

Entrepreneur



Amir Degani

Age: 28

Industry: Technology – Robotics;
Children's Toys

Location: State College, PA

Personal Characteristics:

- Ambitious
- Active
- Eager
- Organized
- Passionate
- Zealous
- Uncertain

“We have created a sure fire successful product, we just need some assistance to get it to the masses.”

Background

Amir Degani is a graduate from Pennsylvania State University with a PhD in Robotics. He is currently a researcher at Penn State working on finding different ways of movement for robots. Him and a fellow researcher, Anthony Gallagher, have created a robot that moves like a beetle. Amir and Anthony wholeheartedly believe that this robot will be a perfect toy for children. They believe with no doubt that this robot will be extremely popular and a perfect investment.

Both Amir and Anthony are passionate about this product but are not entirely certain how to get this venture off the ground. Amir does have a background in business, so he knows how to construct an initial business plan and has a general idea about where to look for assistance, but may need some assistance in determining how to establish, market, and fund this venture.

To help them get their names noticed and to hopefully find some investors and funding and to develop a network, Amir and Anthony have been writing papers and blogs and attending events.

Goals

Amir and Anthony have created a list of goals and tasks that they will need to complete to make their dream a reality:

- Turn invention into a high profit product
 - Learn how to start a business

- Get financial assistance
- Find potential locations for production and distribution
- Find potential investors and partnerships
- Develop a network
- Find potential suppliers and buyers
- Determine how to market the company
- Learn about and keep up to date on the industry

Interaction with NewPA.com

Amir and Anthony use a search engine to find any available funding and programs for a start up businesses in the State College area. The search results lead them to come to NewPA.com

When they come to the site, they hope to satisfy the following goals:

1. Find financial assistance, incentives, and programs
 - a. Government funding, incentives, and programs
 - b. High tech incubators
 - c. Local technology councils
2. Learn how to start their business in the region around or near State College, PA
 - a. Initial steps
 - b. Regulations and laws
 - c. Find location for production and distribution
 - d. Find suppliers and distributors