SAKPANTS TAKES OFF

UNIVERSITY OF UTAH STUDENTS SELLING “COZIEST PANTS IN THE WORLD”

Students Brayden Iwasaki and Garred Lentz came up with the idea for Sakpants, a cross between “Thai fisherman pants” and children’s footie pajamas, in 2013. They developed an initial prototype and received a $3,000 seed grant from a U program affiliated with the Lassonde Entrepreneur Institute. The students used the seed money to refine their product and then raised nearly $25,000 from 476 supporters on Kickstarter.com to continue moving their idea to production.

The product made its debut in time for the holidays, with a hilarious video at sakpants.com. The product’s features include a secret slot that allows people to access feet for “emergency toenail-clipping,” as well as a design with mass appeal to consumers. “The built-in footies trap heat, and coupled with the soft, lightweight fabric of the pants, create the perfect temperature during those cold, winter months,” said Iwasaki, who recently graduated with a Bachelor of Fine Arts in graphic design from the U. “Socks compress feet, isolating them from your legs and making them colder.”

A cross between “Thai fisherman pants” and children’s footie pajamas, Sakpants are available at sakpants.com

Don’t know what to get the person who has everything for the holidays this year? How about the “coziest pants in the world?” A pair of U students has launched a line of uniquely designed pants — dubbed Sakpants — through a university-sponsored entrepreneurship program and completing a crowdfunding campaign to raise capital for their business endeavor.

ABOUT THIS PUBLICATION
This newsletter is produced each semester to highlight upcoming events and the latest news.
JANUARY

APPLY TO BE A STUDENT LEADER
Application process begins for Lassonde Institute leadership opportunities. (See listing below.)

E-CLUB MONTHLY HELP SESSION
15 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 5155) • 5:30-7:30 p.m. • uofueclub.com

E-CLUB HOW-TO-SCALE WORKSHOP
22 Want to learn how to grow your business? Attend this workshop hosted by the U’s Entrepreneur Club. BUC (room 1106) • 4:30-7:30 p.m. • uofueclub.com

OPPORTUNITY QUEST MONTHLY PITCH EVENT
29 Get Seeded is a milestone-funding program allowing students to pitch business ideas to their peers for real money. Apply in advance to pitch, or just show up to watch. BUC (room 106) • 5:30-7:30 p.m. • uofueclub.com

E-CLUB LAW, HR & STARTUPS WORKSHOP
12 Learn about how law and human-relations affect startups in this informative workshop hosted by the Entrepreneur Club. Spencer Fox Eccles Business Building (room 5180) • 5:30-7:30 p.m. • uofueclub.com

FEBRUARY

E-CLUB MONTHLY HELP SESSION
5 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

E-CLUB MARKETING WORKSHOP
12 Need some help marketing your product or service? Or do you just want to learn? Attend this workshop hosted by the U’s Entrepreneur Club. BUC (room 106) • 5:30-7:30 p.m. • uofueclub.com

OPPORTUNITY QUEST FINAL PRESENTATIONS
30 University of Utah students make final pitches to a judging panel for the chance to win $5,000. Regional Opportunity Quest competitions are hosted at other universities. Spencer Fox Eccles Business Building (room 1110, auditorium) • 1-6:30 p.m. • ues.utah.edu

MARCH

GET STARTUP CASH: E-CLUB MONTHLY PITCH EVENTS
U’s Entrepreneur Club hosts monthly pitch events, called Get Seeded, where all students can pitch their business idea for cash. Apply online in advance of pitch event, or just show up to watch. (See separate listings for details.) uofueclub.com

B2B COMPETITION PREP WORKSHOP
5 Bench-to-Bedside workshop provides information teams need to prepare for the upcoming competition night. Health Sciences Education Building (room 1750) • 5:30-7 p.m. • bit.ly/UYcCsu

E-CLUB MONTHLY HELP SESSION
5 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

E-CLUB LAW, HR & STARTUPS WORKSHOP
12 Learn about how law and human-relations affect startups in this informative workshop hosted by the Entrepreneur Club. Spencer Fox Eccles Business Building (room 5180) • 5:30-7:30 p.m. • uofueclub.com

APPLY: LEADERSHIP & SCHOLARSHIP OPPORTUNITIES FOR 2015-16

VOLUNTEERS WANTED: UTAH FIRST LEGO LEAGUE TOURNAMENTS
The Lassonde Institute manages this youth robotics and innovation program. Volunteer or attend tournaments in January. Qualifying tournaments will be held Jan. 3, 10 and 17, followed by a state championship at the U. Various locations • All day • utfi.utah.edu

OPPORTUNITY QUEST WORKSHOP
21 Student businesses will meet with mentors to prepare for the upcoming pitch event. Participants only • ues.utah.edu

B2B PATENT AND PRIOR ART WORKSHOP
22 At this workshop, Bench-to-Bedside student teams will learn about conducting prior art searches and filing provisional patents. Participating teams are encouraged to patent their devices. Health Sciences Education Building (room 1730) • 6:30-7 p.m. • bit.ly/UYcCsu

E-CLUB MONTHLY PITCH EVENT
29 Get Seeded is a milestone-funding program allowing students to pitch business ideas to their peers for real money. Apply in advance to pitch, or just show up to watch. BUC (room 106) • 5:30-7:30 p.m. • uofueclub.com

OPPORTUNITY QUEST FINAL PRESENTATIONS
30 University of Utah students make final pitches to a judging panel for the chance to win $5,000. Regional Opportunity Quest competitions are hosted at other universities. Spencer Fox Eccles Business Building (room 1110, auditorium) • 1-6:30 p.m. • ues.utah.edu

NEW VENTURE DEVELOPMENT CENTER ASSOCIATES: Graduates $40K: UTAH ENTREPRENEUR CHALLENGE SUBMISSION DEADLINE
Entrepreneurship@the U seeks to recruit and develop a business plan for a faculty inventor. lassonde.utah.edu/new-venture-development

LASSONDE AMBASSADOR & MENTOR PROGRAM: Receive a scholarship to serve as an advocate of student entrepreneurship and innovation. lassonde.utah.edu/lassonde-ambassadors

ENTREPRENEUR CLUB STUDENT DIRECTORS: The club recruits graduate and undergraduate students who want to help manage workshops and the popular Get Seeded grant program. uofueclub.com

SORENSON IMPACT INVESTING ASSOCIATES: Collaborate with social venture funds, banks, foundations, consulting firms to identify, fund and grow businesses that have a social impact. sglicenter.com/students

SORENSON CENTER FOR DISCOVERY AND INNOVATION ASSOCIATES: Work on innovation client engagements helping them create new offerings, solutions and business models. bit.ly/1m2mnXq

DETAILED DESCRIPTIONS OF ORGANIZATIONS AND OPPORTUNITIES AVAILABLE HERE.
**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. Find more online at lassonde.utah.edu/calendar.

---

**APRIL**

**E-CLUB ACCOUNTING & FINANCE FOR STARTUPS WORKSHOP**
2 Attend this workshop hosted by the Entrepreneur Club to learn about startup accounting and finance. Spencer Fox Eccles Business Building (room 5180) • 5:30-7:30 p.m. • uofueclub.com

**REGISTER: INNOVATION SCHOLAR PROGRAM**
3 Course registration open for Innovation Scholar, a recognition program for undergrads to learn about innovation and how to match their passion with a purpose. Start by registering for the Road Map class (UGS3050, HONOR 3050 or BUS3050). innovation.utah.edu

**MEET TOP TEAMS: UTAH ENTREPRENEUR CHALLENGE AWARDS**
28 Attend the new, public showcase and award ceremony to see who wins $40,000 and meet the state’s leading student entrepreneurs. All welcome. Spencer Fox Eccles Business Building (multiple rooms) • public welcome 4-6 p.m. • ues.utah.edu

**REGISTER: ENTREPRENEURSHIP CERTIFICATE & CLASSES**
3 Enroll in the Undergraduate Interdisciplinary Certificate in Entrepreneurship or just take a course in entrepreneurship at the David Eccles School of Business. Start by signing up for a class. General Education course credit available. Read course descriptions and more online. uentp.com

**E-CLUB MONTHLY HELP SESSION**
9 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 1110) • 5:30-7:30 p.m. • uofueclub.com

**E-CLUB HOW TO RAISE CAPITAL & GROW WORKSHOP**
16 Got a startup and want to know how to raise cash? Attend this workshop hosted by the Entrepreneur Club. Spencer Fox Eccles Business Building (room 5180) • 5:30-7:30 p.m. • uofueclub.com

**E-CLUB MONTHLY PITCH EVENT & SHOWCASE**
30 Get Seeded is a milestone-funding program allowing students to pitch business ideas to their peers for real money. Apply in advance to pitch, or just show up to watch. Spencer Fox Eccles Business Building (room 1110) • 5:30-7:30 p.m. • uofueclub.com

---

**NEW: CAMPUS FOUNDERS FUND**
Looking for startup cash? The Campus Founders Fund might be able to help. The new fund, which launched in October 2014, has $500K available exclusively to student startups in Utah. The program has only funded one project so far. The fund provides funds in exchange for future equity. All students at universities and colleges in Utah are eligible to apply for funds — or to be one of the student managers. campusfounders.com

---

**B3B SHOWCASE & AWARD BANQUET**
8 Attend to see what Bench-to-Bedside teams have developed. Teams compete for the best medical devices and $70,000 in prizes. Utah State Capitol (Rotunda) • 6-9 p.m. • bit.ly/UYcCsU

---

**JULY**

**INNOVATION WEEK!**
Innovation Week! is a summer program for high school students (July 6-9) or middle school students (July 13-16). Participants are introduced to innovation and entrepreneurship at the University of Utah. lassonde.utah.edu/innovationweek

**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.

**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

---

**WINNERS: FALL INNOVATION TOURNAMENTS**
More than 240 students from universities across the state participated in four new Innovation Tournaments at the University of Utah this fall. Students joined teams to pitch ideas and voted on what ideas should get the $2,500 in cash prizes. The events were hosted by the Utah Entrepreneur Series and sponsored by Stoe Rives. Six of 70 ideas were funded ranging from child-tracking devices to medication-tracking systems. bit.ly/1qqJCM8

---

**GAMES4HEALTH GRAND PRIX FINALS**
31 Attend to see what the teams have developed in Games4Health Challenge. Spencer Fox Eccles Business Building (2nd floor, Bill & Pat Child Family Community Hall) • 9 a.m.-4 p.m. • g4h.business.utah.edu

---

**REGISTER: INNOVATION WEEK!**
Innovation Week! is a summer program for high school students (July 6-9) or middle school students (July 13-16). Participants are introduced to innovation and entrepreneurship at the University of Utah. lassonde.utah.edu/innovationweek

**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.

**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

---

**WINNERS: FALL INNOVATION TOURNAMENTS**
More than 240 students from universities across the state participated in four new Innovation Tournaments at the University of Utah this fall. Students joined teams to pitch ideas and voted on what ideas should get the $2,500 in cash prizes. The events were hosted by the Utah Entrepreneur Series and sponsored by Stoe Rives. Six of 70 ideas were funded ranging from child-tracking devices to medication-tracking systems. bit.ly/1qqJCM8

---

**GAMES4HEALTH GRAND PRIX FINALS**
31 Attend to see what the teams have developed in Games4Health Challenge. Spencer Fox Eccles Business Building (2nd floor, Bill & Pat Child Family Community Hall) • 9 a.m.-4 p.m. • g4h.business.utah.edu

---

**REGISTER: INNOVATION WEEK!**
Innovation Week! is a summer program for high school students (July 6-9) or middle school students (July 13-16). Participants are introduced to innovation and entrepreneurship at the University of Utah. lassonde.utah.edu/innovationweek

**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.

**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

---

**WINNERS: FALL INNOVATION TOURNAMENTS**
More than 240 students from universities across the state participated in four new Innovation Tournaments at the University of Utah this fall. Students joined teams to pitch ideas and voted on what ideas should get the $2,500 in cash prizes. The events were hosted by the Utah Entrepreneur Series and sponsored by Stoe Rives. Six of 70 ideas were funded ranging from child-tracking devices to medication-tracking systems. bit.ly/1qqJCM8
TOP-RANKED SCHOOL FOR ENTREPRENEURS

The David Eccles School of Business has been ranked as a top-25 school for entrepreneurship for the fourth straight year, according to a recent survey by the Princeton Review. The survey compares 2,000 schools across the country. In the latest survey, the U’s graduate program in entrepreneurship ranked 23rd. The U also ranked second for business-plan prize money. bit.ly/1GkJtck

LASSONDE RECEIVES AWARD FOR AUTISM PROJECT

In recognition for helping students on the autism spectrum, the Columbus Community Center awarded the Lassonde Institute and startup NeuroVersity with the Social Enterprise Award. The Lassonde Institute helped launch the company that teaches autistic kids how to use 3D-modeling software. bit.ly/1GkJNI7

LASSONDE STUDIOS UNDER CONSTRUCTION

It’s official! Construction of the one-of-a-kind Lassonde Studios started at a groundbreaking celebration in October 2014 featuring 3D virtual tours and a student showcase.

The building will have 400 student residences and a 20,000-square-foot “garage.” All students will be welcome to live in and use the building.

The “garage” on the main floor will have space and equipment for co-working, prototyping, events, startups and lounging.

The building will sit in the heart of campus and serve as a “student union” for entrepreneurs and innovators.

Applications to live in the building will be accepted starting 2015. Students from all majors are encouraged to apply. The building will open fall 2016.

“This is a new type of building focused on experiential learning,” said Troy D’Ambrosio, executive director of the Lassonde Institute. “The Lassonde Studios is the culmination of more than a decade of growth and achievement.”

Take a virtual tour, register for updates and more at lassonde.utah.edu/studios

Subscribe to email newsletter or follow us

Do you want our news to come to you? Subscribe to our monthly email newsletter at lassonde.utah.edu/subcribe or follow us on social media.

Lassonde.UTAH.EDU