

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

JOIN THE COMMUNITY / all welcome



*"Do your 10,000 hours to get that preparation, then get on as many roads as you can, get naked on the freeway, and **opportunity will come**. Be seen and be in the way of opportunity."*

— PIERRE LASSONDE, Lassonde Institute founder, M.B.A. (Learn more at eccles.link/pierre)

*"The Lassonde Institute has been instrumental in my growth as an entrepreneur. I entered a Lassonde-sponsored competition eight years ago and stayed involved in its many other programs. **I never anticipated starting a company**, but the Lassonde Institute provided the inspiration, mentors and tools that lead me on this path."*

— DOLLY CASPER, medical-device inventor, Ph.D. bioengineering



*"My involvement in the Lassonde Institute changed my life and increased the number of career opportunities for me. **I was able to build my resume with experiences** that are highly sought after, and I developed valuable business skills that cannot be taught in the classroom."*

— JOSH HADLEY, corporate executive, M.B.A.



ABOUT 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. Learn more at lassonde.utah.edu.

CONTACT US

We want to hear from you. Let us know if you have questions or requests. Reach us at lassonde@utah.edu or 801-587-3836.

lassonde.utah.edu



We do entrepreneurship differently — like this group of entrepreneurship certificate students who traveled to Costa Rica for a social entrepreneurship experience.

LAUNCH WITH US

Whether you want to take a deep dive or only have a couple hours, the Lassonde Entrepreneur Institute has something for everyone to learn what it takes to be an innovator, visionary, creator and maker. Got an idea? Want to join a team? Join our community, get inspired, apply to live at the Lassonde Studios, and contact us for details. Jump in!



PROPS & DIGITS

Ranked in Top

25

The Lassonde Entrepreneur Institute is a top-25 program for entrepreneurship, according to the Princeton Review.

\$740K+

Cash Prizes and Startup Funds Available

Seed grants and competition prizes help student entrepreneurs build a prototype or get their business off the ground.

#1

State Rank for Business

The state of Utah is consistently ranked as a top location for business, according to Forbes Magazine.

5,000+

Students Engaged

Thousands of students get involved in the many Lassonde programs.

100+

Scholarships Awarded

More than \$500,000 in annual scholarships awarded to Lassonde students.

7

Startups at CES

Companies with Lassonde roots invited to the 2015 Consumer Electronics Show.

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

— INC. MAGAZINE

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

— FORBES MAGAZINE



— master the entrepreneurial — MINDSET



HOW WILL YOU MAKE AN IMPACT? / student profiles

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 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.

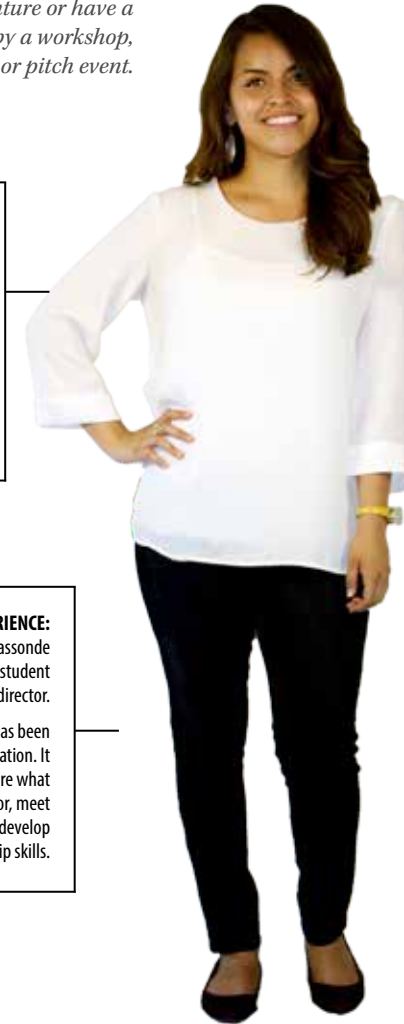
PERSONALITY TRAITS: I'm obsessed with new technology and efficiency. I'm always searching for the next big thing.

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 Blyncsy, a big-data company that uses mobile location analytics to drive efficiency on our roads.

THE TEAM PLAYER

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



NAME: Liz Morales

MAJOR: Education

PASSION: I want to help people achieve success.

PERSONALITY TRAITS: I think of myself as a Gryffindor, but I'm probably more Hufflepuff. I am 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 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.


DEFINE YOUR LASSONDE EXPERIENCE

browse online: lassonde.utah.edu/directory



 **IMAGINE**
Imagine your potential by exploring everything at the University of Utah.

 **LIVE**
Live your passion and be a resident at the Lassonde Studios.

 **CREATE**
Got an idea? Test it by creating a product, prototype or movement.

 **LAUNCH**
Launch a company, initiative, your career or anything else.

LASSONDE STUDIOS

The Lassonde Studios will be a one-of-a-kind facility for student entrepreneurs and innovators at the University of Utah. Opening in fall 2016, the \$45 million building will merge 400 residences with a 20,000-square-foot creative workshop. All students will be welcome to live here and use the facility. It will be the place where diverse types of students live their passions, create new products and initiatives, and launch their futures.

Videos,
and more:
lassonde.utah.edu/studios

Lassonde Studios exterior.
(Architectural rendering)





"The Garage" at the Lassonde Studios will be a creative workshop open to all students. Features include co-work space, prototyping tools and more. (Architectural rendering)

INSIDE THE STUDIOS

\$45 million
New Building
 The facility will be state-of-the-art in design and function.

400
Residents
 All students are welcome to live at the Lassonde Studios. It will be a diverse community.

3,000+
Tools Available
 We will have all kinds of tools available for check out in the garage for developing many types of products and prototypes. What do you want to create?

20^K
Sq. Ft. Garage
 The first floor will be a creative workshop that will function like a student union for entrepreneurs and makers.

JOIN THE LASSONDE 400

Apply to be one of 400 students who will live at the Lassonde Studios. You will immerse yourself in your passions, launch your dreams and future. Choose from three housing types — micro-apartment, urban loft, and single and double room.

“A residence hall that **blurs life and work the same way technology giants Facebook and Google do** at their headquarters.”

— **BLOOMBERG BUSINESSWEEK**

15
Places to Play
 Among the many tools and resources will be video-game consoles for game development — and fun!

APPLY NOW → lassonde.utah.edu/studios

STEP 1 GO ONLINE
 Learn about the Lassonde Studios.

STEP 2 TELL US ABOUT YOU
 Apply to live here. Tell us what makes you unique.

STEP 3 APPLY TO THE U
 Only students admitted to the U can live at the Lassonde Studios.

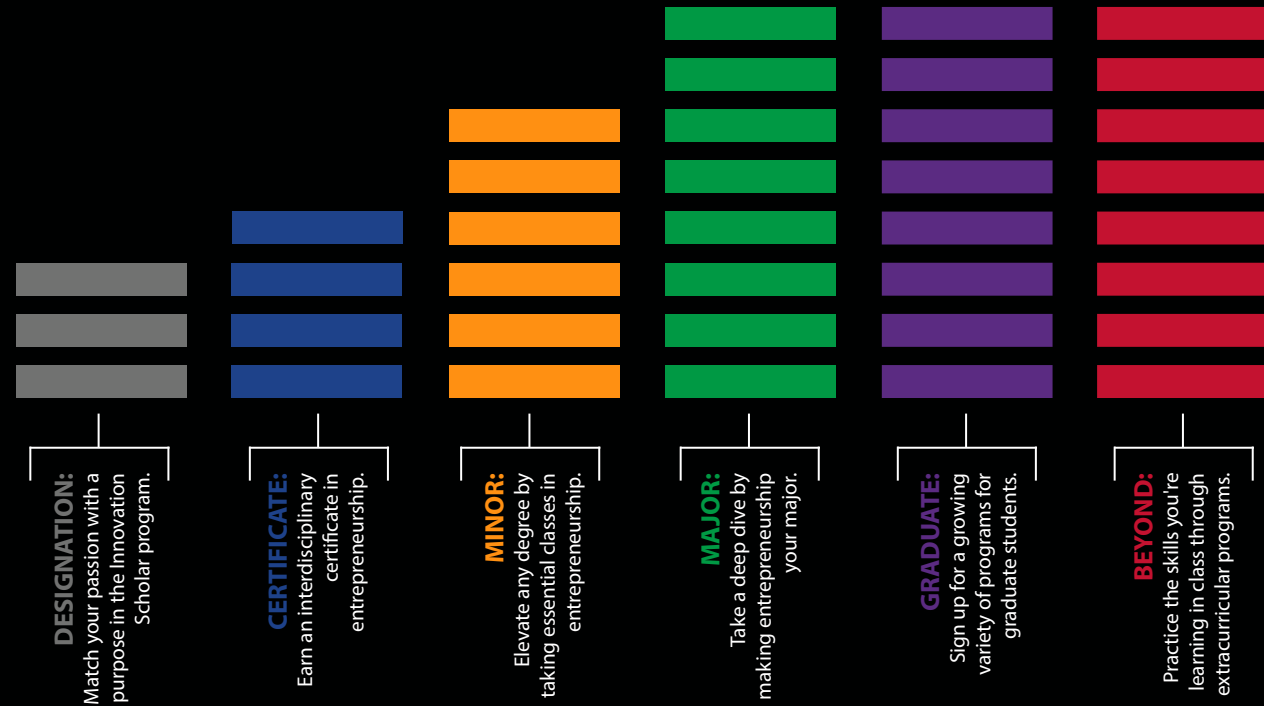
STEP 4 PREPARE FOR LIFTOFF
 Register with Housing & Residential Education. Pick a room. Move in!



AMPLIFY YOUR EDUCATION

ENTREPRENEURSHIP IS VALUE CREATION

Through the world-class and highly experiential curricula at the David Eccles School of Business, you'll learn the essential entrepreneurship and business management knowledge, skills, frameworks and tools needed to help you create value for yourself and society.



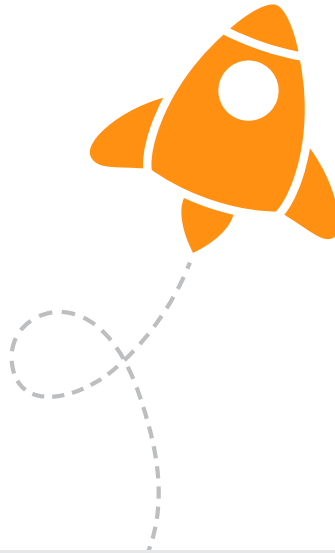
LAUNCHED AT LASSONDE

Our students launch companies, careers, initiatives and more. You are only limited by your imagination. You bring the ideas and passion. We'll bring the fuel. What will you launch?



(1) Power Practical invented a thermoelectric camp stove and received \$250,000 from Mark Cuban on ABC's "Shark Tank." (2) Josh Hadley launched a career with American Airlines. (3) Marian Bonar started a career in marketing. (4) Beau Freckleton became a student leader. (5) Alex Carr created an innovative ski pole (and traveled to Costa Rica). (6) Heaven Cupcake sold deliciousness and expanded internationally. (7) Abbey Ehman created a portable canopy with solar power. (8) Fetch Food applied computer science to food delivery. (9) Lassonde students received an experience of a lifetime.





L A S S O N D E . U T A H . E D U

