

# NEWS+events

STUDENT STARTUP



Sunglasses by Aurora Sunglasses are cheap, made of stylish bamboo and float in water.

## 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](http://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](http://lassonde.utah.edu/studios)

The garage will have prototyping tools and more.



LASSONDE STUDIOS

### ABOUT PUBLICATION

- News and announcements about student startups, Lassonde Studios and related activities.
- Upcoming events for student entrepreneurs and innovators at the University of Utah.
- Networking opportunities and workshops for students forming teams or learning a new skill.

### SUBSCRIBE & FOLLOW US

Stay connected by subscribing to our email newsletter or following us on social media. It's the best way to be informed.

### THE LASSONDE INSTITUTE

The Lassonde Entrepreneur Institute is a nationally ranked hub for student entrepreneurs and innovators at the University of Utah and an interdisciplinary division of the David Eccles School of Business. Founded by Pierre Lassonde, a successful alumnus and mining entrepreneur, the institute provides many programs to help students master the entrepreneurial mindset and launch new companies and initiatives. In fall 2016, the institute will open the Lassonde Studios, a one-of-a-kind living and creative space. All programs are open to students from any academic major or background. [lassonde.utah.edu](http://lassonde.utah.edu)



## AUGUST

### WELCOME WEEK!

**24-28** Visit the Lassonde Institute table at the Student Union Plaza to sign-up for our newsletter and learn how to get involved in entrepreneurship and innovation at the U. **Student Union Plaza • Daily 10 a.m.-2 p.m. • orientation.utah.edu/welcome/programs.php**

### FIRST LEGO LEAGUE KICKOFF

**29** All FIRST LEGO League teams, volunteers and fans are welcome to join us at the Leonardo to celebrate the beginning of the Trash Trek season! Admission is free. **Leonardo Museum • 1-3 p.m. • utfl.utah.edu/calendar**

## SEPTEMBER

### GAMES 4 HEALTH: 2016 CHALLENGE ANNOUNCEMENTS

**1** Announcement for the 2016 Games 4 Health Challenges will be released. Check the website for details and how to get involved. The events and challenge take place spring 2016. **Online • g4h.business.utah.edu**



### WORKSHOP: FALL KICKOFF

This workshop kickoff event will be an info session providing more details about fall 2015 workshops. We will review upcoming topics, explain what to expect and answer questions. Lassonde workshops are a great way to explore real-world skills and tools, learn what industry is looking for and gain applicable skills fast. All university students and majors are welcome to attend. **Spencer Fox Eccles Business Building (room 5160 A) • 6-7 p.m. • lassonde.utah.edu/workshops**

### WORKSHOP: BOOTSTRAPPING – MOBILE WEB MADE EASY

**15** Learn a sleek, intuitive and mobile front-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 • Spencer Fox Eccles Business Building (room 5160 A) • 6 p.m.-7:30 p.m. • lassonde.utah.edu/workshops**

### GET SEEDED: PITCH PREP

**17** 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. **Spencer Fox Eccles Business Building (room 5130) • 5:30-7:30 p.m. • lassonde.utah.edu/getseeded**



### BENCH 2 BEDSIDE: KICKOFF

This event kicks off the new year for Bench 2 Bedside, a medical-device innovation competition for students from all departments and disciplines at the U. Attend to learn more and sign up for the program. A light dinner will be served. **Spencer Fox Eccles Business Building (room 7180) • 6-8 p.m. • eccles.link/b2b**

### WORKSHOP: RASPBERRY PI 101

**22** Learn how to setup 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 languages like Scratch and Python. **Powered by DevPoint Labs • Cost: \$35 • PC or Mac required • Spencer Fox Eccles Business Building (room 5160 A), 6-8 p.m. • lassonde.utah.edu/workshops**



### STUDENT ENTREPRENEUR CONFERENCE

Join hundreds of students at this conference to learn about entrepreneurship, connect to peers, meet experienced leaders and learn all about how to get involved in entrepreneurship at the University of Utah. This annual conference is held every fall and is open to all college students. Register in advance today! **Cost: \$15 (pay online) • eBay (583 W. eBay Way, Draper; next to FrontRunner station) • 8 a.m.-2 p.m. • lassonde.utah.edu/sec**



### 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. Spectators welcome. **Spencer Fox Eccles Business Building (room 1110) • 5:30-7:30 p.m. • lassonde.utah.edu/getseeded**

### BENCH 2 BEDSIDE: INFO SESSION AND INNOVATION CHALLENGE

**24** This event will jumpstart participant innovation through a short medical-design competition. It will begin with an information session to give participants more need-to-know info on the program. Participants will then be divided into practice teams and given a medical problem to solve over the course of the night as a warmup for the actual competition and as a means to meet potential teammates. Prizes will be awarded to the top teams. **Health Sciences Education Building (room 1750) • 6-7:30 p.m. • eccles.link/b2b**

### WORKSHOP: JAVASCRIPT FOR BEGINNERS

**29** Learn the inner workings of JavaScript, the powerful front-end language that we see every day on the Web. Come see how it works. **Powered by DevPoint Labs • PC or Mac required • Spencer Fox Eccles Business Building (room 5160 A) • 6-8 p.m. • lassonde.utah.edu/workshops**



### 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) • 4-6 p.m. • lassonde.utah.edu/workshops**

## OCTOBER



### MEETUP: BUILD OR JOIN-A-TEAM

Come out and network it up with other interesting students. Join in fun activities and enjoy tasty refreshments while you learn about building or joining a startup or competition team. 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 (Pat Child Hall 7th floor) • 6-8 p.m. • lassonde.utah.edu/meetups**

### 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 • Spencer Fox Eccles Business Building (room 5160 A) • 6-7:30 p.m. • lassonde.utah.edu/workshops**

### BENCH 2 BEDSIDE: IDEA EXPLORATION AND PATENT SEARCH WORKSHOP

**7** This workshop is intended to help teams generate viable ideas for projects and understand how to ensure that their ideas do not infringe on already existing patents. The Value Proposition Canvas/Business Canvas Model methodology for project development will be introduced, followed by a hands-on workshop using the Canvas Model sheets. Participants are encouraged to use the practice medical problem given in the last workshop as an example to run through the model. **Health Sciences Education Building (room 1700) • 6-7:30 p.m. • eccles.link/b2b**



### APPLY TO LIVE AT LASSONDE STUDIOS

We are now accepting applications to live at the Lassonde Studios, the new home for student entrepreneurs and innovators at the U. The doors open in August 2016. All students welcome. **Apply and learn more online • lassonde.utah.edu/studios**



### MENTOR: HOURS WITH EXPERTS

Expert hours allow students of all majors to 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 • 4-7 p.m. • lassonde.utah.edu/experthours**

### WORKSHOP: BUILD YOUR OWN DRONE

**20** Why buy a drone when you can have more fun building one? In this workshop you will learn how to put together a drone from parts and leave with a real working drone. Check website for requirements. **Cost: \$300 • Spencer Fox Eccles Business Building (room 5160 A) • 6-7:30 p.m. • lassonde.utah.edu/workshops**

### GET SEEDED: PITCH PREP

**22** 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. **Spencer Fox Eccles Business Building (room 5160 B) • 5:30-7 p.m. • lassonde.utah.edu/getseeded**

### GET SEEDED: PITCH EVENT

**27** 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 peer audience for seed funding to pursue their idea. All majors and students welcome. Spectators welcome. **Spencer Fox Eccles Business Building (room 1110) • 5:30-7 p.m. • lassonde.utah.edu/getseeded**

### WORKSHOP: RAILS – FAST DEPLOYMENT, STARTUP FRIENDLY

**27** Learn why Twitter, Hulu, LinkedIn and other popular startups chose Rails to launch as a startup. Rails is a web application framework that uses the model-view-controller (MVC) pattern to organize application programming. **Powered by DevPoint Labs • PC or Mac computer required • Spencer Fox Eccles Business Building (room 5160 A) • 6-7:30 p.m. • lassonde.utah.edu/workshops**

### BENCH 2 BEDSIDE: BUSINESS PLAN WORKSHOP

**29** Business planning is a crucial part of the startup process and this workshop is intended to help competitors put together a plan that will allow their company to flourish in the short and long term. Also featured in this workshop will be advice on team contracts, how to protect your IP and how to ensure that your device is marketable. **Health Sciences Education Building (room 1750) • 6-7:30 p.m. • eccles.link/b2b**

## NOVEMBER

### BENCH 2 BEDSIDE: MEET A MENTOR EVENT

**3** Teams meet and share their ideas with mentors, including CEOs, medical directors, CMOs, company presidents and other experienced professionals who offer experience in their various fields of expertise. **Spencer Fox Eccles Business Building (room 7180) • 6-8 p.m. • eccles.link/b2b**



### REGISTRATION DATES BEGIN FOR ENTREPRENEURSHIP CLASSES, CERTIFICATES AND PROGRAMS

Registration opens for Innovation Scholar, Profiles in Entrepreneurship and all entrepreneurship major, minor and certificate programs. **Online • eccles.link/entp**

*Continued on back page ...*



NOV. 6

**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) • 6-8 p.m. • [lassonde.utah.edu/meetups](http://lassonde.utah.edu/meetups)**

**NOVEMBER**

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**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) • 12:30-2:30 p.m. • [lassonde.utah.edu/workshops](http://lassonde.utah.edu/workshops)**

**QUESTIONS?**

Find event updates and more information on the Lassonde Institute online calendar at [lassonde.utah.edu/calendar](http://lassonde.utah.edu/calendar), visit any of the program websites listed, or contact us at [lassonde@utah.edu](mailto:lassonde@utah.edu) or 801-587-3836.



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](http://check website for details) • [lassonde.utah.edu/workshops](http://lassonde.utah.edu/workshops)**

**MENTOR: HOURS WITH EXPERTS**

**18** Expert hours allow students of all majors to 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/exporthours](http://lassonde.utah.edu/exporthours)**

**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](http://lassonde.utah.edu/getseeded)**



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](http://lassonde.utah.edu/getseeded)**

**DECEMBER**

**OPPORTUNITY QUEST REGISTRATION**

**1** Registration opens on Dec. 1 for Opportunity Quest, a business-summary competition. Branch competitions are held at the University of Utah and schools across the state. Top teams win prizes and advance to the Utah Entrepreneur Challenge. Registration deadline is Jan. 15. **Online registration • [lassonde.utah.edu/oq](http://lassonde.utah.edu/oq)**



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](http://lassonde.utah.edu/workshops)**



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](http://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 • 5-8 p.m. • [lassonde.utah.edu/exporthours](http://lassonde.utah.edu/exporthours)**

