

ANNOUNCEMENTS

TowsonGlobal featured on DECO Blog

- [TowsonGlobal...In Residence](#) (June 9, 2010)
- [Focus Groups for Entrepreneurs](#) (May 10, 2010)
- [Turning Gloom Into Bloom](#) (April 20, 2010)
- [Do I Need a Business Mentor?](#) (April 8, 2010)
- [University Incubators: A Resource for Students & Entrepreneurs](#) (March 22, 2010)

EVENTS

- [MBE/DBE Application Asst. Workshop](#), MD Dept. of Transportation (July 6, 2010)
- [Smart Start Your Business: Baltimore County](#), SBDC (July 14, 2010)
- [Writing an Effective Business Plan](#), SCORE (July 15, 2010)
- [Developing a Winning Business Plan](#), SBDC (July 21, 2010)
- [Healthcare Reform: What it Really Means to Your Business](#), SCORE & Howard County EDA (July 22, 2010)
- [Developing a Strategic Marketing Plan](#), SBDC (July 28, 2010)

TowsonGlobal Brings CrowdPitch to Towson University

On June 16, 2010, [TowsonGlobal](#) collaborated with [FundingUniverse](#) to bring CrowdPitch to Towson University. The event gathered more than 70 entrepreneurs and investors in an entertaining and dynamic setting, where selected companies were given four minutes to pitch their ideas to a panel of experts and a live audience. A brief, three-minute Q&A session followed the presentation, in which the entrepreneurs were able to give more in-depth information about their business plans. Audience members also received \$100 in “fun money” which they could use to “invest” in the company of their choice at the end of the program. [Read More](#)

Integrated Marketing Team Comes to TowsonGlobal

TowsonGlobal (through grant funding provided by TEDCO) has engaged the Integrated Marketing Team (IMT) to provide customized social media and integrated marketing consulting services to each incubator member company. The end goal is to help raise brand awareness and bring in new clients for the companies. With this effort, they will be going beyond just how to use Facebook or twitter. Web 2.0 (social media marketing) has completely changed the way that customers use the web and engage with companies. The IMT is a part of Towson University's Division of Economic & Community Outreach. [Read More](#)

Featured Articles

Small Businesses Not Advertising Online

Caroom, Elliot, *Inc.com*

Small business owners who themselves shop online for goods underestimate the importance of online advertising for their own companies. Online traffic is heavier than ever and people want to save time. That's why advertising plays such a key role. It brings more traffic to your site increasing your chances to connect with buyers. Small companies need to advertise online to stay competitive. [Read More](#)

The Perils of Market Research

McKee, Steve, *Bloomberg Businessweek*

Correctly performed market research is great, but is not the “be all – end all”. Solely using market research to decide if your business proposal will succeed is dangerous. Research indicates what consumers “think” they will want in the future. However, what they think they want today and what they will actually want in the future is subject to change. Market research is used as an indicator that your business idea will be successful, not an assurance. [Read More](#)

TowsonGlobal, the Business Globalization Center, is Towson University's international incubator that helps both domestic and foreign 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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