

## Gameday Sports has Competitive Edge with Ohio SBDC's Help

With 33,000 square feet of environmentally controlled space, Gameday Sports Center in Oberlin, Ohio is the perfect location for a wide variety of sports and recreation activities. This brand new, state-of-the-art facility offers both kids and adults many activities ranging from dodgeball to lacrosse with space available for birthday, team and corporate parties.



**A baseball game at Gameday Sports.**

Owners and operators, Jane and Bob Bly, first consulted Patrick McGowan-Doyle, Director of the Ohio SBDC in Lorain County, seeking information on access to capital and business planning. Patrick reviewed the site conditions and discussed start-up capital needs and resources. Bob was able to utilize his training as an engineer to complement his narrative with detailed financial projections. As he began developing a business plan that considered local and regional competition, Patrick considered prospects for market growth. After

reviewing the markets and completing cost and income projections, they proceeded with bank negotiations.

Gameday Sports Center gains a competitive advantage by utilizing "SportsTurf™" and tempered glass field boards. SportsTurf™ is the latest innovation in synthetic grass and rubber playing surfaces, and the curved tempered glass boards make the field a beautiful show place.

In addition to indoor games the strategy at Gameday is to be a family facility. Families play soccer, baseball and dodge ball together. To reach the growing Lorain County community they offer instruction and clinics.

Today, Gameday Sports Center operates seven days per week and has about twenty employees and instructors. Currently indoor soccer and dodge ball are very popular. The seasonal increase in baseball, softball and volleyball games are on the horizon and Gameday is ready. The Gameday field and batting cages are being scheduled for school baseball team practices and after prom parties. The tradition of Lorain County's state champions in these sports puts Gameday in a prime location for their endeavors.

**SBDC ECONOMIC IMPACT**

**Gross Sales Increase \$8.9 Million**

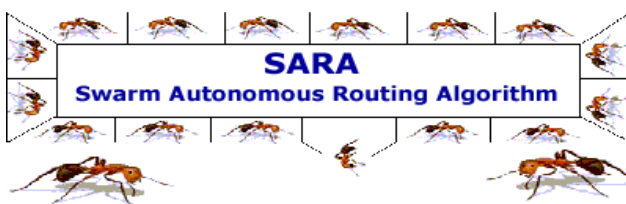
**Access to Capital \$15.6 Million**

**Jobs Created & Retained 1813**

*Northern Ohio  
Region Eight*

## Leveraging SBIR for a Future Slice of the Defense Pie

Bluetronix, Inc., of Chargin Falls, is an example of a firm capitalizing on the benefits of the Small Business Innovation Research (SBIR) program through hard work and perseverance of its founder and the help of the Ohio Manufacturing SBDC (MSBDC) at Kent State University. Under the leadership of its president, Mark Heiferling, Bluetronix competed for and won an SBIR Phase I award.



computers with very tiny radio transmitters, etc.) to enable data exchange uses computerized methods modeled on after the way swarms of ants communicate the paths to food sources, their ant hill, or other locations important to

pate being able to demonstrate full feasibility and achieving all project objectives his year. Because of the success so far the DoD offered \$200,000 to be matched for commercialization efforts. Currently they are pursuing matching funds from other entities.

As a result, Bluetronix has a potentially very bright future including commercial markets like sensor networks for industrial factories and many others. So keep your eyes open for an Ohio company named Bluetronix to make a big splash in the "wireless ad hoc networking space" over the next two years and they will create many new high-tech jobs in Ohio.

They then successfully completed the Phase I work and applied for a Phase II award.

the ant colony, often referred to as "decentralization."

Just over a year ago, Bluetronix received a \$750,000 Phase II contract from the Department of Defense (DoD), to build wireless ad hoc communication networks, using "swarm technology." Their novel approach to networking large numbers of communication devices (tiny

Unlike conventional networks that use internet protocol or "IP," Bluetronix's networks are self-organizing, can involve hundreds or thousands (even millions) of individual devices or "nodes," can cover large geographic areas, and can readily adapt to the addition of new nodes or elimination of old nodes. They anti-

**MSBDC ECONOMIC IMPACT**

**Gross Sales Increase \$606,800**

**Access to Capital \$10,000**

**Jobs Created & Retained 1120**