



JIM MORAN SCHOOL OF ENTREPRENEURSHIP

InNOLEvation Center Student Business Incubator Color Printer

RBB 117

McKenzie Fitzpatrick

Project Description

The InNOLEvation Center student business incubator is a dedicated space where entrepreneurial minded students can collaborate on ideas, work on their student owned businesses, validate a business idea, practice a business pitch, and more. The Jim Moran School of Entrepreneurship proposes a color printer and toner that will allow over 300 students to print brochures, flyers, business cards, proposals, and other student designed items. The incubator has the Adobe Creative Suite on a computer where students design these items and currently, there is nowhere to print in color nearby.

The Jim Moran School of Entrepreneurship also sponsors Seminole Creative, a part of American Marketing Association at FSU, who helps student business owners develop graphics, artwork, flyers, rack cards, and more. Having a color printer would allow them to view and edit their designs before sending to print in large quantities.

Impact on Instruction

Currently, we have students who design marketing materials go print in color at UPS, Target Copy, or other outside vendors. If they make a spacing error, or have the wrong dimensions for a tri-fold brochure, they find out after printing a bulk order. Having a local, central color printer would cut down on student costs, help them test their designs, and allow them to view the full color resolutions before printing in bulk. For those students only needing a few items printed, this color printer would largely help them create, test, and print exponentially faster without having to wait on proofs from companies, slow turnaround time, and save them from traveling to these destinations to pick up their work. This printer will be open to over 300 students who currently have access to the InNOLEvation Center student business incubator, their business partners, the Seminole Creative organization, students we sponsor for business competitions, and any other student in need of small quantities of marketing materials.

Project Plan

Once the color printer is installed, we will be able to link all three computers in the InNOLEvation Center Incubator to the printer. One computer has the full Adobe Creative Suite on it and the others can download this once it is available campus wide from FSU. The printer will also have a USB port where students can connect their personal laptops to it and print directly to it. We hope to install this printer as soon as we have it available.

Relationship to Other University Activities

Florida State University supports Registered Student Organizations as well as entrepreneurial activities by students. This printer will encourage students to design themselves and learn the dimensions of certain marketing materials and how placements of images, graphics, and borders can change the layout or design of an items. Seminole Creative currently works with our student business owners to help them create and design necessary marketing materials. This color printer will align with their needs and keep them working in the business incubator longer.

Ongoing Support

Once the computer is installed and we start with a couple toners, the ongoing costs of the toner will come from the Center for Student Engagement budget. These costs will be minimal and the toners last a long time.

Project Team

Team Member	Organization	Background
Wendy Plant	Jim Moran School of Entrepreneurship	Wendy Plant is the Director of the Center for Student Engagement. She ensures that all students have access to everything that they need to design, prototype, market, and more.
McKenzie Fitzpatrick	Jim Moran School of Entrepreneurship	McKenzie Fitzpatrick is the Coordinator for the Center for Student Engagement. She has a background in marketing and has in the past created marketing materials for student business owners. She has had to outsource printing in the past which barely makes the deadline for some projects.

Budget

Item Requested	Cost	Justification
Laser Color Printer	\$600	A high quality laser color printer will be placed in the student business incubator for students to use for marketing, designing, and more.
Printer Toner/Paper	\$400	We are asking for a small amount of toner and paper to get this printer started. These supplies should last a while and after they run out, the Center for Student Engagement will cover future costs.