Penn State Students Rock

What do a Philadelphia marketing company, a product that facilitates drawing lines on artificial turf, an online convenience store, a blog about Penn State, and a leading company in action sports have in common? All of these small businesses were started by Penn State students who sought assistance from the Penn State SBDC. This video discusses how the Penn State SBDC assisted one student entrepreneur: [http://live.psu.edu/youtube/izki4KTVxAY](http://live.psu.edu/youtube/izki4KTVxAY). A snapshot of that and other stories follow:

- **Business:** Brolik  
  **Entrepreneur:** Jason Brewer  
  **Web Site:** [www.brolik.com](http://www.brolik.com)  
  Jason, who had started his business as a sophomore, was a senior film major in an entrepreneurship class during spring 2005 when the instructor discussed the Penn State SBDC. Upon graduation he contacted the SBDC, and his company received assistance in putting together financials for possible investors. Since 2005, Brolik has grown to be a well-recognized media fixture in Philadelphia.

- **Business:** The Gawryla Company  
  **Entrepreneur:** Chris Gawryla  
  **The Product:** The Gawryla Grip  
  Chris is a 2007 graduate of Penn State’s turf grass management science program. He invented and patented a product to efficiently draw lines on artificial turf. Chris came to the SBDC with business questions when he was first putting his model together and his consultant has kept in touch over the launch and development of his product. A major sports distributor, Pioneer Athletics, has agreed to carry his product: [http://pioneerathletics.com/store-product-GRIP](http://pioneerathletics.com/store-product-GRIP). The product was recently featured in two sports-related magazines. Penn State uses his product on their fields that have artificial turf.

- **Business:** LionNeeds.com  
  **Entrepreneur:** Eric Morgenstern  
  **Web Site:** [www.lionneeds.com](http://www.lionneeds.com)  
  Penn State junior Eric Morgenstern is majoring in management and information systems in the Smeal College of Business. Eric came to the SBDC in spring 2009 after fleshing out an idea to offer a late night delivery service of basic convenience/party items for students. He officially launched in September 2009 and continues to meet with his SBDC consultant on a regular basis while they fine-tune the business and financial model together.

- **Business:** Onward State  
  **Entrepreneur:** Davis Shaver  
  **Web Site:** [www.onwardstate.com](http://www.onwardstate.com)  
  Davis attended a First Step seminar in November 2008 before launching his business, subsequently signing up to become a client, to be sure he was aware of any legal issues. The site, which discusses Penn State issues, now receives more than 2,000 hits a day. Davis has aspirations to monetize his blog as well as take the model to other universities. He plans to launch the revenue component soon. Davis is a Schreyer Honors sophomore majoring in history, with plans to stay in touch with his consultants at the SBDC as he grows his business.

- **Business:** Rise Above BMX  
  **Entrepreneur:** Ron Thomas  
  **Web Site:** [http://www.riseabovebmx.com](http://www.riseabovebmx.com)  
  Penn State sophomore Ron Thomas is the owner of Rise Above BMX, which features bike stunt riders who perform at nearly 1,000 events per year all over the country. In order to pursue his education while running his business, he changed his business model to enable him to attend classes while managing his teams. Due to his travel schedule, he also takes advantage of Penn State’s World Campus. When first coming to Penn State, Ron stopped in to chat with a consultant at the SBDC to discuss legal issues. His consultant has kept in touch with him and invited him to be a guest speaker in college and high school entrepreneurship classes.