



media release

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Brian Fazio Business Creation Project 2008 Recipients make significant progress in Q1

Recipients of 2008 Brian Fazio Creation Project grants have made significant progress in their entrepreneurial efforts. The Brian Fazio Creation Project is a competition for area college students who want to start a business in the Greater Mankato marketplace. "The progress both these teams have made thus far lets us know we made the right decision in selecting them for the Brian Fazio Business Creation Project," said Greg Bednar, Chair of the Brian Fazio Business Creation Project.

AthleTech, which was founded by MSU student Keir Asher and faculty member Shane Bowyer, will specialize in applying technology to assess and enhance athletic performance. In the early months of its existence, AthleTech has:

- Established itself with State and Federal government as a legitimate business entity
- Started the process to form a board of directors to aid in the guidance for future endeavors and current business decisions
- Appointed responsibilities within its organization
- Reached out to local youth sport associations to work with in establishing their online coaching program

AthleTech's next steps include the marketing and further development of its product. By working with their clients, they will further tailor the product to specific needs, as well as improve the overall product.

KATO Collar is developing a football collar designed to prevent injury by restricting motion without limiting mobility, an idea of Minnesota State University, Mankato head athletic trainer Jeff Chambers. Chambers is working with a team of MSU students and tapping into the university's resources and talent including Ann Goebel, chairperson and professor for the MSU Auto & Manufacturing Engineering Technology department and Michael Johnson, a MSU mechanical engineer student and football player. Since receiving the \$5,000 grant from the Brian Fazio Business Creation Project, Chambers and his team have:

- Worked with an attorney to register KATO Collar as an S-corporation
- Developed a conclusive list of functions for KATO Collar to accompany the mechanical drawing in attaining a patent.
- Begun the creation of a three-dimensional mechanical drawing, which when completed in 3 weeks, will be used for attaining a patent and developing a prototype collar.

KATO Collar will begin its patent search in four weeks. In the next three months Chambers and his team hope to have a prototype collar made in order to move into the research and design phase. If all goes well, a marketing plan will then be implemented and a search for interested investors will begin.

More information on the Brian Fazio Business Creation Project is available at:

<http://www.greatermankato.com/accelerator/fazio.php>

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