

## ICE Meeting Next Tuesday: What is Your Product or Service Worth?

Last month at the [Mid-Michigan Innovation Club for Entrepreneurs \(ICE\)](#) meeting, several Lansing-area professionals were on hand to share ideas and learn about testing market potential. [Tom Kalchik](#), Associate Director of the MSU Product Center, spoke on the topic of testing market potential, including a list of guiding questions prospective entrepreneurs should ask. He also offered insights into the multiple ways of understanding and gaining knowledge about markets. For example, one option might be to participate or even organize a community market testing event in the local community to gain knowledge of the audience. More information from the meeting can be found at [January ICE Meeting Summary](#).

On Tuesday, February 2, 2010, ICE is hosting their monthly meeting from 5:30pm - 7:30pm at the East Lansing [Technology Innovation Center \(TIC\)](#), located at 325 E. Grand River (top floor) just west of Barnes & Noble Bookstore. Public parking is available in the ramp north of Barnes & Noble Bookstore, from Charles Street.

This month, guest speaker [Dr. Jeffery Elsworth](#), Associate Professor of Hospitality Business Entrepreneurship and a driving force behind the MSU Hospitality Business Entrepreneurship specialization, will provide his insight on the worth of products and services. Elsworth's 20 years of experience in the restaurant industry gives him a unique perspective on service to the food and hospitality community, especially when asking an essential guiding question: What is your product or service worth?

This event is free and open to the public, with refreshments provided. Attendants should bring business cards and start-up and concept ideas. **RSVPs are welcome and appreciated. Please send RSVPs to Bethany Lumbert at [blumbert@landpolicy.msu.edu](mailto:blumbert@landpolicy.msu.edu).**

Summaries from past meetings and more information about the Club are available at [Innovation Club for Entrepreneurs](#). Be sure to check out [ICE on Facebook](#). For questions, contact Dr. Barb Fails at [fails@landpolicy.msu.edu](mailto:fails@landpolicy.msu.edu) or 517.432.3287.

*The purpose of the monthly club is to provide a new forum for professionals of the Greater Lansing Area to share and explore ideas in a positive and supportive environment, create or strengthen existing networks for collaboration and find resources to bring ideas to life. ICE is a collaborative effort of the Michigan State University Land Policy Institute and YSG Lansing.*

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