



Biobook
July 2018

Group 8

Amy Braunschweiger



About me

Amy Braunschweiger, senior web communications manager, works as a writer and editor and is part of the team that oversees the organization's digital presence across its website, newsletters, social media and other platforms. As a journalist, Braunschweiger's work has appeared in the *New York Times*, *Wall Street Journal*, *New York* and *Village Voice*, among other publications. Her book, *Taxi Confidential: Life, Death and 3 a.m. Revelations in New York City Cabs*, is a collection of gritty New York City cab stories from the '70s through present day. Braunschweiger has worked as a financial reporter for Dow Jones Newswires, and she received fellowships from the International Center for Journalists and the US State Department, among others.

About my project

Finishing two long-form narrative nonfiction pieces. One is about my experience visiting six cities that each claim to be the "Walleye Capital of the World," and the other is about my experience rediscovering my family tree and the history of Braunschweigers in Germany.

Contact

amybrauns@gmail.com

Website

https://en.wikipedia.org/wiki/Amy_Braunschweiger

Val Geisler



About me

Hey, hi, hello. I'm Val, email marketing strategist and copywriter for B2C SaaS and membership-based businesses. Yes, that's a mouthful. I've worked for myself for the better part of the last 6 years with a stint in-house at an email marketing software company. I'm an introvert to the core and also mom to two girls ages 4 and 1 who do not care that I need my alone time. I love personality tests and my Strengths Finder strengths are Maximizer, Connectedness, Input, Learner, Achiever. I do my best work leading small teams and connecting people with the tools and resources they need to make more human-centered decisions. And, of course, I'm excited to be an Unreal!

About my project

I'm constantly considering how I can scale my service-based business and am looking at products to help me do so. One is a course on customer retention (probably further off like early 2019) and the other is a workshop (or course?) on email strategy for freelance copywriters who want to add that skill to their list of services. My audience is a mix of people and a highly engaged segment is other copywriters who want to learn strategy/tools. There's nothing out there for them besides trial by fire and I'd like to simplify things for them.

Additionally, I've been working with a leadership coach (Chris McAlister, high recommend) and together we've uncovered that my superpower is helping people unblock the way they connect with others. I want to build more of this into my business model and suite of offerings/products so I can be less in the making-it-happen and more in the teaching-it-to-happen.

Contact

val@valgeisler.com

Website

<http://www.valgeisler.com>

Leo Hoar



About me

I have been a university teacher and administrator for fifteen years, with a PhD in literary studies. I currently teach technical communications for engineers, but I have also taught film, literature, and writing. I have experience in pedagogy, instructional technology, and course design. I've also served as a government relations head for a small college.

About my project

Identifying my next big step. I am considering:

- Personal statement online course
- Position with University Innovation Alliance
- Freelance (marketing, communications)
- Joining a startup

Contact

hoar.14@osu.edu

Website

Mark Pasternack



About me

Mark has worked in the video industry for the past decade as a freelancer, founder/CEO of Jump Goat Media, and currently founder + Filmmaker at Pasternack + Co, a husband/wife photo & video team telling beautiful stories of inspired brands and joyful brides. In all of his work his passion is to create an authentic connection between the story and the viewer. Currently he is shifting towards building an online course around How to Create Compelling Videos On Your Phone. On the personal side is he is a husband/father of 2 girls with another on the way and spends most of his time outside of work with his family.

About my project

I will be focusing on 3 things: 1) Creating an online course around How To Create Compelling Video Content On Your Phone 2) Put on Workshops to teach the course in person and 3) Start a YouTube channel to promote the course and build another revenue stream.

Contact

mark@pasternackco.com

Website

<https://pasternackco.com/>

Jorie Stickel



About me

Jorie is passionate about exploring unconventional organizational design and talent development methods that position individuals to actualize untapped potential.

Based on her belief that people are both inherently gifted and unique, and require different conditions to excel, Jorie crafts talent strategies that catalyze individual and organizational growth.

A proponent of neurodiversity, Jorie believes that neurological differences like autism and ADHD are the result of normal, natural variation of the human genome and should be celebrated.

With a background in People and Culture Development, Jorie advises businesses, organizations and individuals seeking growth on how to maximize individual and organizational talent potential.

Those that have benefited from her skills include Hot Chicken Takeover, CuroLegal, Girl on Fire, PRADCO and the Columbus Chamber of Commerce.

About my project

I'm currently being contracted as a Senior Project Manager for a blockchain startup. This project is consuming a vast majority of my time, but I know that I also need to focus on building my consultancy. I've been fortunate to work on referrals, yet recognize the need for a professional online presence and solid brand. I would like to use my time with Unreal Collective to refine my offerings, come up with a pricing and marketing strategy, and brand my business.

Contact

jorie.stickel@gmail.com

Website

Group 9

Kate Burgener



About me

I have been a freelancer for the past 5 years and a mom for 4 of those. I have an undergrad in architecture and a masters in city and regional planning. Being a graphic designer and specializing in document and event material design marries those two disciplines in that I get to make very organized and complex things look great. I grew up in New Jersey, went to college in DC, and have lived in Columbus (where my family was originally from) for 14 years.

About my project

In the next 12 weeks, I want to grow my business in a balanced way that still leaves me plenty of time for being a work at home mom to my tiny human. (Not looking to take over the world, just do solid work for some great people and make some sweet money.) I believe to accomplish this I will need to bring on 6-8 additional repeat clients who either have annual large-scale events (like conferences) or need somewhat steady work throughout the year. I'm also always looking to brush up my systems and other process stuff which I get very nerdy about.

Contact

kate@kateburgener.com

Website

<http://kateburgener.com>

Zach Friedman



About me

Hi friends. My name is Zach.

I like to make stuff up. Not in a lying way like in a creating new one-of-a-kind-things kind of way. Spark new thinking. Being generative.

I've been studying and working in innovation for about 10 years now. I liked it so much I even made my own major in it at Ohio State.

Right now, I currently work at Nationwide in innovation.

But before that I was planning on becoming a professor in design/business—but honestly I didn't quite fit in.

They said I was a little too creative for a business PhD. And that I was a little too businessy for design school.

Stuck in-between, I guess.

Then I thought to myself "What do I really want to do? Why do I want to be a professor?". It came down to something really simple:

I want to make stuff up, then talk about it.

Yep. That's about it. Generate new perspectives. New frameworks and metaphors. Methods for designing systems and brands. Puns.

So, that's why I'm here.

About my project

I am working on an idea called "First Principles Comics".

Mainly, I just want this to exist. I've dove really deep in innovation/design and have taken unique experiences from different adventures (living on a permaculture farm in Israel, raw vegan culinary school, silent meditation retreats, etc.) and mapped them to innovation frameworks I've used with clients.

The problem is? Those are all locked away in confidential PowerPoint decks, smudged away with dry-erase markers or convoluted by inbound marketing objectives of selling big pharma advertising services.

I want to share these ideas to the masses—so people who are of like mind can geek out on them as much as I do.

The goal is to design an innovation comic series that uses three characters—the explorer, the zen-master and the karate kid—to tell metaphorical stories of innovation that stem from first-principles of natural systems, science and human psychology.

The stories will deal with topics like "emergence" "fractals" "weaving" "posture" and other frameworks I've developed. I'll then make other frameworks/methods for applying these ideas to your life, work and community.

Still a lot to figure out, but I am excited to be here for the journey!

Contact

zachmfriedman@gmail.com

Website

<https://www.linkedin.com/in/zacharymfriedman/>

Lindsey Moeller



About me

Hi all! I'm the founder of Botavi Labs, an herbal innovations and manufacturing laboratory and Balm Skincare, a raw and organic skincare line. I ventured into these businesses after my family lost our mother to an environmental cancer. We saw a ton of healing in alternative treatments, but unfortunately not a lot of resources or infrastructure to offer her the options that we wanted. These businesses will help to bridge the gaps that we saw in our struggles trying to help her body heal itself.

My education is all in science as a graduate of Ohio State University in Biology and Molecular Genetics, but my professional background is all in Marketing with retail brands like The Limited and Justice.

I'm a natural lifestyle buff and when I'm not working (rarely), I like to stay active, be outside and travel.

About my project

We are in the midst of a rebrand, so I'll be focuses on the many aspects of design and development for our new brand launch.

Contact

lindsey@balm-skincare.com

Website

<http://www.balm-skincare.com>

Sayoko Osada



About me

Experiential Art Director/ Designer, specializing in thematic environments. I focus on multi-sensory storytelling. For each project, I uncover its essence whether it be the story, motivation, or brand. I let the essence drive the design aesthetic and journey. This includes Experiential, Pop-up/ Events, Brand Environments, Retail Environments, Set, Immersive Multi-Room Installations. Based in New York City.

About my project

Finding clarity around what it would look like to form my own freelance experiential marketing and design practice.

Contact

sayoko.says@gmail.com

Website

<https://sayokoosada.com/>

Eric Ralph



About me

I'm a pricing professional with degrees in finance and marketing. In my spare time I am constantly learning new things, particularly in the arts since my day job is heavy on the logical side. I've written a (hopefully) humorous novel and believe art should be accessible to everyone (and everyone can create art).

About my project

The Adventure and Imagination Museum (AIM) offers parents and fans of the arts a place everyone can enjoy. Combining physical activities, cultural exhibits, and interactive art installations, AIM is a new type of museum for central Ohio. No more arguing over where to go, AIM offers something for everyone in the family. Inspired by the St. Louis City Museum, AIM seeks to establish a similar cultural icon in central Ohio that crosses traditional boundaries between art, entertainment, and culture.

Contact

eric@takeaimcolumbus.com

Website

<http://takeaimcolumbus.com>

Group 10

Kara Clouse



About me

I live out my busy days as a mother of two boys (11 & 8) and one completely ridiculous rescue dog alongside my husband of 18 years. Our household loves OSU basketball, chocolate chip cookies and our yearly trip to South Carolina. My passion is education and I have spent the last 16 years as a teacher. In the fall I "graduate" to teaching second grade from my first love, teaching kindergarten, where I have been for the last 15 years. I am excited to learn more about the "big kids" and widen my knowledge of young learners.

About my project

I'm currently in the middle of a beta test for a project I am calling Team K Learning. I have several families of 3-5 year old children who have purchased learning materials from a suggested list and who have agreed to complete 30 days of activities with their children over the summer. During each of the 30 days they are sent a 3-5 minute video featuring myself and my dog Kramer (because sometimes 5 year olds would rather listen to a dog than a person). Each video gives instructions for the activities that are to be completed for the day. Our mission is "quality time with an educational purpose". We seek to foster more engaged time between parents and children and to help children avoid summer regression so that they arrive to their new classrooms in the fall fully ready for new challenges.

Contact

teamklearning@gmail.com

Website

Cyndi Lee



About me

Have you ever embarked on a project and failed repeatedly? It was my third time trying out for the Shark Tank and everytime I didn't make it was pure devastation. But with sheer dogged determination, I finally made it! *PERSEVERANCE* is a must!!

In hindsight, I'm so thankful it never happened on both auditions because I believe *"everything happens for a reason"*. Had I made it on the Shark Tank the prior years, I would have made a complete fool of myself with the lack of knowledge with the time and practice needed to hone in on my pitch. Being on QVC, Steve Harvey and the local news helped me improve my pitch and I practiced repeatedly while driving, cooking, showering and even when I woke up in the middle of the night!

I was on autopilot for the pitch and no one can ever be 100% prepared for the questions but I survived without fainting, which was a miracle in itself. I wasn't so scared of the Sharks but more of the realization that millions of people would be watching me on Prime Time Television. I've made costly mistakes along the way but as Jack Ma says, "mistakes are revenues later" as long as you learn from them!

10 Random Things About Me:

1. I love animals
2. I'm extremely shy and public speaking scares me to death!!!!
3. I'm a BIG foodie and enjoy cooking with someone rather than alone...
4. I'm learning to appreciate the simple things in life, less clutter.
5. Laughing keeps me young at heart but I can do without the wrinkles!
6. I crave for TV and movies more than reading (don't judge me as I do enough reading while researching) but love to read biographies.
7. Favorite movies: Shawshank Redemption and Braveheart.
8. Super Soul Sunday teaches me compassion and how to apply my knowledge to wisdom, although age is definitely a catalyst.
9. I appreciate people who are prompt as my time is just as important as theirs.
10. I miss camping (with a tent, not an RV), hiking, skiing, jet skiing but a nice bathroom is always a plus!

About my project

How to hire great people, learn about advertising on social media, create influencer connections etc.

Contact

safegrabs@gmail.com

Website

<http://www.safegrabs.com>

Mike Leone



About me

Full time entrepreneur in Columbus, OH. Starting a business management software business while operating a swimming pool service company

About my project

Creating a killer marketing campaign to scale my business software

Contact

mike@poolofficemanager.com

Website

<http://www.PoolOfficeManager.com>

Rob Levy



About me

I have recently moved to Denver from my hometown of Cincinnati, Ohio with a goal in mind: to navigate a new city and new experiences - particularly through outdoor recreation and photography.

About my project

I will mainly be focusing on building the foundation of my pet photography business.

Contact

levyrj.rl@gmail.com

Website

Mollie Verdier



About me

Hi! I am Mollie. I am an Occupational Therapy Practitioner, Mom to 6 kids, Inventor and Founder of 2 technology companies called Therapals.com and UpperHand EDGE. I am passionate about helping those with special needs and overall kids in general to become entrepreneurs. Some of the most brilliant minds in our nations history, thought outside of the box. I believe that "good or bad" Kids just learn best from other Kids. I see it everyday in my occupation, I also see it at home with my own children. I am a strong Catholic, I only pursue missions that are in line with my faith.

About my project

I will be launching an Indiegogo campaign. Writing script and shooting video hopefully.

I am actively looking for funding, so reaching out to sponsors and looking into the dreaded grant arena is on my agenda as well.

I want to add to my team. Finding out what I am missing and how to move the project forward with the right people is what keeps me up at night . I need a "Lead" a real passionate and motivated individual , who was born to lead and take charge.

Contact

therapals@live.com

Website

www.therapals.com

Group 11

Bennett Coltman



About me

My name is Bennett, and most people know me as being super positive and energetic. I live in Columbus, OH, and I currently work in product support for Mettler Toledo; my background is in mechanical engineering from Ohio State. I have a passion for random acts of kindness and community, and I try to go to at least a concert a week.

About my project

I'll be working on my project, 10 Thousand Good Things. It's a writing project that I want to use as a platform to organize community events, large scale random acts of kindness, and philanthropic events.

Contact

BennettColtman94@gmail.com

Website

<https://10thousandgoodthings.com/>

Conor Conaboy



About me

Passionate about high quality content, good design, photography, social media marketing, and doing good.

I was introduced to the startup world my sophomore year of college, after feeling deeply unhappy and boxed in by traditional education. I immersed myself in digital culture the moment I left high school and began to see the kinds of things I could learn and accomplish out on my own. This led to me to joining a high school friend (now Co-Founder) at his clothing startup leading strategy and operations, eventually leaving to found my current company, Honest Projects. Shortly after founding Honest Project out of my dorm room, I left school going into my senior year to pursue entrepreneurship and a marketing internship at Wasson Enterprise and Holly & Tanager.

Over the past year I have had the opportunity to work on strategy projects for both Fortune 50 companies and small startups, grow a fashion brand's Instagram account over 200% in 8 months, lead content and digital strategies for multiple brands, and learn from the best in the game, as well as from my own mistakes.

I am currently on a journey to develop meaningful relationships, build out my own startup, and pursue exciting opportunities to help other people and brands be better.

About my project

I will be focusing on turning my social media marketing and content strategy skills / knowledge into a business so I can branch out into freelancing and consulting, and to add more value to Honest Projects clients

Contact

conor@honestprojects.co

Website

<http://www.honestprojects.co/>

Matt Ray



About me

My name is Matt Ray and I just graduated from Ohio State with a degree in Marketing. I grew up in Clintonville (in Columbus) so when looking for a full time job I wanted to try moving somewhere new. This August I will be moving to Arlington Virginia to start my professional career as a sales development representative at Cvent (an event planning software company). I am someone who is always working on side projects related to my passions which include sales, event planning, Pelotonia, video editing, and travel. In my free time I enjoy going to breweries, flying my drone, playing ping pong, cycling, and spending time with friends. I'm super excited to begin this Unreal Collective journey!

About my project

I will be focusing on growing my video storytelling/creation business. To do this I need to organize my portfolio of work on a website in an organized manner. In addition, I will be figuring out strategic ways to build my client base. I am also working towards becoming a "High Roller" in Pelotonia and am looking for new/strategic ways to achieve this.

Contact

mattaray96@gmail.com

Alex Young



About me

My name is Alex Young! I love telling and sharing stories. Before podcasting and vlogging I had experimented with various businesses/industries that took me around North America for a few years. They kept me from homelessness but weren't immensely profitable. The experience was priceless though. These days I spend most of my time talking to people and making videos.

About my project

Building the audience for my podcast, The Powerful Mind. and increase viewership on YouTube

Contact

alexyoung21@gmail.com

Website

<http://www.thepowerfulmind.com> and alexyounglive.com
(an AI designed that last one)

Nathan Zanzig



About me

I am a senior at Ohio State studying Marketing, Psychology, and Entrepreneurship. I am currently interning at SafeChain on the product team. When I'm not working or doing school work you will most likely find me playing soccer, eating some "weird" healthy food, reading a non-fiction book, or listening to a guy Raz podcast.

About my project

I am seeking to connect end consumers at restaurants with the source of their food. To do this, I am going to create immersive content for restaurant diners to consume while waiting on their food. This will likely manifest as 360° films of farmers viewed in a VR headset by the end consumer at the restaurant.

Contact

zanzig.4@osu.edu

Website

Alumni

Mike Albert



About me

I'm a virtual/fractional CFO who helps startups & small businesses understand and plan their finances.

About my project

I'm starting a podcast to build awareness about what I do and to scale the types conversations I have 1-on-1 to a broader audience.

Contact

mike@mikealbert.co

Helayne Angelus



About me

Principle at Kalypso. Prior to joining Kalypso, Helayne was vice president of customer business development global diversity with Procter and Gamble (P&G) and immediate past president of the Network of Executive Women (NEW). Helayne began her sales career with P&G, where she was a pioneer for women in sales and progressed through a variety of P&G sales management positions, including unit sales manager, district manager in New York, division sales manager in Cincinnati, and manager of worldwide sales training and development. In 1992, Helayne was transferred to Caracas, Venezuela, where she was director of customer business development until 1998. Her general management responsibilities have included leading P&G's Kmart/Sears, wholesale, military and direct technology businesses.

About my project

Writing a memoir about her mother, Yiayia, and the impact of Yiayia's lessons on her own life.

Contact

helayne.angelus@kalypso.com

Andrew Bair



About me

Andrew grew up in northwest Ohio before moving to Columbus to pursue a Biology major and Chemistry minor at Capital University. After graduating in 2015 he took a job as an Environmental Specialist with the Ohio Environmental Protection Agency, where he audits laboratories for drinking water analysis. An aspiring photographer, he spends his time outside of work photographing portraits, weddings, families, and anything which will not actively object.

About my project

Creating a brand, body of work, and reliable income for my freelance photography.

Contact

acbair11@gmail.com

Alex Bell



About me

I'm a Content Marketing Consultant working with a small team interested in freelancing, entrepreneurship, writing, marketing, personal development, and productivity.

About my project

I'm building a content marketing business/consultancy. It's grown to a team of 4 and going well. Biggest challenge now is time management, making sure I'm getting everything done I need to, being a better manager/leader, and I'm focusing on what's most important.

Contact

me@alexgbell.com

MV Braverman



About me

About my project

My main project right now is a Personal Relationship Manager to help people stay connected with friends and successfully launch new connections (because vast majority of us never follow up after we meet that super cool person at a networking event). I have done user interviews and created sketch/wireframe.

Contact

marina.braverman@gmail.com

Website

Emily Clouse



About me

Emily lives in Chicago by way of Coldwater, Ohio. The only things she gives up on are pull-ups and writing in the third person. Everything else I commit to pretty hard.

I currently write for Reductress, the iO Comedy Network and XVP Comedy. I perform improv with iO Harold Team 'First Kiss' as well as indie team Uncle Garbage. I've written and performed sketch comedy at The Second City, iO Theater, Stage 773, The Public House Theater, Chicago Sketch Comedy Festival and Women's Funny Festival, among others. I'd say I officially started my comedy writing career when I won "Best Screenplay" at the Columbus 48 Hour Film Festival in 2011.

About my project

Writing her first spec script to be used to find a literary agent.

Contact

emilyfclouse@gmail.com

Stuart Crane



About me

I am a software entrepreneur. After building many software applications for Columbus-based companies, I started a software company in '93 and grew it over 20 years, ultimately selling the business in 2013. Since then I have been mostly retired. I have a wife and 2 teenage kids.

About my project

I am building a voice application that allows businesses to instantly get their metrics, KPI's, and other key information just by asking -- via Alexa, Ok Google, Cortana, and Siri. The product is called "Voice Metrics". Currently I am working with one developer, we have built an Alexa Skill, and we have a few beta testers playing with it. Our goal is to roll out an interface to Slack this fall, along with our open API product for any/all businesses to use with their data.

Contact

stuart@stuartcrane.com

Andy Curran



About me

I'm founder of a startup called WeVote, a private social network that connects voters with their elected representatives.

About my project

WeVote is an online platform where registered voters can quickly see all the legislation relevant to them, vote, comment, read upvoted comments and expert guidance. On the backside, it gives legislators a view into their actual constituents' feelings and best arguments for and against ongoing legislation.

Contact

andy@wevoteproject.org

Elyse Dierking



About me

A designer, brand strategist, trend analyst, and researcher, depending on the day (or hour)

About my project

I want to monetize my passion for interiors. After requests and suggestions that I "do it on the side" from friends... I want to figure out what that actually means, for me. I'm at the very beginning of the process: I have designed my own home style and helped friends for free, but want to start building clients and charging.

Contact

ecdierking@gmail.com

Orion Difranto



About me

A self-taught musician with a penchant for hard work, Orion serves as the front man for industrial blues trio Orion and the Constellations. When he took a blue-collar job at a well-known steel mill he hit the jackpot, not only with an afternoon shift schedule that gave him time to connect with the late-night local music scene, but with the introduction to a fellow steel-worker's sons, drummer Erik and bass player Jason Rau.

In 2016, Orion and the Constellations produced their first album, 10 years, and won an Ohio Music Award for Best Contemporary Adult Song of the Year. They are featured on blues radio stations in the US, UK and France and are working on producing a second album in 2017.

About my project

Writing his second studio album.

Contact

oriondifranco@gmail.com

Clayton Fuller



About me

I wear a lot of hats, literally and figuratively. Artist soul with a business degree. INTJ. I'm interested in making work that resonates and challenges in a meaningful way. Currently, I'm a Content Manager at Serif Creative, a creative agency in Columbus, Ohio. We have a sign in our office that reads, "In a time of universal deceit, telling the truth is a revolutionary act" -- it represents our ethos well. Previously, I owned a design and stationery brand, which was acquired in March of 2017.

Too rebel for a website. Too lost for Twitter. LinkedIn: [linkedin.com/in/claytonfuller](https://www.linkedin.com/in/claytonfuller)

About my project

I'm experimenting with building an apparel brand.

Contact

cefuller285@gmail.com

Anna Hetzel



About me

I was born and raised in the corn fields of the Midwest, a total book nerd, and tri-lingual (English, Spanish, and Catalan). With a passion for spinning tales around a campfire and teaching the craft of storytelling, I now get to tell stories for a living. Dream life, right? I would agree. I've been in the business for a few years now and am totally in love with it. I don't see it as marketing. I see it as empowering people to succeed in what they are passionate about. And I'm all about passion. I'm a dreamer, always looking ahead, always brainstorming, always moving. I get shit done too. In my free time away from the computer screen I am building myself a tiny cabin in the woods, hiking, reading, weaving , and baking bread...and copious snuggles with my cute dog. In the summer my partner and I take long trips to explore more of the world. Another reason why I love what I do? I can do it ANYWHERE.

About my project

As of January 1, I am officially self-employed. I mean, I'm a writer, which means I'm a total sucker for symbolism. A new year, a new career. I am starting up my own freelance copywriting business. I've got a pretty good jump start on it, but after being in the business for a few years now working for other people, it is high time to do it on my own. My target market is social enterprises, or businesses that have a strong mission to work conscientiously in their community. I am planning on practicing what I preach- for each client I have that reaches a certain threshold I will donate a few hours of my time and expertise to a charity or community organization.

Contact

anna@annafhetzel.com

Website

<http://www.annafhetzel.com>

Ben Kellie



About me

I am a mechanical engineer by training (MS, OSU 2012) and have worked in some capacity for SpaceX since graduation. I started off as a Launch Engineer helping to design and develop systems on their west coast launch site as it was being built, despite knowing nothing about, well, anything. Through hard work and many misadventures, I was fortunate to work my way up to Lead Engineer for that site by the start of my second year.

After our inaugural launch, I saw that options for advancement were limited and the site was leveling out a bit. I was more experienced, but still quite young & foolish, so I left and started a hardware company focused on developing handheld thermoelectric generators for backcountry adventures. The idea was you could set it next to a campfire, or on a sun baked rock, and make enough power to fuel your GPS/phone/radio/etc.

I was about four months into that and was approached by SpaceX saying they had an 8-week long build project that they'd like me to run as an independent contractor. Desperately needing money, since my arrogance and naivety had quickly painted me into a corner, I jumped at the opportunity. Long story short, this became the development, build, and operation of the drone ships Just Read the Instructions and Of Course I Still Love You. Eight weeks morphed into eight months of living in hotels, going out on sea missions, rebuilding exploded barges on 24-hour shifts, doing trips overseas for mission critical parts, and all sorts of other adrenal gland destroying shenanigans. At this point, I was asked to come back on full-time and manage the group, but declined for myriad reasons best kept to myself.

I chose instead to move back home to Alaska and launch an engineering startup focused on deploying transformative technologies across remote Alaska. I loved the work SpaceX was giving me and I loved the teams I worked with, however I had come to realize that I worked best in the 'chaos stages' and wasn't content to allow the exponential function to roll over.

Alaska is a historically boom/bust economy and is going through one of its most sustained busts ever. People were beginning to speak seriously about how businesses built here could change the face of the state, rather than simply chasing oil and gas. It was important to me to start a company focused on efficiently using technology to bridge infrastructure gaps and to improve both commercial and social situations. From this plank, K2 Dronotics was created. K2D is a drone service and engineering company. We deploy drones in the harshest, most remote parts of the state to gather critical data for industry and government. We have helped traditional industries cut costs in their exploration and operations, while also helping remote village councils quantify climate change. We have been operating now for two years and our focus in 2018 is to go big or move onto the next opportunity.

We have been operating on a few different fronts: flight services, training clients to fly their own missions (such as remote village councils), and also continuing to consult in aerospace to SpaceX and other launch startups. We are doing 'fine' but many of our current opportunities have expiration dates. We need to figure out how to scale what is scalable and shed dead weight. I look forward to working with everyone at Unreal to mercilessly and honestly hone our offerings, while staying laser focused on best serving our home state of Alaska and its citizens.

About my project

In summation: growing K2D's base offerings to get a sustainable revenue engine while evaluating the above projects as our 'big bets' going forward.

Contact

bmcellie@k2dronotics.com

Website

<http://k2dron.es/>

Jenni Kowal



About me

I am a Graphic/ Web Designer currently, but I am also a fine art photographer. My main focus is in travel and landscape photography. I currently live in NJ and enjoy reading, hammocking, hiking and driving around aimlessly. Creativity has always been an important factor and I like to help others harness their own creativity.

About my project

I currently have an Etsy site with my Fine Art Photo Prints, and I am working on how to best market my shop as well as find a routine to consistently update it. I would like to revamp my website (jennikowal.com) and make it more focused on Print Sales and my Blog.

Contact

jennimkowal@gmail.com

www.jennikowal.com

Joe Lalonde



About me

I am an artist who lives and works in Toledo, OH. I received my BFA from Wayne State University in Detroit, MI with a concentration in sculpture. I currently work at the Toledo Museum of Art as a preparator/art handler. I enjoy kayaking, hiking, traveling, and movies in my free time. I also participate in a small family maple syrup operation, in northern Michigan, in early spring. I love music especially jazz.

About my project

I am working to create a line of sculptures and mobiles, that I can produce multiples of, through the use of a maker space. I would like to build a website for the work to then market and sell the sculptures.

Contact

joelalonde23@gmail.com

Robert Larsen



About me

I'm a serial entrepreneur since 1992. Happy now to have a name for them... "Experiments". Single, living in Fort Lauderdale and looking to relocate. Funny guy and bit of a Lone Ranger when it comes to decision making.

About my project

Snap 4 School- Fundraising and lifestyle service. App is under development and now I need to build a team around the project.

Mango House- complete short term real estate repair projects and complete legwork on mixed-use development model I concocted.

Personal- Get healthier and find a GF.

Contact

teeboneguy@gmail.com

Website

Julie Martin



About me

Hello, my name is Julie Martin. I'm originally from a rural town in Indiana called Aurora (pop: 3700). I was made to be, among other things, an artist and designer and was blessed enough to be born to a cattle farmer father and nurse mother. The planting of a artsy, head-in-the-clouds, fanciful person into a terribly pragmatic, centrally-Midwesternly-located, salt-of-the-earth environment is perhaps representative of a larger theme of paradox in my life. Incidentally, my parents are wonderful people and I had the most idyllic childhood playing in the woods, drawing, and reading mountains of books.

Growing up, I was taught to be a hard working, dedicated Midwesterner. I interpreted this as becoming a straight-A artsy kid. I played the daylights out of our old upright piano - 9 years of daylights to be more specific. I later developed decent relative pitch (like perfect pitch for ungifted people with too much time on their hands). I was also good at higher math, chemistry, and problem solving in general. When it came time to choose a major, I picked architecture because it seemed like a blend of art and math. I chose the University of Cincinnati for a couple reasons: it had a great architectural design program, I had a full ride, and I could travel with the co-op program (their version of work/study with no geographic limitations).

As school progressed, I travelled more and the school work became more abstract and difficult. I read War and Peace and went to Moscow; worked in Beijing for a semester; earned a minor in German in Munich; quit my first job in NYC. I became depressed my third year and almost changed majors. Alas! I made it. I graduated, got married to my long-time boyfriend, and moved to Columbus for New Husband's job. Chronologically, at this point it's 2013.

For the first two years in Columbus, I worked at a stifling, tiny office with two elderly architects who taught me how to draft. This was great for two reasons: 1, I learned a lot and 2, it bred an intense frustration and urgency to find a designy-er design job. I job searched for over a year and turned down 4 offers to work at my current job. New Husband and I divorced after two and a half years, and I started my new (and current) job.

Since working at this job and after much sweat/tears, Design has clicked for me. In typical Type-A style, I have leaned into exercising my Design Eye and learning everything I can, and have funneled the pain of my divorce into side work and art creation. I have spent almost 6 years soaking up how to be a professional designer and artist, and working dutifully 9-5ish. Professionally, I feel (almost) ready to lead my own projects, command my own schedule, pursue personal projects, amplify my artistic voice, and explore the world and opportunities. I'm already fascinated with everyone in this cohort and cannot wait to help and be helped by this unique gathering of individuals.

About my project

Within design, I have several interests, so I hope to first narrow my focus. Next, I want to leverage my existing professional relationships to develop interior/architectural design freelance work. Overall, I want to create my own schedule and have the time and opportunity to pursue personal fine art projects.

Contact

jiiuliemartin@gmail.com

Website

<https://www.instagram.com/jiiuliejam/>

Brad Miller



About me

I am a business lawyer with my own solo practice. I have experienced setting up new businesses, drafting and reviewing contracts, to shutting companies down. My current focus is on helping franchisees as well as people looking to buy a new business or sell their existing company. My favorite aspects of practicing law are counseling clients and explaining complex legal issues in simple-to-understand language.

I live in Columbus, Ohio with my wife and 2-year old daughter, 3 cats, and a dog. I fancy myself an amateur iphonographer, with Instagram as my social media platform of choice. I love technology. I could talk about marketing and pricing for hours.

About my project

I want to provide coaching to other solo/small firm lawyers. I enjoy practicing law but keep feeling drawn to helping others with their practices. My goal is to help lawyers create their ideal law practices.

Contact

brad@bradleymillerlaw.com

Website

<http://www.newmodernlawyer.com>

Corbett Morgan



About me

CEO at Xvariable, formerly product manager at Klarna.

About my project

Work/life balance. I want to build solid habits outside of work.

Here are my summer 2017 goals:

- Learn how to fly fish
- Learn how to shoot a bow
- Start working out again (gym 3x, yoga 2x, run 2x per week)
- Get back into language practice with goal of finding conversation partners this fall

Contact

corbettamorgan@gmail.com

Adam Morris



About me

My history is in technology -- medical robotics, MBA from the London Business School, finance IT, and for the last 8 years I've managed the development & production of a cloud based platform for retail real estate. (It's a tool for national retailers to map, plan and negotiate their new stores.) New to Columbus in 2013, I love travel, photography, meditation and dogs.

About my project

Launched a podcast this year called "People Helping People" to inspire social change. My goal to is to reach 25 episodes by the end of the year -- in the thick of developing my skills, figuring out my process, how to use social media effectively, and how to connect with and build an audience. I forgot how daunting it can be to start a project in something where you know nothing, and excited to be part of a group where we can support each other in our projects. Looking forward to meeting you!

Contact

amorris@auraionline.com

Chris Peabody



About me

27, from Columbus. Work for a start up, Bold Penguin as head of Sales & Acct Mgmt. Love the startup community here in town and enjoy meeting new folks. Trying to kick off my first business, thePARE!

About my project

A unique pocket square. Not the traditional pocket square you fold, but one that has a predefined shape.

Contact

chris.peabody@thepare.com

Alex Phommasathit



About me

Founder of Squire Systems and Diversified Health Management. I've been a provider in the home health setting for over a decade, my staff has been seeking modern applications in the market because there aren't any on the market, I decided to build one.

About my project

Squire Systems is an application suite, right now, we have an EMR and a Point-of-Care module. These modules utilize emerging technologies such virtual assistant, image/voice recognition, fraud prevention/detection. These tools are designed to improve outcomes and compliance.

Contact

alexander@squiresys.com

Reagan Pugh



About me

The real bio is that I'm just getting to the point where I'm ready to stop hedging my bets and do the work I feel like I'm supposed to do. Up to now, the pattern has gone this way: I find myself unsatisfied where I am personally and professionally, so I shift things up and get focused, then I start doing good work again...but then that work gets noticed, so I get recruited or go do something with someone else (because it's safe or because it guarantees affirmation) that's a distraction from what I should really be doing, then I get off course again. I've just escaped from one of these cycles again and am ready to pursue the creative writing, storytelling and speaking activities I believe allow me to best serve myself and others.

[[Official thing...Reagan has consulted on storytelling, culture, and leadership training at companies like Nike, Pepsico, Western Digital, Home Depot, and Kimberly Clark. He served as the Chief Storyteller at the innovation consulting firm, Kalypso, and taught leadership courses at Texas State University, Trinity University, and Angelo State University. As a Teach for America corps member, he was a high school English teacher and Drama coach on the Rosebud Reservation in South Dakota, where he led the school to win the state one-act play competition for the first time in school history.]]

About my project

1) Public speaking/storytelling coaching course for professionals. 2) Submit and perform a story at The Moth. 3) Double down on my blog publishing both professionally and personally - and build a nice following by offering content, courses, etc.

Contact

reagan@howweassemble.com

Website

<http://howweassemble.com>

<http://reaganpugh.com>

Bob Rafferty



About me

Bob is a Columbus, Ohio based entrepreneur. In 2010 he co-founded Knowble Media and works as its CEO and Managing Partner. Knowble is an award-winning digital creative agency that services higher education, healthcare, and non-profits. In 2014 Bob co-founded The Perch and is currently its CEO. The Perch is a coworking space that serves business in the Short North Arts District.

About my project

I'm currently focused on growing Knowble Media. I am working on developing strategies to acquire new accounts and create more visibility for the business within its market segments.

Contact

bob@knowblemedia.com

Molli Ross



About me

As a human, I'm an INFJ from small town, Ohio. I'm obsessed with podcasts, porch sitting, and a comfortable hoodie. You'll almost never see me without lipstick on or without my Puggle, Divot. As a designer and business owner, my goal is to be a partner to my clients. My business revolves about being real and connecting with my clients so that we can dig into the details, get to the heart of a problem, and work together to create impactful creative solutions.

About my project

I've recently started my own solo graphic design business focused on branding and web design and offering other design services like print design, lettering, and illustration. My business is fresh so I'm focusing on growing my client base, bringing in bigger and better projects, and making friends with passionate business owners who might turn into clients that I would love to work with.

Contact

molliross@gmail.com

Mark Ruf



About me

I'm Mark. I've been working in tech here in Columbus for a couple years. When I'm not working you can find me playing music, running, or gardening.

About my project

My full-time gig is at Taivara. We help companies of all sizes build digital products. Another project I'm working on is with a company called Connect a Voice. We are an early-stage startup in the developmental disability care space. We are currently launching our product at a few of our clients around Ohio. My other project I'd like to dedicate more time to is a product management data-analysis tool. It's still in the concept stage, but I would like to stay focused on it and push it forward.

Contact

markaruf@gmail.com

Website

<http://connectavoicedev.com>

Ryan Schick



About me

A licensed attorney in the State of Ohio and a former journalist, Ryan formerly served small businesses as a Development Program Coordinator for the City of Columbus. Recently, Ryan founded Make Columbus.

About my project

Building Make Columbus, a unique mechanism for economic development as it pertains to small business and entrepreneurship in the greater Columbus region.

Contact

ryan@makecolumbus.com

Travis Smith



About me

Professionally I am obsessed with launching TribeVest and creating a Tribe Investing movement that will change the way people build wealth and gain ownership status. My past experience includes various Leadership and Management roles in enterprise software sales and Financial Tech. My areas of expertise include leadership, sales management, go-to-market strategies, FinTech, strategic alliances, and building online communities.

I live in Columbus OH and when I'm not driving TribeVest, I'm maximizing time with my Wife and two boys. I still get on the hardwood twice a week and love planning fishing trips with my 4 brothers. Here's a more personal story about me and how TribeVest came to be:

<https://www.tribevest.com/investing/forming-the-first-investment-tribe-an-origin-story/>

About my project

- Scale up and expansion of all facets of the business while focusing on mission, metrics, and milestones
- Product Development - Accelerate product development to bring current services online, which will streamline member onboarding and provide a marketplace for Tribes to grow and develop, while helping TribeVest scale operations
- Marketing/Business Development - Scale and synchronize marketing to match product schedule and launch.
 - o VIP Tribes – we are accepting 5 more VIP Tribes of 3-5 members. VIP Tribes are as important as our first employees. They are not just customers, they are critical to our product design, development, and company culture
- Hire top talent that fit to scale priority areas of product development, operations, and sales & marketing
- Secure a maximum of \$500,000 in round 1 seed fundraising campaign set to launch in January and close in March 2018.

Here's our 2017 Year End Newsletter: <https://hubs.ly/H09GKCK0>

Contact

travis@tribevest.com

Website

<https://tribevest.com>

Brian Thomas



About me

Hello all. My name is Brian and my business is business. More specifically, growing businesses through web tech development and marketing (yes, I'm a millennial). I have a background in engineering and developing the IoT (before it was called the IoT, we created information systems using wireless sensor networks for large manufacturers). About 2 years ago, I created my company called Impact Social. At first, the focus was on fundraising and event planning, but I quickly grew to realize that the success of that business would be around lead-gen and marketing technology. Fast-forward to 12 events and 9 months later, I was burned out of the event space. So I wrote co-authored a book called Marketing Automation Foundation: Eliminating Unproductive Marketing (free on Kindle Unlimited!). Since, I have been doing strategy, web design, consulting, and advertising architecture for businesses around Columbus.

My goal now is 2-fold: create drop-shipping practices that will employ my knowledge, technology, and logistics network to create month-to-month steady income while I evolve my company to the next tier of web-technology development in 2018 focusing on Blockchain technology for industry solutions (there are too many).

My "expertise" (as of 6 years in the game): *IoT technology *Marketing Strategy *Marketing Automation *Web development *Mechanical Engineering *Event Planning *Teaching ESL (certified) *Language/communication (professional writing, specific) Some industries I am familiar with, though not an expert in: *Healthcare *Large metal recycling/manufacturing *Freight Forwarding *Film Production *Non-profits *Fashion

About my project

Drop-shipping Vodka; Putting together a business plan/funding strategy for a blockchain technology in which specifics need to remain under wraps.

Contact

brian@impact-social.com

Website

<http://impact-social.com>

Matt Verlinich



About me

Born and raised in Pittsburgh PA. Went to Penn State, where I got a BS and an MS in Engineering Science and Mechanics in 4.5 years. Worked as a Mechanical Engineer for Westinghouse Electric Company (now bankrupt) for 3 years (until I paid off my school loans and saved up money for freedom). Then I started and ran the Pittsburgh franchise of a recently bankrupt company called TechShop; I had nothing to do with the bankruptcy of either of these companies I swear! TechShop was an international chain of makerspaces, which gave me great experience and exposure to every stage of prototyping, launching, and running a business (both product and service based). I left TechShop to turn one of my ideas into money. I did so by launching a successful crowdfunding campaign which I delivered on. I sold my excess inventory on Amazon and doubled down on my first shipping container of product. I'm now trying to sell/grow as fast as I can and add new lines product and lines of business at the same time!

About my project

First I'd like help focusing in on a few. Top contenders are 1) driving traffic to my ecommerce channels 2) upskilling on digital marketing 3) prioritizing my other product ideas 4) deciding on timelines for my other products 5) potentially re-branding

Contact

matt@clearice.rocks

Website

<http://clearice.rocks>

Joey Viola



About me

I am a singer-songwriter and marketing consultant here in Columbus. I was born and raised in Clintonville, oldest of five kids and went to school at Ohio University. I quit my 9-5 at a marketing agency 10 months ago to pursue songwriting and open my own Marketing company, Spark Storytellers. I have a passion for storytelling, I believe that a compelling story can create a great song and build your business.

About my project

The main project I'm taking on is the fundraising and production of my first full-length album. I am trying to raise \$2,500 to begin production. Currently, I have \$1,300 in a Go Fund Me. This project has taken several hiatuses because of the business, the band, the family and is the true reason why I quit my job. It's about time I get back to it! :)

Contact

JoeyViola.Songwriter@gmail.com

Website

<http://www.facebook.com/joeythesongwriter/>

Ray Walker



About me

I'm a creative professional with a degree in Industrial Design, and over 23 years of experience designing commercial and consumer products, brands and retail environments. I've worked for small cutting edge design firms, as well as, large billion dollar corporations from coast to coast. 2+ years ago, I decided to start my own consumer product business.

About my project

Well the main project I'd like to work on and see some major improvement with is RAY. But to narrow it down for this 12 week class, I'd like to focus on two projects. 1) My current consumer product company called Spoollee. A soft goods solution for managing tangled tech cords and wires. spoollee.com 2) Stitch House LLC, is the parent company of Spoollee that I formed under the guise of developing many different hand-sewn(soft goods) product solutions, to solve various consumer problems. I have some ideas, but I need to figure out what the next product should be.

Contact

ray@spoollee.com

Website

www.raywalkerdesign.com

Erik Welker



About me

My name is Erik Welker and I currently reside in Denver, CO via Winston Salem, NC via Ohio. I grew up in a small town in northeast Ohio and graduated from Ohio State University. With my mathematics degree in hand, I became a math teacher for the next four years. During this time, I knew that I had a desire to impact the world in other ways, so I got my MBA from Wake Forest University. While there, I began to get more interested in healthcare, which led me to land a job in a health system. This job was interesting, but after a period of time, I knew it was time to move on and look for other opportunities. Thus, I accepted a new position for a health system in Denver. Through the course of my life I have always held exercise in high regard. Whether it is exercising my body through basketball, running, etc., exercising my mind through reading, or exercising my point of view through discussion. This has led me to continually find diverse methods to improve myself.

About my project

Currently, there are two things that I would like to work on during the next twelve weeks. First, I am helping a friend to start a hand-made furniture company. I will be focusing on strategy, sales, and everything in between. Second, I would like to create a process that would identify new business ideas and lead to implementation.

Contact

erikj.welker@gmail.com