


MAKE IT POSSIBLE




Penn State Startup Week 2020


All events are free and open to the public!

-  ***Pivoting to Save Your Brand***
Monday, March 30 from 9:30am - 10:30am | Penn State Berks, Gaige Building
Justin Rosenberg | Founder and CEO | Honeygrow

Founded in 2012, Honeygrow hit the fast casual restaurant market and quickly grew to 30-plus locations by the end of 2017. They launched Minigrow in 2017 and expanded into Chicago, but quickly realized these ventures weren't meeting expectations. Hear how Founder and CEO, Justin Rosenberg made tough decisions to turn things around and refocus his business.


-  ***Bringing Esports to Everyone***
Tuesday, March 31st from 4:30pm - 5:30pm | Berks LaunchBox, GoggleWorks, Suite 105
Christian Kunkel | Nerd Street Gamers

Nerd Street Gamers is a national network of Esports facilities and events. Chris will share the large growth of Esports and how Nerd Street Gamers is providing services to enable competitions, while reducing the barrier of entry to compete in Esports.


-  ***Protecting Your Company and Customers from a Cyber Attack***
Tuesday, March 31st from 6:30pm - 8:30pm | Berks LaunchBox, GoggleWorks, Suite 105

Data breaches of small businesses are becoming more common and more costly. More than 1 in 5 small to medium businesses reported a data breach within the last 24 months, up 17% in 2 years. And 41% said they'd suffered a breach that cost more than \$50,000 to recover from. Every small business needs to develop a security strategy to protect their data!

- Actionable steps small businesses can take to be safer - Steve Pressman, Alpine Cyber Solutions, President
- Human Hacking through phishing and stolen credentials - Mark Viglione, Enigma Networkz, Owner
- Understanding Insider Threats: employee, malicious insider, agent - Andrew Price, Tower Health, Senior Manager, Security
- Consumer Data Privacy - Joe Chiarella, Strategic Focus Alignment, Executive Advisor, Consultant

-  ***Growing an Innovation Economy***
Wednesday, April 1st from 7:30am - 11:30am | GoggleWorks Center for the Arts
Featured Speaker: Ariel Coro | Miami, FL based expert on technology and innovation

This gathering is being held in conjunction with the Greater Reading Chamber Alliance and Grow Pa. The purpose is to review the efforts being made at the state level to grow an innovation driven economy in the state and to discuss the efforts that can be made in the greater Reading area to support this vision.

-  ***Entrepreneurship Law Pop-up Clinic on Licensing and Company Creation***
Thursday, April 2nd at 6:30pm - 8:30pm | Berks LaunchBox, GoggleWorks, Suite 105
Business Law Society at Penn State Dickinson Law

The clinic will provide valuable information regarding whether to license a product or start a company. We will also discuss licensing decisions and issues, different types of business entities, and ultimate considerations when selecting an entity structure.