



Problems with Pests Led to Business Class Pitch Idea

Sometimes, finals can be tests of a different sort, leading to interesting growth challenges.

Purdue University Fort Wayne undergraduate students in the Doermer School of Business' innovation and startup economics class were given an interesting task during the first semester. They were instructed to develop pitches for new products, a process that included coming up with the concept, researching it, assessing the financial needs, and planning implementation. Under the direction of Nodir Adilov, DSB dean and class instructor, six groups of three students displayed their efforts on Dec. 12. This was the first presentation in the business school's entrepreneurship and innovative design center, with a group of seven outside judges determining the top pitches.

The winning proposal by Connor Cook, Brayden Simmons, and Yd Yink Phone Myint consisted of a new way to catch rodents called "[PestSmart](#)." It earned the group a \$900 prize funded through an

Avis Foundation grant, which was secured by the Office of Development and Alumni Engagement.

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Get SafeZone Certified This Semester

Registration is now open for SafeZone training. SafeZone is a comprehensive LGBTQ+ allyship and advocacy education program developed especially for faculty and staff at Purdue Fort Wayne and IU Fort Wayne, offered free of cost by the Q Center.

Workshops are organized into two parts:

Part I, Feb. 4, noon–2 p.m. | Required

Part II, Feb. 6, noon–1:30 p.m. | Required

[Register here](#)

Parts I & II, March 18, 1–4 p.m.

[Register here](#)

Parts I & II, April 22, 1–4 p.m.

[Register here](#)

Participants need to complete both parts once and a test to receive certification. Email the Q Center at qcenter@pfw.edu for more information.

Good to Know

Pathways for Wisdom: Building Bridges to Lifelong Learning

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In a Snap

Seen and noted around campus. Monitor our university social feeds for more great moments of Mastodon life.



*As academics returned for the spring semester last week, **the Writing Center** located at Helmke Library proved again to be an invaluable resource.*

News Center



Inside PFW Archive



Athletics



Ripples



*Inside PFW is an official university communication for faculty and staff. All submissions should be sent to **inside@pfw.edu** no later than 2 p.m. on the day prior to the next edition to be considered for inclusion. Newsletter guidelines can be accessed in the PFW **News Center**.*

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