

NEWS+events

STARTUPS



Mark Pittman started BlynCSY as a student at the U.

BLYNCSY

Collecting real-time data for traffic habits and trends

Student startup BlynCSY is growing quickly selling data and systems for monitoring traffic habits and trends. Beyond improving its technology, the company is raising more than \$2 million in private investments and signing contracts with companies and cities that want to use its services.

Mark Pittman, a recent MBA-JD graduate, launched the company after trying to find a way to sync traffic lights. That idea led him to building a team that created a device that can be fastened to light poles and any other location. The device monitors the movement of electronic devices anonymously as they move throughout the traffic grid. The company then aggregates and visualizes data to for its customers.

blynCSY.com

ENTREPRENEUR RANKINGS



The University of Utah is one of the best places in the country to study entrepreneurship, thanks to developments like the Lassonde Studios (rendering above).

TOP-25 RANKING

U ranked No. 17 for grad and No. 24 for undergrad entrepreneurship programs

The University of Utah continues to lead in entrepreneurship education.

The David Eccles School of Business and its Lassonde Institute jumped to No. 17 for graduate and No. 24 for undergraduate entrepreneur programs in the new rankings by the Princeton Review. Last year, the U ranked No. 23 for graduate programs. The U's undergraduate entrepreneur program was not included in the top

25 last year.

The latest ranking comes as the Eccles School has made major expansions to its many entrepreneurship offerings, which now total 32 programs that reached 3,400 students from all majors and backgrounds during the 2014-15 academic year.

Among the biggest developments is Lassonde Studios, a \$45 million building with 400 student

residences and a 20,000-square-foot "garage" open to all students to build prototypes and launch companies. The facility will open in fall 2016. All students can apply now to live in the facility.

The Eccles School also has continued to provide strong opportunities in and out of the classroom.

bit.ly/utahtop25

ABOUT PUBLICATION

- Events and programs open to all students at the University of Utah.
- News and announcements about student startups, Lassonde Studios and related activities.
- Networking opportunities and workshops for students forming teams or learning a new skill.

SUBSCRIBE & FOLLOW US

Stay connected by subscribing to our email newsletter or following us on social media. It's the best way to be informed.

THE LASSONDE INSTITUTE

The Lassonde Entrepreneur Institute is a nationally ranked hub for student entrepreneurs and innovators at the University of Utah and an interdisciplinary division of the David Eccles School of Business. Founded by Pierre Lassonde, a successful alumnus and mining entrepreneur, the institute provides many programs to help students master the entrepreneurial mindset and launch new companies and initiatives. In fall 2016, the institute will open the Lassonde Studios, a one-of-a-kind living and creative space. All programs are open to students from any academic major or background. lassonde.utah.edu



JANUARY

HIGH SCHOOL UTAH ENTREPRENEUR CHALLENGE: APPLICATION OPENS

4 The High School Utah Entrepreneur Challenge is designed to encourage high school students to explore innovation and entrepreneurship and offers over \$22,000 in cash and scholarship prizes. **Register online** • lassonde.utah.edu/hsuc

WORKSHOP: EXECUTIVE SUMMARY

12 Learn how to write an executive summary from Lassonde Entrepreneur Institute Executive Director and serial entrepreneur Troy D'Ambrosio. **5:30 -6:30 p.m.** • **Spencer Fox Eccles Business Building, RM 3160** • lassonde.utah.edu/workshops

BENCH 2 BEDSIDE: REGULATORY DOCUMENTS & PATENT WRITING WORKSHOP

14 At this workshop, B2B student teams learn about required FDA regulatory documents and filing provisional patents. Participating teams are encouraged to patent their devices. **6-7:30 p.m.** • **Heath Sciences Education Building, RM 1730** • bit.ly/UUub2b

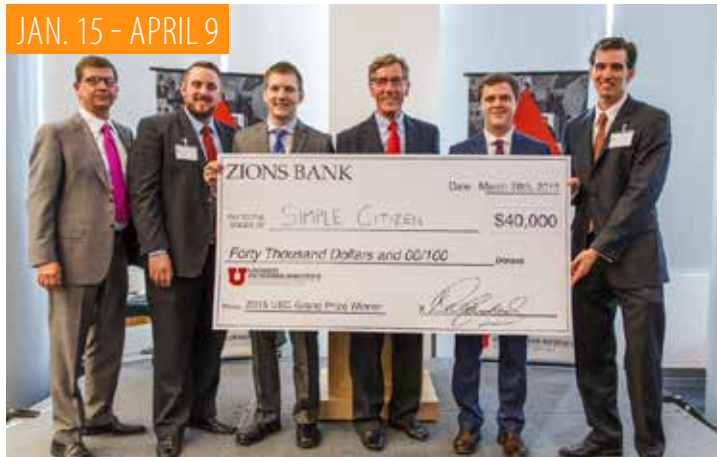
MENTOR: HOURS WITH EXPERTS

14 Expert hours allow students of all majors to consult with community professionals about their product, service or idea. Students meet one-on-one with industry experts to seek legal counsel, navigate online marketing, refine product design and more. Check online for the schedule and sign-up calendar. **Register online** • **4-7 p.m.** • **Spencer Fox Eccles Business Building, 5th floor** • lassonde.utah.edu/exporthours

OPPORTUNITY QUEST SUBMISSION DEADLINE

15 Opportunity Quest is a statewide, business-plan summary competition hosted by the Utah Entrepreneur Series, a division of the Lassonde Institute. This competition focuses on the executive summary stage of business development. U student submissions are due online. Teams compete for \$5,000. **Online** • lassonde.utah.edu/oq

JAN. 15 - APRIL 9



UTAH ENTREPRENEUR CHALLENGE: \$40,000 GRAND PRIZE

The Utah Entrepreneur Challenge is a statewide, student business-plan competition. All students are welcome. Teams from universities across the state compete for more than \$100,000 in cash and in-kind prizes. The grand prize is \$40,000 in cash, and additional prizes are granted for best business plan, presentation and technology. The public is invited to the Final Awards Showcase. lassonde.utah.edu/uec • sponsored by Zions Bank

DATES & DEADLINES

JAN. 18 — Submissions open.

FEB. 19 — Executive summary deadline.

FEB. 24 — Top-20 announced.

MARCH 11 — Video submission deadline (top-20 only).

MARCH 14 — Online voting on top-20 videos begins.

APRIL 9 — Final Awards Showcase. Public welcome. **4:30 a.m. -6 p.m.** • **Spencer Fox Eccles Business Building, Bill and Pat Child Hall**

MEETUP: SUNDOWN SOCIAL

19 The Young Entrepreneur Sundown Social is a party to begin the new semester and connect young entrepreneurs with their peers at the U. **6-8 p.m.** • **Spencer Fox Eccles Business Building, Rooftop Terrace** • gotentrepreneurs.com/info

WORKSHOP: EXPLORE INDUSTRIAL DESIGN

20 Learn a design-first approach to product development focused on early stage researching, concepting and validation. Review three client-based approaches to industrial design. **4-5 p.m.** • **Spencer Fox Eccles Business Building, RM 5160B** • lassonde.utah.edu/workshops • sponsored and provided by Klugonyx

OPPORTUNITY QUEST TOP-10 FINALISTS ANNOUNCED

20 Opportunity Quest is a statewide, business-plan summary competition. Teams compete for \$5,000. **Online** • lassonde.utah.edu/oq

WORKSHOP: WHAT IS AN ENTREPRENEURIAL MINDSET?

26 Learn about the value of having an entrepreneurial mindset and how to cultivate one. Kathy Hajeb, Lassonde institute director and innovation educator, will walk you through the practical steps of creating and the value of an entrepreneurial mindset. **4-5 p.m.** • **Spencer Fox Eccles Business Building, 5160B** • lassonde.utah.edu/workshops

FEBRUARY

MEETUP: ENTREPRENEUR UNIPANEL

2 Enjoy tasty refreshments while mingling with students from across campus who have entrepreneurial goals. Join in activities to help you find new ideas, meet new people or find teams to join. All students and majors are welcome. No startup company or experience necessary. **6-7:30 p.m.** • **Spencer Fox Eccles Business Building, Bill and Pat Child Hall** • lassonde.utah.edu/meetups



ONGOING APPLY TO LIVE AT LISSONDE STUDIOS

We're accepting applications to live at the Lassonde Studios, the new home for student entrepreneurs and innovators at the U. The doors open in August 2016. All students welcome. **Apply online** • lassonde.utah.edu/studios

WORKSHOP: RUBY ON RAILS (PART 1 OF 2)

3 Participate in this two-part workshop to learn about Rails by building a site. Learn why Twitter, Hulu, LinkedIn and other popular startups chose Rails as a startup. Rails is a web-application framework that uses the model-view-controller pattern to organize programming. **5:30-7 p.m.** • **Marriott Library 1715** • lassonde.utah.edu/workshops • powered by DevPoint Labs

WORKSHOP: MANUFACTURING & SUPPLY CHAIN

4 Learn about sourcing and manufacturer scalability from a startup perspective. Learn how to setup a value chain, minimize costs in the process and increase margin. **4-5 p.m.** • **Spencer Fox Eccles Business Building, RM 5160B** • lassonde.utah.edu/workshops • sponsored and provided by Klugonyx

OPPORTUNITY QUEST FINAL PRESENTATIONS

5 Opportunity Quest, a statewide, business-plan summary competition, will make final presentations to judges. **8 a.m. -noon judging** • **12:30 - 1:30 p.m. awards (invite only)** • **Spencer Fox Eccles Business Building, 5th floor** • lassonde.utah.edu/oq

WORKSHOP: RUBY ON RAILS (PART 2 OF 2)

10 Participate in this two-part workshop to learn about Rails by building a site. Learn why Twitter, Hulu, LinkedIn and other popular startups chose Rails as a startup. Rails is a web-application framework that uses the model-view-controller pattern to organize programming. **5:30-7 p.m.** • **Marriott Library 1715** • lassonde.utah.edu/workshops • powered by DevPoint Labs



ONGOING
STUDENT LEADERSHIP & SCHOLARSHIPS

We will have more than 200 student leadership and scholarship opportunities for the 2016-17 academic year. Below are the positions and application deadlines. **Apply and learn more online** • lassonde.utah.edu/leadership

JAN. 13 – Application deadline for Residential Advisors.

FEB. 1 – Priority application deadline for Utah Entrepreneur Series and High School Utah Entrepreneur Challenge. Final deadline is Feb. 15 unless positions are not filled.

APRIL 1 – Priority application deadline for Networking & Skills, Residential Makerspaces, Lassonde Ambassadors, Innovation Week, Prototyping & Tools Mentor, and Marketing & Communications. Final deadline is April 15 unless positions are not filled.

APRIL 15 – Application deadline for Lassonde New Venture Development Center.



MONTHLY
GET SEEDED GRANT PROGRAM

Need a seed grant to get your idea off the ground? Participate in our monthly Get Seeded events. To receive funding, you must complete three steps. First, apply online. Second, selected teams advance to Pitch Screening and Selection event. Third, selected teams advance to the live Pitch Event, where students vote on who gets funded. The public is invited to the pitch events. lassonde.utah.edu/getseeded • sponsored by Zions Bank

DATES & DEADLINES

JAN. 14 – Monthly application deadline. **Online**

JAN. 21 – Pitch Screening and Selection. **5-8 p.m.** • Spencer Fox Eccles Business Building, RM 1110

JAN. 28 – Live Pitch Event. Public welcome. **5-8 p.m.** • Spencer Fox Eccles Business Building, RM 7170

FEB. 11 – Monthly application deadline. **Online**

FEB. 18 – Pitch Screening and Selection. **5-8 p.m.** • Spencer Fox Eccles Business Building, RM 1110

FEB. 25 – Live Pitch Event. Public welcome. **5-8 p.m.** • Spencer Fox Eccles Business Building, RM 1110

MARCH 17 – Monthly application deadline. **Online**

MARCH 24 – Pitch Screening and Selection. **5-8 p.m.** • Spencer Fox Eccles Business Building, RM 1110

MARCH 31 – Live Pitch Event. Public welcome. **5-8 p.m.** • Spencer Fox Eccles Business Building, RM 1110

APRIL 14 – Monthly application deadline. **Online**

APRIL 21 – Pitch Screening and Selection. **5-8 p.m.** • Spencer Fox Eccles Business Building, RM 1110

APRIL 25 – Live Pitch Event. Public welcome. **5-8 p.m.** • Spencer Fox Eccles Business Building, RM 1110

BENCH 2 BEDSIDE: COMPETITION PREP WORKSHOP

11 This workshop provides information Bench 2 Bedside teams need to prepare for the upcoming competition night. **6-7:30 p.m.** • Health Sciences Education Building, Room 1750 • bit.ly/UUb2b

GAMES 4 HEALTH: SUBMISSIONS OPEN

16 Submit your teaser and commercialization videos for judging. g4h.business.utah.edu

GAMES 4 HEALTH: REGISTRATION CLOSES

12 Registration closes to register as a participating team in the 2016 challenge. g4h.business.utah.edu

MENTOR: HOURS WITH EXPERTS

17 Expert hours allow students of all majors to consult with community professionals about their product, service or idea. Students meet one-on-one with industry experts to seek legal counsel, navigate online marketing, refine product design and more. Check online for the schedule and sign-up calendar. **Register online** • **5-8 p.m.** • Spencer Fox Eccles Business Building, 5th floor • lassonde.utah.edu/experthours

WORKSHOP: MAKING THE INTERNET OF THINGS

23 The Internet of Things (IoT) is the connecting of physical objects or “things” to the Internet. This workshop will discuss the range of embedded electronics, software, sensors and network connectivity that enables these objects to collect, control and exchange data. Learn from technologist and founder/CTO of Wovyn. **4-5 p.m.** • Spencer Fox Eccles Business Building, RM 5160B • lassonde.utah.edu/workshops

WORKSHOP: HOW TO PITCH TO AN INVESTOR

23 A presentation to an angel or seed investor is different than a presentation in a competition, especially what is expected and the questions you’ll be asked. Learn what an investor looks for in a pitch. **4-5 p.m.** • Spencer Fox Eccles Business Building, RM 5160B • lassonde.utah.edu/workshops • hosted by Campus Founders Fund

WORKSHOP: CRITICAL STEPS IN CREATING HIGH-PERFORMING TEAMS

25 A high-performing team is a critical differentiator in today’s ever-changing business world and can be the difference in being able to meet market demands. Learn from an industry expert how to quickly build and maintain a team. **4-5 p.m.** • Spencer Fox Eccles Business Building, RM 5160B • lassonde.utah.edu/workshops • provided by Allia DeAngelis, principal SaaS program manager at inContact

WORKSHOP: VIDEO PRODUCTION

29 Video production and storytelling are key to the modern entrepreneur. Learn from expert and entrepreneur Tony Sams how to tell your story and craft an effective video. **5:30-6:30 p.m.** • Marriot Library, RM 1715A • lassonde.utah.edu/workshops

THE COMMODIOUS CROSS CAMPUS QUEST

29-4 The Commodious Cross Campus Quest is a treasure hunt. Students get clues and directions on how to participate online. These clues take students on a treasure hunt to explore the entrepreneurial resources available to them as students of the U. gotentrepreneurs.com/info

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MARCH

WORKSHOP: HOW TO GET STARTED AS AN ENTREPRENEUR

1 Interested in entrepreneurship, but just not sure how to get started? This is the workshop for you. Meet with Kathy Hajeb, Lassonde Institute director and innovation educator, to explore the opportunities and make a plan to take action. **4-5 p.m.** • Spencer Fox Eccles Business Building, RM 5160B • lassonde.utah.edu/workshops

WORKSHOP: CUSTOMER VALIDATION 101

3 To run a successful startup, you must build something that people want, and to make sure that people want it, you have to do customer validation. Learn how to find potential customers to interview, what questions to ask and how to tweak your product to achieve product-market fit. **4-5 p.m.** • Spencer Fox Eccles Business Building, RM 5160B • lassonde.utah.edu/workshops • hosted by Campus Founders Fund

BUSINESS SCHOLAR SHOWCASE

4 Stop by and see freshman innovation projects at the annual Business Scholars Innovation Showcase. All visitors are welcome to participate in judging and celebrating the students as they pitch their projects. **9:30 a.m.-noon** • Spencer Fox Eccles Business Building, 7th floor • lassonde.utah.edu

WORKSHOP: PROTOTYPING

8 Prototyping can take on many forms. We will discuss three primary prototype methods — hand-made, 3-D prints and CNC milled — and look at the where, when and why of each. **4-5 p.m.** • Spencer Fox Eccles Business Building RM 5160 B • lassonde.utah.edu/workshops • sponsored and provided by Klugonyx

WORKSHOP: DESIGN THINKING

9 Do you have what it takes to think like a designer? Find out in this new workshop. **5:30-6:30 p.m.** • Marriot Library, RM 1715 • lassonde.utah.edu/workshops • sponsored by Progrexion

GAMES 4 HEALTH: SUBMISSIONS DUE

11 Submissions due for the 2016 challenge. g4h.business.utah.edu

MENTOR: HOURS WITH EXPERTS

22 Expert hours allow students of all majors to consult with community professionals about their product, service or idea. Students meet one-on-one with industry experts to seek legal counsel, navigate online marketing, refine product design and more. Check online for the schedule and sign-up calendar. **4-7 p.m.** • Spencer Fox Eccles Business Building, 5th floor • register online • lassonde.utah.edu/experthours

WORKSHOP: ADAPTIVE LEADERSHIP FOR RAPID INNOVATION

23 An innovative atmosphere is different from one that is stagnant, and both are reflective of leadership styles. Whether you're leading with authority or outside the organization, every individual has the opportunity to turn business on its side and promote outside of the box. Learn how innovation giants like Netflix, Amazon, Salesforce.com and Disney use adaptive leadership to drive market disruption. **Spencer Fox Eccles Business Building, RM 5160A** • lassonde.utah.edu/workshops • provided by Allia DeAngelis, principal SaaS program manager at inContact

MEETUP: INNOVATION INCUBATOR

24 Enjoy tasty refreshments while mingling with students from across campus who have entrepreneurial goals. Join in activities to help you find new ideas, meet new people or find teams to join. All students and majors are welcome. No experience, startup company or experience necessary. **6-7:30 p.m.** • Spencer Fox Eccles Business Building, Bill and Pat Child Hall • lassonde.utah.edu/meetups

WORKSHOP: HOW TO BUILD A TEAM

29 Learn effective team-building and communication strategies from Lassonde Director and innovation educator Kathy Hajeb. **4-5 p.m.** • Spencer Fox Eccles Business Building RM 3160 • lassonde.utah.edu/workshops



LASSONDE INFO SESSION

Learn more about the Lassonde Institute and everything we do at our weekly info sessions. See our online calendar for details. lassonde.utah.edu/calendar • by appointment only

GAMES 4 HEALTH: ARCADE & GRAND PRIX AWARDS GALA

31 Participants showcase their games to the public, and awards will be announced. g4h.business.utah.edu

HIGH SCHOOL UTAH ENTREPRENEUR CHALLENGE: APPLICATION DEADLINE

31 The High School Utah Entrepreneur Challenge is designed to encourage high school students to explore innovation and entrepreneurship and offers over \$22,000 in cash and scholarship prizes. Register online • Spencer Fox Eccles Business Building, Bill and Pat Child Hall • lassonde.utah.edu/hsuec

APRIL

BENCH 2 BEDSIDE: 6TH ANNUAL FINAL COMPETITION NIGHT

4 This night is the culmination of 4 months of work as teams present their prototypes and posters to the public, including news media, industry leaders and investors. Teams also compete for \$70,000 in prizes. Attend to see what B2B teams have developed over the course of the year. **5 p.m. media panel • 6-9 p.m. competition** • Utah State Capitol Rotunda • bit.ly/UUb2b

UTAH ENTREPRENEUR CHALLENGE: FINAL AWARDS SHOWCASE

9 Final Awards Showcase. Public welcome. **4:30 a.m.-6 p.m.** • Spencer Fox Eccles Business Building, Bill and Pat Child Hall • lassonde.utah.edu/uec

ENTP PRESENTS: SOCCER BUBBLE BOUT

6 Students are invited to meet fellow student entrepreneurs, including Bubble Soccer. After the presentation, students can try on the bubbles and play in a mini-bubble soccer tournament. **5-8 p.m.** • Parking Garage Soccer Field

REGISTRATION DATES BEGIN FOR ENTREPRENEURSHIP AND INNOVATION CLASSES

11 Registration opens for Innovation Scholar, "Profiles in Entrepreneurship" and all entrepreneurship major, minor and certificate classes. Online • eccles.link/entp

HIGH SCHOOL UTAH ENTREPRENEUR CHALLENGE: 16 FINALISTS ANNOUNCED

15 Top teams are announced online for the first-ever Utah High School Entrepreneur Challenge. lassonde.utah.edu/hsuec

SPRING 2015 ENTP SHOWCASE

18 See what the Interdisciplinary Entrepreneurship Certificate students have been working on this semester. Also meet the professors of the certificate program. **6-8 p.m.** • Spencer Fox Eccles Business Building, Rooftop Terrace

MAY

HIGH SCHOOL UTAH ENTREPRENEUR CHALLENGE: FINAL EVENT

14 Attend this public event to see the top high school entrepreneurs in Utah. Participants will share their ideas, pitch to judges and compete for \$22,000 in prizes at this final awards event. **12-5 p.m.** • Spencer Fox Eccles Business Building, Bill and Pat Child Hall • lassonde.utah.edu/hsuec

QUESTIONS?

Find event updates and more information on the Lassonde Institute online calendar at lassonde.utah.edu/calendar, visit any of the program websites listed, or contact us at lassonde@utah.edu or 801-587-3836.

