



LASSONDE ENTREPRENEUR INSTITUTE

AT THE UNIVERSITY OF UTAH



www.lassonde.utah.edu

Lassonde Entrepreneur Institute

- The hub for student innovators, entrepreneurs, change makers, disruptors
- All majors, all ages
- Programs to learn a skill, join a team, pitch your idea, prototype something new
- No application process, just participate
- Student driven with over 80+ student leaders on scholarship
- We define entrepreneurship differently

A DIVISION OF THE DAVID ECCLES SCHOOL OF BUSINESS



LASSONDE

L I V E • C R E A T E • L A U N C H

MINDSET



Entrepreneurial Mindset

Solve problems
Recover from failure – pivot
Network, join
Ask for things
Stick with the problem
Work on all aspects of a project
Champion a cause
Identify points of value
Demonstrate passion
Lead & follow (sometimes simultaneously)

HOW WILL YOU MAKE AN IMPACT?

THE EXPLORER

Get involved with the entrepreneurial community and learn what it takes to be an innovator by attending an event, taking a class or living at the Lassonde Studios.



NAME: Paige Dabell

MAJOR: Mechanical engineering

PASSION: Creating opportunities for people that will help them achieve their dreams.

PERSONALITY TRAITS: I think I'm easy to talk to and personable. I enjoy meeting new people and exploring new ideas.

LASSONDE EXPERIENCE: Innovation Scholar, Lassonde Ambassador Program.

RESULTS: I still have a lot of time left before I graduate, but my Lassonde experiences have already helped me discover what I want out of college and my future. I look forward to many great things.

THE CREATOR

Looking to earn a new skill or master a trending technology? Attend a workshop, take a class or create a prototype.

NAME: Schaeffer Warnock

MAJOR: Business (marketing and management)

PASSION: Technology and innovation.

PERSONALITY TRAITS: I'm a very motivated person. I'm driven. I strive for success in everything I do — school, creating new products, launching companies and skiing.

LASSONDE EXPERIENCE: Get Seeded, Lassonde student entrepreneur in residence.

RESULTS: We created an innovative ski goggle and launched a company, Aura Optics. I don't know if we would have got the idea off the ground without seed grants and support from the Lassonde Institute.

THE TEAM PLAYER

Love to make things happen? Looking for ways to launch a venture or have a voice contribute? Stop by a workshop, innovation tournament or pitch event.



NAME: Liz Morales

MAJOR: Education

IN: I want to help people achieve success.

PERSONALITY TRAITS: I think myself as a Gryffindor, but probably more Hufflepuff. I'm motivated, passionate and optimistic.

LASSONDE EXPERIENCE: Innovation Scholar, Lassonde Ambassador Program student director.

RESULTS: My experience has been invaluable to my education. It has allowed me to explore what it means to be an innovator, meet incredible students and develop my leadership skills.

THE FOUNDER

Got an idea that is gaining momentum? Pitch to peers for milestone funds. Enter a competition. Meet with an industry expert.



NAME: Mark Pittman

MAJOR: MBA/JD

PASSION: Innovation and technology.

PERSONALITY TRAITS: I'm obsessed with new technology and efficiency. I'm always searching for the next big thing.

LASSONDE EXPERIENCE: New Venture Development Center student director, Entrepreneur Club, Get Seeded, Utah Entrepreneur Challenge.

RESULTS: The leadership experience, seed money and mentorship I received have helped me launch Blynscy, a big-data company that uses mobile location analytics to drive efficiency on our roads.

Learning the Mindset



Lassonde Studios





Participation is easy

- 1-5 high school students on a team
- Teams identify a problem
- Teams create & prototype a solution
- Teams define their customer
- Teams create & submit a presentation

\$22,000 in prizes

- Two \$5,000 cash grand prizes
- \$10,000 in Lassonde Studios scholarships
- \$2,000 other cash prizes



Sign up: www.lassonde.utah.edu/hsuec

Ranked in Top

25

\$740K+

Cash Prizes and Startup Funds Available

#1

State Rank
for Business

5,000+ Students Engaged

100+ Scholarships Awarded

“Move over, Silicon Valley: Utah has arrived.”

— INC. MAGAZINE

“Colleges and universities are embracing ‘learning by creating.’”

— FORBES MAGAZINE

7 Startups
at CES

LASSONDE STUDIOS

20,000 sf “garage”- prototyping, fabrication, co-working & student startup space

400 residences

Students move
in **fall 2016**

LIVE

Open for everyone



- **20,000 sq. ft.**
- **Open to all students**
- **Open 24/7**

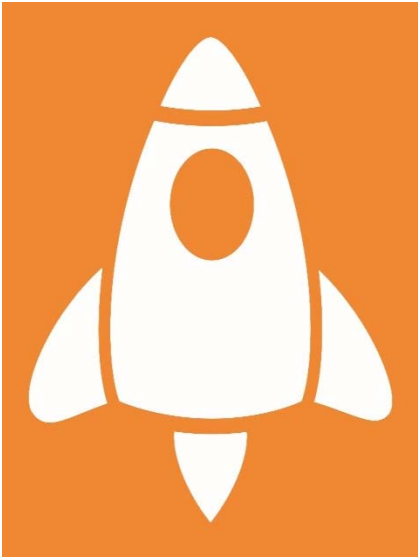
Co-working space



Create space



Company launch space



Themed residential









INTERNATIONAL
CALL FOR THE
400 **STUDENT**
BEST **ENTREPRENEURS**

LIVE AT LASSONDE STUDIOS FALL 2016

NEW \$45 MILLION FACILITY
\$3 MILLION IN SCHOLARSHIPS AVAILABLE

[Video](#)



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