



LASSONDE

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 **LASSONDE
ENTREPRENEUR INSTITUTE**
THE UNIVERSITY OF UTAH

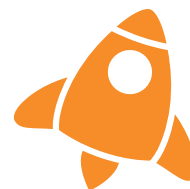
DAVID ECCLES SCHOOL OF BUSINESS

**LIVE
CREATE
LAUNCH**



LAUNCH WITH US

Welcome to the hub for student entrepreneurs and innovators at the University of Utah. Whether you want a deep dive or only have an hour, the nationally ranked Lassonde Institute has something for all students to learn how to become a founder, creator or change-maker. Got an idea? Looking for a team? Want to live, create or launch at Lassonde Studios? Jump in and make it happen! Start by turning the page or walking in the door to Lassonde Studios.





YOUR LAUNCH CHECKLIST

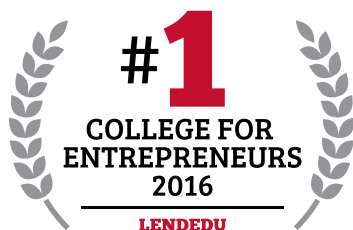
- ✓ **Join Community by Subscribing & Follow Us:** Sign up for our email newsletter and follow us on social media. lassonde.utah.edu/subscribe
- ✓ **Watch Events Calendar & Show Up!:** Browse our calendar to find activities. Most events are free and open to all students. lassonde.utah.edu/calendar
- ✓ **Get a Minor, Major or Certificate:** The David Eccles School of Business offers a degree, minor and certificate in entrepreneurship. uentp.com
- ✓ **Live at Lassonde Studios:** Immerse yourself in everything we have to offer by applying to join the Lassonde 400 residential group. lassonde.utah.edu/studios
- ✓ **Master the Mindset:** Learn creative problem-solving skills that will serve you for a lifetime.
- ✓ **Create & Launch Something:** We challenge every student to create something and launch it. You choose what. lassonde.utah.edu/launched
- ✓ **Grow Your Business:** Already have a company? Improve it by joining our community and participating. lassonde.utah.edu/directory
- ✓ **Match Your Passion with a Purpose:** You'll be unstoppable when you find the perfect mix of these qualities. lassonde.utah.edu/innovation
- ✓ **Find a Team:** Find collaborators to launch an idea. Meet people in our programs and by spending time at Lassonde Studios.
- ✓ **Get Funded:** Take advantage of our many grant opportunities to build your first prototype, reach your first sale and beyond!
- ✓ **See One, Do One, Teach One:** We advocate learning by doing, then we take it a step further by giving you the chance to teach your peers.
- ✓ **Fail Fast, Fail Cheap:** You will learn as much from your failures as your successes. We provide you with a safe place to test your ideas.
- ✓ **Add Value:** Learn how to add value to your idea, business, partnerships and everything you do. It's the secret to success.
- ✓ **Be a Student Leader:** Learn to lead by running one of our programs. Apply to be a student leader. Scholarships available! lassonde.utah.edu/leadership
- ✓ **Join the Business Scholars:** The David Eccles School of Business offers this premier program for high-achieving students. bit.ly/bizscholars

— master the entrepreneurial —

MINDSET



RANKINGS, FACTS & FIGURES



#1

STATE FOR BUSINESS

Utah is consistently ranked as a top location for business, according to Forbes Magazine.

730⁺

STARTUP TEAMS LAUNCHED

We have helped hundreds of student startup teams launch since we opened in 2001.

#1

UNIVERSITY FOR COMMERCIALIZATION

The Milken Institute named the U the No. 1 university for turning inventions into products.

\$500K⁺

GRANTS & PRIZES

The amount of grants and prizes available through our programs for 2017-18.

\$660K⁺

SCHOLARSHIPS

Scholarships awarded to our student leaders for 2017-18.

160+

STUDENT LEADERS

The number of student leaders helping manage our programs for 2017-18. Scholarships available.

79K+

CUPS OF COFFEE

Cups of coffee consumed by our community at Lassonde Studios 2016-17.

32K+

FEET OF 3-D PRINTER FILAMENT

Material printed by students in the makerspace at Lassonde Studios 2016-17.

“[Lassonde Studios is one of] the 9 best new university buildings around the world.”

— ARCHITECTURAL DIGEST

“Universities are investing in big, high-tech buildings [like Lassonde Studios] in the hope of evoking big, high-tech thinking.”

— NEW YORK TIMES

“[Lassonde Studios is] a residence hall that blurs life and work the same way technology giants Facebook and Google do at their headquarters.”

— BLOOMBERG BUSINESSWEEK



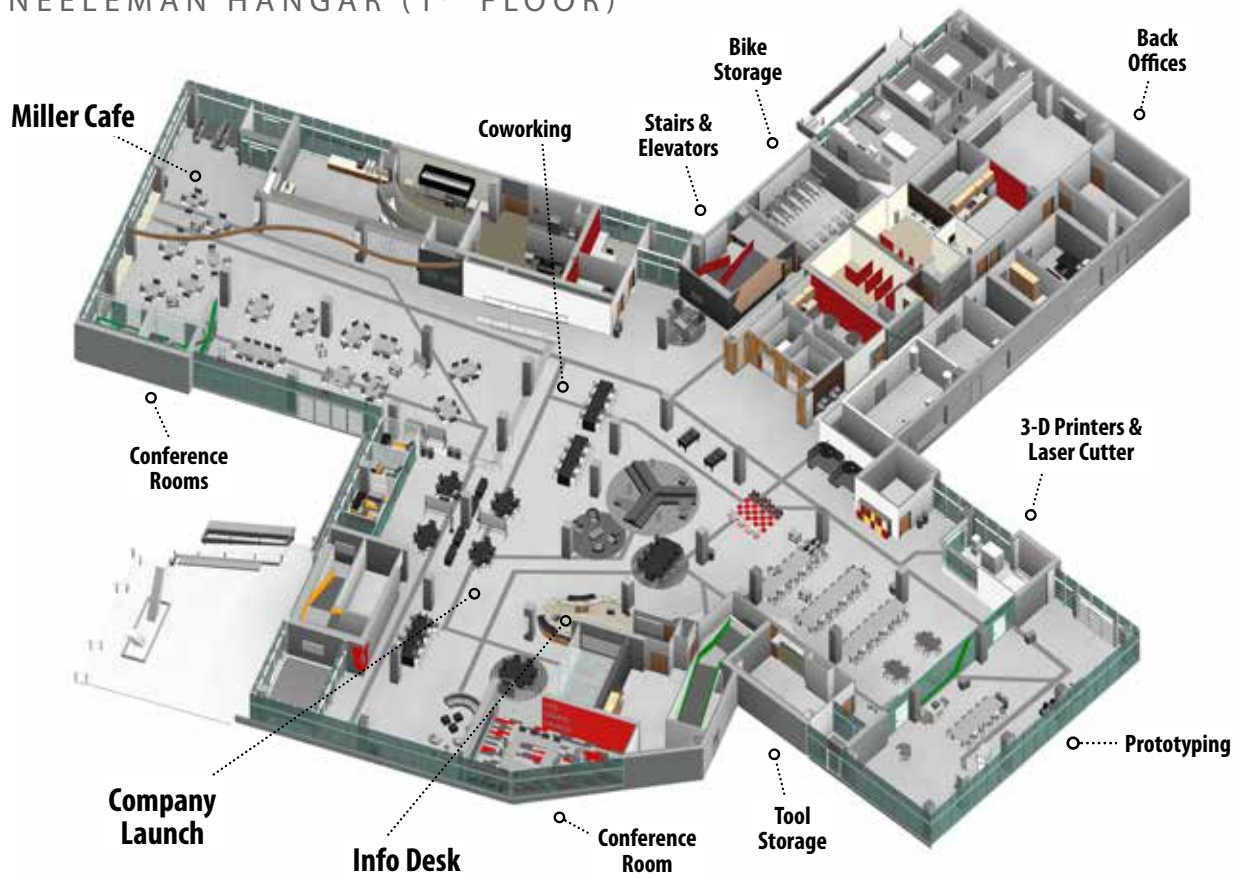
Meet Our Founder

Pierre Lassonde is a world-renowned gold investor, U alumnus, philanthropist and founder of the Lassonde Institute. His vision was to create an entrepreneur institute that would provide transformative experiences for students from all disciplines. Since 2001, that idea has grown to reach thousands of students every year.



LASSONDE STUDIOS

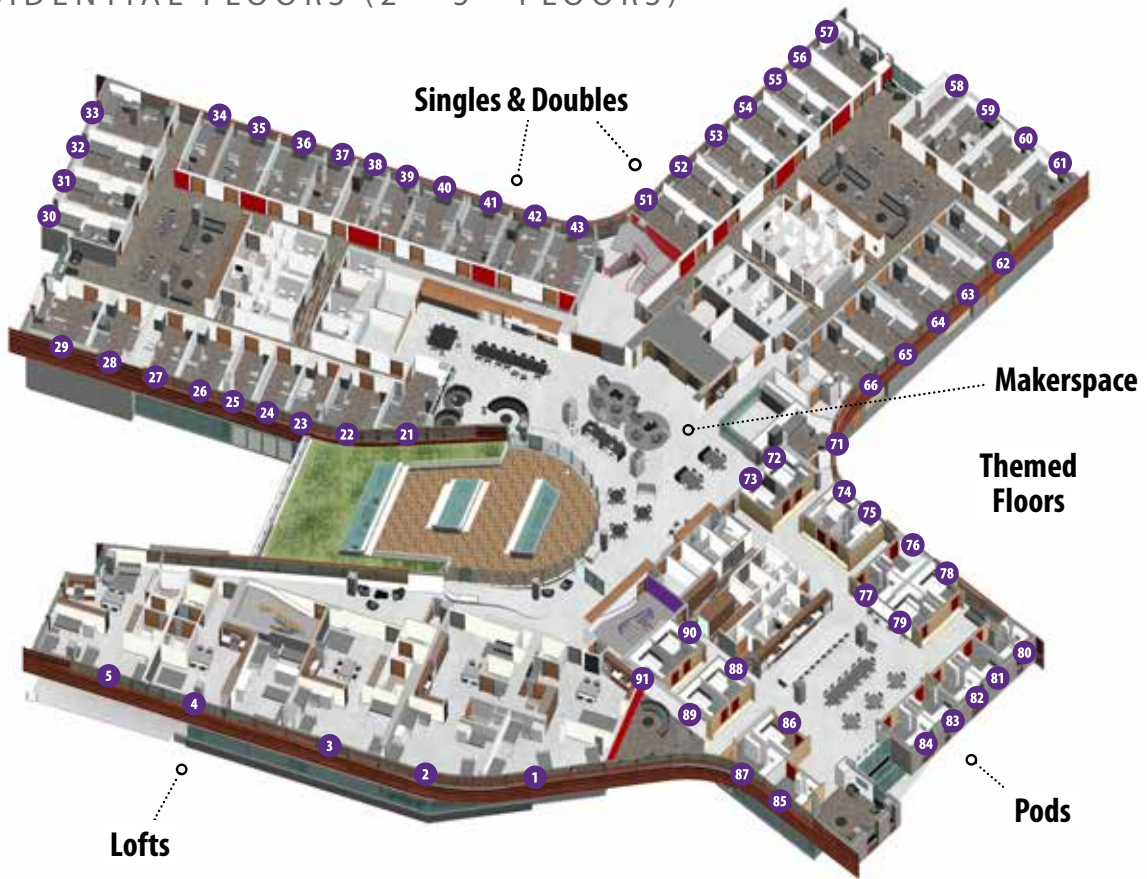
NEELEMAN HANGAR (1ST FLOOR)





All students are welcome to live, create and launch at Lassonde Studios, the new home for student entrepreneurs and innovators at the U. lassonde.utah.edu/studios

RESIDENTIAL FLOORS (2ND-5TH FLOORS)



PROGRAMS & ACADEMICS

Decide what problem you want to solve and what you want to launch. Then choose from our many programs, tools and resources to find your path to success. Browse the programs below, mark which interest you, then go for it! lassonde.utah.edu/directory

LIVE

LSND400

Live at Lassonde Studios: Apply to join the residential community at Lassonde Studios, an inspiring five-story building with 400 beds. All students welcome. lassonde.utah.edu/studios

GetSeeded

Monthly Seed Grant Program: Pitch your idea at these monthly events for a chance to receive seed funding for your new venture. Sponsored by Zions Bank. lassonde.utah.edu/getseeded

WORKSHOPS

Build Your Skills: Attend regular workshops to learn new skills. Topics vary greatly. Browse our online calendar for details and to find out what's next. lassonde.utah.edu/workshops

CREATE

MAKE

Create Your First Prototype: Participate in our Make program to learn how to use prototyping tools and see your idea come to life! lassonde.utah.edu/make

MEETUPS

Build Your Team and Find Collaborators: Join us at one of our meetup events to find teammates and learn about the community. lassonde.utah.edu/meetups

HOURS WITH EXPERTS

Get Professional Advice to Develop Your Idea: Sign up to meet one-on-one with an expert in fields including law, business, design and engineering. lassonde.utah.edu/experthours

Food ENTREPRENEUR

Satisfy Your Hunger for Entrepreneurship: Participate to learn about food entrepreneurship, test your recipes and learn how to make it in the food industry. lassonde.utah.edu/food

ARTS entrepreneur

Artists Make Great Entrepreneurs: Connect with your peers, learn the value of your skills and explore connections between the arts and entrepreneurship. lassonde.utah.edu/art

THE UTAH ENTREPRENEUR CHALLENGE

Statewide Business Model Competition: Launch your business by competing for \$70,000 in cash. Sponsored by Zions Bank. lassonde.utah.edu/uec



Statewide Executive Summary Competition: Compete for cash prizes. Regional competitions are held across Utah. Sponsored by Zions Bank. lassonde.utah.edu/oq



Medical Device Competition: Work with medical and engineering students developing a medical device and competing for cash prizes. Sponsored by Zions Bank. bit.ly/UUb2b



Create a Health Video Game: Develop a health-related video game or phone app and compete for prize money in this unique program for all students. g4h.business.utah.edu



Get Office Space and Company Resources: Apply for dedicated space at Lassonde Studios, legal advice, accounting help and more. Sponsored by Zions Bank. lassonde.utah.edu/launch



Together You Can Accomplish More: Take advantage of the many opportunities and areas in Lassonde Studios to work together and collaborate. lassonde.utah.edu/cowork



Graduate Program for Tech Commercialization: Work on an interdisciplinary team for a year to commercialize faculty inventions. lassonde.utah.edu/new-venture-development



Get a Degree: Take a deep dive by getting a major, minor or certificate in entrepreneurship at the David Eccles School of Business. eccles.link/uentp



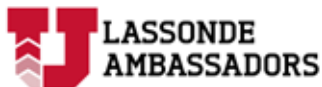
Match Your Passion with a Purpose: Enroll to explore innovation and create a personal road map. Receive recognition on your academic transcript. lassonde.utah.edu/innovation



Incubate Your Business Idea: Join the Foundry at the Lassonde Entrepreneur Institute to grow your business idea and potential with a group of peers. lassonde.utah.edu/foundry



Statewide High School Idea Competition: Enter your business idea in this high school program for a chance to win cash and prizes. Sponsored by Zions Bank. lassonde.utah.edu/hsuc



Explore the University of Utah: An outreach and mentor program helping high school students explore entrepreneurship and STEM fields. lassonde.utah.edu/lassonde-ambassadors



Youth Summer Program: Attend our summer high school entrepreneurship program to explore the U and what it takes to be an innovator. lassonde.utah.edu/innovationweek

STUDENT VOICES



“When I got to Lassonde, I was welcomed with open arms. The administration and the student leaders at Lassonde supported me and helped me change into the person I have always wanted to be. Lassonde has helped me find my passion, and is still helping me in developing the skills I need to someday build the life and career I have always dreamed of. I can’t express enough thanks to the Lassonde Institute for truly making my life better.” — **Savannah Barlow Adams**, 2017-18 student outreach director



“Like many others, I was scared to be an entrepreneur. I just couldn’t get past the thought of letting my excitement push me into a risky venture where I lose it all. Lassonde has helped me overcome these reservations by teaching me how to de-risk new ventures without spending all my savings. Being able to pivot early and cheap by answering the right questions brings a confidence that enables us to succeed.” — **Jared Pieper**, 2016-17 Get Seeded student director



“I transferred to the University of Utah with a startup, and I immediately sought out advice. The Lassonde programs, student leaders and staff have been a tremendous help. The Lassonde Institute staff and student leaders have tailored help and advice specifically for me.” — **Jaron Hall**, 2016-17 Utah Entrepreneur Series student chair

Year at a Glance | Launch at Anytime

AUGUST Move-In Day: Residents move into Lassonde Studios and join the Lassonde 400.

AUGUST Academic Year Starts: Classes start for fall semester. Welcome back to campus!

ONGOING Workshops & Meetups: Build your skills and meet people to join your team.

ONGOING Residential Programs: Don't miss activities only available to residents.

ONGOING Make Program: Sign up to learn how to use fabrication equipment, and create something!

FALL Apply to Live at Lassonde Studios: Students must apply to join the Lassonde 400 residential group.

FALL Enter Competitions: Win cash prizes in Opportunity Quest, Bench to Bedside & more.





"Getting involved with Lassonde has dramatically changed my college experience. The people I've met, the things I've learned, and the skills I have developed have all played a role in making me who I am today. I can't thank the people at Lassonde enough for the incredible opportunities that they have given me."

— **Garrett Holm**, 2017-18 Company Launch student director



"Through Lassonde, I have been introduced to the exciting field of entrepreneurship. Throughout the 2016-2017 school year we were able to participate in many Lassonde competitions, culminating in winning the best presentation award at the Utah Entrepreneur Challenge. Overall, Lassonde has helped me develop as a leader and entrepreneur by creating a welcoming environment filled with opportunities to learn, grow and succeed." — **Arielle Wind Hassett**, XLink cofounder



"Lassonde provided us with the necessary tools to help make sure our launch moved successfully. The workspace and community we were provided really assisted in fine-tuning our operations and kept us encouraged to continue pursuing our goals even when we were faced with what we thought were incredible obstacles. The positive atmosphere and community were a huge part of why we have been successful thus far." — **Mohan Sudabattula**, Project Embrace founder

More online: lassonde.utah.edu/calendar

WINTER Apply to be a Student Leader: Manage one of many programs. Scholarships available.

WINTER Enter Utah Entrepreneur Challenge: A large business competition with cash prizes.

MONTHLY Get Seeded: A grant program that will help you achieve your next milestone.

ONGOING Register for Classes: Enroll in entrepreneurship and innovation courses.

ONGOING Apply for Company Launch: Register to receive office space and other startup support.

MAY Graduation: Congrats to all the grads! Now join us as a mentor and help us grow our network.

SEASONAL Summer Events: Watch our calendar for details about summer programs and opportunities.



What will you launch? Get inspired by browsing what past students have done. Students are launching products, companies, careers, nonprofits and everything in between. Find more examples online:

lassonde.utah.edu/launched



Celebrate Everyday

A non-profit lending formal dresses for proms and weddings to women across Utah.



Aurora Sunglasses

A company providing wooden sunglasses that float at an affordable price.



SHERO

A biodegradable and sustainable feminine hygiene product.



ADAMAS

ADA Mobile Assessment Systems is making the world more accessible with GIS.



Coffee Pops

Serving cold-brew coffee popsicles in Utah and beyond.



Josh Hadley

Launched his career at Lassonde and is now working a coveted job at American Airlines.



CloviTek

Wi-Fi hearing technology for the home and business.



Peke•Buo

Making changing a baby simpler and more convenient for on-the-go parents.



Blyncsy

A company that can monitor the movement of the majority of the population.



The Utah Box

Give the gift of Utah by sending this box filled with goodies from the Beehive State.



Rugged Components

Building better bike tools for easy access and storage.



'College Entrepreneur'

Learn how to discover your passion and leverage your university's resources.



Power Practical

A portable cook pot that transforms heat and water into a power source.



LightLine Catheter

An innovative catheter that uses UV light to kill bacteria.



Boundary

A modular backpack system you can adapt on-the-go.

**Your Idea
Here!**

LIVE AT LASSONDE

Priority Application Period is October-December

We invite all students at the U to apply to be one of the 400 people living at Lassonde Studios. You can choose from three housing types. All residents have access to all four themed floors. Prices and availability vary by room type. The priority application period is October through December for the following academic year: lassonde.utah.edu/studios



1. SINGLES & DOUBLES

Residents share bathrooms, kitchens and additional workspace. These rooms are grouped into cluster communities.



2. LOFTS

Groups of 3-4 people share private bathrooms, kitchen and work space. Open floor plan and movable furniture.



3. PODS

Groups of 20 share suites with pods. Private bathrooms, kitchens and workspace for each group.



THEMED FLOORS

Residential floor themes include: Sustainability & Global Impact; Products, Design & Arts; Adventure & Gear; and Games & Digital Media.

RESIDENT RESOURCES (A - Z)

Bike Storage

Indoor bike storage is available for a fee and on a first-come, first-served basis. Space is limited.

Cable/UTV

University Television Services (UTV) provides cable programming to all rooms. Channels include HBO, ESPN, the PAC-12 network and lots more. Each room has a cable connection, but you are responsible for providing your own TV (unless you are in a pod) and coaxial cable. If your UTV connection is not working, contact UTV. If the outlet is damaged, fill out a Housing & Residential Education maintenance request. For support, contact UTV Services & Support at **801-581-8502**, utv@utah.edu or media.utah/utv.

Campus Alert

The Campus Alert System is a messaging service that alerts students to potential weather conditions, safety threats and other emergencies that may occur on campus. This system also provides notification to residents in case of an emergency within campus housing facilities and services as a means to distribute special directions to residents as needed. University students are automatically signed up for this service. For more information, visit campusalert.utah.edu.

Cleaning Services

Custodial staff will clean common areas of your community on a regular basis. These areas include: living rooms, kitchens, bathrooms and hallways. Staff will not enter private spaces except to access a bathroom or kitchen.

Dining

MEAL PLANS

As a student, you have plenty to worry about without thinking about breakfast, lunch or dinner. Let us do the shopping, cooking and cleaning for you! When you live on campus, you can choose from a variety of meal plans.

Lassonde Studios has a unique meal plan for residents. With a "declining balance" meal plan, you only pay for what you want to eat. Your Lassonde Studios meal plan works like a debit card — use it at Miller Cafe 24 hours a day, every day. For days you're out and about on campus, use it at any Dining Services location, including the brand-new, late-night pizzeria.

MILLER CAFE

The Miller Cafe at Lassonde Studios is open 24 hours a day with a limited menu offered between 11 p.m. and 7 a.m.

Email Newsletter & Social Media

Sign up to receive a regular email newsletter alerting you to all the upcoming events and latest news. Subscribe at lassonde.utah.edu/subscribe. Students can also get updates by following the Lassonde Institute on social media.

Equity Office

All residents are welcome and invited to hang out in the Housing & Residential Education Equity Office, which has a comfortable lounge and is staffed by Social Justice Advocates. The office is located in the basement of Benchmark 820. Learn more at housing.utah.edu/living-the-u/equity-office. Contact advocates at socialjustice@housing.utah.edu.

Event Calendar

All students have access to an online event calendar that outlines all upcoming events at the Lassonde Institute. Visit lassonde.utah.edu/calendar.

Fire Pit & Grill

Residents have access to an outdoor fire pit and barbecue. Inquire at the front desk about availability and restrictions.

Front Desk Services

The front desk is open 24 hours a day to serve you and answer any questions you may have.

Furnished Kitchens

All private kitchens are furnished with pots, pans, cooking utensils and other standard items.

Games & Activities

We have a variety of games available to residents, including tabletop games, video game consoles, and pool and ping pong tables. Outside, residents have easy access to sand volleyball and basketball courts.

Internet

WIRELESS

Wi-Fi is available in every building on campus. Just login to the UConnect or UGuest network using your uNID and password. Please do not install a personal router or access point. If you are having trouble, contact the Campus Help Desk at **801-581-4000**.

WIRED INTERNET CONNECTION

Your room has a LAN Internet connection — all you need is an Ethernet cable to connect to your computer! If your wall connection is not working, call the Campus Help Desk at **801-581-4000**. If the connec-

tion point looks broken, please fill out a maintenance request or call **801-587-2002**.

Key & Door Access

TEMPORARY ACCESS CARDS (UCARD)

You will need your UCard to access the building. If you lose your UCard, you will need to obtain a temporary access card until you can replace your UCard. These cards may be obtained at the Lassonde Studios front desk. You can use them for 30 minutes free of charge. If you need to keep the temporary access card for longer than 30 minutes you can check one out for up to seven days. A \$10 fee will be charged to your account for cards out longer than 30 minutes.

LOANER KEYS

If you are locked out of your room, you can check out a loaner key for 30 minutes (free). If you need a loaner key longer than 30 minutes, you can check one out for up to seven days (\$10). If you still can't find your key, we will change your locks (\$60) so your room is secure. Loaner keys checked out from the Lassonde Studios front desk are issued for seven days and due back by 9 a.m. at the end of that time period. If you lose your key permanently, you will be charged \$60 per door.

Lassonde 400 Facebook Group

Residents are welcome to join an exclusive Facebook group to collaborate with other residents. Search Facebook for "Lassonde 400."

Laundry

We have free laundry facilities on each floor of Lassonde Studios. Don't forget to bring laundry soap!

Libraries

The University of Utah offers several libraries. The biggest and main one is the Marriott Library. Learn more at lib.utah.edu.

Living Space

Residents get access to many lounge and living spaces. Find your favorite!

Mail

If you would like to receive mail while you are living with us, you may sign up for a mailbox through Optional Services in your Housing U account or by emailing lassondestudiosmailroom@housing.utah.edu. Packages and mail are distributed by the desk when the mailroom is closed. Sign up for a mailbox number at the front desk.

YOUR MAILING ADDRESS FORMAT

Your Name
(Mailbox #) Lassonde Studios
1701 Student Life Way
Salt Lake City, UT 84112

Maintenance & Repairs

Is something broken? Submit a service ticket at housing.utah.edu/maintenance-requests.

Makerspace

Lassonde Studios has numerous makerspaces on the public first floor and on each residential floor.

Move-in Checklist

Are you moving in and have questions about what to bring? Review our checklist: lassonde.utah.edu/studios/what-to-bring.

Parking

To park on campus, you must purchase a parking pass from Commuter Services. Parking lots are designated as U, E or CU lots. The CU lot is north of Lassonde Studios. Guest passes are available for visitors. Learn more at commuterservices.utah.edu.

Paying Your Bill

Housing bills are available through the Campus Information System (CIS). Visit cis.utah.edu, and navigate to your Housing U page. You may pay online by visiting the Housing & Residential Education Office or by calling 801-587-2002.

Peterson Heritage Center (PHC)

The PHC is a main gathering place for student residents. Amenities include dining, meeting spaces, lounge areas, music room and more. Learn more at housing.utah.edu/living-the-u/peterson-heritage-center.

Policies

All residents must know and follow policies and responsibilities outlined by the Housing & Residential Education Office. Learn more at housing.utah.edu/living-the-u/resident-policies-responsibilities.

Residential Advisors

Residents are assigned to peer residential advisors (RAs), who help guide the health and wellbeing of everyone. Students are welcome to apply to be an RA. Learn more at housing.utah.edu.

Residential Education Team

Two professionals live on site to help ensure the safety and wellbeing of all residents. They include an Area Coordinator (AC) and Assistant Area Coordinator (AAC). Among other duties, they manage the student residential advisors. Call them at 801-213-8705 (AC) or 801-213-8706 (AAC).

Residential Programs

Residents get access to all public events, plus they get additional access to resident-only events and activities. Watch for events here: lassonde.utah.edu/calendar.

RHA (Residential Hall Association)

The Residence Hall Association (RHA) is the student government for students living on campus. RHA has multiple student boards if you want to get involved. Learn more at housing.utah.edu/living-the-u/get-involved.

Safety Escorts

You may request an escort from the U's Department of Public Safety at any time. They will dispatch a security officer to walk with you or to give you a ride to your desired location. Call 801-585-2677.

Startup Office Space (Company Launch)

All students are welcome to apply for startup office space at Lassonde Studios through our Company Launch program. Learn more and apply at lassonde.utah.edu/launch.

Student Life Center (Recreation)

The University of Utah has a brand new recreation facility called the Student Life Center. The facility is a stone's throw from Lassonde Studios, and your UCARD will allow you free access to the facility. Learn more at campusrec.utah.edu/facilities.

Sustainability & Recycling

We are committed to sustainability and encourage students to get involved. Participate by recycling, conserving, applying for a Sustainable Campus Initiative Fund grant (bit.ly/usdif) or learning about the Sustainability Resource Center (sustainability.utah.edu).

Themed Floor Access

Residents get access to all four themed residential floors. The themes are Sustainability & Global Impact; Products, Design & Arts;

Adventure & Gear; and Games & Digital Media. Each floor has unique furniture, tools and activities.

Tool Checkout

All students are welcome to check out tools on the main floor. Tools available vary and will change over time. Inquire at the front desk for details and availability.

Transportation

CAMPUS SHUTTLE

The U has a shuttle system that can get you around campus. The Shuttle Tracker is the best resource to see where the current shuttles are and estimate the timing of your next ride. Go to uofubus.com.

PUBLIC TRANSPORTATION

Being a student at the U gives you free access to all public transportation (bus, TRAX, Frontrunner) in Salt Lake City. Just use your student ID. Learn more at bit.ly/utahuta.

UCard

The UCard offers one standardized source of identification and access for the institution ensuring convenience, security and simplicity. Learn more at ucard.utah.edu.

Union

The Student Union is a great place to find activities and a bite to eat.

University Dept. of Public Safety

The Department of Public Safety promotes safety and security. Police officers patrol the campus 24-7. For emergencies, contact the dispatch number, 801-585-COPS (2677).

& More!

Find more information about housing resources on the Housing and Residential Education website: housing.utah.edu. And don't forget to explore all the resources and opportunities across campus. Start at utah.edu.



Lassonde Entrepreneur Institute

University of Utah, 105 Fort Douglas Blvd., Bldg. #604
Salt Lake City, UT 84113
801-587-3836 (main line)
lassonde@utah.edu

Lassonde Studios

University of Utah, 1701 Student Life Way
Salt Lake City, UT 84112
801-213-8700 (front desk)
lassonde@utah.edu



DAVID ECCLES SCHOOL OF BUSINESS



LASSONDE.UTAH.EDU