



*Providing Professional Guidance for Business Growth*

**October 13, 2015**

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### **Spotlight on Success – OWP Pharmaceuticals**

Entrepreneur Scott Boyer contacted the SBDC in early January 2015 for assistance as he was considering IL among others including South Dakota and Iowa to launch OWP Pharmaceuticals. Scott and his founding executive team have over 50 years' of pharmaceutical experience. Scott has worked for Chicago-based Abbott and Bristol-Myers Squibb, and understand the FDA regulatory environment as pertains to pharmaceuticals.

The owners were preparing to launch a startup Pharmaceutical Social Enterprise with a philanthropic mission that includes improving the treatment of epilepsy globally. OWP Pharmaceuticals produces branded generics with sales targeted to neurologists through the US. Through the establishment of the ROW Foundation, the combined efforts devote a percentage of OWP Pharmaceutical profits to help educate, diagnose and treat epilepsy patients across the world.

The company is uniquely positioned for a successful launch in Illinois. The products will be detailed by sales representatives and sold through national distribution established in IL via HD Smith (Wooddale, IL) and major wholesalers.

SBDC provided guidance in mentoring, the business plan and preparing the pitch. Through those efforts, the client was also able to successfully secure a portion of their funding prior to launch, using the IL Angel Investment Tax Credit Program.

A bigger success highlights an example of the State of IL's team effort, across all State programs to keep OWP Pharma in IL. Handled with a sense of urgency, collaborative action by the SBDC, First Stop IL Department of Commerce and the IL Department of Professional Regulations resulted in his facility

inspection and licensing that was orchestrated in 1 month. OWP Pharma is now positioned throughout the entire State of IL and the US to move the business forward towards successful launch in Q1 of 2016.

QUOTE BY SCOTT:

Hi Martha,

I want to take a moment to thank you and Darryl Thomas for your help recently with the State of Illinois professional license process. As you can see by the attached license we have passed our inspection and we received our license as of yesterday. Now we will be able to apply for the other states pharmacy licenses so we will be able to sell our product in other states. As you can imagine this is a very important part of our launch prep process.

When you have a chance, take a look at our websites by clicking on our links to the each perspective website.

OWP: <http://owppharma.com/>

ROW: <https://rowpharma.org/>

Thanks again for your help and support. It is sincerely appreciated.

Onwards!

Scott Boyer  
President



### **SBDC's In The News - Fusion Gates**

Successful entrepreneurship demands many traits with perseverance being crucial. Donna Potter, owner of Fusion Gates of Edwardsville, can certainly attest to that fact. For over a decade she worked to perfect a design for a pet gate. Along the way she worked as a marketing executive for a Fortune 500 firm and raised four children and two dogs.

Ms. Potter's first interacted with the **Illinois Metro East Small Business Development Center (SBDC) at Southern Illinois University at Edwardsville (SIUE)** seven years ago via the SIUE Entrepreneurship Center (EC). When she returned three years ago, **SBDC Director Patrick McKeenan** and former SIUE graduate assistant Luther Cameron provided resources, professional connections, and business plan support. She says, "Through the years, my product has evolved in ways I never could have imagined or predicted. It was great to know that the SBDC at SIUE was always there for me, to keep me on track and instill the confidence I needed to keep going."

Fusion Gates rolled out their first product in June 2015. That development process was recognized with several inventor-specific awards including The Dallas Marketing Center's The Next Best Thing competition, Washington University's Ideabounce competition and the SIUE Entrepreneurship Center's Challenge Award. A completely female-staffed firm, Fusion Gates manufactures a premium safety gate

that can be customized while keeping the four-legged family members safe and household belongings intact.

“Everyone has a different pet story,” said Ms. Potter. “Our product and its versatility fit beautifully into that story and into the look of a home as well. There’s the teeny dog, who needs to stay out of your master bedroom. There’s the active dog, who wants to explore the rest of your house. There are the cats and dogs you need to keep apart from each other when you’re not at home. I love my dogs to death, but they’re mischievous when left alone.”

Potter plans to return to the **Illinois SBDC International Trade Center at SIUE** for additional expertise on exporting her product, which is now available at [fusiongates.com](http://fusiongates.com). **McKeehan** praises Potter for having the perseverance and passion to work through numerous challenges and production setbacks to fulfill her entrepreneurial dream.

“Donna is an inspiration to anyone struggling to create a viable product or service while launching a new business enterprise,” said **McKeehan**. “Our SBDC would love to assist more entrepreneurs in our region with her focus and desire to succeed.”

### **Maximizing Neoserra – Success Stories**

Please remember to enter Success Stories under Milestones in Neoserra. These successes should explain how the SBDC has assisted the client, quotes to this effect from the client, challenges overcome, some history of the process and perhaps job impact and investment. See examples in every Weekly Connection. The Weekly Connection is viewed by a diverse audience beyond the SBDC network.

### **Valued Resources – No Cost Personal Training Session – SBDC Only**

**SBDC Staff – Get Your Free One Hour Personal Training Session @ Microsoft Store - (Exclusive to SBDC staff only and valid until December 2015, a \$49.00 value)**

Get started in 4 easy steps!

1. Go to the [Microsoft Store Site](#)
2. Choose find a Store in the upper [right hand corner](#)
3. [Find the store](#) in your area, scroll to bottom of page and choose Personal Training
4. Choose Schedule an Appointment Now

Tell us about your experience! [donna@americassbdc.org](mailto:donna@americassbdc.org)

### **Network News and Moves –Cybersecurity Webpage**

The U.S. Small Business Administration recently unveiled a new cybersecurity webpage for small businesses at [www.sba.gov/cybersecurity](http://www.sba.gov/cybersecurity) on the 12th Anniversary of National Cybersecurity Awareness Month. The SBA launched the online tools and resources to highlight Cybersecurity at Work from October 5-9th and in recognition of President Obama’s annual proclamation to educate Americans about cyberthreats and cybersafety.

“Cybersecurity is one of our nation’s most pressing national security priorities, and America’s 28 million small businesses, which create two out of every three new jobs in the U.S., are especially at risk. Small employers are quickly becoming a larger target for criminals looking to access sensitive data because small businesses typically have limited resources for information systems security,” said SBA Administrator Maria Contreras-Sweet. “In an effort to combat cyberattacks against small businesses, the SBA’s online tools will help employers identify information security vulnerabilities that put their companies at risk.”

A 2013 survey by the National Small Business Association indicates that 44 percent of small businesses reported being the victim of a cyberattack, with an average cost of approximately \$9,000 per attack. Small businesses have valuable information cybercriminals seek, including employee and customer data, bank account information, access to business finances, and intellectual property. Small business employers also provide access to larger networks such as supply chains.

The SBA cybersecurity webpage is a resource for small business owners to discover online courses, training opportunities, blogs and webinars, as well as learn cybersecurity information tips, including how to:

- Protect against viruses, spyware and other malicious code;
- Educate employees about cyberthreats;
- Safeguard Internet connections by using a firewall and encrypting information;
- Use best practices on payment cards, including shifting to more secure credit card payment technology known as “EMV.”

The website at [www.sba.gov/cybersecurity](http://www.sba.gov/cybersecurity) also includes key steps to take if a firm is the victim of a cybersecurity attack, as well as links to tools from the Department of Homeland Security, the Federal Communications Commission, and the Department of Commerce’s National Institute of Standards and Technology.

The SBA encourages small business employers to take the [Cyber Security for Small Businesses](#) web course for best practices on protecting businesses and customer information, and to visit [www.sba.gov/cybersecurity](http://www.sba.gov/cybersecurity) for tips and resources on safeguarding data against cyberthreats.

### **America’s SBDC Network Connection**

The latest edition of the [America’s SBDC Network Connect Newsletter](#) can be found by [CLICKING HERE](#). Check out the access to a number of resources available to your Illinois SBDC as a part of the America’s SBDC Network.

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The **WEEKLY CONNECTION** is distributed by the Illinois SBDC and Illinois Department of Commerce Office of Entrepreneurship, Innovation & Technology each Monday to members of the Illinois SBDC Network to provide our service delivery partners with current updates on small business issues, opportunities and resources. Please send information to share with the Illinois SBDC Network to [Tom.Becker@illinois.gov](mailto:Tom.Becker@illinois.gov). Please feel free to forward this update to any other interested resource providers and key stakeholders.

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Bruce Rauner, Governor

