**LASSONDE INSTITUTE FACTSHEET**

*Updated: 11-25-15*

**MISSION**

To provide transformative student experiences through entrepreneurship.

**VISION**

The Lassonde Entrepreneur Institute aspires to be the best place in the country for students to learn about entrepreneurship and master the entrepreneurial mindset. The Lassonde Institute provides world-class programs and a one-of-a-kind facility for students to live, create and launch.

**TAGLINE**

*Live. Create. Launch.*

* **Live** your passion. **Live** like an entrepreneur. **Live** your education. **Live** at Lassonde Studios.
* **Create** a product. **Create** a personal journey. **Create** your future. **Create** with the Lassonde Institute.
* **Launch** a company. **Launch** your career. **Launch** your dreams. **Launch** with the Lassonde Institute.

**WHAT’S AN ENTREPRENEUR?**

The Lassonde Entrepreneur Institute defines entrepreneurship as a mindset. It’s not just about starting a company. Entrepreneurship is about using your imagination, learning by doing, working in interdisciplinary teams, creating your own path and adding value to anything you do. These are the skills needed to succeed in the 21st Century. Students can learn them through entrepreneurship and apply them to whatever pursuit they choose. That can mean starting a company or becoming a successful engineer, artist, business professional and more.

**GET INVOLVED**

1. Sign up for our email newsletter and follow us on social media
2. Participate in a program or competition
3. Attend a workshop or networking event
4. Take a class, or get a degree
5. Apply to live at the Lassonde Studios
6. Launch at Lassonde

**ABOUT THE LASSONDE ENTREPRENEUR INSTITUTE**

The Lassonde Entrepreneur Institute is a nationally ranked hub for student entrepreneurship and innovation at the University of Utah and an interdisciplinary division of the David Eccles School of Business. The first programs were offered in 2001, through the vision and support of Pierre Lassonde, an alumnus of the Eccles School and successful mining entrepreneur. The institute now provides opportunities for thousands of students to learn about entrepreneurship and innovation. Programs include workshops, networking events, business-plan competitions, startup support, innovation programs, graduate seminars, scholarships, community outreach and more. All programs are open to students from any academic major or background. The Lassonde Institute is also constructing Lassonde Studios, a new $45 million housing and creating facility for all students opening in fall 2016. Learn more at [lassonde.utah.edu](http://www.lassonde.utah.edu).

**ABOUT THE LASSONDE STUDIOS**

Lassonde Studios will be the home for student entrepreneurs and innovators at the University of Utah. The new facility will be the place where students from any major or background can “Live. Create. Launch.” The $45 million building will combine approximately 400 residences with a 20,000-square-foot “garage,” where all students will be welcome to connect, test ideas, build prototypes, launch companies and learn by doing. Students will move in starting fall 2016. The unique space will advance the University of Utah as a top school for entrepreneurship and innovation. The building and diverse engagement opportunities will be managed by the Lassonde Entrepreneur Institute, an interdisciplinary division of the David Eccles School of Business. Learn more at [lassonde.utah.edu/studios](http://www.lassonde.utah.edu/studios).

**ABOUT PIERRE LASSONDE**

Pierre Lassonde founded what is now the Lassonde Entrepreneur Institute in 2001. His initial vision was to create an entrepreneur center that would provide transformative experiences by bringing students from all disciplines together to collaborate on new initiatives, technologies and companies. That vision has grown to reach thousands of students, and Mr. Lassonde has continued his support as the institute’s lead sponsor and visionary. His donations total $25 million in support of programs, scholarships and the new Lassonde Studios facility. Mr. Lassonde was born in Quebec. After receiving a degree in electrical engineering in Montreal, he attended the University of Utah with his late wife, Claudette, and received his MBA in 1973. Since then, he has become a world-renowned mining investor and entrepreneur. In 1982, he co-founded the Franco-Nevada Corporation, the first publicly traded gold royalty company. In 1990, Mr. Lassonde authored *The Gold Book: The Complete Investment Guide to Precious Metals*. Beyond his many professional accomplishments, he is a leading philanthropist in areas including education and the arts, and he holds six honorary Ph.D.’s universities including the University of Utah.

**GENERAL HIGHLIGHTS**

* *Princeton Review* has ranked the University of Utah among the top-25 universities in the country for entrepreneurship since 2011
* University of Utah is opening the $45 million Lassonde Studios facility in fall 2016. The building will be the new home for student entrepreneur and innovators. All students will be invited to live, create and launch here
* *Forbes Magazine* ranked Utah the No. 1 Best State for Business for 2015 — the fifth year out of the last six
* Several student startups with University of Utah ties have appeared on ABC’s “Shark Tank.” One of these teams was Power Practical, which earned a $250,000 investment from Mark Cuban
* ABC’s “Shark Tank” hosted an audition at the University of Utah in spring 2015. The event was a recognition of the startup activity at the U
* Students in related programs launch dozens of startup companies annually
* $25 million in donations from Pierre Lassonde, the founder of the Lassonde Entrepreneur Institute

**HIGHLIGHTS FOR 2014-15 ACADEMIC YEAR**

* 3,400 university students from all majors and backgrounds involved in entrepreneurship classes or extracurricular activities
* 1,017 students enrolled in entrepreneurship classes
* 100 percent of students enrolled in classes developed a business plan
* 32 entrepreneurship programs on campus. Diverse programs include seed grants, state-wide competitions, workshops, networking events, high-school programs, degrees, certificates and more
* $536,000 awarded in cash prizes through competitions at the U (many sponsored by Zions Bank)
* Students in the program won $821,145 in cash and $150,000 in in-kind prizes through competitions at the U and beyond
* Companies launched from the program in the last five years have raised more than $78 million in funding
* 424 mentors worked with students
* More than $700,000 in related scholarships
* More than 100 scholarships awarded

**ANNUAL PRINCETON REVIEW RANKINGS**

* 2015 (year released) – Ranked 17 graduate, 24 undergraduate
* 2014 – Ranked 23 graduate
* 2013 – Ranked 23 graduate
* 2012 – Ranked 15 graduate, 17 undergraduate
* 2011 – Ranked 16 undergraduate

**LASSONDE STUDIOS FACTS & FIGURES**

* $45 million cost
* $3 million in scholarships available to live here
* Opening August 2016
* Application open now at [lassonde.utah.edu/studios](http://www.lassonde.utah.edu/studios)
* 400 student residences
* Approximately 160,000 square feet total
* 20,000-square-foot “garage” for events, building prototypes, launching companies – or just hanging out. Open to all University of Utah students
* Five floors. “Garage” on first floor. Four floors of housing and additional work space on upper levels
* Garage open 24/7
* Three housing options – single or double, loft and “living pod”
* More than 3,000 tools available in garage
* Ongoing programs and events, including workshops, mentoring and hours with experts

**PROGRAM DESCRIPTIONS**

**Residential**

* **Lassonde Studios** – Live, create and launch at the Lassonde Studios, an inspiring 160,000-square-foot building with 400 beds and a 20,000-square-foot “garage” opening in fall 2016. All students welcome.

**Academics**

* **Innovation Scholar** – Match your passion with a purpose and earn recognition as an Innovation Scholar by signing up for this unique classroom experience.
* **Entrepreneurship Certificate** – The David Eccles School of Business offers an Interdisciplinary Certificate in Entrepreneurship for undergraduate students.
* **Entrepreneurship Degrees** – The David Eccles School of Business offers nationally ranked undergraduate and graduate degrees in entrepreneurship.
* **Profiles in Entrepreneurship** – Gain insights and have conversations with seasoned entrepreneurs in this class for undergraduates and graduate students.

**Competitions**

* **Utah Entrepreneur Challenge** – Enter one of the largest business-plan competitions in the country, competing statewide for a grand prize of $40,000.
* **Opportunity Quest** – Write a business summary plan and compete against other students for cash prizes. Competitions held across the state.
* **Bench-2-Bedside** – Spend a year working with medical and engineering students developing a medical device and competing for startup cash.
* **High School Utah Entrepreneur Challenge** – Pitch your business idea in this high school program for a chance to win cash and prizes.
* **Games4Health** – Develop a health-related video game or phone application and compete for prize money in this unique program for all students.

**Skills Development/Networking**

* **Student Entrepreneur Conference** – Learn about related programs and get involved by attending this statewide, informative conference each fall semester.
* **Workshops** – Attend our regular workshops to learn the skills you need now.
* **Meetups** – Join us at one of our meetup events to find collaborators and learn about the community.
* **Hours with Experts** – Sign up to meet with an expert in fields including law, business and engineering.
* **Get Seeded** – Pitch your business idea at these monthly events for a chance to receive seed funding for your new venture.
* **Foundry at the Lassonde Entrepreneur Institute** – Launch a company with a group of your peers, find co-founders, get connected and succeed through this business-discovery program.

**Other**

* **New Venture Development** – Graduate students work with faculty inventors, providing them with business advice and strategic planning to bring their product into the marketplace.
* **Lassonde Ambassador & Mentor Program** – The ambassadors serve as peer mentors for students who want to pursue educations and careers related to innovation, entrepreneurship and STEM (science, technology, engineering and math).
* **Student Leadership & Scholarships** – We have many leadership and scholarship opportunities for students.
* **Innovation Week** – Attend our summer high school and junior high school program to explore the U and learn what it takes to be an innovator.
* **Center for Innovation in Banking and Financial Services** – A center dedicated to innovation in banking and financial services through research, an annual symposium and student engagement.

**LEARN MORE**

* Go to [lassonde.utah.edu](http://www.lassonde.utah.edu).

**FOLLOW US ON SOCIAL MEDIA**

* Hashtags – #LiveCreateLaunch, #LassondeInstitute, #LassondeStudios, #Lassonde400
* Twitter — <https://twitter.com/LassondeInst>
* Facebook — <https://facebook.com/LassondeInstitute>
* Google+ — <https://plus.google.com/112708336573931307216/posts>
* LinkedIn — <https://linkedin.com/company/lassonde-entrepreneur-institute>
* Instagram — <http://instagram.com/lassondeinstitute>