Working at ski shops while attending the U, undergrads Schaeffer Warnock and Jake Nelson couldn’t find a ski goggle that met their expectations. While the low-to-medium priced goggles decidedly underperformed, they found that even expensive goggles often had significant design weaknesses. Their solution? Design their own. The result became Aura Optics, their goggle company, and the Nimbus, their first model.

“As an avid skier,” Warnock says, “I noticed that there were not many options for customizing your snow goggles to your own tastes.” To achieve this, they created removable straps and lenses that can be easily interchanged, even while wearing gloves. “The result,” Nelson adds, “is a performance goggle in a stylish, customizable and aesthetically pleasing package.”

Aura Optics received help from the Lassonde Institute, getting a $2,500 grant from the Get Seeded program. bit.ly/1psOEXs

Lassonde Studios will be the place for students to “Live. Create. Launch.” Students will move in fall 2016. (Artist rendering shown.)
C A L E N D A R

SEPTEMBER

FIRST LEGO LEAGUE (FLL) OPEN HOUSE
10&24 Attend to learn more about joining the fun robotics and innovation youth outreach club and how you can get involved. 85 Fort Douglas Blvd. • 5:30-7 a.m. • utfl.utaoh.edu/ill-u-student-club

E-CLUB/GAMES4HEALTH JUMP START INNOVATION
11&12 A two-day event where students will build teams and go step by step from ideation to validation and leave with milestones to get a business started. Eccles Health Sciences Library (room 25) • 5:30-8 p.m. • g4h.business. utah.edu, uofueclub.com

FOUNDRY UTAH APPLICATION DEADLINE
15 Build the critical skills to become a successful entrepreneur with the Foundry. Join a group of students helping each other to validate their ideas and build their businesses in a 12-week program. Sign up and learn more online foundry.utaoh.edu

E-CLUB HELP SESSION
18 Have an idea for a business, need help with your current business, or want to get to know some great people? Attend these monthly sessions. Spencer Fox Eccles Business Building (room 1120A) • 5:30-8 p.m. • uofueclub.com

BENCH TO BEDSIDE KICKOFF
23 This event kicks off the new year for Bench to Bedside, a medical-device competition for students from all departments. Attend to learn and form a team. Spencer Fox Eccles Business Building (room 7180) • 6-8 p.m. • bit.ly/UYcCsU

E-CLUB GET SEEDED PITCH EVENT
25 Get Seeded allows students with business ideas to pitch in front of their peers for real money. Apply online in advance to pitch or just show up to watch and participate in judging. Spencer Fox Eccles Business Building (room 160) • 5:30-8 p.m. • uofueclub.com

OCTOBER

LEGO VOLUNTEER REGISTRATION OPENS
1 Become a volunteer for Utah FIRST LEGO League, a youth innovation and robotics program. Volunteers needed for tournaments in January 2015. Ongoing registration online utfl.utaoh.edu

E-CLUB HOW TO BUILD A STARTUP WORKSHOP
2 Learn how to build a startup through a lean business model development strategy. Spencer Fox Eccles Business Building (room 130) • 5:30-7:30 p.m. • uofueclub.com

BENCH TO BEDSIDE KICKOFF AT THE SCHOOL BUSINESS
9 For business students who couldn’t make it to the general kickoff or teams that want to recruit more business students to their teams. Spencer Fox Eccles Business Building (room 7180) • 6-8 p.m. • bit.ly/UYcCsU

STUDENT ENTREPRENEUR CONFERENCE
4 Attendees of this conference get introduced to entrepreneurship, connect to peers, meet experienced leaders and learn about competitions that are part of the Utah Entrepreneur Series. The conference is held every fall and is open to all university students. eBay (563 W eBay Way, Draper) • 8-2 p.m. • ues.utah.edu/sec

BENCH TO BEDSIDE KICKOFF AT HEALTH SCIENCES
7 For health science students who couldn’t make it to the general kickoff or teams that want to recruit more health sciences students to their teams. Health Sciences Education Building (room 1750) • 5:30-7 p.m. • bit.ly/UYcCsU

E-CLUB HELP SESSION
16 Have an idea for a business, need help with your current business, or want to get to know some great people? Attend these monthly sessions. Spencer Fox Eccles Business Building (room 1120A) • 5:30-7:30 p.m. • uofueclub.com

QUESTIONS?
Find event updates and more information on the Lassonde Institute event calendar at lassonde.utah.edu/calendar, visit any of the program websites listed, or contact us at lassonde@utah.edu or 801-587-3836.
ALL STUDENTS WELCOME
We welcome all students to get involved with our programs and events. Join a club, enter a competition. Win seed money for your company or idea. Browse this calendar for options for the fall 2014 semester. Find more online at lassonde.utah.edu/calendar.

NOVEMBER

E-CLUB BUILDING PROTOTYPES WORKSHOP
6 Learn how to build a prototype to gain customers for your business idea. Spencer Fox Eccles Business Building (room 160) • 5:30-7:30 p.m. • uofueclub.com

REGISTRATION OPEN FOR INNOVATION SCHOLAR PROGRAM
6 Registration opens for Innovation Scholar, an undergraduate recognition program for students who want to learn about innovation and how to match their passion with a purpose. Online • innovation.utah.edu

REGISTRATION OPEN FOR ENTREPRENEURSHIP CERTIFICATE
6 Registration open for the Interdisciplinary Certificate in Entrepreneurship. The program is open to all students. Participants take core classes in entrepreneurship as well as electives to enhance their degrees and learn how to be entrepreneurs. Online • getentrepreneurs.com/Info

UES INNOVATION TOURNAMENT (COLLEGE OF BUSINESS)
12 Come with an idea for a new product or business and compete against your peers for cash. This event is targeted to business students, but all are welcome. Warnock Engineering Building (room 104) • 5:30-8 p.m. • uofueclub.com

UES INNOVATION TOURNAMENT (COLLEGE OF SCIENCE)
12 Come with an idea for a new product or business and compete against your peers for cash. This event is targeted to science students, but all are welcome. Marriott Library (room 1715) • 6:30-8:30 p.m. • bit.ly/1kMSVGL

E-CLUB HELP SESSION
13 Have an idea for a business, need help with your current business, or want to get to know some great people? Attend these monthly sessions. Spencer Fox Eccles Business Building (room 1120A) • 6:30-8 p.m. • uofueclub.com

BENCH TO BEDSIDE MEET THE MENTOR EVENT
30 Teams will meet and share their ideas with mentors, including CEOs, medical directors, CMOs, company presidents and other experienced professionals. Spencer Fox Eccles Business Building (room 160) • 5:30-7:30 p.m. • uofueclub.com

E-CLUB LAW AND STARTUPS WORKSHOP
30 Learn how to create an LLC and find answers to other legal questions. Spencer Fox Eccles Business Building (room 160) • 5:30-7:30 p.m. • uofueclub.com

UES OPPORTUNITY QUEST SUBMISSION DEADLINE
20 Get Seeded allows students with business ideas to pitch in front of their peers for real money. Apply online in advance to pitch or just show up to watch and participate in judging. Law School (room 106) • 5:30-7:30 p.m. • uofueclub.com

UES INNOVATION TOURNAMENT (SCHOOL OF MEDICINE)
25 Come with an idea for a new product or business and compete against your peers for cash. This event is targeted to medical students, but all are welcome. Eccles Health Sciences Library (room 15) • 6:30-8:30 p.m. • bit.ly/1kMSVGL

NEW UES INNOVATION TOURNAMENTS OPEN TO ALL STUDENTS
The Utah Entrepreneur Series, a student-run division of the Lassonde Institute, will be hosting several new innovation tournaments during the fall semester. Participants will compete for the best idea for a chance at cash prizes. All students are welcome. Various times and locations • See individual listings • bit.ly/1kMSVGL

HOW TO GET INVOLVED
You can get involved with the Lassonde Institute in many ways. All students can:

DISCOVER
Take a Class or Earn a Degree, Certificate or Recognition

LIVE
Live Like an Entrepreneur

CREATE
Develop a Product, Service or Initiative

LAUNCH
Start a Business, Grow and Compete

LEAD
Be a Student Leader, Advocate and Apply for Scholarships

CONNECT
Stay Connected and Be a Community Partner
After hearing his aunt, a primary care nurse, tell stories of catheters causing clotting and infections, U bioengineering student Nate Rhodes decided to come up with a solution. Along with a few classmates, he developed a type of catheter—a tube inserted into patients to remove and deliver fluids—that emits visible light killing bacteria to prevent infections from occurring.

Rhodes’ team of bioengineering and medical students won first place and $75,000 at the International Business Model Competition hosted by Brigham Young University in spring 2014. The competition drew more than 2,500 teams from 200 schools representing 20 countries from around the world.

The students created a startup company, Veritas Medical LLC, to develop the LIGHT LINE Catheter™, using high-intensity narrow spectrum light, which is known to kill bacteria without any harmful effects to human cells. They have already filed a utility patent on their technology and will complete laboratory testing later this year followed by clinical trials beginning in 2015.

“This competition was a huge validation for what we have created,” says Rhodes, who received a master’s in bioengineering from the U this spring. “We have come a long way since starting this project three years ago, and we hope to finish clinical trials by 2015 and begin selling our product by 2016.”

Other members of the team include James Allen, a U bioengineering graduate; Mitch Barneck, a U bioengineering graduate currently in medical school at Oregon Health and Science University; Martin de La Presa, a U student doctor; and Ahrash Poursaid, who received a bachelor’s degree in bioengineering from the U spring 2014.