December 10th, 2025

Agenda

1. Bagels & Coffee

2. Intros

3. Keeping up with ID

4. Upcoming Events & Offerings for Members

5. ID Member Spotlight: Mark Becnel from Shock Aerospace

6. ID Member Problem Solving: Mike Varon and Elina Conley from Innovation DuPage

Keeping up with ID:

- **Welcome Adam Jeffries as our Strategic Technology Advisor**

- **Welcome Heather Sattler as our Interim Program Manager**

- **CO2CEO Recruitment**

  - **Application Due Date: 01/06/2026**

  - **Program Start and End Date: 01/20/2026 – 03/26/2026**

- **Midwest Innovation and Entrepreneurship Summit: on February 26, 2026**

- **Clean Energy Incubator Program:**

  - **Fill out the Connect Form**

  - **Connect with Ricardo Magallon**

Scan the QR code to keep up with the news:

A year in Review:
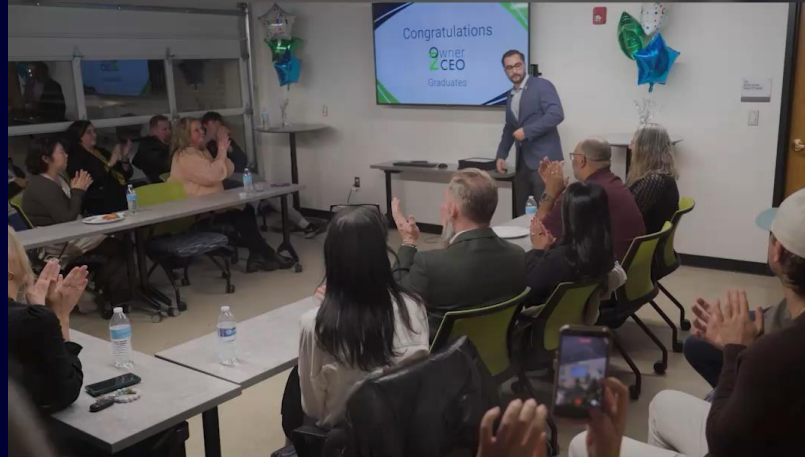
Innovation DuPage Holiday Party

December 11th at 5:00 p.m.

Register Today!

Resources and Workshops

Additional Resources:

Strategic Business Advisor

Mike Varon

Entrepreneur-in-Residence

Elina Conley

Strategic Technology Advisor

Adam Jeffries

Executive-in-Residence & Program Director - CEI

Bill Payne

Strategic Business Advisor - CEI

Ozge Guney

Program Manager - CEI

Ricardo Magallon

ID Member Spotlight:

Shock Aerospace
Mark Becnel

SHOCK AEROSPACE

SHOCKAERO.COM

Capability Overview

INNOVATION DUPAGE

Shock Aerospace LLC
Mark Becnel
mark@shockaero.us
Dec 8, 2025

Aviation Connected

- Connected measurements
- Scalable digital interfaces
- Modern mobile tools
- Aviation-grade electronics

Production Delivery

Manufacturing Process

1. Meet Problem Owner
2. Develop Business Contract
3. Formulate Response
4. Fabricate Item
5. Test and Qualify
6. Package
7. Deliver
8. Get Paid

Warbird Engine Monitoring

- ◈ Reports live issues
- ◈ Remote combustion diagnostics
- ◈ Trending for Optimization
- ◈ Allows for Fuel Conversion to Lead-free

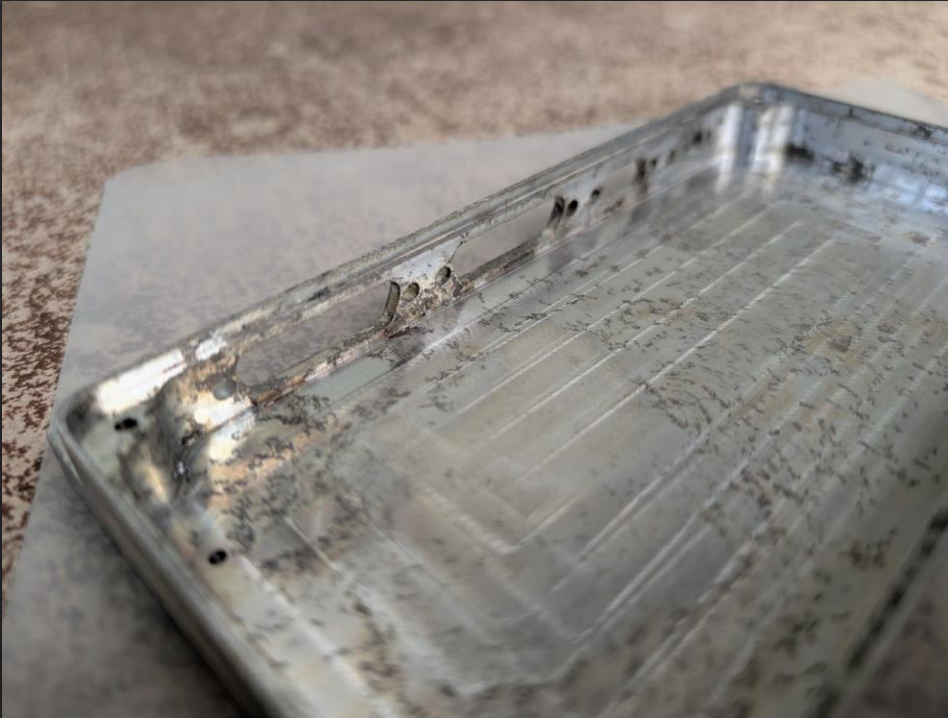Not for public distribution.

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Smart Cylinder LTE Link

- ◈ Captures digital data on aircraft
  - ◈ 3 x RS-232
  - ◈ 1 x RS-485
  - ◈ 100MBPS Ethernet
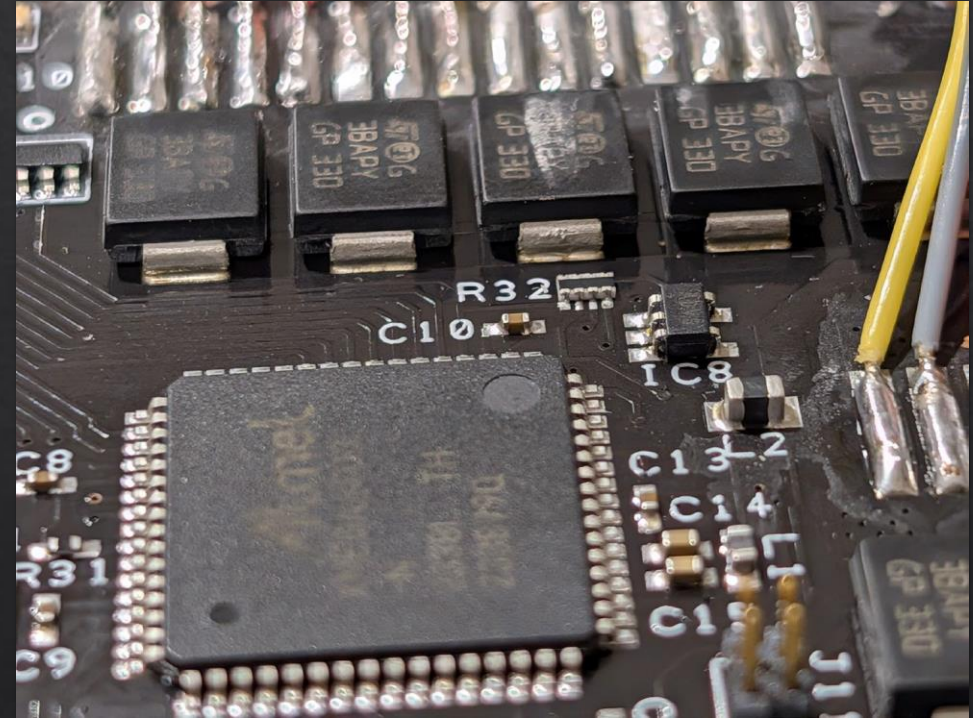- ◈ Pushes data to mobile app
- ◈ Pushes data to cloud

2025 Quality Issues
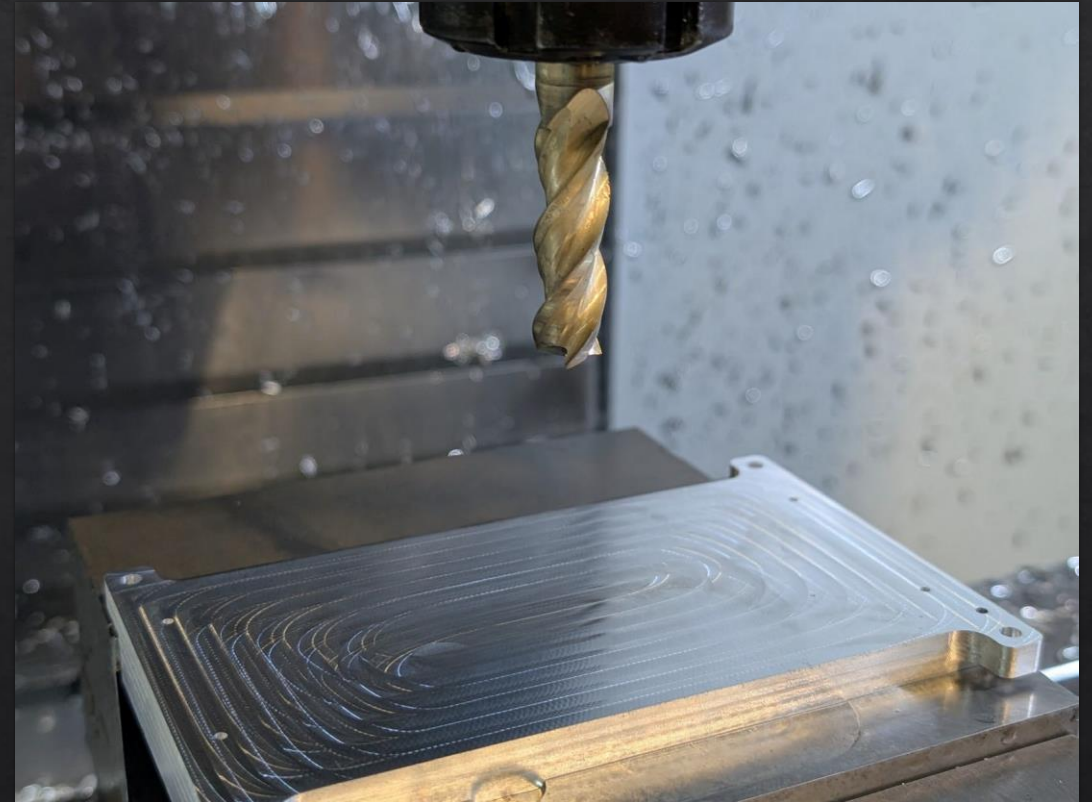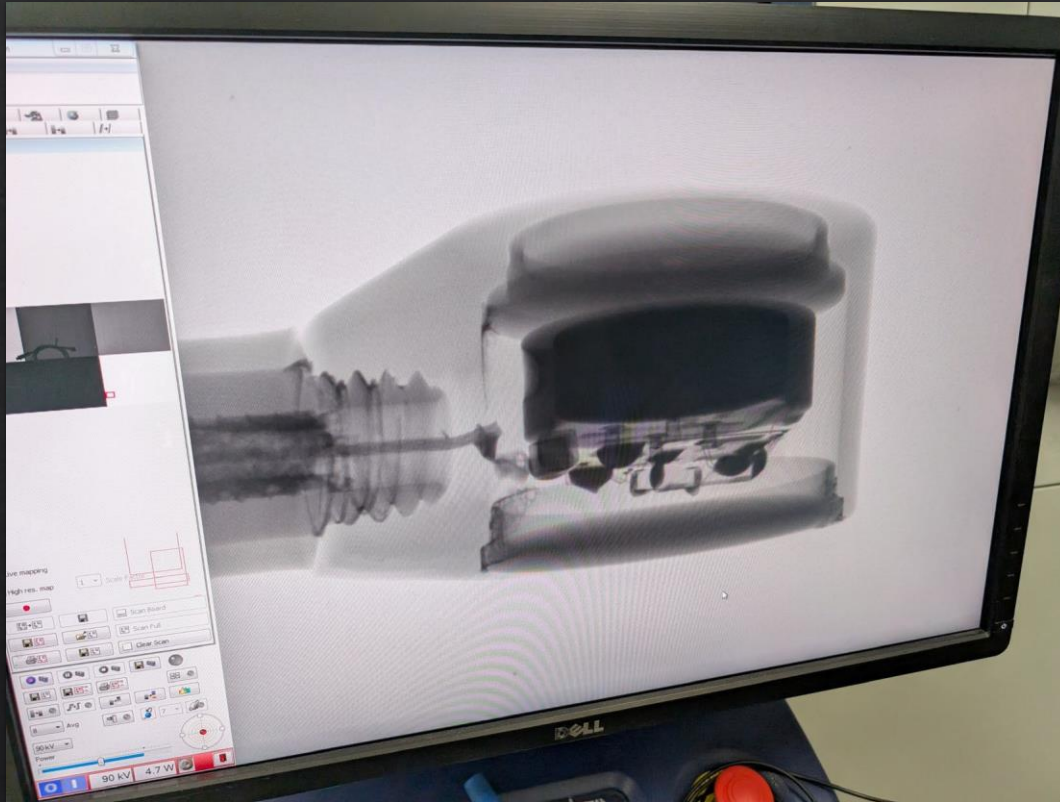
Aluminum Galvanic Corrosion

Soldering Assembly

Neat 2025 Photos

ID Member Resource:
Innovation DuPage
Mike Varon & Elina Conley

Mike Varon

Strategic Business Advisor at **Innovation DuPage**

Currently serving as a Strategic Business Advisor at Innovation DuPage, Mike Varon brings over 31 years of expertise in global outsourcing, engineering and scientific services, and human capital strategy. Previously, he held senior leadership roles at a $12.5 billion global services and workforce management company, including Vice President of Global Practice Operations, where he oversaw teams across North America, Europe, and India. Mike has guided global practice leaders and subject matter experts in delivering customized solutions in engineering, laboratory, and clinical services, and continues to advise on strategic acquisitions to accelerate ROI.

Schedule a 1:1 meeting for advice on your business

Elina Conley

Entrepreneur in Residence at **Innovation DuPage**

Founder and Managing Director of **Azenity Consulting**, partnering with innovators, manufacturers, and investors to turn complex technologies into scalable businesses. She brings more than two decades of experience in product development, hard-tech commercialization, and strategic leadership across startups, industry, and national lab environments, backed by an Executive MBA from University of Chicago Booth School of Business.

Azenity Consulting

Schedule a 1:1 meeting for advice on your business

What challenges do you have today?

Discussions & Strategy Sessions

❑ Discussions and Strategy Sessions

▪ - SWOT Session

▪ - Time Study/ Management Focus:

▪   *On the business vs. In the business activities

▪ - Business Challenge Discussion

▪ - Customer Persona (Ideal Customer Profile)

▪   * 3 types of customers: Current, Targets, Formers

▪ - Sales Deck, Strategy, Sales Process and CRM usage

▪ - Advisement Meeting: Working On the Business vs In the Business

▪ - Documenting: Time Boxing your schedule and decisions

▪ - Connecting Members: Resources, Mentors, and Potential Partner & - - -- Investors

▪ - Pitch Deck Reviews and Discussions

▪ - Hiring, Onboarding, Compensation, Scaling

Business Plan Development

Programs and resources that will help you construct a strong foundation.
Start Macro: Does not have to be perfect

+ Business Plan Development:
- Naperlaunch: 2 Four week programs – Start and Grow a business
- Business Development Consulting with BDC
- Score programs
- AI Tools to help with plans: Perplexity, Grok, Claude, Co-Pilot

+ Owner2Ceo:
10-week free course. Covers 8 main building blocks to help scale and accelerate.

Target Market and Valued Customer Profile

- **Discussions and Mentoring Sessions around the following**:
- Creating a Persona

- Target Markets and Structure Targets by Vertical (Mergent, Ref. Solutions, and IBIS)
  - Identify and map out vertical markets
  - Identify and map out list of potential markets
- Idenitify & Document Valued Customer Profile (Persona)
  - Characteristics of Ideal customers
  - Revenue, Number of Employess, Location, Industry
- B2C: (Mintel- great tool)
  - Who and What characteristics
  - Location, Income, Buying behaviors

Challenge: Generating Revenue/BD Process

Documenting a process: Not having a process and knowing what key activities happen in each stage is a recipe for failure and inconsistent results.

Potential Options: B2C and B2B

- 5 stage process for acquistion
- 3-5 stage process for execution aligned with Business Development process
- Key activities and Gate approval in process
- Create a process for tracking 3 customer types : currents, targets, formers
  - CRM
  - Manual process before getting choosing a CRM
  - Feedback loop required

Catch the next Meetup on 01/07/2026

HAPPY

Holidays

From Team Innovation DuPage