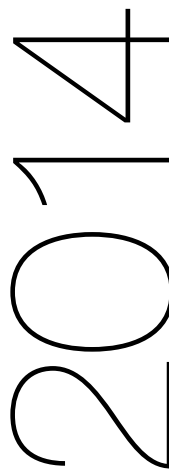


Entrepreneurship@the U

NEWS & EVENTS

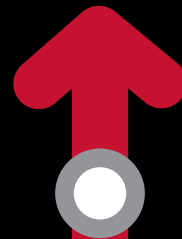
FALL



INSIDE

EVENT
CALENDAR

HOW TO GET
INVOLVED



U LASSONDE ENTREPRENEUR INSTITUTE | THE UNIVERSITY OF UTAH

Lassonde Studios will be the place for students to "Live. Create. Launch." Students will move in fall 2016. (Artist rendering shown.)



LASSONDE STUDIOS

GROUNDBREAKING OCTOBER '14

The Lassonde Entrepreneur Institute announced plans in April 2014 for an incredible new building for student entrepreneurs. The \$45 million building, called the Lassonde Studios, will house about 400 unique student residences and a 20,000-square-foot "garage," where any student on campus can build a prototype, attend an event or launch a company. It will be the place where students "Live. Create. Launch." The building is made possible by a new \$12 million donation from Pierre Lassonde.

Similar to apprentice

studios common during the Renaissance, U students will learn and practice skills for the 21st Century in these entrepreneurial studios.

Groundbreaking will be at 11 a.m. on Friday, Oct. 10 (open to public), and student inventors and entrepreneurs will begin creating in the studios in fall 2016.

The Lassonde Studios building will be 148,000 square feet in total. The exterior design of the building is inspired by the slopes and angles of the canyons along the Wasatch Front. lassonde.utah.edu/studios

STUDENT
SPOTLIGHTS

PROGRAM
FEATURES

ABOUT THE
LASSONDE
ENTREPRENEUR
INSTITUTE

The Lassonde Entrepreneur Institute is the hub for student entrepreneurship and innovation at the University of Utah and a division of the David Eccles School of Business. The first programs were offered in 2001, through the vision and support of Pierre Lassonde, an alumnus and successful mining entrepreneur.

ABOUT THIS
PUBLICATION

This newsletter is produced each semester to highlight upcoming events and the latest news.

AURA OPTICS SELLS CUSTOMIZABLE GOGGLES

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/1paOEXs



LASSONDE.UTAH.EDU



Entrepreneurship@the U CALENDAR

AUGUST

STUDENT JOB AND VOLUNTEER FAIR

27 Visit the Lassonde Institute table at the student job and volunteer fair and learn how to get involved. **Student Union • 10 a.m.-2 p.m. • asuu.utah.edu**

PLAZA FEST

29 Visit the Lassonde Institute table at Plaza Fest and learn about ways to get involved in innovation and entrepreneurship at the U. **Student Union Plaza • 10 a.m.-2 p.m. • getinvolved.asuu.utah.edu/events/plazafest/**



UTAH ENTREPRENEUR SERIES AWARDS \$200K ANNUALLY

The Utah Entrepreneur Series (UES), a student-run division of the Lassonde Institute, is a series of statewide business-plan competitions that guides students from the idea to implementation of a successful business. Judges award more than \$200,000 in cash and in-kind services. UES competitions and events include Opportunity Quest, the Utah Entrepreneur Challenge and the Student Entrepreneur Conference. UES and other Lassonde activities are sponsored by Zions Bank. **ues.utah.edu**

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.

SEPTEMBER

FIRST LEGO LEAGUE (FLL) OPEN HOUSE

10&24 Attend to learn more about joining this fun robotics and innovation youth outreach club and how you can get involved. **85 Fort Douglas Blvd. • 5:30-7 a.m. • utfill.utah.edu/fll-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 business in a 12-week program. **Sign up and learn more online • foundry.utah.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 • utfill.utah.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**



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 (583 W eBay Way, Draper) • 8-2 p.m. • ues.utah.edu/sec**

BENCH TO BEDSIDE KICKOFF AT HEALTH SCIENCES

7 For health sciences 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) • 6-8 p.m. • bit.ly/UYcCsU**

BENCH TO BEDSIDE KICKOFF AT COLLEGE OF ENGINEERING

8 For engineering students who couldn't make it to the general kickoff or teams that want to recruit more engineering students to their teams. **Warnock Engineering Building (Catmull Gallery) • 6-8 p.m. • bit.ly/UYcCsU**

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**



JOIN US TO CELEBRATE LASSONDE STUDIOS GROUND BREAKING

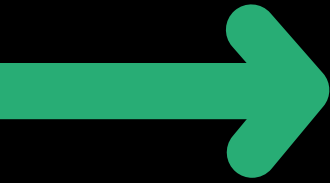
10 The Lassonde Institute and the David Eccles School of Business will break ground on the new \$45 million Lassonde Studios building during ceremony open to the public. The building will combine about 400 residences with a 20,000 square foot "garage" for student entrepreneurs and innovators. It will open to students in fall 2016. **Construction site (lawn next to CTIHB) • 11 a.m.-12 p.m. • lassonde.utah.edu/studios**

BENCH TO BEDSIDE IDEA GENERATION WORKSHOP

16 This workshop is designed to help Bench to Bedside teams learn the idea generation process and find helpful resources. **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**



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

GAMES4HEALTH FRANKEN APP

21 Come with an industry problem in mind and join a team to design the perfect mobile application. Students from all majors are welcome. **Eccles Health Sciences Library (room 25) • 5:30-7:30 p.m. • g4h.business.utah.edu**

E-CLUB GET SEEDED PITCH EVENT

23 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. **Warnock Engineering Building (room 104) • 5:30-8 p.m. • uofueclub.com**

UES INNOVATION TOURNAMENT (SCHOOL OF BUSINESS)

24 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. **Spencer Fox Eccles Business Building (Pat Child Hall) • 6:30-8:30 p.m. • bit.ly/1kM5VGL**

UES INNOVATION TOURNAMENT (COLLEGE OF ENGINEERING)

28 Come with an idea for a new product or business and compete against your peers for cash. This event is targeted to engineering students, but all are welcome. **Warnock Engineering Building • 6:30-8:30 • bit.ly/1kM5VGL**

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 7180) • 6-8 p.m. • bit.ly/UYcCsU**

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**

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 • gotentrepreneurs.com/info**

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/1kM5VGL**

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) • 5:30-8 p.m. • uofueclub.com**

BENCH TO BEDSIDE PATENTS AND PRIOR ART WORKSHOP

20 Participating teams are encouraged to patent their devices. At this workshop, students will learn about conducting prior art searches and filing provisional patents. **Health Sciences Education Building (room 1750) • 5:30-7 p.m. • bit.ly/UYcCsU**

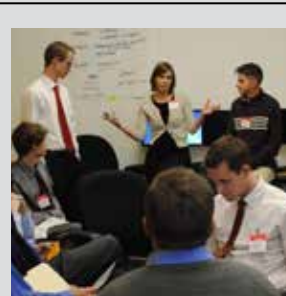


E-CLUB GET SEEDED PITCH EVENT

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/1kM5VGL**



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/1kM5VGL**

DECEMBER

E-CLUB DESIGN AND INFORMATION TECH IN STARTUPS WORKSHOP

4 Get help learning the design and information technology considerations when launching a startup company. **Spencer Fox Eccles Business Building (room 1170) • 5:30-7:30 p.m. • uofueclub.com**

UES OPPORTUNITY QUEST SUBMISSION DEADLINE

5 Enter the U's Opportunity Quest competition to win cash prizes by submitting your business-plan executive summary and video by this date. **Online • ues.utah.edu/oq**

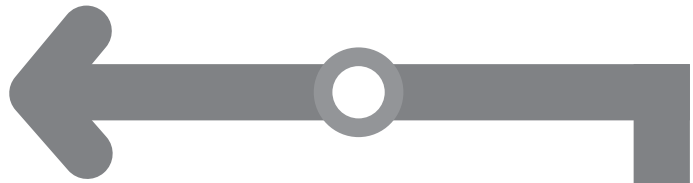
E-CLUB GET SEEDED PITCH EVENT

11 Get Seeded allows students with business ideas to pitch in front of their peers for real money. Apply in advance of the monthly pitch event. **Spencer Fox Eccles Business Building (room 160) • 5:30-7:30 p.m. • www.uofueclub.com**

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

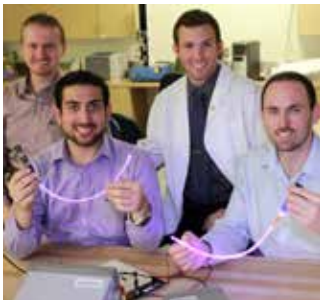


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EMAIL NEWSLETTER
OR FOLLOW US**

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



Entrepreneurship@the U NEWS & EVENTS



VERITAS WINS \$75K FOR BACTERIA-KILLING CATHETER

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. bit.ly/1swiFkl



NEW STARTUP BOOTCAMP FOR UNDERGRADS

Undergraduate entrepreneurship curriculum at the U's David Eccles School of Business has seen significant growth with the addition of the Interdisciplinary Entrepreneurship Certificate for all majors. The program now offers a new startup bootcamp course called "Entrepreneurship and the Scientific Method" (ENTP 1020) that has a unique seven-week lecture and a five-day immersive bootcamp experience. The course also counts as one of the only business courses that has a science general education (GE) designation. bit.ly/1vbyba6



FOUNDER PROFILE: RACHEL HAPPEN

Rachel Happen graduated from the U in 2011 with a degree in entrepreneurship from the David Eccles School of Business and one startup under her belt: semifold, a purveyor of "difficult clothing." Rachel now resides in Portland, Ore., and has recently started a second company, Baffledazzle. "People ask all the time how I got started with puzzles," Happen says. "I just started! There is no 'how'; you figure that out as you go. There is no wrong first step." She recently sat down with the Lassonde Institute for an interview. Find the complete discussion online. bit.ly/1zUz1qL