

2018 SUCCESS STORY

DICKINSON



NORTH DAKOTA
SMALL BUSINESS
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ACCUPOWER SOLUTIONS

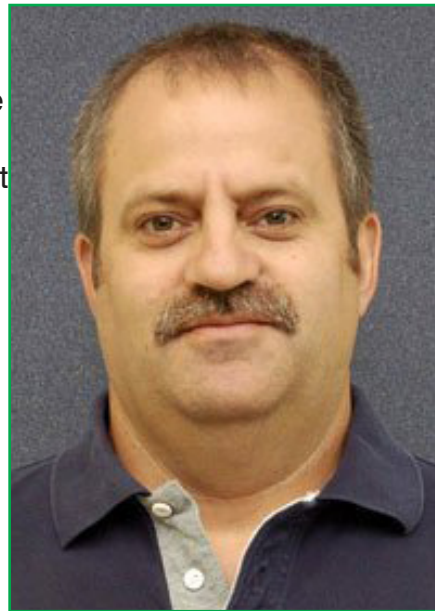
Dickinson, ND -- Pete Leno and his business partner were customers of Acceleration Products based out of Fargo. They were both passionate about developing the best possible athletes using solid data. So when they learned that the company was going to stop the software support for their force plate product, they decided to take over that support aspect and see if they could build a brand and business with it.

Challenge/Solution

In 2012, with extensive experience as a competing athlete and coach but little to no business experience, Pete, who was part of the Dickinson State University faculty, looked to the Strom Center for help.

“It made sense to go to the Strom Center for guidance on what it takes to make a business go,” said Pete. “And there was a lot that I hadn’t thought about - a lot of learning for me.”

At the time, the Dickins SBDC



Pete Leno

office was located within the Strom Center. They were able to help with all aspects of the business plan and really dial in on what this new business was going to be selling, specifically helping with how to communicate their value proposition to potential customers.

“This is really a niche product,” said Pete. “There is a lot of competition for our product. How to dial in our message was critical when we were getting started - and continues to be today.”

Their new business, AccuPower Solutions, which opened its doors in 2013, develops software and workflow applications for customers who wish to do bio-medical analysis using force plates. The system evaluations how ‘ready to go’ our nervous and muscular systems are. During the course of an athletic season or training, an individual’s body will change and adapt to the



stress - what is commonly thought of a 'getting in shape.' With the precision of this system, very small changes can be detected to determine and assist coaches and trainers to continue to move an athlete in a positive direction.

Pete says, "All the coaching and mentoring have been extremely valuable. We talk periodically with Darrell and he's been very helpful in helping us revise the message. He's helped us think about and plan for the future, building for future innovation and added features. As the space grows, and it's growing rapidly, the message becomes extremely critical."

Impact

Since opening its doors, AccuPower Solutions has seen 15% growth year over year,

including providing force plate testing services for the NHL Draft Combine in 2017-2018. The company has created brand awareness among NHL franchises and see world-wide exposure through Combine webcasts. They have also added three more NHL teams in recent months.

"We've continued to grow the business and have now branched out to more educational entities," said Pete. "They are using our system for research and training for the next generation of sports scientists."

The company recently completed development on AccuPower 3.0, by far their most ambitious development project thus far. With features like onboard video capture, a customized analysis

dashboard, and customized summary and individual report features, their customers are excited. They have seen an 80% increase in the last four years of peer reviewed articles about their system.

Next up for AccuPower, development of a single axis force plate is currently underway to allow them to reach a broader market segment for those with smaller budgets.

"As former athletes, we still have a real passion for providing an environment for athletes and students to grow and succeed," says Pete. "It's great to be able to provide tools and services that can only continue to improve that."

The screenshot displays the AccuPower Solutions software interface. At the top, there are navigation tabs: TEST, PLAYBACK, SETUP, and HELP. The main window is titled "Dual-Plate 3 No Arm VJ".

On the left side, there is a sidebar menu with options: Back to Test Selection, Video, Summary, Velocity, Power, Ground Reaction Forces, Peak Power, Work, Rate of Power Development, Impulse, Gears, and Center of Pressure. Below the menu are buttons for Start Replay, Summary Report, Individual Report, Export Video, and Export Data (acp).

The central area features a "Forces" graph showing Force (N) on the y-axis (ranging from -94 to 669) and Time on the x-axis (ranging from 2564 to 3364). The graph shows multiple colored lines representing different force components over time.

Below the graph is a table titled "All Jumps" with columns for Jump #1, Jump #2, and Jump #3. The table contains the following data:

	Jump #1	Jump #2	Jump #3
Peak + Pwr (W)	4113.11	4117.80	4252.82
L (W)	2068.90	2088.76	2138.11
R (W)	2048.48	2030.76	2121.51
% Diff	-1.00	-2.86	-0.78
Peak Neg Pwr (W)	-953.88	-1499.18	-1156.75
L (W)	-432.72	-755.44	-558.03
R (W)	-531.78	-745.36	-604.62
% Diff	18.63	-1.35	7.70

At the bottom of the interface, there are playback controls including a play button, a speed selector set to "100% Speed", a camera selector set to "Camera 1", and a jump selector set to "Jump 1". The current frame is "Frame 355". Below the playback controls is a timeline with markers for "Peak - Pwr", "Zero Velocity", "Peak + Pwr", "Takeoff", and "Landing".

On the right side of the interface, there is a video playback window showing a male athlete in a red tank top and black shorts performing a jump on a force plate. The force plate is labeled "ACCUPOWER SOLUTIONS". In the background, there are signs for "STATION" and "COMBINE".