

Hello innovators, entrepreneurs, and those that enable them!

I'm excited to welcome you to our first edition of *Iterations*. We have two simple goals with *Iterations*. First, we'd like to share with you best practices, thought pieces, and news relevant to innovation and entrepreneurship at Marshall University, the state of West Virginia, and the Appalachian region.

We at the iCenter are fortunate to personally learn secrets to success from leading minds in entrepreneurship and innovation such as Kipp Bodnar from HubSpot, Ash Maurya from Leanstack, and, of course, Brad D. Smith of Intuit. We pay their generosity forward by doing exactly what they want us to do with their secrets – pass them on to you. In each edition, we'll feature one entrepreneurship and innovation blog that promises to be a quick read, but also shares empowering and insightful knowledge that we've learned from our experiences and interactions. We encourage you to take what you learn, grow from it, and build on it so that you and your organization can write its next chapter of great.

For those who are inspired by what they read in our blogs and want to learn more about entrepreneurship and innovation, our second goal of *Iterations* is to keep you informed of initiatives, events, and programs that we've held and will hold to provide you with deeper dives on innovation and entrepreneurship. So in addition to the blog, in each edition of *Iterations*, you'll find information and news about iCenter entrepreneurship and innovation resources, workshops, guest speakers, panels, courses, etc.

Finally, I'd like to tell you about why we chose *Iterations* as our title. One of the most critical insights that we've learned from the great innovators mentioned above is that continuous iterations over time are the key to business growth as well as personal and professional growth. It's the infinite process of trying your best, learning from the experience, and trying again that moves you closer and closer to your goal. And with each passing edition of *Iterations* we aim to move closer and closer to our mission at the iCenter – reframing the future of West Virginia and Appalachia through entrepreneurship and innovation knowledge and through you.

Best,

A handwritten signature in black ink, appearing to be 'Ben Eng', written in a cursive style.

Ben Eng, Ph.D.
Executive Director of the iCenter