**THE QUESTION:** Who do you like for Boston’s new mayor?

- **Undecided at this point:** 21%
- **Casting a write-in vote for Menino:** 11%
- **Marty Walsh. He has the unions behind him:** 20%

**NEXT WEEK’S QUESTION:** What’s your reaction to the U.S. government shutdown? 

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**Raising the bar for entrepreneurs**

C ongratulations to the team that successfully opened Boston’s first Ice Bar, Frost, last month. The project is unique for its brand equity and planning approaches.

Frost is a de facto expansion of the Boston Duck Tours franchise, where cross-selling opportunities from its existing tourism brand, along with its new entertainment venue, will collectively expand the overall customer base.

**GREG STOLLER**

LECTURER AT BOSTON COLLEGE

The team bucked the current trend by putting most of its planning work in writing. I still believe a written document forces more precise planning, not necessarily possible with executive summaries or creatively formatted PPTs. The additional degree of detail makes pivoting easier when, not if, market conditions change.

For each of the past 13 years, I’ve used old-fashioned networking, and recently, original content on print, TV and radio, in order to develop a universe of diverse entrepreneurs needing planning assistance. After being vetted and selected, 20 entrepreneurs a year work with graduate business and law students, faculty, and industry mentors at Boston College in a competitive format. Frost is just one of several of the program’s successful alums.

No business can be created in a vacuum and, for every one successful launch, I know most ideas never come to fruition. But it’s exciting to see a team use an academic institution not only to test a concept or a technology, and then to launch an actual business using its results.

**Greg Stoller** is a lecturer and helps build entrepreneurship and international MBA business programs at Boston College.