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
- master the entrepreneurial -

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 Odiell
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: Scheffer Warmack
MAJOR: Business (marketing and management)
PASSION: Technology and innovation.
PERSONALITY TRAITS: I’m a very motivated person. I thrive on 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 3D gremling and launched a company, Aura Optics. I don’t know if I 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 say in what contributes? Stop by a workshop, vation tournament or pitch event.

NAME: Liz Minor
MAJOR: Education
PASSION: I want to help people achieve success.
PERSONALITY TRAITS: I think sports as a day job, but truly my heart is in entrepreneurship. I am driven, 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 innovative, engaged and successful student 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/ID
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 received have helped me launch Blyency, a big data company that uses mobile location analytics to drive efficiency on our roads.
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
LASSONDE STUDIOS
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