

# The 518 Report

## Drive Connect Lead Support



## Innovate 518 & ETEC ground breaking

"By bringing academia and the business sector together, we are enabling the industries vital to our preparedness effort to grow and thrive right here in New York" - **Governor Cuomo**

Funded in part through the NYSUNY 2020 program, ETEC will combine UAlbany's existing research strengths, some of its fastest-growing new programs and innovative entrepreneurial resources in a single state-of-the-art facility, fostering teaching, research and business collaborations.

The \$180 million complex is being built on the southwest corner of the Harriman Campus and will be the future home of UAlbany's first-in-the-nation College of Emergency Preparedness, Homeland Security and Cybersecurity. It will also house the University's Department of Atmospheric and Environmental Sciences, Atmospheric Sciences Research Center and other UAlbany academic departments, as well as the New York State Mesonet, the nation's most advanced weather-detection system.

Once completed in 2021, ETEC will have the capacity to house more than 200 full-time faculty and researchers, 100 research and industry partners and as



many as 800 students. It will include classroom and office space; research labs; specialty instrumentation facilities; an emergency preparedness situation room, weather research and instruction map rooms and observation facilities; business and technology transfer services offices; and conference facilities.

Contact: Media Relations Office, (518) 956-8150  
Full Story [Here](#)



Photos by Paul Miller

## Inky Technologies wins 2018 Capital Region New York State Business Plan Competition

Watch winning presentation [Here](#)

**Inky Technologies was the winner of the Capital Region, Semi-Final, 2018 Business Plan Competition hosted by the School of Business at Albany**



**Innovate 518's Bob Manasier on "the why" of business plan competitions:**

"The key to these events is the invaluable feedback from experienced business and academic veterans who have been there. The feedback should be taken as motivation and added research to dig deeper into your idea and plan. This also opens up the opportunity to pivot to capture market share faster and to execute some of the ideas into action. Business is only successful when results are achieved and that takes action steps. These pitch events represent the DO.

The network that you can create for your future growth and to further your business is the most important. These are connections, if handled professionally, can truly last a lifetime.

In the end, the pitch competitions are a great development tool for any entrepreneur to perfect their skills. It can be a 1st public step in the lifelong development of you as an entrepreneur.

The creative collisions and collaborations that can be started at these types of events are what we are always looking for."



## Startup Spotlight:



### Qwige

**Qwige** is a mobile platform that is capable of doing many different things. It allows two people to exchange paper business cards by scanning a QR code. The creators, **Shitmantika and Shyam Kumar of Synaptic Communications LLC**, are new to the Innovate 518 network and their company is currently going through the vetting process.

On how they came up with the initial concept, Shitmantika said, "It came up because we experienced a lot of difficult at networking conferences and events."

"Typing on the phone tested our patience too much, we thought there should be an easy way for both people to take out their smart phones and [exchange information.] So, we thought, what could that be? And we came up with the QR code and scanner. When one person does it, both receive the information. Only one scan for a two-way transfer."

The two-way exchange is what the Kumar's believe makes this platform unique.

"Feedback has been very good. A lot of people have had the same problem in their mind and many people always wanted to find something like this and were glad that this has come around. One thing that both people need to have the app- that's the biggest objective is to spread the word around so that every one with a smartphone has the app. It works across both android and IOS," said Shitmantika.

Shyam continued, "A couple of features in the app [that are particularly interesting:] You can think of it as if you were exchanging a business card. With one touch you can message the other person, email, call them, add them to contacts, see their profile and their website. Let's say you Qwige with us and originally your profile says UAlbany student, for example, but then you get a job...it updates automatically to everyone who has your contact information. The person who scans your QR code also gets your LinkedIn and can follow you in one touch. We have Facebook and twitter integration as well."

"[In addition to that,] it scans the profile and picks up the the space between work appropriate and not and gives people your professional information and lets you add your Facebook and twitter information, as desired," Shitmantika continued, "Facebook is too informal, LinkedIn is formal, [but here you get to control what is seen on your Qwige.]"

"The other side to this is businesses can also network with other companies. If you're a farmer selling in a farmer's market you can qwige your customers as their walking by. You can capture their information in a seamless way. [You can] take your qwige code and put it up on the wall. If you're a small business that sells jewelry...you can put up your listing and QR code and anyone can get in touch with you but you also get their information too," - Shyam.

Shitmantika on the future, "We are positioning Qwige not only as a networking app for people but also for businesses to quickly capture information and then call them back."

"We just began our relationship with **Innovate 518**. We find something very interesting about them. One, they are connected to the local ecosystem and they are helping us put together a board of advisors and grow our team. They are also helping us identify what the missing links and resources are on our team."

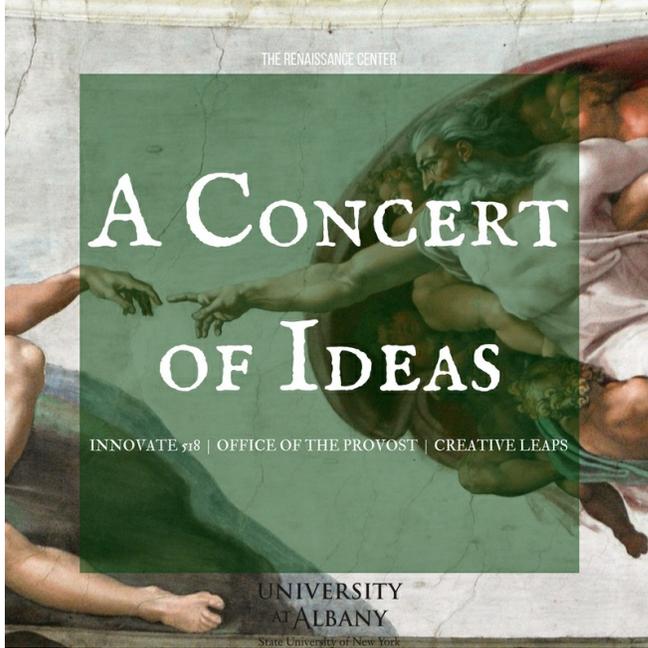
"As with any start up there is a lot to get done. We need to use resources in which they are helping us identify and connect to. It's very reassuring to have an established community base that is willing to work with you guide you and be there to talk to. That's what you need [as a startup] is reassurance."

One last thing, Shyam added, "Download the app and try it with your friends."

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## Partner News

On Thursday, April 26th, 2018,



Innovate 518 joined The Office of The Provost and Creative Leaps to launch the brand new Renaissance Center, opening at UAlbany. The Renaissance Center is a revolutionary collaborative space and ideation laboratory for convening a diverse array of minds, methods, means and measures for positively impacting the course of some of society's greatest challenges -- a space of synergies and imagination that catalyzes new thinking, new perspectives, vital new relationships and partnerships.

The Renaissance Center will cultivate and challenge the common interests of educators, leaders from business and government, artists, scientists, and entrepreneurs, and serve as a springboard to collaboration, economic

development, research, and social change.

Creative Leaps International is a highly innovative team of learning specialists, interdisciplinary thinkers, performing artists, and scientists working worldwide as creative catalysts and agents of change in business, government, higher education and the social sector. They have performed their signature "Concerts of Ideas" as the centerpiece of hundreds of national and international gatherings on six continents, including projects of The White House, the United Nations, The Earth Summit, The World Bank, the Aspen Institute, the Center for Creative Leadership, scores of Fortune 500 corporations and as well as dozens of universities and business schools. Their performers are winners of more than 60 national and international awards and prizes for excellence and have performed on the stages of Carnegie Hall, Broadway, Lincoln Center and countless prestigious venues around the world. Their most prized capacities are exceptional imagination and a gift for agile, 360° orbital thinking, that is, thinking generated from multiple perspectives — intellectually, culturally, across disciplines and generations. They are the founders and developers of the Renaissance Center concept and serve as its intellectual and spiritual foundation.

[More News at Innovate 518](#)

## Tax Breaks For Growing Companies

Innovate 518 encourages more young entrepreneurs/enterprises to take advantage of New York State tax exemptions. To be eligible, companies must be in good standing with an Innovate 518 incubator, on a path toward scalable development, in business for 5 years or less (7 years for life sciences ventures) and have less than \$2 million in annual operating revenue. The advantages include 5 years of exemption from New York State corporate income tax and sales tax on purchases. Partners can also deduct their earned income from company income.

For more information please contact Maria Pidgeon at [mpidgeon2@albany.edu](mailto:mpidgeon2@albany.edu) or 518-956-8216.

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#ICYMI

Scenes from 'A Concert of Ideas'



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## Upcoming Events

### May 2

Startup Tech Valley @ Revolution Hall, Brown's Brewing Co.

5:30 pm – 7:30 pm

[Register Here](#)

### May 4

BEYourStart Presents:

Rise and Shine Startup Networking Event and Showcase

Hampton Inn Clifton Park

[Register Here](#)

### May 16

Sharatoga TechTalks

5:30 p.m. - 7:00 p.m.

Sinclair Saratoga Springs

17 Maple Avenue · Saratoga Springs

Upstairs on the 2nd Fl.

[Register Here](#)

### May 18

Leah Busque, Keynote Speaker: Annual Key4Women Forum

7:30 a.m. Registration, networking, and breakfast

8:30 a.m. – 10:00 a.m.

Albany Marriott

[Register Here](#)

### May 19

Women TechMakers event: Building a New Horizon  
10:00 am – 2:00 pm  
CommerceHub, Zen Building, 6th Floor  
[Register Here](#)

Add your events to our calendar [Innovate 518](#)



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Contact us: Innovate 518 | [innovate518@gmail.com](mailto:innovate518@gmail.com) | 518-956-8216 | [www.innovate518.com](http://www.innovate518.com)

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