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*The Entrepreneurial Studies Program is excited to introduce RUSH:
Rider University Student Hatchery*

Inside this issue:

RUSH Rider University Student Hatchery	1
Student Success Story	2
NJ Collegiate Entrepreneur of the Year Competition	3
Entrepreneurial Club	3
Stay Connected	3

The Rider University Student Hatchery (RUSH) is a new program that can provide physical space for ventures created by CBA entrepreneurial studies (ES) alumni. Many of you may be familiar with an incubator concept. An incubator provides private office space for a firm in a building that has shared conference space, shared office equipment, etc. It allows companies to reduce startup costs as this space is typically cheaper than regular office space. A hatchery is similar to an incubator except for there is no private office space, as it is a shared environ-

ment. RUSH will provide participants with office space that has internet access, parking, office furniture, a computer workstation, and printer. RUSH is located in the Center for Entrepreneurial Studies; 226 Sweigart Hall, on Rider's campus. It is available when Sweigart Hall is open-typically until 10 pm during the week. Conditions for participants include: space is available for up

to one year, and participants agree to be involved in the Entrepreneurship program. Our goal with RUSH is to provide assistance to our alumni, as their entrepreneurial ambitions can unfold after they graduate from Rider. Basically, we want to help you get your entrepreneurial feet wet!
-For more information on RUSH contact Dr. Cook, Cookr@rider.edu



Sean O'Hare: A successful Entrepreneur with the help of Rider

In 2003 I was honored to receive the East Coast Entrepreneur of the Year Award for my first business, SPO Enterprises. This business was a simple painting company, but it had seen growth to over \$250,000 by my senior year. When I entered Rider University as a Freshman in 1999 I hardly knew what an entrepreneur might be. But from the very start I was attracted to this campus by an environment that fostered business activity and development. However, I wouldn't have imagined that from my college years to the present I would be fortunate to found and grow 5 companies very different businesses, ranging from construction, restaurants and real estate development to smart home technology and light fixture manufacturing.

While these varied business ventures seem quite unrelated there have been two constants that have remained. The first is a willingness to learn new industries and to trust my business partners, who often are the strength of our organizations. The second has been a strong reliance on the wisdom of mentors. Those first mentors came from the community of Rider University and in par-

ticular Dr. Ron Cook and the Entrepreneurial Center.

Each time I would begin a new business, I made a point to contact Dr. Cook and discuss strategy and ask for his counsel. We would go over the business plan, review projections and evaluate growth opportunities. And oftentimes, I was invited back to speak to current entrepreneurial majors and share with them my experiences. Just last year I had the chance to assist teaching for 2 semesters in both an undergraduate and MBA course alongside current Rider board member, Terry McEwen. The students I worked with are hungry for knowledge and they are looking for ways to establish the next generation of Rider entrepre-

neurs.

Just six months ago, I asked once again for assistance from Dr. Cook. This time my business partner and I were pursuing a very risky strategy by attempting a merger and acquisition of 3 manufacturing businesses with a combined revenue of \$80M and valuation of over \$45M. This strategy would mean folding our existing business as we finalized our private equity raise and advanced forward with the target acquisitions. Dr. Cook explained that he had begun the "Rider Hatchery" and he would be happy to allow our business to incubate in the facility.

This couldn't have come at a better time for us. We were able to have a comfortable environment to finalize our strategy and save valuable overhead expenses in the process. We expect to close this transaction in January. From starting with a simple painting business to a \$45M acquisition, Rider University and the Entrepreneurial Center have been always been there for support, encouragement and counsel.

-Sean O'Hare



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2012 NJ Collegiate Entrepreneur of the Year Competition

Rider University's center for Entrepreneurial Studies is pleased to announce that it is sponsoring the 2012 NJ Collegian Student of the Year Competition. This competition, which was previously run by Farleigh Dickenson University, offers undergraduate student entrepreneurs from all colleges and universities across New Jersey the opportunity to compete for prizes and recognition for their own endeavors. We will be recognizing outstanding student entrepreneurs who

run their ventures while being full-time college students. Thanks to the sponsorship of Mercer Wealth Management, Right Energies Management, and several other alumni, we have prizes of \$1,000 for 1st place, \$500 for 2nd place and a plaque for 3rd place. Prizes will be awarded at a dinner ceremony at Rider University in late spring, with photo opportunities for winners and sponsors. The deadline for submission is March 1st, 2012. Additional details

regarding the application process, rules, and judging criteria will be posted shortly on Rider University's entrepreneurial program's website and Facebook page, www.rider.edu/entrepreneurship and www.facebook.com/riderentrepreneurship. For further information contact: Lee J. Zane, Ph.D., Assistant Professor of Entrepreneurial Studies. Office: 609-895-5519
E-mail: lzane@rider.edu

An Entrepreneur's Club

This year has had a great first semester with students interested in the Entrepreneurial Studies Club. Through awareness day, e-mails, as well as flyers, we had an amazing

number of students show up to our first meeting. We are always looking for guest speakers, so if there are any alumni who are currently operating their own venture,

or who would like to offer advice to aspiring entrepreneurs, let us know! Dr. Zane is the faculty advisor of the club. He would be happy to answer any questions you may have so feel free to e-mail him at lzane@rider.edu

Stay Connected:

Do you need student interns for your company and want to give Rider students that opportunity? We are always looking for ways to give back to Rider students so if you are aware of any internship openings, please let Dr. Cook (Cookr@rider.edu) know so we can spread the word!



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