

# 2015 BUSINESS IDEA CHALLENGE

The Greater Reading Chamber hosted its Annual Business Idea Challenge in late April, which was open to students from Albright College, Alvernia University, Kutztown University, Penn State Berks and Reading Area Community College. The competition encourages local college students to consider and pursue entrepreneurial opportunities.

“We are proud to again sponsor the Business Idea Challenge. It is the same energy, commitment and spirit of entrepreneurship driving these students as drove our founder Delight E. Breidegam, Jr. and his father to start East Penn almost 70 years ago,” said Robert D. Harrop, SPHR, SHRM-SCP, Vice President, Personnel at East Penn Manufacturing, the sponsor of the Business Idea Challenge.

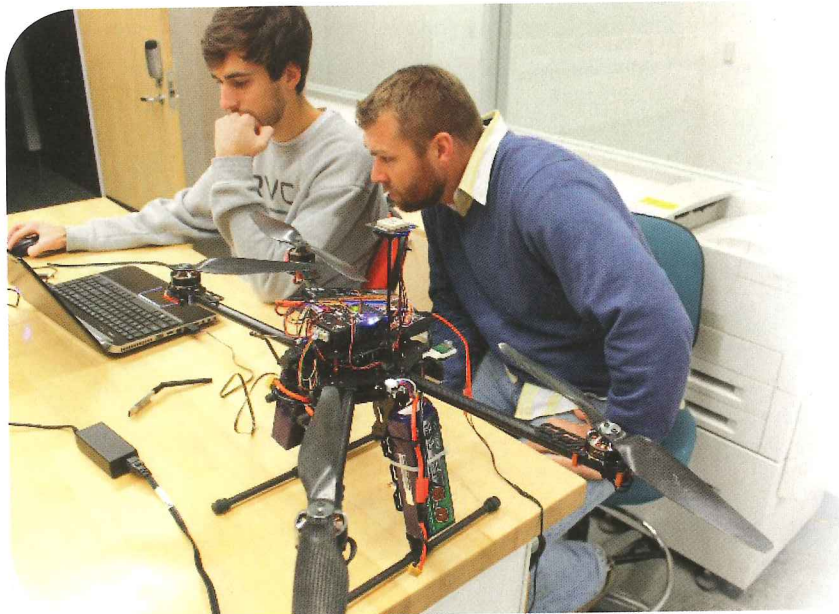
Winners from Round 1 of the competition vied for the top prize on April 10th at the Chamber’s Center for Business Excellence. The students presented their ideas to a panel of judges, who determined the top three winners:

**1st place (\$1,500):** Onuku Industries, LLC (Penn State Berks)

**2nd place (\$640):** HygeieneHero (Alvernia University)

**3rd place (\$200):** The Lion’s Den (Albright College)

The students were presented with their cash awards at the Greater Reading Chamber of Commerce & Industry’s Board of Directors meeting on Tuesday, April 24. Judges were: Jill Edwards, Executive Director, Ben Franklin Investment Forum & Innovation Transfer Network; Connie Faylor, Regional Manager—Ben Franklin Technology Partners; Chris Witmer, Director of Project Development—Greater Berks Development Fund; Bob Harrop, Vice President, Personnel—East Penn Manufacturing; and Christopher M. Turtell, Sr. Audit Manager—Herbein + Company, Inc. [CQ](#)



## Q&A with 2015 Winner —Onuku Industries, LLC

*The Chamber got a hold of Kyle Moyer, Penn State Berks Campus student and Team Captain of Onuku Industries. Here’s what he had to say.*

**CQ:** Tell us what Onuku Industries supplies.

**KM:** Onuku Industries designs and manufactures high-quality, unmanned, multi-rotor aircraft capable of automated control. Our drones are the most durable, lightweight, versatile, upgradable, and easy to operate drones on the market. Onuku Industries plans to appeal to both the hobbyist and commercial needs of customers by having a versatile fleet and available customization of products. Examples of industries would include: defense, agriculture, infrastructure, law enforcement, and aerial photography.

**CQ:** How did participating in the Business Idea Challenge help your business concept grow?

**KM:** We received guidance, constructive feedback, and most importantly—were able to network with experts in industry and investing.

**CQ:** Is there anything you would like to share about your experience as a start-up?

**KM:** There are lots of excuses to quit, but no real good reasons. If you remain persistent and make a plan, you can achieve more than you can even imagine.

**CQ:** Where do you see Onuku Industries going from here?

**KM:** We are currently perfecting a product for first-responders and plan on offering training, and services relating to this product.

I would like to thank everybody who has offered a friendly hand in helping us to this point. The professors and advisory boards from Penn State Berks have been awesome, and The Chamber has been instrumental in helping us network and get our name out there. For those who are interested in our progress, check us out on Facebook – OnukuIndustries.

