

UNIVERSITY OF  
**Nebraska**  
Omaha



## **UNO MBA Students discover that Local Art Plug “Connects local artists and art lovers in Omaha, Nebraska to elevate the local art community”**

**Press Release. December 15, 2020**

The University of Nebraska College of Business Administration’s MBA Project-Focused Capstone required teams of students to consult with local businesses to identify the significant challenges they were facing and develop detailed recommendations to help overcome those hurdles. One of these teams was excited to work with Xavier Jackson on his promising eCommerce website, Local Art Plug.

As an early business, Mr. Jackson faced pain points relating to business growth. The project objectives revolved around helping drive local Omaha market sales, developing sustainable processes for future growth, and exploring key growth opportunities in social media marketing and establishing a subscription model. A team of UNO MBA students provided researched suggestions addressing each of those objectives.

The students Olivia Eggebraaten, Brendan Milnamow, and Chris Trabold walked off the project noting how it

*“allowed us to apply the knowledge and techniques we have been studying hard to learn over the past couple years with a legitimate business client. It was so exciting to work with such a nice and collaborative individual like Xavier Jackson. When deciding which business to consult, each of us prioritized Local Art Plug because we thought the vision and value-add of the business was very commendable. Hopefully, the research and recommendations provided are able to assist Xavier in achieving the business growth we believe it deserves.”*


For Mr. Jackson, he received data supported suggestions that aligned with his short and long-term strategic visions for his business. The MBA Capstone course goal of connecting students with Omaha businesses and providing an applied academic experience continues to be a source of great value for the program.

**About Local Art Plug:** Formerly known as Showcase, Local Art Plug provides an easy tool to find local artists, artwork, and events in your area. It was founded in Omaha, Nebraska by Xavier Jackson in 2019. This new website provides a gallery of local art for art lovers to explore outside of saturated sites like Amazon or Etsy.

For more information:

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

 [localartplug](https://www.facebook.com/localartplug)

 [@local\\_artplug](https://www.instagram.com/local_artplug)

 [Local Art Plug](https://www.linkedin.com/company/local-art-plug)