

Empowering Pennsylvania businesses to succeed since 1965

The Start of 2020

Kicking off the new year, PennTAP hosted a [Building Re-Tuning and Operations Conference \(BRTOC\)](#) at University Park which brought together building operators and facility managers from across the state. The event showcased resources and funding opportunities to help improve building energy efficiency across the Commonwealth.

PennTAP also launched an [online energy toolkit](#) featuring free educational resources like fact sheets and energy savings calculators, which are intended to help users get a jump start on their energy efficiency project. The toolkit covers four sectors—manufacturing, school & municipal buildings, commercial, and residential.

Energy & Environment Cases	53
March BRT Workshop Attendees	76
Online Energy Toolkit Pageviews	887

Pandemic Pivot

Following statewide mitigation plans, PennTAP transitioned to virtual consulting services and events, several of which provided attendees with resources and advice specific to offsetting financial losses incurred due to the pandemic. Throughout the year, PennTAP partnered with small businesses to facilitate in-person consultations safely.

Inc.U Competition For the fourth year in a row, PennTAP mentored and connected Penn State student startups with funding through the Inc.U Competition. The competition culminated in “The Investment” television show on WPSU, featuring six startup companies competing for up to \$30,000 in funding.

Student entrepreneurs Ezra Gershanok and Isaac Goodman won \$25,000 for, Keyper, a phone wallet that combines and secures student’s essentials. “The Investment” judges also awarded \$5,000 to Unis Brands, a startup making sustainable 3D printed footwear.

Innovation Client Cases	52
Penn State Students Engaged	305
Learning Factory Projects	24
Companies Benefitted from FirstEnergy Grants	13

BRT CONFERENCE

PennTAP hosted a Building Re-Tuning and Operations Conference (BRTOC) on March 3, 2020.



INC.U COMPETITION



2020 Inc.U Competition winner, Keyper

“*“The Investment” has completely changed the game for our business. The \$25,000 will allow us to explore opportunities to expand that we did not think were possible.*”

- Ezra Gershanok, Co-Founder, Keyper

PennTAP 2020 Impact

Despite the challenges presented by the pandemic, PennTAP collaborated with businesses, local communities, and Penn State students across the Commonwealth, increasing economic development, student engagement, and community entrepreneurship by:

- Helping businesses reduce operating costs by improving the energy efficiency of their building and assisting with grant applications to offset capital costs of upgrades, freeing up capital for reinvestment in new jobs and business expansion.
- Expanding the capacity and capability of the PennTAP team to cover statewide business and emerging sector technical assistance needs.
- Mentoring students and community entrepreneurs to pursue their dreams through opportunities such as the Inc.U Competition and connecting manufacturers with Penn State senior capstone design projects.

As a result of these activities, PennTAP continued to help Pennsylvania businesses grow and succeed and helped to create or save 107% more jobs than last year. The PennTAP team is dedicated to increasing statewide economic development while providing out-of-classroom opportunities and connections for Penn State students to successfully transition into their post-graduation careers.

Counties Served	36
People Educated	618
Economic Benefit	\$2.5M
Jobs Created or Saved	29
Client Cases	105
Client Satisfaction	4.9/5.0

PennTAP at Penn State is a federal, state, and University partnership to stimulate statewide economic development. PennTAP helps organizations maximize their competitiveness through in-person consultations, unbiased technical advice, and connections to Penn State resources.

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[Mission Critical Solutions \(MCS\), a metal fabrication company](#)

“

PennTAP has been a great resource for MCS. They have always been good at assessing our needs and helping us to find funding and other resources to offset our capital expenditures.”

- Bob McGowan, CEO and Founder, MCS

WHERE ARE THEY NOW?

PennTAP launched an [article series](#) exploring where Inc.U winning teams are now, how the pandemic has impacted them, and what the next steps are for their companies.



[Moichor](#) improves & lengthens the lives of pets by applying deep learning to the diagnostics vets use.