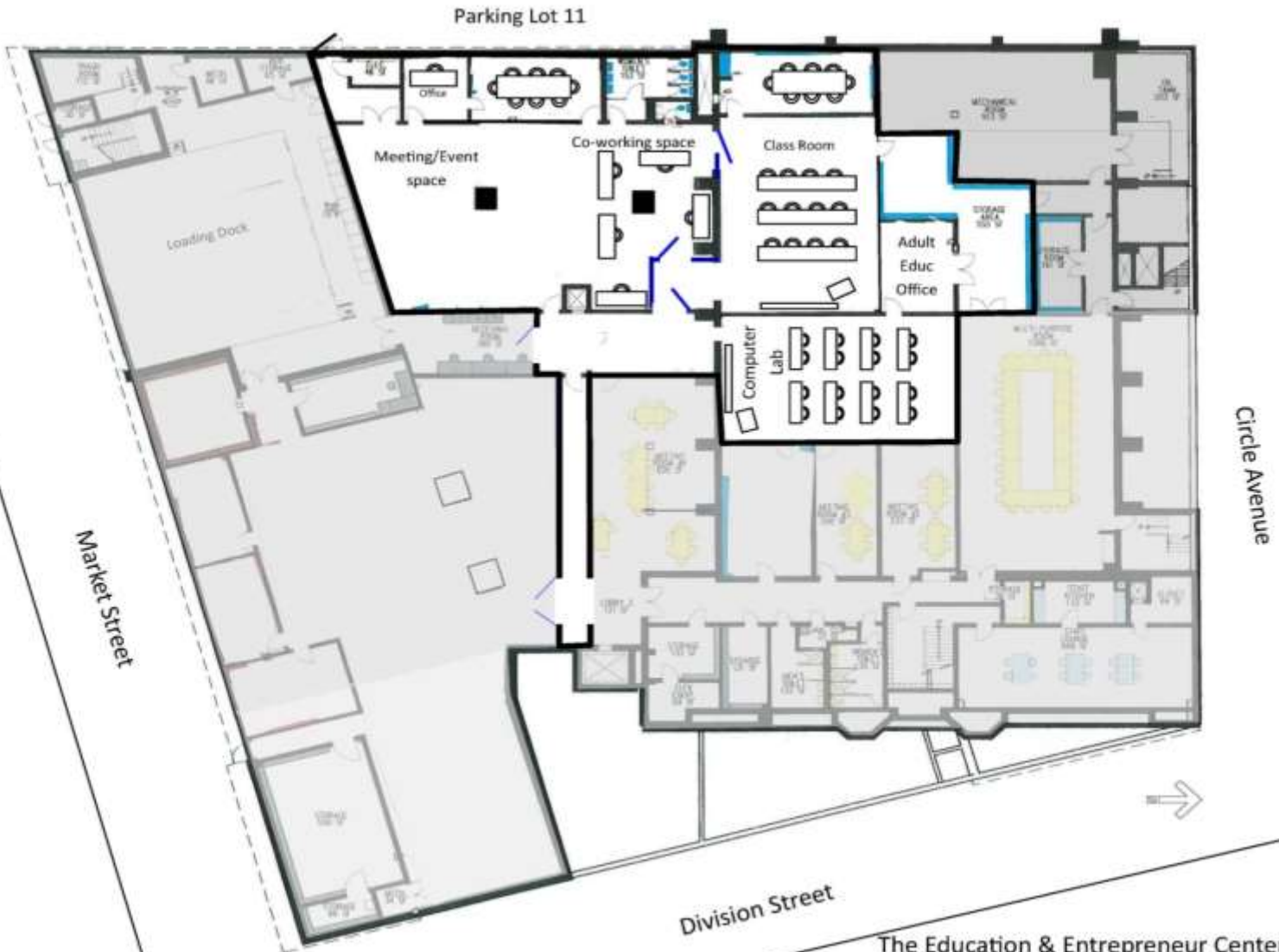
The Library introduces Launch/SBY!



Provide a space for a program driven, entrepreneur focused initiative.

A place that fosters entrepreneurial activities, “out of the box” thinking and provides support and training for new and experienced entrepreneurs.

Tentatively planned events include Whiteboard Wednesdays, Pre-Competition support for Shore Hatchery and Bernstein competitions, Collegiate Entrepreneur Organizational meetings, & Race to Innovate Programs.



The Education & Entrepreneur Center
@ Wicomico Public Library

Parking Lot 11



James McNaughton – AHPharma, Inc.



Complex Start-up Manufacturing Entrepreneur Initiative Success Story



Entrepreneur Discipline Activity Requirements

Manufacturing Steps

RESULTS of Entrepreneur Activity

Agriculture Engineering Experience & Research Capability.

- Development of a Need
- Target Market Experience Capability Utilized.

A significant Need is established.

3-D CAD Designs & Engineering.

- Prototype Engineering Experience Required
- 3-D CAD Drawing Expertise
- Local Community College Support
- Development of incubator/entrepreneur center within the company (mentorship opportunities).

3-D Prototype Model completed. Mentorship continues throughout the process, all the way to marketing and beyond.

Prototype & Plastic Technology Manufacturing.

- 3-D printed additive Prototype Manufacturing
 - Metal Mold Designed & Manufactured
 - Injection Plastic Molding
 - Extrusion Plastic Molding
- } *Product Competitive Pricing Reducers*

- 3-D printed model completed.
- Metal mold designed for either injecting molding or extrusion molding.
- First-article-sample electronic-housing manufactured.

LED Technology & Mathematical Skills.



- Mathematical Algorithms Used to control process
- LED Design Substrate Manufacturing.

LED manufacturing, fitting the housing & need, is completed.

IT (Information Technology) Capability. This position is the result of mentorship established earlier (*Tri-Dimension Company 2013 incorporated*).

- Visual Demonstration of Technology
- Communication & data efficient transmission
- Significant aid to research & demonstration.

Proof-of-concept completed.

Marketing Capability.

- Agriculture Experience Required
- Ability for Farm Entry (access to customers).

Ultimately, entrepreneurs from various disciples completes marketing success.

Dave Ryan - SWED



- Entrepreneurship is big business
- Entrepreneurial center is a platform for new business ideas and formations
- Entrepreneurial center as the “wave of the future”



Brad Gillis – Chamber of Commerce

- Building the Entrepreneurial Community thru calendar of events, meet-ups, whiteboard sessions, pitches, etc.
- Promoting Wicomico County as Entrepreneurial Friendly, creating a forum for entrepreneurial development and a channel that assures they will have input, this is a place where they are welcomed, to encourage students to stay
- Provides a physical space for this community to use as needed. Space should be flexible to meet needs as they present themselves.
- Providing a location with services available to support entrepreneurs focused on new product development. The services would include grants or loans for parts and prototypes, access to 3D printing, patent advice, and experts available for training on product development and manufacturing.
- Entrepreneurs Farmers Market - a location and a specific day of the week that entrepreneurs can sell their products and services. Can also help new and existing businesses navigate through the process of finding funds, loans, etc.



Bill Burke – Salisbury University

- Student Entrepreneurship Competitions May 8, 2015
- Shore Hatchery October 24, 2014 and May 7, 2015
- Shark Tank with WMDT 47 ABC



SU Living and Learning Communities



- Business LLC - Downtown Tours
- New Entrepreneurship LLC Fall 2015

Collegiate Entrepreneurship Organization

- Student Organization
 - Meetings
 - Speaker events
 - Competitions - Race 2
Innovate, Prepare to
Launch



Thank you!

