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. Business plan for ergonomic garden tools takes root.

Alexis Nogueras (MBA '06) has done it again.

After being named the graduate-level winner in the Pino Center's 2006 Howard J. Leonhardt New Venture Challenge in May, 2006, he captured the winning slot in the first annual Florida Collegiate Business Plan Competition six months later. His plan and prototypes for G-Force Tools—ergonomically designed lawn and garden tools featuring a lighter shaft and more comfortable grip—enabled him to best teams from five other Florida universities in the competition's limited investment track.



Alexis Nogueras

Nogueras' plan draws praise from the college and beyond.

Members of the college community were thrilled.

“The idea behind his business plan is simple to explain, yet very well researched, and already in the implementation phase” said **Joyce J. Elam**, executive dean of the college. “Judges saw a product consumers can readily understand and are likelier to purchase, and also one that is beyond the concept phase.”

“One of the university's goals is to spread and teach an entrepreneurial culture across all majors,” said **Alan Carsrud**, executive director of the Pino Center, which sponsored Nogueras at the event. “Wins such as his validate the work and research we do on entrepreneurship. This is about combining creativity with business know-how. Nogueras is a great example.”

