



January 21st, 2026

# Agenda



1. Bagels & Coffee
2. Intros
3. Keeping up with ID
4. Upcoming Events & Offerings for Members
5. ID Member Spotlight: Shaiska Malca from Pura Vida Talk
6. ID Member Problem Solving: Jeannie McGregor from WGN

# Keeping up with ID:



- Industry Cluster Today! **Consumer Goods and Services**
- Industry Cluster - **Female Founders (02/05/2026)**
- Midwest Innovation and Entrepreneurship Summit: **on February 26, 2026**
- Clean Energy Incubator Program:
  - **Fill out the Connect Form**
  - **Connect with Ricardo Magallon**
- O2CEO Recruitment
  - **Application Due Date: 04/03/2026**
  - **Program Start and End Date: 04/14/2026 – 06/18/2026**



Scan the QR code to keep up with the news:

# Keeping up with ID:



## NATIONAL CLEAN ENERGY DAY

# WGN RADIO 720 TAKEOVER

MONDAY, JANUARY 26TH, 2026

### FEATURING:

7:30 a.m. with **Bob Sirrot**

**Arden Warner**

*Founder, Scientist, Natural Science*

**John Nelson**

*Co-founder, Natural Science*

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12:45 p.m. with **John Williams**

**Dr. Muddassir Siddiqi**

*President, College of DuPage*

**Dr. Joseph Cassidy**

*President, Innovation DuPage*

*Vice President, College of DuPage*

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4:15 p.m. with **Lisa Dent**

**Dr. Joseph Cassidy**

*President, Innovation DuPage*

*Vice President, College of DuPage*

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6:30 p.m. with **Jon Hansen**

**Joe Sheehan**

*Founder, JoJo Superfast*

**Dan Facchini**

*Managing Director, Innovation DuPage*



College of DuPage



JOJO  
SUPERFAST



NATURAL  
SCIENCE



INNOVATION  
DUPAGE

CEI and ID Member Event:



## The 7 Secrets Every Fundable Startup Gets Right



*Shubha K. Chakravarthy*

Monday, January 26th, 2026

In-Person: 5:00 – 7:00 PM

- Learn the seven core conditions investors look for—from market clarity to profitability to right-fit capital.
- Build the business and financial acumen every fundable founder needs, especially for capital-intensive and first-of-a-kind technologies.
- Walk away with a practical framework to test your assumptions, gather 'receipts,' and de-risk your path to viability.

535 Duane St. Glen Ellyn, IL 60137



**Register Today!**



# Upcoming event:



**D Workshops**

**Present with FOCUS:**  
**A public speaking workshop for small business leaders**

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Scott Hubbard

**Wednesday, January 28th, 2026**  
**In-Person: 5:30 – 7:00 PM**

- Learn how to engage a group in person
- Project confidence to your clients, prospective investors, and your team
- Reduce nervousness and distracting behavior
- Modify your message for different audiences
- Gain buy-in through clarity and preparation

535 Duane St. Glen Ellyn, IL 60137

 Hubbard Communication

**Register Today!**



Upcoming event:



Register Today!



# Resources and Workshops



# Additional Resources:



**Strategic Business Advisor**  
**Mike Varon**



**Entrepreneur-in-Residence**  
**Elina Conley**



**Strategic Technology Advisor**  
**Adam Jeffries**



**Strategic Business Advisor - CEI**  
**Ozge Guney**



**Program Manager - CEI**  
**Ricardo Magallon**



## **ID Member Spotlight:**

Pura Vida Talk  
Shaiska Malca

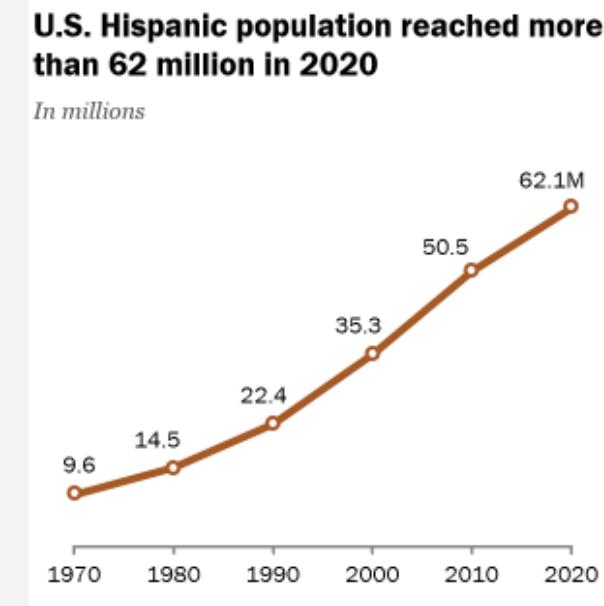
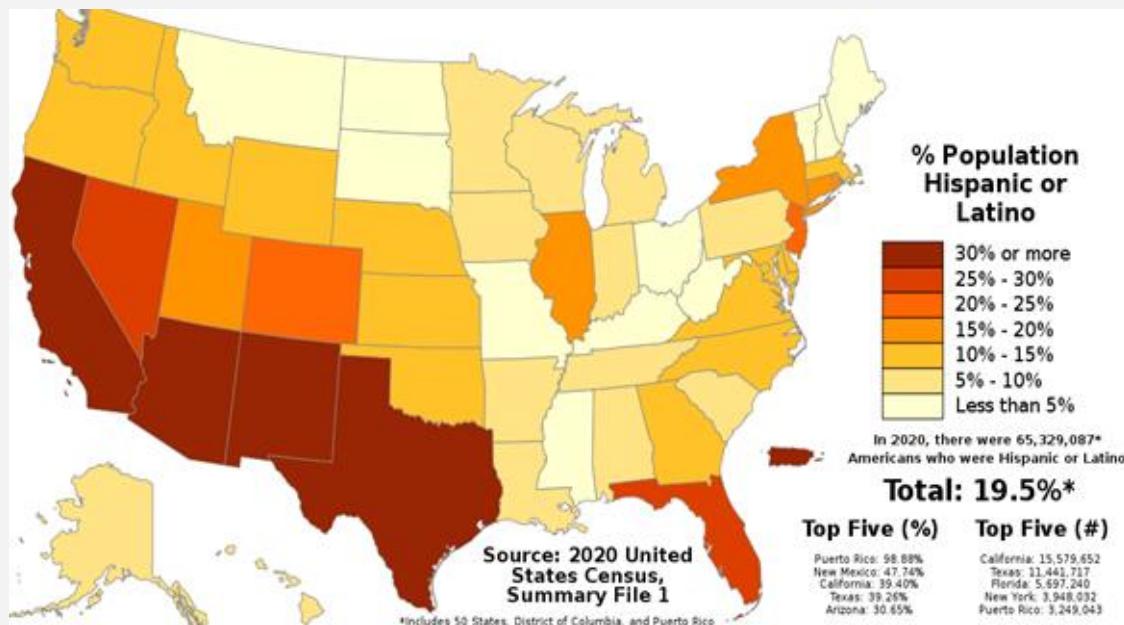


Online Spanish  
Program for Kids

[www.puravidatalk.com](http://www.puravidatalk.com)

# FACTS

- HISPANICS ARE THE FASTEST GROWING POPULATION IN THE U.S.
- 75% OF THE U.S. POPULATION ARE MONOLINGUAL
- 1 OF EVERY 4 CHILDREN UNDER AGE IS HISPANIC



# How Pura Vida Talk Began

My story

Since 2022

Our mission is to make learning Spanish a dynamic and enriching experience, enabling children to not only grasp the language but also connect with its cultural richness



300+ Virtual Classes - Designed for Children -  
Proprietary Curriculum revised by an Educational Psychologist  
- Native Spanish Teachers



# Immediate Challenges

## Model was difficult to sustain without scale

- Scheduling students by level of proficiency was complex
- Coordinating instructors required consistent enrollment volume
- Group classes depended heavily on steady demand
- Enrollment interest did not match the operational effort required
- Online trend declined

300+ Virtual Classes - Designed for Children - Proprietary Curriculum revised by an  
Educational Psychologist - Native Spanish Teachers



# Key Learnings from Pura Vida Talk

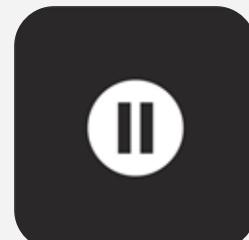
Building Pura Vida Talk taught me that strong curriculum alone is not enough.

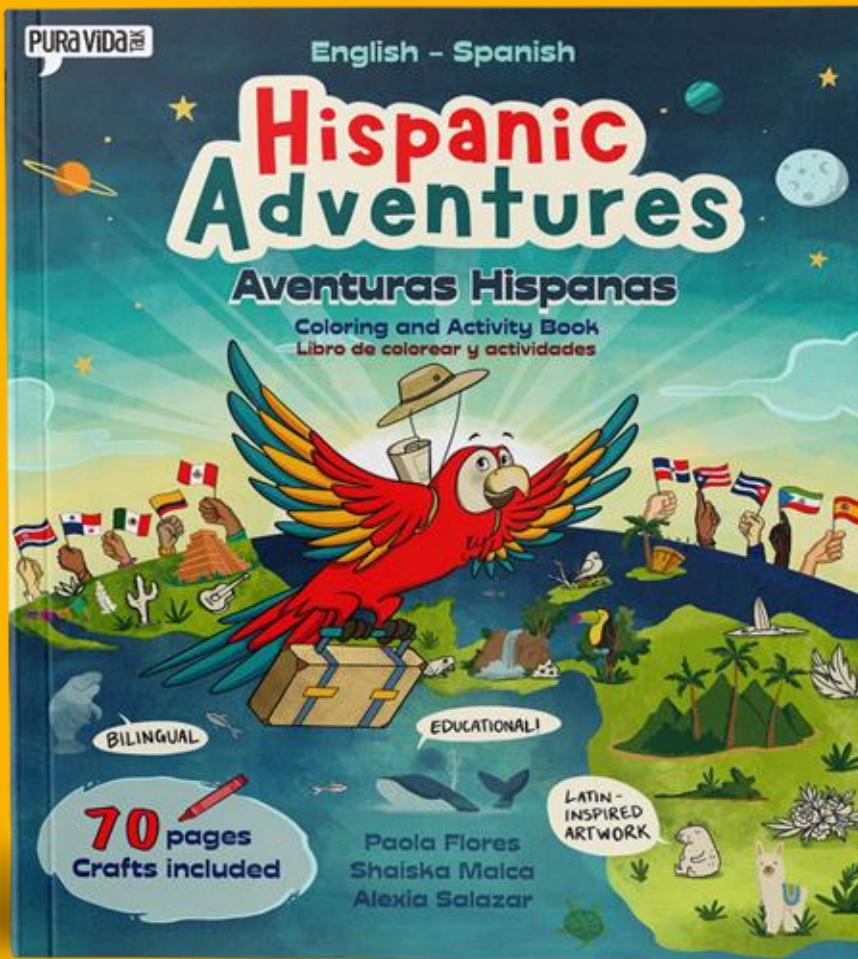
Sustainable language programs require:

- Clear audience identification
- Strategic marketing
- The right technology
- Operational capacity aligned with financial reality



vs.





[www.puravidatalk.com](http://www.puravidatalk.com)



## Strategic Focus

Instead of assuming solutions, I am intentionally

- Asking strategic questions
- Learning directly from educators and families
- Understanding existing digital tools and subscriptions students already use



# Community Leadership and Network (Leverage)



- Entrepreneurial community
- Office space
- Mentorship and professional connections within DuPage County



- Youth Programming
- Taught Spanish in Continuing Education for 2 years



- Built strong relationships with school leaders
- Participated in leadership and planning conversations
- Collaborated with organizations such as municipalities, museums, and the Morton Arboretum



# Growth - Exposure -Learning



**Hispanic Adventures coloring book brings culture to life**

The author of Hispanic Adventures joined Good Day Chic...



Dan Facchini, of Innovation DuPage and Founder of Pura Vida Talk Shaiska Malca join Jon Hansen in Studio (WGN Radio) [Iridian Fierro](#)

# Teaching Role at COD



INTER-DEPARTMENT  
WORKS OUT ENTIRE LINE WHEN RECEIVED AND WE USE UNTIL ALL SONS ARE  
DEPARTMENT  
SENT BY  
TBC 11/11/18

CE25FA Course Evaluation—STUDENT  
Course Title: Conversational Spanish 3 Instructor Name: Shankha Marc A

We greatly appreciate your feedback about your experience and insights as to how it can be improved. Thank you.

How would you rate your overall experience in this class?

Exceeded my expectations  
 Met my expectations  
 Needs improvement

	Disagree	Agree	Strongly Agree
Instructor was prepared	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Instructor was knowledgeable	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Course material was excellent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
I would recommend this instructor	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
I would recommend this course	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Length of course suited content      Disagree      No opinion      Agree

Staff was friendly      Disagree      No opinion      Agree

This fee for this course fit my budget      Disagree      No opinion      Agree

I value the printed schedule (catalog)      Disagree      No opinion      Agree

What were the strengths of this course?  
*The teacher is wonderful.*

In what ways may this course be improved?  
*More days*

Are there any new classes you would like us to offer?  
*Spanish 4*

Please use this space to communicate anything about the program, specifically or in general:  
*Thank you for participating in*

What were the strengths of this course?  
*Teacher was excellent. Made me feel comfortable. Very knowledgeable.*

In what ways may this course be improved?  
*But made it Fair - Ryan Thru 3 have long, In Test flow Day already very well done. keep doing it!*

Are there any new classes you would like us to offer?  
*Spanish 2*

Please use this space to communicate anything about the program, specifically or in general:  
*Thank you for participating in Continuing Education!*

CE25FA Course Evaluation—STUDENT  
Course Title: Spanish 2 Instructor Name: Shankha Marc A

We greatly appreciate your feedback about your experience and insights as to how it can be improved. Thank you.

How would you rate your overall experience in this class?

Exceeded my expectations  
 Met my expectations  
 Needs improvement

	Disagree	Agree	Strongly Agree
Instructor was prepared	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Instructor was knowledgeable	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Course material was excellent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
I would recommend this instructor	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
I would recommend this course	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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What were the strengths of this course?  
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*But made it Fair - Ryan Thru 3 have long, In Test flow Day already very well done. keep doing it!*

Are there any new classes you would like us to offer?  
*Spanish 2*

Please use this space to communicate anything about the program, specifically or in general:  
*Thank you for participating in Continuing Education!*

# New Perspective - Understanding Audience

- Parents perspective:

*Spanish often becomes secondary not because it lacks value, but because families are balancing time, performance expectations, and outcomes.*

- Understanding Real Learners Needs
- Audience and Cultural Complexity:
  - Language learning in the U.S. is nuanced:
    - Heritage families connect Spanish to identity and culture
    - Non-heritage learners seek structure and measurable outcomes



My

## Findings

- Debating on positioning Pura Vida as a supplement, rather than a full program
  - ◆ Reduces expectations of immediate fluency
- Families are comfortable experimenting with tools that support learning, especially when they are tangible and **easy** to use
- Fits naturally into existing routines (homework time, weekend activities, travel, playtime)
- Parents regularly invest in workbooks, flashcards, reading kits, and enrichment materials

# Strategic Crossroads: Where I'm Seeking Feedback

## OPTION A

### Expand the Product Line

- Spanish Adventures with Paco
- Phonics-based Spanish mini-books
- Decodable readers for early learners
- Supplemental classroom materials aligned with dual-language programs
- Potential partnerships with larger education companies

## OPTION B

### Revive Pura Vida Talk as a Program

- Technology platform / app
- Seek partnerships with schools or districts
- Strong emphasis on interaction, which research supports as essential for language acquisition

Spanish enrichment is sometimes seen as  
“nice to have”  
rather than essential, impacting  
conversion rates.



# Challenges

## OPTION A

### Expand the Product Line

- Breaking through requires sustained marketing investment and very clear differentiation in value, age range, and outcomes.
- Competing With “Free” and Digital Content
- Behavior Change at Home
- Choose the product
- Integrate it into routines
- Maintain consistency
- Distribution and Visibility
- Limitations

## OPTION B

### Revive Pura Vida Talk as a Program

- High development and maintenance costs
- Uncertainty around paid conversions
- Very High marketing costs
- Growth can be slow



Gracias!

Questions?

[www.puravidatalk.com](http://www.puravidatalk.com)

Shaiska Malca  
Founder & Owner  
[info@puravidatalk.com](mailto:info@puravidatalk.com)



**ID Member Resource:**

WGN

Jeannie McGregor

# Innovation DuPage & WGN Radio Partnership Spotlight 2026



# Nice to Meet You!

*What year did WGN Radio 720 first  
go on the air?*



# WGN Radio 720: Chicago's Very Own

## 1 WGN: A legacy news & talk radio station with a century of local credibility

- WGN's 50,000-watt signal delivers broad reach beyond Chicagoland and into neighboring states, making it a powerful platform to deliver your message.
- WGN blends news and sports coverage, lively talk, and local interest programming to a highly engaged, affluent and educated audience.

## 2 Personality driven content live and local everyday.

- Well-known local hosts create authentic connections that extend credibility to advertisers
- Real-time, community-focused content captures attention and keeps listeners invested.
- Ads feel more natural and memorable when integrated into content audiences care about.

## 3 WGN Radio Programming delivers what matters!

- Breaking news, in-depth discussions and real-time updates focused on Chicago and the surrounding areas.
- Up-to-the-minute reporting covering – News, Weather, Traffic, Business, Ag and Sports throughout the day.
- Live Sports – Chicago Blackhawks hockey, NU Football, Basketball & more
- Content covering money, health, home, travel, food & everyday life
- Stories, voices and issues that reflect the people, neighborhoods & spirit of Chicago and its surrounding communities

## 4 WGN Radio is part of Nexstar Media.

This gives your brand the opportunity to be integrated into Radio, Digital, TV, Events, Podcasts, and much more!



**nexstar**  
D I G I T A L



# TRIVIA TIME!!

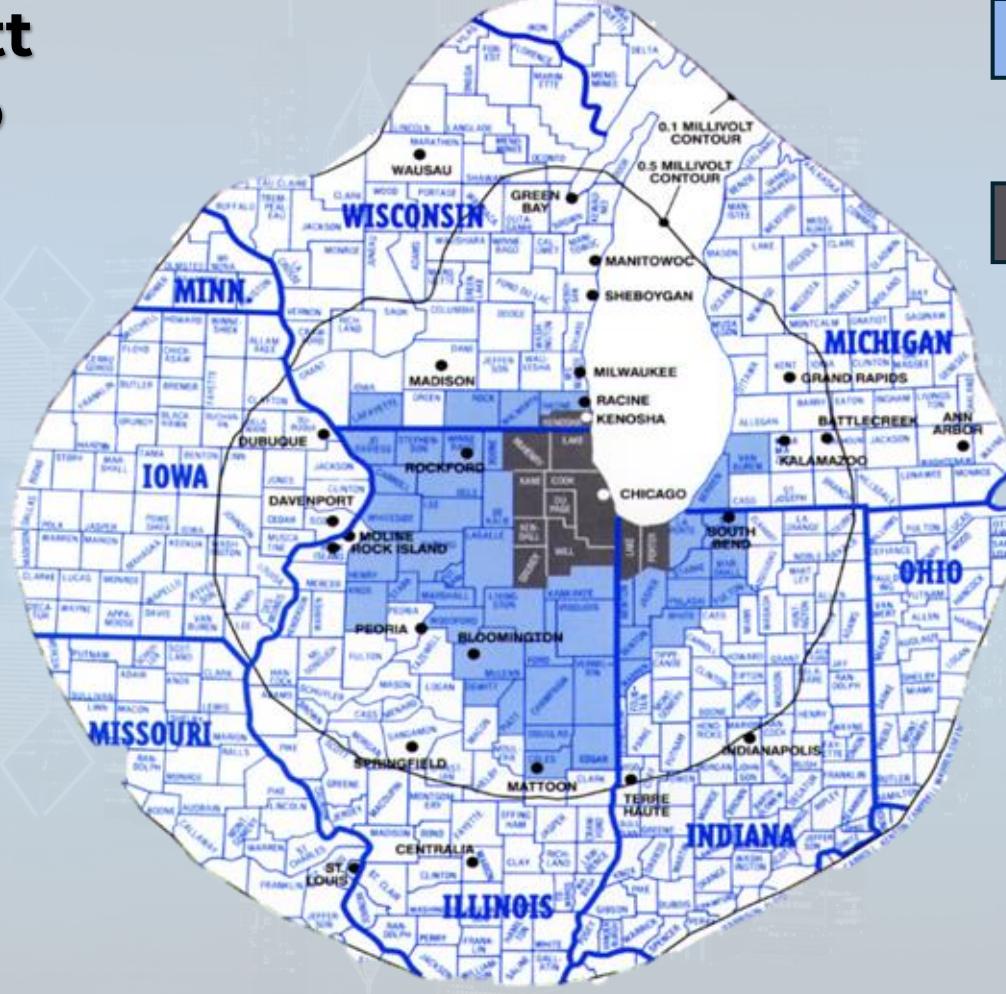
38!

**Why is this number important to  
WGN Radio?**

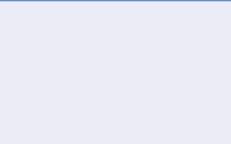


# WGN Radio Coverage

With a 50,000-watt signal, WGN Radio 720 can extend your reach among customers!



- Total Survey Area (TSA)
- 11 County Metro Area

	MON	TUE	WED	THU	FRI	SAT	SUN
4-5 AM						<b>WGN Showcase</b>	
5-6						<b>Outside the Loop</b> Mike Stephen	 <b>WOLFMAN JACK RADIO SHOW</b>
6-7						 <b>HouseSmarts</b> with Lou Manfredini	<b>Great Outdoors</b> Charlie Potter 5-6:30 <b>Pet World</b> Steve Dale 5:30-6:30
7-8						 <b>The Lutheran Hour</b> 6:30-7	
8-9						 <b>Alpha Wealth Hour</b>	
9-10						 <b>The Workers' Mic</b>	
10-11						 <b>Dean Richards' Sunday Morning</b>	
11-12							 <b>The Hamp &amp; O'B Show</b>
12-1 PM						<b>Noon Business Lunch with John Williams</b> 	- before & after Bears games
1-2						<b>Let's Get Legal</b> with Jon Hansen	<b>Steve Dale</b>
2-3						<b>Dave Plier</b>	<b>Karen Conti</b>
3-4						 <b>Eye on Travel</b> with Peter Greenberg	<b>Rick Kogan</b>
4-5						<b>The Mincing Rascals</b>	 <b>THE WGN RADIO THEATRE</b> WITH CARL SWARZ
5-6						<b>Steve King &amp; Johnnie Putman</b>	<b>Bill Cunningham</b>
6-7							
7-8						 <b>The Other Side of Midnight</b>	
8-9							
9-10							
10-11							
11-12						 <b>The Other Side of Midnight</b>	
12-1 AM						 <b>The Other Side of Midnight</b>	
1-2						 <b>The Other Side of Midnight</b>	
2-3						 <b>The Other Side of Midnight</b>	
3-4						 <b>The Other Side of Midnight</b>	

Official Broadcast Partners

The Hamp & O'B Show  
- before & after  
Bears games

# Power of Personality Endorsements on WGN

**Radio personalities are a familiar voice.**

**Over 50%**

Of adults feel a connection with radio.

**61%**

Of A18+ listen to AM/FM radio because of the DJs, hosts, or shows.

**50%**

Of radio listeners have a favorite radio personality they've been listening to for 8 years on average.

**57%**

Of listeners strongly endorse radio's unique ability to capture local culture & community.

**On-air personalities create lasting bonds with their audience.**

**84%**

Would follow them to another station



**80%**

Trust and value their favorite personality's opinion



**77%**

Would try a brand or product recommended by their favorite radio personality



**87%**

Know personal details about their favorite radio personalities and follow them on social media



**44%**

Favorite radio host makes them feel less alone



**WGN RADIO 720**

# Audio & Streaming are Better Together

*Consumers can tune into broadcast Radio through a smart device with a tap, which is why streaming and AM/FM Radio are the perfect combination!*

1

**88%** of Americans tune into the radio every day, making it a top-reach medium.

2

Today, an estimated **192 million** Americans stream radio online each month.

3

**35%** of Americans own a smart speaker, and these smart speaker owners are also big radio listeners.

4

**70%** of people listened to online audio each week.

5

Streaming audio listeners skew younger, while AM/FM on-air reaches a more established audience.



# WGN Radio's Multi-Platform Reach

## SOCIAL & DIGITAL per month



**+3M**  
Stream Connections



**+600K**  
Page Views



**+352K**  
App Sessions



**93K**  
Facebook



**54.9K**  
X / Twitter



**16.3K**  
Instagram



[WGNRadio.com](http://WGNRadio.com)



[@WGNRadio](#)



[@WGNRadio](#)



[@WGNRadio](#)

# Content Integration Opportunities



# TRIVIA TIME AGAIN!

**Jon Hansen wears many hats! What other professional roles does he take on when he's not hosting Your Money Matters on WGN?**

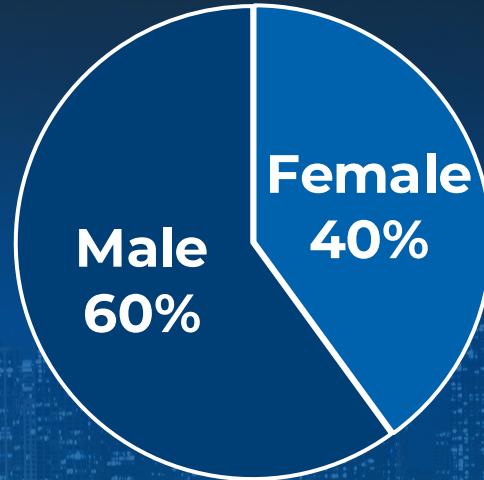


# Your Money Matters with Jon Hansen



*Mon-Thurs 6pm-7pm*

**Your Money Matters** features topics including the basics of personal finance, investing and wealth management, financial security, financial literacy, and retirement planning. Listeners hear sharp, engaging conversations with personalities and experts in the world of finance and a fresh take on complex issues presented in an approachable and fun way.



Average of Nielsen Radio April 2025, Nielsen Radio March 2025,  
Nielsen Radio February 2025, Nielsen Radio January 2025

**WGN** RADIO 720

# Innovation DuPage & WGN Radio's Partnership

Since 2022, Innovation DuPage and WGN Radio have partnered to let Chicagoland know about Innovation DuPage and the member partners they serve.

- The partnership is anchored around WGN's popular PM Drive Show, Your Money Matters, hosted by Jon Hansen.
- Innovation DuPage contributes to the show with a monthly on-air segment, sharing their mission and spotlighting a member they've supported.
- **The partnership elevates member businesses, products and ideas on a platform that reaches across Chicagoland and beyond!**

 WGN Radio •  
September 26, 2025 •  
**Innovation DuPage** is back with [Jon Hansen](#) on WGN Radio, now helping businesses with their clean incubation program. One of those businesses is Hanford Tech, which utilizes sensors to assist people. Founder Jake Mickley joins Jon and Dan Faccini to talk about what his company does and how Innovation DuPage has helped.



 WGN Radio •  
October 22, 2025 •  
**Innovation DuPage: Hanford Tech**  
sensors and software  
- Jon Hansen had a full studio, this week, when Dan Faccini from [Innovation DuPage](#) came to visit. Joining him were...  
- Mary Couzin from People of Play to discuss the return of [Chicago Toy & Game Week](#)  
- Joe Barron from [Gray Matters Games](#) to talk about the A&W Root Beer Float Challenge  
- And Chris Hohenstein from [City Tree Delivery, Inc.](#) about his business that delivers, sets up and removes Christmas trees!



 WGNRADIO.COM  
The Chicago Toy and Game Fair brings a root beer float challenge to Rosemont & City Tree Delivery brings a live tree directly to your... [Learn more](#)

# Member Benefits

## Member Benefits with Innovation DuPage & Your Money Matters

As a member, you'll gain exclusive exposure and promotional opportunities designed to showcase your business and expertise:

### •Live Appearance on Your Money Matters:

Connect with our audience during a live segment where you can tell your story and drive new business. Includes a pre-interview call to meet the host and discuss key points before going on-air.

### •Promotional Support:

Receive mentions on-air and across social media teasing your upcoming appearance, building anticipation and awareness.

### •Customized On-Air Commercials:

You'll record personalized on-air commercials highlighting how Innovation DuPage has supported your business. These commercials air across WGN Radio and are voiced by you, giving your message a personal touch.

### •Online & Social Sharing:

Your live segment will be featured on WGNRadio.com under *Your Money Matters* and shared/boosted on WGN's social media channels. You'll also have the ability to share the segment directly on your own social platforms.

 **WGN Radio** • June 30, 2025 • 

In partnership with **Innovation DuPage, Natural Science, LLC** has developed a technology that helps clean oil spills in the U.S. and around the world.

Co-Founders Arden Warner and John Nelson joined [Jon Hansen](#) and Dan Facchini on WGN Radio to talk about their groundbreaking work and how Innovation DuPage is making strides in advancing clean energy entrepreneurship.



WGNRADIO.COM

**Magnetizing oil could be the key to cleaning oil spills in water**

Managing Director of Innovation DuPage Dan Facchini joins Jon Hansen on You... [Learn more](#)

# Ideal Partners

## What Makes an Ideal Partner:

Businesses featured on *Your Money Matters* should be a strong fit for the show's content and audience.

Ideal partners are:

- **Broadly Relevant:** Topics should be accessible to a wide audience rather than narrowly focused or highly niche.
- **Audience-Centric:** Consider what your message offers the audience—how it informs, educates, or adds value.
- **Aligned with Innovation DuPage:** Showcase how your business benefits from innovation, demonstrating success and growth.

Partnering with Innovation DuPage and *Your Money Matters* is a unique opportunity to connect with listeners, expand your reach, and highlight your business in a trusted media environment.

 **WGN Radio** •  
February 20, 2025 •

Bulls fans know Bill Cartwright from the championships he won in the 90's and his time as head coach of the team, but they'll learn more about his family and the lessons he learned growing up with his new book, "Life at the Center."

Renetta Gunn-Stevens and Sophisticated Press helped Cartwright publish his book, and she also joined [Jon Hansen](#) to talk about how [Innovation DuPage](#) supported her as a business owner.



WGNRADIO.COM Sophisticated Press shares the journey of Bill Cartwright through his new book: *Living Life At The Center* [Learn more](#)

 **WGN Radio** •  
November 6, 2025 •

Adam Jeffries launched his software development startup, Safety Design, with the help of [Innovation DuPage](#), and shared his insights into that process with [Jon Hansen](#) on *Your Money Matters*.



WGNRADIO.COM Safety Design is creating safer, smarter and more unified workplaces Managing Director of Innovation DuPage Dan Facchini joins Jon Hansen on You... [Learn more](#)

# 2025 Partnership Highlights



# ONE LAST TRIVIA QUESTION!

13.4M+

*Why is this number significant for  
Innovation DuPage & WGN?*

**Thank you for your time today! We look  
forward to working with you.**  
**Jeannie & Joe**





**Catch the next Meetup on 02/04/2026**

# Collaborate • Scale • Succeed

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INNOVATION  
DUPAGE