

Entrepreneurship@the U

SPRING

NEWS & EVENTS

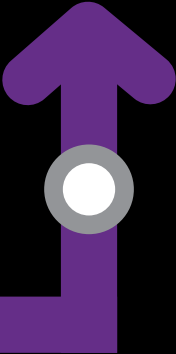
2015

LASSONDE ENTREPRENEUR INSTITUTE | THE UNIVERSITY OF UTAH

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HOW TO GET INVOLVED



Student co-founders Brayden Iwasaki (left) and Garred Lentz model Sakpants following a successful Kickstarter campaign.

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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.



SAKPANTS TAKES OFF

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

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 crowdsource funding campaign to raise capital for their business endeavor.

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.” bit.ly/1zctPvD

Entrepreneurship@theU CALENDAR

JANUARY



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 • utfil.utah.edu**

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**

GAMES4HEALTH SOCIAL/ CURTAIN-RAISER FOR GRAND PRIX

20 Social featuring a guest speaker and sponsor booths to present their problem to be entered into the Grand Prix. **Spencer Fox Eccles Business Building (Bill & Pat Child Family Community Hall) • 5-9 p.m. • g4h.business.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) • 5:30-7 p.m. • bit.ly/UYcCsU**

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 106) • 5:30-7:30:00 p.m. • uofueclub.com**

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**

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**



WIN \$40K: UTAH ENTREPRENEUR CHALLENGE SUBMISSION DEADLINE

20 Enter the Utah Entrepreneur Challenge for a chance to win the \$40,000 grand prize. Online submissions are due on this date. **Online • 5 p.m. • ues.utah.edu**

E-CLUB MONTHLY PITCH EVENT

26 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. **HYPR North (room 237) • 5:30-7:30 p.m. • uofueclub.com**

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

UTAH ENTREPRENEUR SERIES DIRECTORS: A statewide business-plan-competition series recruits volunteers and student directors who receive scholarships. **ues.utah.edu/join-our-team**

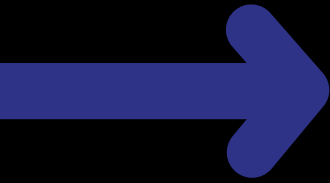
NEW VENTURE DEVELOPMENT CENTER ASSOCIATES: Graduate students get scholarships to spend one year developing a business plan for a faculty inventor. **lassonde.utah.edu/new-venture-development**

LISSONDE AMBASSADOR & MENTOR PROGRAM: Receive a scholarship to serve as campus and community advocates 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**

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

SORENSEN CENTER FOR DISCOVERY AND INNOVATION ASSOCIATES: Work on innovation client engagements helping them create new offerings, solutions and business models. **bit.ly/1m2mDXQ**



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.

BUSINESS SCHOLARS INNOVATION SHOWCASE

13 See what ideas students are developing at the Business Scholars Innovation Showcase, and be a judge. **Spencer Fox Eccles Business Building (Bill & Pat Child Family Community Hall)** • 9:30-11 a.m. • bit.ly/1eJCffj

E-CLUB MONTHLY PITCH EVENT

26 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. **Warnock Engineering Building (room 1230)** • 5:30-7:30 p.m. • uofueclub.com



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

GAMES4HEALTH GRAND PRIX FINALS

31 Attend to see what the teams have developed in Games4Health Challenge. **Spencer Fox Eccles Business Building (7th floor, Bill & Pat Child Family Community Hall)** • 9 a.m.-4 p.m. • g4h.business.utah.edu

WINNERS: FALL INNOVATION TOURNAMENTS

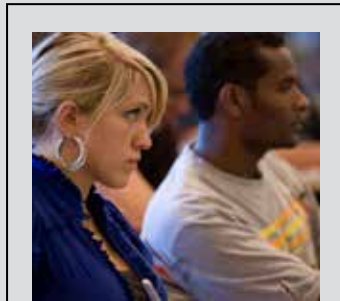
More than 240 students from universities across the state participated in four new Innovation Tournaments at the University of Utah this fall. Students joined teams to pitch ideas and voted on what ideas should get the \$2,500 in

cash prizes. The events were hosted by the Utah Entrepreneur Series and sponsored by Stoel Rives. Six of 70 ideas were funded ranging from child-tracking devices to medication-tracking systems. bit.ly/1qxjCM8

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

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



B2B 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

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 1120A)** • 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

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

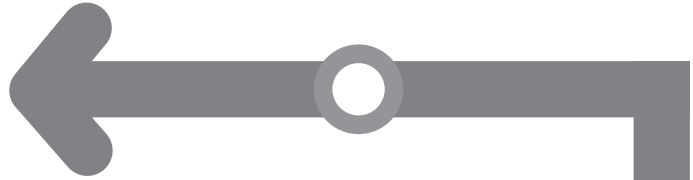
You can get involved with the Lassonde Institute in many ways. All students can:

- 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

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



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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@theU
NEWS & EVENTS



All students will be welcome to "Live. Create. Launch." at Lassonde Studios. (Architectural rendering pictured.)

LASSONDE STUDIOS UNDER CONSTRUCTION

APPLY TO LIVE HERE STARTING FALL 2015 / STUDENTS MOVE IN FALL 2016

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

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 NeuroVerity with the Social Enterprise Award. The Lassonde Institute helped launch the company that teaches autistic kids how to use 3D-modeling software. bit.ly/1GkJN17