



FUNDING UPDATE

Great news! JuxtaHub has received over \$25,000 in donations since our last newsletter, in addition to a significant gift made by an anonymous donor that we hope to announce soon, and 5 new members of our Founders Circle.

Naturally we are humbled and grateful by this generosity. In this edition of our newsletter you'll find plenty of compelling reasons why people are considering JuxtaHub to be a good investment in our community.

As we continue to grapple with the impact of Covid-19, we remain vigilant in our facility about safety protocols. And we continue to offer in-person tours by appointment on most Friday mornings, so please visit our website to send us a message and arrange to see for yourself what all the excitement is about. Onward!

DIGITAL MAKER SPACE NOW OPEN!

OUTFITTED with five xR experience creation and delivery stations, the 3,300 sq ft Digital Maker Space Studio and Lab can now offer space for interns and members of its Digital Team to meet and collaborate. Visitors who join us on a Friday tour are also encouraged to strap on a xR rig and see for themselves the enormous potential this technology holds.

“Our Digital Maker Space is poised to become a valuable regional resource, especially during the pandemic, when people are learning new technologies and looking for new ways to digitally pivot their businesses,” explains JuxtaHub board member John Oetting, who leads the effort.

The team has blossomed to well over 20 volunteers, which includes a dozen university students and interns,



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and has identified 10 initial projects, including one that will focus on creating augmented reality guided work instructions for business and industry use (see next page for more information about that project). Other projects under development are designed to offer artists and local businesses new ways to showcase their work, as well as feature unique digital experiences.

Ordinarily such resources are not available to entrepreneurs unless they have access

to a research university or a technology company lab. “Our goal is to share these emergent technologies with entrepreneurs directly, teaching them how to develop content and providing opportunities for high school and college students to be trained alongside them,” explains Oetting.

If you are interested in learning more about the Digital Maker Space and how it may help you advance your business or professional goals, contact john.oetting@juxtahub.com. ☘

JUXTAHUB VOLUNTEER JOINS FOUNDERS CIRCLE: *Scott Beltz*

AS a founding partner and CEO of Nurture Culture, LLC, a consulting group that helps companies retain employees by providing valuable insight into their corporate culture, Scott Beltz is an entrepreneur who pays close attention to group dynamics.

“I first learned about JuxtaHub by attending one of the weekly Creative Entrepreneurs workshops, and what impressed me most was that this was not a stereotypical networking event. Rather, the forum was very organic and

authentic – it was a place for people to share ideas and lend support, which was something I think we all needed badly during the early stages of the pandemic as we were all facing such immense uncertainty,” Beltz explains.

Since becoming a regular member of the Creative Entrepreneurs group, Beltz has also joined the Digital Makers Team. “My company uses a proprietary algorithm to aggregate data for corporate leaders to help them better navigate business decisions and their impact on



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employees. Having a real-time dashboard with this information would be a tremendous tool for my clients, so I'm grateful to have a place to explore that idea with my DMS collaborators," says Beltz.

Beltz's involvement with JuxtaHub, however, isn't limited to his volunteer efforts. Beltz recently decided to make a financial gift to JuxtaHub by joining its Founders Circle, a special group

that recognizes the first 100 donors to give \$1000+ gifts. "After attending so many meetings and feeling like JuxtaHub had helped me see my own creative potential in new ways, it was time to give back and feel fully invested in such an important project. I fully believe JuxtaHub is poised to create phenomenal opportunities for the Lehigh Valley." 🌟

ADVISORY COMMITTEE ADDRESSES INCLUSION, DIVERSITY, EQUITY, AND ACCESSIBILITY

DURING a recent meeting of the Creative Entrepreneurs Circle, a valuable discussion emerged about JuxtaHub's plans to create a facility that best serves everyone. "The values of diversity, equity, inclusion and accessibility have informed our vision from the start," explains board president Jim Baker, "but we were thrilled when a group of our most active volunteers offered to put their heads together and develop a formal set of recommendations to inform our planning

process. We need to work on these important issues from all directions, so input from everyone involved is critical."

The group quickly convened to form a committee and map the many issues that will need to be addressed. "In an ideal setting, an organization's policies, programs and facilities should all be thoughtfully coordinated to not only anticipate shared needs, but respond to new concerns as they emerge," explains committee member Elise Schaffer, a

recent PSU graduate with a degree in arts administration and a specialty in arts accessibility, who helped spearhead the effort alongside Mimi Ludwig, a Founders Circle member and representative of the Autism Society of the Lehigh Valley. "Our hope is to provide JuxtaHub with a framework to ensure they can do that," Schaffer adds.

The committee meets monthly via Zoom. Interested in participating? Visit our website and send us a message. 🌟

A Road to Recovery: JuxtaHub Poised for Economic Impact

THERE are plenty of bleak statistics regarding the economic impact that the Covid-

19 pandemic has wrought, especially on small businesses, and unemployment is still at record levels. However, if you need a small bright spot to consider, it's time to talk about the innovative possibilities JuxtaHub is working to offer.

"For businesses looking to invest in a way to train and provide work instructions to

employees more efficiently, Augmented Reality (AR) is definitely worth exploring," explains board member John Oetting. This hands-free technology can overlay information in 3D right onto the work objects and tools so that employees can perform their jobs faster and with better consistency and quality.

"Just imagine the poten-

tial. Some industry experts predict that AR will be as transformative to the manual workforce as the office productivity software revolution was to the white-collar workforce in the 1990s," Oetting explains. "We are committed to making such resources more available to small businesses, and JuxtaHub is at the forefront ready to serve." 🌟

UPCOMING EVENTS

IDEA ADVISORY COMMITTEE	January 26 at noon
CREATIVE ENTREPRENEURS CIRCLE	Wednesdays via Zoom at noon
TOUR THE BUILDING	Fridays at 9 a.m. *

*Due to Covid-19 protocols, space is limited; please send us an email at contact@JuxtaHub.com to reserve a spot and confirm starting times.

Connect With Us Today!



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