

# Hi.

Eric Schmidt  
Stacy Burdette  
Zach Lassiter  
Andy Peninger



Do you know me?

StartupZoo

A reminder that were celebrating Global Entrepreneurship Week in Kalamazoo.....

Monday is Startup Grind Kalamazoo at Maestro:  
<http://startupgrind.com/event/startup-grind-kalamazoo-present-s-charles-fierke-abraxas/>

Tuesday is Newmind Group's Open House, complete with a DJ, Google Glass and a telepresence robot.  
<https://www.facebook.com/events/526960127394139/>

Wednesday is Starting Gate's open house.

Thursday is the mentor meetup at The Bureau  
<http://www.eventbrite.com/e/startupzoo-mentor-mixer-tickets-9329467689>

Friday is the start of Startup Weekend Kalamazoo  
<http://kalamazoo.startupweekend.org/>

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Photos of Startup Zoo

Monday, November 18  
**Get Your Hands Dirty with Ruby | 6 PM - 8 PM**  
 Are you a Ruby enthusiast? Tired of watching the other kids have all the fun? In this meetup, you will be paired with another friendly, enthusiastic coder to work through simple but interesting code challenges that will make you want to do more when you get home!

Tuesday, November 19  
**Newmind Group Community Mixer | 6 PM - 10 PM**  
 Newmind Group is partnering with Startup Zoo to celebrate Global Entrepreneurship week with an Open House at Newmind's location! Come see their new space, share ideas, play with new technology like Google Glass & our new telepresence robot from Double Robotics. For those that are coming late, DJ John Luns of Kalamazoo will be spinning from 8-10pm.

Wednesday, November 20  
**Starting Gate Open House | 6 PM - 8 PM**  
 Starting Gate, the business accelerator for mixed students, will have an open house for the startup community to preview the new downtown space for students that are building their ideas into viable companies.

Thursday, November 21  
**Start Garden - Update Night | 5 PM - 8 PM**  
 Start Garden has endorsed and now it's time to find out how their invested ideas have grown. Each presenter will be allowed 3 minutes to answer the following questions: What was your hypothesis? What was your experiment? What did you learn? What is next?

**StartupZoo - Mentor Mixer**, Present by Roguebotic | 6 PM - 9 PM  
 Join 50 leaders in expanding who you know in South West Michigan. Current entrepreneurs, new startups, and established business leaders, mentors and investors will come together to celebrate global entrepreneurship week, share ideas and share a beer or two. Come build relationships and enjoy some snacks and a beverage (or two). You might just meet the next person to help you take your idea to the next stage. This event is limited to the first 50 respondents in order to make sure everyone makes some meaningful connections. Therefore, RSVP early (and often).

**Startup Weekend - Kalamazoo | 6 PM - Nov. 24 at 9 PM**  
 Come join other entrepreneurs and spend 54 hours working on a new business idea. Anyone is welcome to pitch their startup idea and receive feedback from their peers. Teams organically form around the top ideas (as determined by popular vote) and then it's a 54 hour frenzy of business model creation, coding, designing, and market validation. The weekend will culminate with presentations in front of local entrepreneurial leaders with another opportunity for critical feedback.

**STARTUP ZOO GLOBAL ENTREPRENEURSHIP WEEK**

Like Comment Tag Photo

Startup Zoo  
 Global Entrepreneurship Week Events Starting tonight.

Album: Photos of Startup Zoo  
 Shared with: Public

Tonight:  
 Get Your Hands Dirty With Ruby

Tomorrow:  
 Mingle with growing tech companies at the Newmind Group Open House

Wednesday:  
 Check out WMU's Student Biz Accelerator

Thursday:  
 Start Garden Update Night  
 StartupZoo Mentor Mixer Hosted by Roguebotic LLC at The Bureau

All Weekend:  
 Startup Weekend Kalamazoo at the MLive.com The Kalamazoo Gazettee Hub

Like · Comment · Share · November 18

and 3 others like this.

7 shares

Write a comment...

1x chat (off)

A sea of links + information...

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Hello Ryan,

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[shpdg.co/bk97q](https://shpdg.co/bk97q)

-Sheepdog



sheepdog

Herd all your locations  
into one place





sheepdog

Helping you manage events  
with multiple locations

Let's take a look...



# User Benefits

- All the location info in one place
- Easier sharing abilities
- Analytics - Which events are more popular than others?

# Revenue Model

- Freemium model
- Cap on the number of events
- \$ for unlimited locales –  
single use or monthly tiered plans
- \$ for event analytics
- Event sponsorships



# Getting users

- Start small, start local
- Find targeted individuals, get one-on-one feedback
- Custom hashtag for auto-posts:  
#herding

# Wishlist

- API integrations
- Add to calendar functionality
- RSVP tracking
- Wordpress widget

Demo

Thank You.