

Next ICE Meeting Tuesday, January 5, 2010: Testing Market Potential

On Tuesday, January 5, 2009, the Mid-Michigan [Innovation Club for Entrepreneurs \(ICE\)](#) 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's meeting topics will discuss Testing Your Market Potential. Before investing in product development or marketing, savvy entrepreneurs test the appeal of their business idea to potential customers. Attendees will learn strategies to remove the guess-work from niche marketing and estimating sales potential.

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.**

The following ICE meeting will take place on Tuesday, February 2, 2010, at the same time and same place. An ICE flyer is available for [download](#). Please feel free to post this information and pass it along to those who might be interested.

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 or 517.432.3287.

Also, ICE was mentioned in the December 14, 2009, edition of the Lansing State Journal. Check it out at "[Cradle of Innovation](#)."

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](#).