THE FUTURE’S SO BRIGHT

Aurora Sunglasses selling stylish sunglasses that float in water

How many of us have lost a pair of sunglasses while out on the water? U students Chase Maires (Marketing B.S.) and Stuart Jardine (Entrepreneurship & Strategy B.S.) are no strangers to this problem. Both love to be on the water and have spent lots of time boating. Their solution? Aurora Sunglasses, a startup company providing wooden sunglasses that float at an affordable price.

"After countless hours of trying to find the right business, ideas started to come, and we really just happened upon the idea for the sunglasses," Maires said. “We found that many people really liked how they looked and also the fact that they float."

The sunglasses are for sale on their website for $35 or $45 a pop. Aurora Sunglasses is a company that believes in style and enjoying time out on the water. It was born out of an Entrepreneurship 5000 class at the David Eccles School of Business. The class challenged their thinking and pushed them to pursue big ideas.

“It is just amazing how many opportunities for entrepreneurship are available at the Eccles School of Business," Jardine said. “I am so very grateful for the support and look forward to finishing the rest of my classes in entrepreneurship and working more with Lassonde in the future.”

aurorasunglasses.com

T-MINUS

All students welcome to live, create, launch at Lassonde Studios starting fall 2016

Opening in fall 2016, the $45 million Lassonde Studios facility will be the new home for student entrepreneurs and innovators at the U. All students are welcome in the one-of-a-kind building that will merge spaces for making, startups and living. The first floor will feature a 20,000-square-foot “garage” with 3-D printers, laser cutters, prototyping tools and lounge space. Above that will be four floors of mixed residential and creative work space. An international campaign is underway to attract the “400 best student entrepreneurs” to live here.

lassonde.utah.edu/studios

The garage will have prototyping tools and more.
WORKSHOP: BOOTSTRAPPING—MOBILE WEB MADE EASY
15 Learn a sleek, intuitive and mobile-first end-to-end framework for faster and easier web development. This workshop is for you if you want to be able to learn web technologies to rapidly test your prototype or your startup idea. Powered by DevPoint Labs - PC or Mac required - Sponsor: Textiles Building Business Building (room 5160) • 6-7:30 p.m. • lassonde.utah.edu/workshops

WORKSHOP: RASPBERY PI 101
22 Learn how to set up a Raspberry Pi and get it working. Raspberry Pi is a low-cost, credit-card sized computer that plugs into a computer monitor or TV and uses a standard keyboard and mouse. It is a capable little device that enables people of all ages to explore computing, and to learn how to program in a fun and engaging way. Powered by DevPoint Labs - Cost: $55 - PC or Mac required - Sponsor: Textiles Business Building (room 5160) • 6-7 p.m. • lassonde.utah.edu/workshops

WORKSHOP: SEARCH WORKSHOP
MENTOR EVENT
10, 11, 12 Five top companies from the Greater Salt Lake area have given us a glimpse into what you can expect in the real world. Each mentor will work one-on-one with participants to help them learn about the real skills of industry professionals. All students and majors are welcome. Sponsor: Textiles Business Building (room 5160) • 8-9 p.m. • lassonde.utah.edu/workshops

WORKSHOP: BUILD YOUR OWN DRONE
20 Why buy a drone when you can build one yourself? In this workshop you will learn how to put together a drone from parts and learn with a real working drone. Check website for requirements. Cost: $200 - Sponsor: Textiles Business Building (room 5160) • 6-7:30 p.m. • lassonde.utah.edu/workshops

NOVEMBER
WORKSHOP: RUBY – THE ELOQUENT LANGUAGE
6 Utilizing the popular programming language called Ruby, a dynamic, reflective, object-oriented, general-purpose programming language. Powered by DevPoint Labs - PC or Mac required - Sponsor: Textiles Business Building (room 5160) • 6-7:30 p.m. • lassonde.utah.edu/workshops

BENCH 2 BEDSIDE: MEET A NMENTOR
3 Learn more about the startup world from mentors, including CEOs, medical directors, CMOs, company presidents and other experienced professionals who offer experience in their various fields of expertise. Sponsor: Textiles Business Building (room 5160) • 6-7:30 p.m. • lassonde.utah.edu/workshops

BENCH 2 BEDSIDE: MEET A NMENTOR EVENT
16 Meet with real professionals in their various fields of expertise. Presidents and other experienced professionals will be on hand to share their experiences. Attendees will be given the opportunity to discuss their various interests and questions about their startup. Sponsor: Textiles Business Building (room 5160) • 8-9 p.m. • lassonde.utah.edu/workshops

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CALANDER LASSONDE.UTAH.EDU/CALENDAR
NOVEMBER

WORKSHOP: STARTUP SKILLS
10 Attend this free set of workshops taught by professionals. After a quick introduction, participants choose one of several workshops on topics such as Adobe software, video production, 3-D printing and more. Whether you are an entrepreneur or not, come learn real skills from industry professionals. All students and majors are welcome. Spencer Fox Eccles Business Building (room 5160 A) • 6-8 p.m. • lassonde.utah.edu/workshops

GET SEEDED: PITCH PREP
19 Learn how to pitch your idea at these workshops designed to prepare you for the monthly Get Seeded events. You will learn how to present your business plan and ask for funding. Students must register online to participate in the Get Seeded program. Spectators welcome. Spencer Fox Eccles Business Building (room 5160 B) • 5:30-7 p.m. • lassonde.utah.edu/getseeded

MEETUP: BIG IDEA SPEED MINGLE
Come out and network it up with other students. Join in fun activities and enjoy tasty refreshments while you learn what other student innovators and entrepreneurs are working on. Attend this event to find new ideas, teams to join or students with passion and talent. All students and majors are welcome. No experience, startup company or idea necessary. Just come ready to meet people and have a good time! Spencer Fox Eccles Business Building (room 5160 A) • 12:30-2:30 p.m. • lassonde.utah.edu/workshops

NOV. 6

DEC. 2

WORKSHOP: STARTUP SKILLS
Attend this free set of workshops taught by professionals. After a quick introduction, participants choose one of several workshops on topics such as Adobe software, video production, 3-D printing and more. Whether you are an entrepreneur or not, come learn real skills from industry professionals. All students and majors are welcome. Spencer Fox Eccles Business Building (room 5160 B) • 5:30-7:30 p.m. • lassonde.utah.edu/workshops

NOV. 13-14

HACKATHON: U-HACK
All University of Utah students welcome to a community hackathon for anyone interested to hack on hardware or software. Powered by Church & State, DevPoint Labs, U of U and more - Church & State (370 S 300 E, SLC) • check website for details • lassonde.utah.edu/workshops

NOV. 23

GET SEEDED: PITCH EVENT
Have a business idea? Need some milestone funding to make your idea a reality? Apply online for the Get Seeded pitch event. At this event, students pitch in front of a live audience for seed funding to pursue their idea. All majors and students welcome. Spencer Fox Eccles Business Building (room 1110) • 5:30-7 p.m. • lassonde.utah.edu/getseeded

DEC. 4

ENTREPRENEURSHIP CERTIFICATE: PUBLIC PRESENTATION OF CASES AND PROJECTS
Come and see what the interdisciplinary entrepreneurship certificate students have been working on this semester. Spencer Fox Eccles Business Building • check online calendar for details

MENTOR: HOURS WITH EXPERTS
8 Expert hours allow students of all majors to individually consult with community professionals about their product, service or idea. By signing up online, students can 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. Spencer Fox Eccles Business Building • register online • 12:30-3:30 p.m. • lassonde.utah.edu/experthours

MENTOR: HOURS WITH EXPERTS
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NOVEMBER
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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;