



At a Glance Information – September 2010

ANNOUNCEMENTS

- TowsonGlobal highlighted on "[Hello, Baltimore County](#)" TV Program

TowsonGlobal featured on DECO Blog

- [Should a Small Business Go Global?](#)
(August 31, 2010)
- [What's in Your Food?](#)
(August 9, 2010)
- [CrowdPitch: A Great Way to Support Startup Companies](#)
(July 6, 2010)
- [TowsonGlobal...In Residence](#)
(June 9, 2010)
- [Focus Groups for Entrepreneurs](#)
(May 10, 2010)
- [Turning Gloom Into Bloom](#)
(April 20, 2010)

EVENTS

- [Nexus Networking: Cocktails in the Sky](#), Baltimore County Chamber of Commerce
(September 7, 2010)
- [QuickSTART Workshop Series, SCORE](#)
(September 8, 15, 22, 29, October 6, 2010)
- [Smart Start](#), SBDC
(September 14, 2010)
- [Developing a Winning Business Plan](#), SBDC
(September 15, 2010)
- [4th Annual W.O.M.E.N. Conference](#), Morgan State University
(September 18, 2010)
- [Create Your Own Website Free](#), SBRC
(September 21, 2010)
- [Developing a Strategic Marketing Plan](#), SBDC

Featured Articles

What is Small Business Market Research?...and why do you need it? *Starting-A-SmallBusiness.com*

Market research is an important tool for every business, helping establish just what your market and opportunities are, not only during the start-up phase but also throughout the life of the business. It can provide crucial information on the needs and wants of potential and current customers, can be used to conduct a SWOT analysis, and can be used to analyze the 4P's of marketing (product, price, place, and promotion). [Read more](#)

How to Research Your Market Sugars, Brad, *Entrepreneur.com*

When starting a new business, doing your homework first. To determine if you have a viable business concept, you first need to ask a number of questions: Is there market demand? Is the market saturated? What's the competition doing? Etc. Use this information to find your competitive advantage. [Read more](#)

Market Research Tips for Startups *Go4Funding.com*

Market research helps entrepreneurs and potential investors understand the customers, competitors, and environment... it helps assess the risks of the startup idea. In addition to traditional market research tools, such as focus groups, surveys, interviews, etc., entrepreneurs also can use four newer techniques: Concept Testing, Empathic Design, Lead Users/Early adaptors, and Quality Function Deployment) to research their market before approaching investors. [Read More](#)

Clay Hickson, Director of TowsonGlobal, has been nominated for TUOutreach.com's "Blogger of the Year."

[Vote HERE](#) (Early and often...you may vote once per day!)

You do not have to submit your email address to vote, but if you choose to you will be entered to win a prize from TU Athletics!

[Read Clay's blog entries here](#)



[Clay's Nominee Video](#)

[Blogger of the Year Preview Video](#)

(September 22, 2010)

- [Embassy Night](#), WTCI
(September 23, 2010)
- [CrowdPitch](#),
FundingUniverse
(September 29, 2010)

TowsonGlobal is Towson University's business incubator that helps entrepreneurial ventures learn how to compete in the global economy, both at home and abroad. TowsonGlobal provides businesses a wide range of support, including high-quality, affordable office facilities; business counseling; mentoring; networking assistance; workshops and other educational forums. Members also draw from the experience of an active advisory board comprised of executives in technology, financial and legal services, logistics, manufacturing, contracting and venture capital fields.

Tap into [TowsonGlobal's](#) resources today!

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