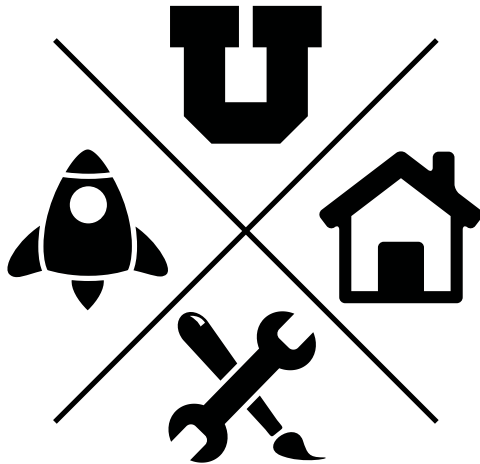


A FIELD GUIDE TO

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# LAUNCHING AT LASSONDE



The Lassonde Entrepreneur Institute  
at the University of Utah

# What's Inside

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## **INTRODUCTION ..... p. 2**

Learn about the Lassonde Institute and tips for success.

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Take a look inside the Lassonde Studios, our amazing new facility.

## **PROGRAMS & RESOURCES ..... p. 12**

Find resources and opportunities to fuel your journey.

## **LAUNCHED AT LASSONDE ..... p. 20**

Read about past student successes and startup companies.

## **RESIDENTIAL GUIDE ..... p. 24**

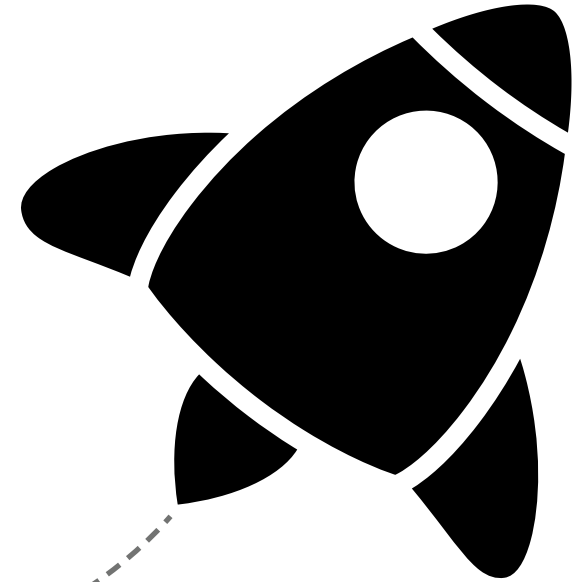
Discover what it means to live at Lassonde Studios.

## **CONTACT INFO ..... p. 31**

Get in touch with us, and find essential campus resources.

# 14 TIPS

## FOR LAUNCHING YOUR FUTURE AT LASSONDE



### 1. Join Community, Subscribe & Follow Us

Join the community and stay connected by subscribing to our email newsletter and following us on social media.

### 2. Master the Mindset

Learn creative problem-solving skills that will serve you well no matter what the future holds.

### 3. Live at Lassonde Studios

Immerse yourself in everything we have to offer by joining the Lassonde 400 residential group. It will change your life!

### 4. Launch Something

We challenge every student to create something and launch it. You choose what.

### 5. Get a Degree

Get a degree, minor or certificate in entrepreneurship from the David Eccles School of Business.

### 6. Match Your Passion with a Purpose

You'll be unstoppable when you find the perfect mix of passion and purpose.

### 7. Show Up and Do

You won't get anywhere if you don't show up. Browse our event calendar, then jump in!

### 8. Participate in Everything

We have plenty of programs to choose from. Most are free and open to all students.

### 9. Find a Team

Find the perfect team to launch an idea. Meet people in our programs and on the first floor.

### 10. Get Funded

Take advantage of our many grant opportunities to build your first prototype, reach your first sale and beyond!

### 11. See One, Do One, Teach One

We advocate learning by doing, then we take it a step further by giving you the chance to teach your peers.

### 12. Fail Fast, Fail Cheap

You will learn as much from your failures as your successes. We provide you with a safe place to test your ideas.

### 13. Be a Student Leader

Learn to lead by running a student program. Apply to be a student leader. Scholarships available!

### 14. Check Out the Business Scholars

The David Eccles School of Business offers a premier program for incoming freshmen.

# Welcome to the **LASSONDE** **INSTITUTE** & STUDIOS

**W**elcome to the hub for student entrepreneurs and leaders at the University of Utah. Whether you want a deep dive or only have an hour, the nationally ranked Lassonde Entrepreneur Institute, a division of the David Eccles School of Business, has something for all students to learn how to become a founder, creator or change-maker. Got an idea? Looking for a team? Or want to live at Lassonde Studios? Jump in and make it happen!

**"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."**

— PIERRE LASSONDE

## Meet Our Founder

Pierre Lassonde is a world-renowned gold investor, U alumus, philanthropist and founder of the Lassonde Institute. His vision was to create an entrepreneur institute that would provide transformative experiences for students from all disciplines. Since 2001, that idea has grown to reach thousands of students every year.





**#1** **STATE RANK FOR BUSINESS**  
*The state of Utah is consistently ranked as a top location for business, according to Forbes Magazine.*

**\$500K+** **GRANTS & PRIZES**  
*The amount of grants and prizes available from our programs for 2016-17.*

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

— INC. MAGAZINE

“Universities are investing in big, high-tech buildings [like the Lassonde Studios] in the hope of evoking big, high-tech thinking.”

— NEW YORK TIMES



“The Lassonde Entrepreneur Institute is our nationally ranked program that provides students with life-changing experiences. You won’t find anything like it anywhere else. All students are encouraged to get involved.”

— TAYLOR RANDALL, dean, David Eccles School of Business

**325+** **STARTUPS LAUNCHED**  
*We have helped hundreds of startups launch since we opened in 2001.*

**150+** **STUDENT LEADERS**  
*The number of student leaders helping manage our programs for 2016-17. Scholarships available.*

**\$600K+** **SCHOLARSHIPS**  
*Scholarships awarded to our student leaders for 2016-17.*

“[Lassonde Studios is] a residence hall that blurs life and work the same way technology giants Facebook and Google do at their headquarters.”

— BLOOMBERG BUSINESSWEEK



“I never anticipated starting a company, but the Lassonde Institute provided the inspiration, mentors and tools that led me on this path.” — DOLLY CASPER, inventor, Ph.D. bioengineering



“I transferred to the U with a startup, and I immediately sought out advice. The Lassonde programs, student leaders and staff have been a tremendous help.” — JARON HALL, founder, business undergrad

## 9 THINGS YOU MUST KNOW ABOUT THE

# NEELEMAN HANGAR

The Neeleman Hangar is the entire first floor of the Lassonde Studios. All students at the university are encouraged to use this space to attend events, build prototypes, launch companies, hang out — or whatever you want!

**(1) Welcome:** All students are welcome to use the Hangar to create, meet or just relax.

**(2) Office Space:** Students can apply for an office or desk space in the Company Launch space sponsored by Zions Bank.

**(3) Info Desk:** Need answers? Drop by the Info Desk for details about programs and more.

**(4) Create:** Build your first prototype by using the fabrication and prototyping equipment.

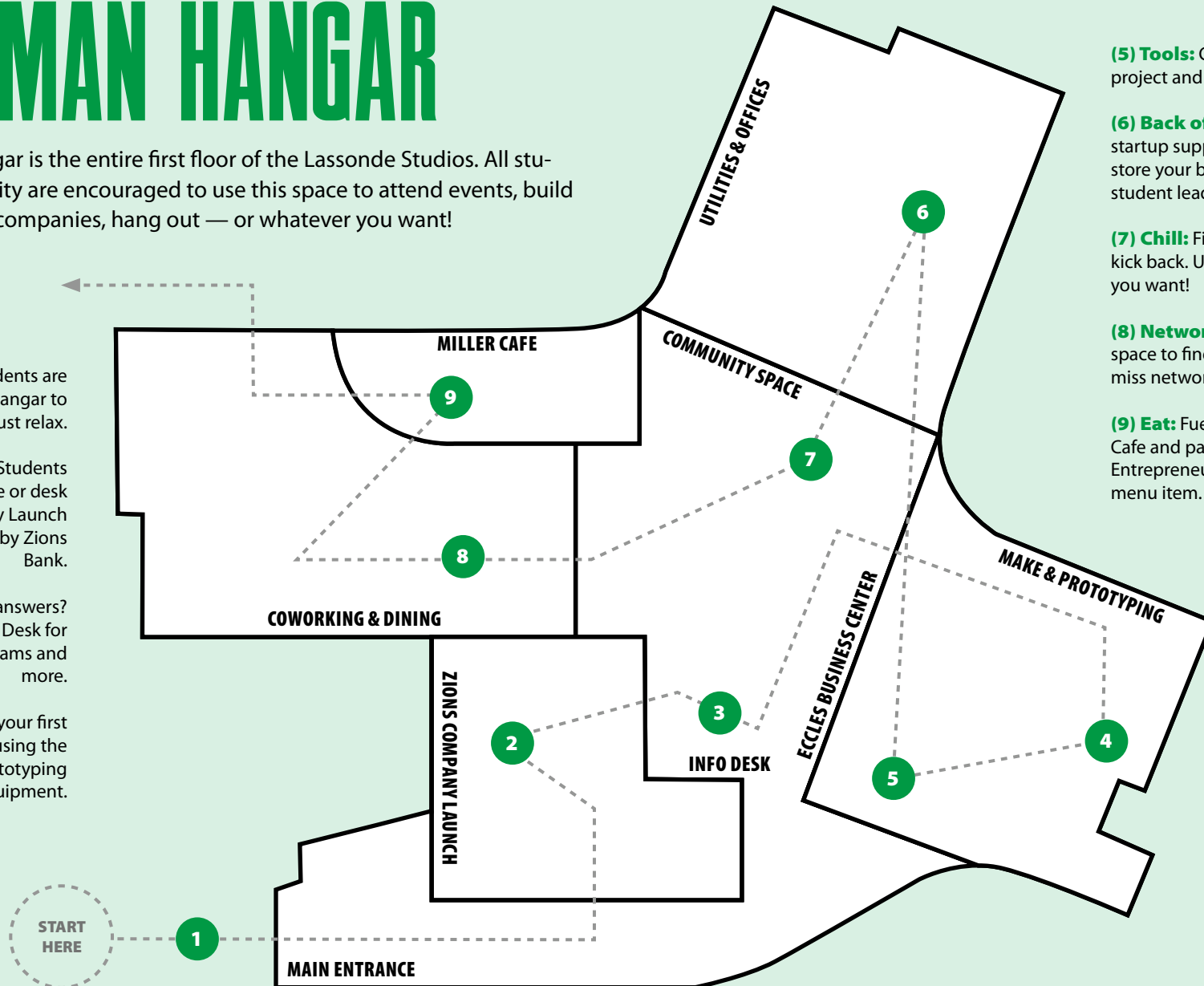
**(5) Tools:** Check out tools for your project and work at the benches.

**(6) Back of House:** Have your startup supplies delivered here, store your bike and find lockers for student leaders.

**(7) Chill:** Find a comfy seat and kick back. Use the space however you want!

**(8) Network:** Use the coworking space to find your crew and don't miss networking events.

**(9) Eat:** Fuel your idea at the Miller Cafe and participate in the Food Entrepreneur program to test your menu item.



**1<sup>st</sup>  
FLOOR**



## 8 THINGS YOU MUST KNOW ABOUT THE

# RESIDENTIAL FLOORS

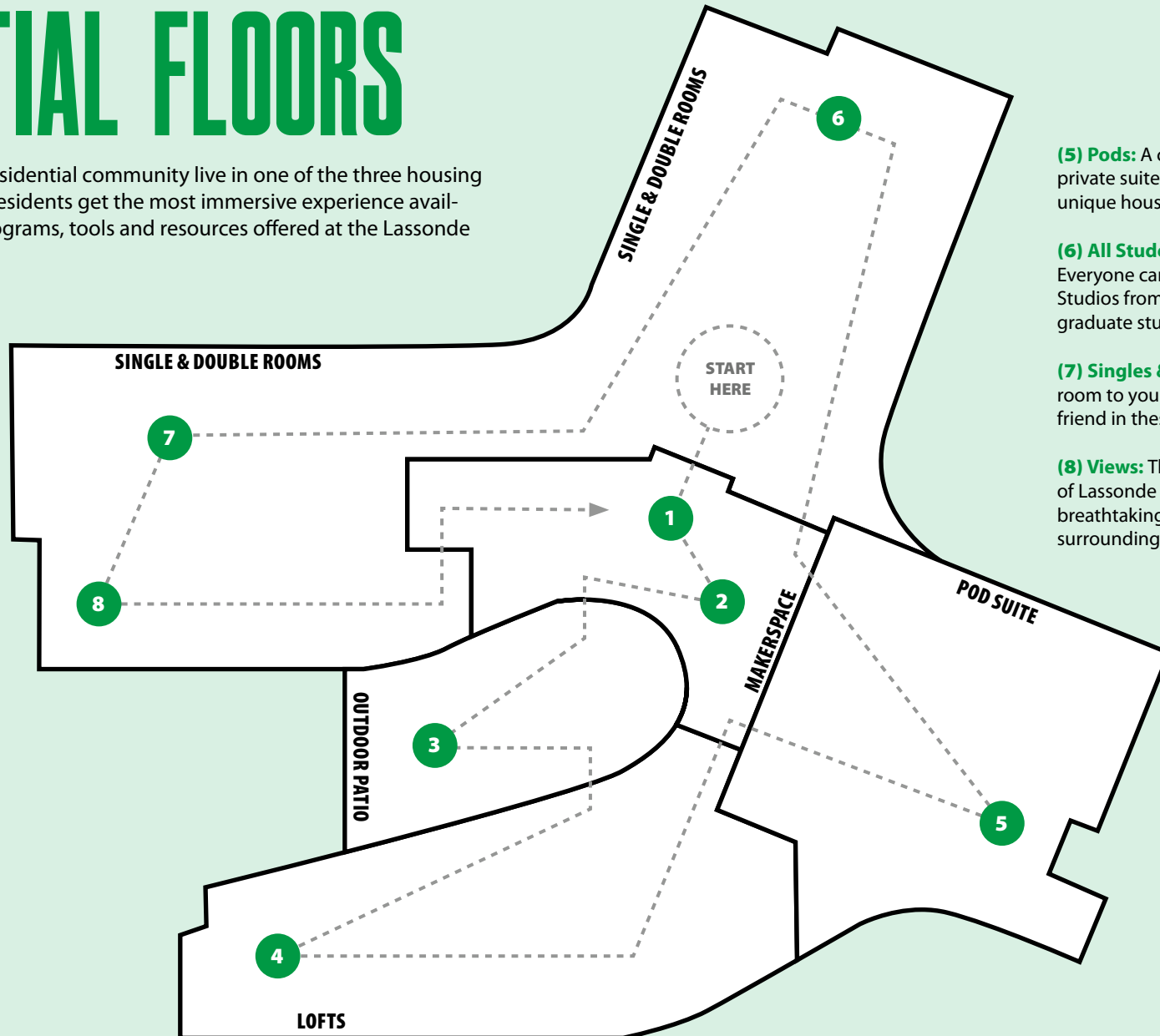
Members of the Lassonde 400 residential community live in one of the three housing types on the upper four floors. Residents get the most immersive experience available and access to additional programs, tools and resources offered at the Lassonde Studios.

**(1) Themed Floors:** Be inspired by the four unique themes: Sustainability & Global Impact; Products, Design & Arts; Adventure & Gear; and Games & Digital Media.

**(2) Community Space:** Residents can enjoy resources and spaces on any of the upper floors.

**(3) Fresh Air:** The second floor features an outdoor patio overlooking the campus and city below.

**(4) Urban Living:** Three to four students share loft suites with living rooms, private bathrooms and full kitchens.



**(5) Pods:** A community of 20 enjoy private suites in one of our most unique housing options.

**(6) All Students Welcome:** Everyone can live at Lassonde Studios from incoming students to graduate students.

**(7) Singles & Doubles:** Enjoy a room to yourself or live with a friend in these classic rooms.

**(8) Views:** The upper floors of Lassonde Studios provide breathtaking views of the surrounding city and mountains.

**2<sup>nd</sup>-5<sup>th</sup>  
FLOORS**

# CREATE A PERSONAL LAUNCH PLAN

Decide what problem you want to solve and what you want to launch. Then choose from our many programs, tools and resources to find your path to success. Browse the information in this section, mark what interests you, then go for it! Learn more at [lassonde.utah.edu/directory](https://lassonde.utah.edu/directory) and [lassonde.utah.edu/calendar](https://lassonde.utah.edu/calendar).

## PROGRAMS



**Live at Lassonde Studios:** Join the residential community at the Lassonde Studios, an inspiring 160,000-square-foot building with 400 beds. All students welcome. [lassonde.utah.edu/studios](https://lassonde.utah.edu/studios)




**Monthly Seed Grant Program:** Pitch your business idea at these monthly events for a chance to receive seed funding for your new venture. Sponsored by Zions Bank. [lassonde.utah.edu/getseeded](https://lassonde.utah.edu/getseeded)



### WORKSHOPS

**Build Your Skills:** Attend regular workshops to learn new skills. Topics vary greatly. Browse our online calendar for details and to find out what's next. [lassonde.utah.edu/workshops](https://lassonde.utah.edu/workshops)



**Create Your First Prototype:** Participate in our new Make program to learn how to use prototyping tools and see your idea come to life! [lassonde.utah.edu/make](https://lassonde.utah.edu/make)



**Build Your Team and Find Collaborators:** Join us at one of our meetup events to find teammates and learn about the community. [lassonde.utah.edu/meetups](https://lassonde.utah.edu/meetups)



**Get Professional Advice to Develop Your Idea:** Sign up to meet with an expert in fields including law, business, design and engineering. [lassonde.utah.edu/exporthours](https://lassonde.utah.edu/exporthours)



**Satisfy Your Hunger for Entrepreneurship:** Participate to learn about food entrepreneurship, test your recipes in the Miller Cafe and more. [lassonde.utah.edu/food](https://lassonde.utah.edu/food)



**Artists Make Great Entrepreneurs:** Connect with your peers, learn the value of your skills and explore connections between the arts and entrepreneurship. [lassonde.utah.edu/art](https://lassonde.utah.edu/art)







**Statewide Business Model Competition:** Launch your business by competing for \$70,000 in cash. Sponsored by Zions Bank. [lassonde.utah.edu/uec](http://lassonde.utah.edu/uec)



**Statewide Executive Summary Competition:** Compete against other students for cash prizes. Regional competitions are held across Utah. Sponsored by Zions Bank. [lassonde.utah.edu/oq](http://lassonde.utah.edu/oq)



**Medical Device Competition:** Work with medical and engineering students developing a medical device and competing for cash prizes. Sponsored by Zions Bank. [bit.ly/UUb2b](http://bit.ly/UUb2b)



**Create a Health Video Game:** Develop a health-related video game or phone app and compete for prize money in this unique program for all students. [g4h.business.utah.edu](http://g4h.business.utah.edu)



**Get Office Space and Company Resources:** Apply for dedicated space at Lassonde Studios through the Company Launch program. Sponsored by Zions Bank. [lassonde.utah.edu/launch](http://lassonde.utah.edu/launch)



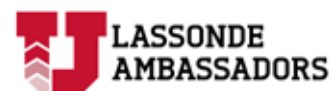
**Together You Can Accomplish More:** Take advantage of the many opportunities and areas in Lassonde Studios to work together and collaborate. [lassonde.utah.edu/cowork](http://lassonde.utah.edu/cowork)



**Graduate Program for Tech Commercialization:** Work on an interdisciplinary team for a year to commercialize faculty inventions. [lassonde.utah.edu/new-venture-development](http://lassonde.utah.edu/new-venture-development)



**Statewide High School Idea Competition:** Enter your business idea in this high school program for a chance to win cash and prizes. Sponsored by Zions Bank. [lassonde.utah.edu/hsuec](http://lassonde.utah.edu/hsuec)



**Explore the University of Utah:** An outreach and mentor program helping high school students explore entrepreneurship and STEM fields. [lassonde.utah.edu/lassonde-ambassadors](http://lassonde.utah.edu/lassonde-ambassadors)



**Youth Summer Program:** Attend our summer high school and junior high school program to explore the U and what it takes to be an innovator. [lassonde.utah.edu/innovationweek](http://lassonde.utah.edu/innovationweek)



## ACADEMICS



**Get a Degree:** Take a deep dive by getting a certificate, minor or major in entrepreneurship at the David Eccles School of Business. [eccles.link/uentp](http://eccles.link/uentp)



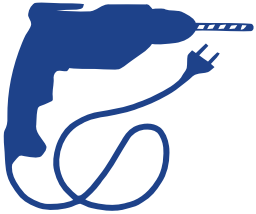
**Match Your Passion with a Purpose:** Enroll to explore innovation and create a personal road map. Receive recognition on your academic transcript. [lassonde.utah.edu/innovation](http://lassonde.utah.edu/innovation)



**Incubate Your Business Idea:** Join the Foundry at the Lassonde Institute to grow your business idea and potential with a group of peers. [lassonde.utah.edu/foundry](http://lassonde.utah.edu/foundry)



## TOOLS & RESOURCES



**Wood & Metal Shop:** Ready to build something? We thought so. Take advantage of the wood and metal fabrication shop to build an amazing prototype or just tinker.



**3-D Printers & Laser Cutter:** We have 3-D printers and a laser cutter for students. We offer training on all the equipment so you know how to be safe and get the most out of these tools.



**Tool Checkout:** Do you need a drill or camera? Don't miss our tool checkout area. Use the tools on the first floor or bring them upstairs. Additional tools are available for residents.



**Grants & Funding:** Register for every program possible to get funding for your idea. We have milestone seed-grant programs and competitions.



**Network & Build Your Team:** Meet new people and build your network by participating in as many programs as possible. We also have networking events.



**Mentorship:** Find a peer or professional mentor to help bring your idea to the next level. To make a connection, sign up for a mentor session or just make a habit of introducing yourself.

## ANNUAL CALENDAR: A YEAR AT LASSONDE

More online: [lassonde.utah.edu/calendar](https://lassonde.utah.edu/calendar)

**AUGUST Move-In Day:** Residents move into Lassonde Studios and join the Lassonde 400.

**AUGUST Academic Year Starts:** Classes start for fall semester. Welcome back to campus!

**FALL Apply to Live at Lassonde Studios:** Students must apply to join the Lassonde 400 residential group.

**FALL Enter Competitions:** Win cash prizes in Opportunity Quest and Bench to Bedside.

**WINTER Apply to be a Student Leader:** Manage one of many programs. Scholarships available.

**WINTER Enter Utah Entrepreneur Challenge:** A large business competition with cash prizes.

**SPRING Apply for Company Launch:** You must apply for a chance to get free office space and support.

**MAY Graduation:** Congrats to all the grads! Now join us as a mentor and help us grow our network.

**ONGOING Workshops & Meetups:** Build your skills and meet people to join your team.

**ONGOING Residential Programs:** Don't miss programs only available to residents.

**ONGOING Make Program:** Sign up to learn how to use fabrication equipment and create something!

**MONTHLY Get Seeded:** A grant program that will help you achieve your next milestone.

**ONGOING Register for Classes:** Enroll in entrepreneurship and innovation courses.

**SEASONAL Summer Events:** Watch our calendar for details about summer programs and opportunities.

# CHART YOUR COURSE

Choose Your Programs

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What Will You Launch?

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Who's on Your Team?

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Resources Needed

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What's Your Passion?

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Important Deadlines

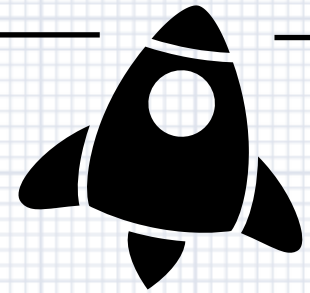
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Start  
Here





What will you launch? Get inspired by browsing what past students have done. Students are launching products, companies, careers, nonprofits and everything in between. Find more stories online: [lassonde.utah.edu/launched](http://lassonde.utah.edu/launched).

Order one online at [inkmenswear.com](http://inkmenswear.com).



### INK Menswear

A tie with a sleek, sophisticated front and a pop of pattern on the back.



### Aurora Sunglasses

A company providing wooden sunglasses that float at an affordable price.

Who says apps are just for fun? They can also make you healthier.



### Josh Hadley

Launched his career at Lassonde and is now working a coveted job at American Airlines.



### StepPets

An app that "healthifies" games by using your real-life steps.



### Sybo Technology

Uses robotics, infrared technology and computer vision to automate surgical lights.



Did you know the U is a leader at healthcare innovation?

### LightLine Catheter

An innovative catheter that uses UV light to kill bacteria.



### Just Play Cleats

A company that designs affordable soccer shoes.



### NovaBio Technologies

A coil-shaped and biodegradable device that holds together tendons and ligaments.

Affordable soccer shoes for the masses!



### Cinluma

A portable hand-held treatment device for cervical cancer.



### B.E.S.T. Police Training

Virtual-reality simulator that helps police officers de-escalate potentially fatal situations.





Makes a  
great baby  
shower gift!

### Microcade

A portable arcade system. Play all your favorites in one compact package.



### Peke-Buo

Making changing a baby simpler and more convenient for on-the-go parents.



### MyRVdestinations.com

Get help deciding where to go and read what other RVers are saying.



### U-Play Piano

An online computer-based piano curriculum that is affordable and engaging.



The Swiss  
army knife of  
ski poles.

### Char Poles

Ski poles equipped with tools and other industry standards.



### 'College Entrepreneur'

Learn how to discover your passion and leverage your university's resources.



### Heaven Cupcake

Opened the first cupcake store in Mumbai, India.



### The Utah Box

Give the gift of Utah by sending this box filled with goodies from the Beehive State.



### Power Practical

A portable cook pot that transforms heat and water into a power source.



### VELKS

Strap on some velcro shoes for men. Many styles and colors.

Funded by  
Mark Cuban  
on ABC's  
"Shark  
Tank."



### Blyncsy

A company that can monitor the movement of the majority of the population.



### Xandem

A home security system that is easy to set up and easy to use.

Technology  
that can  
"see" through  
walls.

# 8 REASONS

## TO LIVE AT LASSONDE STUDIOS

### 1. Join the Lassonde 400

Residents at Lassonde Studios join the Lassonde 400 group of student entrepreneurs, makers and doers.

### 2. Create Your Own Entrepreneurial Internship

Build your resume and life experience by living and working at Lassonde Studios.

### 3. Get Additional Access

Students living at Lassonde Studios get more access to tools, programs and resources.

### 4. Live with a Diverse Group

Get more from your education by living and working with students who have diverse backgrounds and are studying many different topics.

### 5. Dive in Deep

Soak up everything the Lassonde Institute has to offer by living at Lassonde Studios, a one-of-a-kind facility and community.

### 6. Live Your Passion

Join a group of students who do what they love every minute of every day. Find what you love and make it happen!

### 7. Be Close to Everything

Lassonde Studios sits in the heart of campus and everything it has to offer — from classes and facilities to resources and events.

### 8. Increase Your Chances for Success

Students who live on campus are more likely to graduate and succeed.



# SELECT FROM THREE HOUSING OPTIONS



## 1. Singles & Doubles

Residents share bathrooms, kitchens and additional workspace. These rooms are grouped into cluster communities.



## 2. Lofts

Groups of 3-4 people share private bathrooms, kitchen and work space. Open floor plan and movable furniture.



## 3. Pods

Groups of 20 enjoy private suites with pods. Private bathrooms, community kitchens and workspace for each group.

### HOW TO APPLY

The application to live at Lassonde Studios is open from the fall until all rooms are full. Apply at [lassonde.utah.edu/studios](http://lassonde.utah.edu/studios).

### THEMED FLOORS

**Sustainability & Global Impact (2<sup>nd</sup>):** Be a part of the solution and meet other students with a passion for change.

**Products, Design & Arts (3<sup>rd</sup>):** Have a product idea? Interested in design and arts? This floor is for you.

**Adventure & Gear (4<sup>th</sup>):** Utah has amazing spaces for outdoor adventures. Get the most out of it on this floor.

**Games & Digital Media (5<sup>th</sup>):** The place to be for those who love all things digital. Plenty of TVs and monitors available.

# Amenities & Resources (a-z)

## Bike Storage

Indoor bike storage is available for a fee and on a first-come, first-served basis. Space is limited.

## Cable/UTV

Fuel your passion and your ideas!

University Television Services (UTV) provides cable programming to all rooms. Channels include HBO, ESPN, the PAC-12 network and lots more. Each room has a cable connection, but you are responsible for providing your own TV (unless you are in a pod) and coaxial cable. If your UTV connection is not working, contact UTV. If the outlet is damaged, fill out a Housing & Residential Education maintenance request. For support, contact UTV Services & Support at [801-581-8502](tel:801-581-8502), [utv@lassonde.utah.edu](mailto:utv@lassonde.utah.edu) or [media.lassonde.utah.edu](mailto:media.lassonde.utah.edu).

## Campus Alert

The Campus Alert System is a messaging service that alerts students to potential weather conditions, safety threats and other emergencies that may occur on campus. This system also provides notification to residents in case of an emergency within campus housing facilities and services as a means to distribute special directions to residents as needed. University students are automatically signed up for this service. For more information, visit [campusalert.lassonde.utah.edu](http://campusalert.lassonde.utah.edu).

Stay connected and informed.

## Cleaning Services

Custodial staff will clean common areas of your community on a regular basis. These areas include: living rooms, kitchens, bathrooms and hallways.

Staff will not enter private spaces except to access a bathroom or kitchen.

## Dining

### MEAL PLANS

As a student, you've got plenty to worry about without thinking about breakfast, lunch or dinner. Let us do the shopping, cooking and cleaning for you! When you live on campus, you can choose from a variety of meal plans.

Lassonde Studios will have a unique meal plan for residents. With a "declining balance" meal plan, you only pay for what you want to eat. Your UCard will function as a debit card and will allow you to use it at any Dining Services location, including the Dining Room in the Peterson Heritage Center.

### MILLER CAFE

The Miller Cafe at Lassonde Studios is open 24 hours a day with a limited menu offered between 11 p.m. and 7 a.m.

## Email Newsletter & Social Media

Sign up to receive a regular email newsletter alerting you to all the upcoming events and latest news. Subscribe at [lassonde.utah.edu/subscribe](http://lassonde.utah.edu/subscribe). Students may also get updates via social media.

## Equity Office

All residents are welcome and invited to hang out in the Housing & Residential Education Equity Office, which has a comfortable lounge and is staffed by Social Justice Advocates. The office

is located in the basement of Benchmark 820. Learn more at [housing.utah.edu/living-the-u/equity-office](http://housing.utah.edu/living-the-u/equity-office). Contact advocates at [socialjustice@housing.utah.edu](mailto:socialjustice@housing.utah.edu).

## Event Calendar

All students have access to an online event calendar that outlines all upcoming events at the Lassonde Institute. Visit [lassonde.utah.edu/calendar](http://lassonde.utah.edu/calendar).

## Fire Pit & Grill

Residents have access to an outdoor fire pit and barbecue. Inquire at the front desk about availability and restrictions.

## Front Desk Services

The front desk is open 24 hours a day to serve you and answer any questions you may have.

## Furnished Kitchens

All kitchens are furnished with pots, pans, cooking utensils and other standard items.

## Games

Lassonde Studios has a variety of games available to residents, including tabletop games, video game consoles and a pool table.

## Internet

### WIRELESS

Wi-Fi is available in every building on campus. Just login to the UConnect or UGuest network using your uNID and password. If you are having trouble, contact the Campus Help Desk at [801-581-4000](tel:801-581-4000).

### WIRED INTERNET CONNECTION

Your room has a LAN Internet connection — all you need is

an Ethernet cable to connect to your computer! If your wall connection is not working, call the Campus Help Desk at [801-581-4000](tel:801-581-4000). If the connection point looks broken, please fill out a maintenance request or call [801-587-2002](tel:801-587-2002).

## Key & Door Access

### TEMPORARY ACCESS CARDS

You will need your UCard to access the building. If you lose your UCard, you will need to obtain a Temporary Access Card until you can replace your UCard. These cards may be obtained at the Lassonde Studios front desk.

### LOANER KEYS

If you are locked out of your room, you may check out a loaner key. Loaner keys checked out from the Lassonde Studios front desk are issued for seven days and due back by 9 a.m. at the end of that time period. If you lose your key permanently, you will be charged \$60 per door in your space. The total charge for a lock change is based on the type of space you live in.

## Lassonde 400 Facebook Group

Residents are welcome to join an exclusive Facebook group to collaborate with other residents. Request access here: [facebook.com/groups/lassonde400](https://facebook.com/groups/lassonde400).

## Laundry

We have free laundry facilities on each floor of Lassonde Studios. Don't forget to bring laundry soap.

## Libraries

The University of Utah offers several libraries. The biggest and main one is the Marriott Library. Learn more at [lib.utah.edu](http://lib.utah.edu).

## Living Space

Residents get access to numerous lounge and living spaces. Find your favorite!

## Mail

If you would like to receive mail while you are living with us, you may sign up for a mailbox through Optional Services in your Housing U account or by emailing [lassondestudiosmailroom@housing.utah.edu](mailto:lassondestudiosmailroom@housing.utah.edu). Packages and mail are distributed by the desk when the mailroom is closed. Sign up for a mailbox number at the front desk.

### YOUR MAILING ADDRESS FORMAT

Your Name  
(Mailbox #) Lassonde Studios  
1701 Student Life Way  
Salt Lake City, UT 84112

## Maintenance & Repairs

Is something broken? Submit a service ticket at [housing.utah.edu/maintenance-requests](http://housing.utah.edu/maintenance-requests).

## Makerspace

Lassonde Studios has numerous makerspaces on the public first floor and on each residential floor.

## Move-In Checklist

Are you moving in and have questions about what to bring? Review our checklist: [lassonde.utah.edu/studios/what-to-bring](http://lassonde.utah.edu/studios/what-to-bring).

## Parking

To park on campus, you must purchase a parking pass from Commuter Services. Parking lots are designated as H, U, E or CU lots. The CU lot is north of Lassonde Studios. Guest passes are available for visitors. Learn more at [commuterservices.utah.edu](http://commuterservices.utah.edu).

## Paying Your Bill

Housing bills are available through the Campus Information System (CIS). Visit [ds.utah.edu](http://ds.utah.edu), and navigate to your Housing U page. You may pay online, by visiting the Housing & Residential Education Office or by calling [801-587-2002](tel:801-587-2002).

## Peterson Heritage Center (PHC)

The PHC is a main gathering place for student residents. Amenities include dining, meeting spaces, lounge areas, music room and more. Learn more at [housing.utah.edu/living-the-u/peterson-heritage-center](http://housing.utah.edu/living-the-u/peterson-heritage-center).

Mail your startup supplies here!

## Policies

All residents must know and follow policies and responsibilities outlined by the Housing & Residential Education Office. Learn more at [housing.utah.edu/living-the-u/resident-policies-responsibilities](http://housing.utah.edu/living-the-u/resident-policies-responsibilities).

## Residential Advisors

Residents are assigned to peer residential advisors (RAs), who help guide the health and wellbeing of everyone. Students are welcome to apply to be an RA. Learn more at [housing.utah.edu](http://housing.utah.edu).

Find out what to bring and what's included.

You have lots of options to choose from.



## Residential Education Team

Two professionals live on site and are available to help ensure the safety and wellbeing of all residents. They include a residential education coordinator (REC) and assistant residential education coordinator (AREC). Among other duties, they manage the student residential advisors. Call them at **801-213-8705** (REC) or **801-213-8706** (AREC).

## Residential Programs

Residents get access to all public events, plus they get additional access to resident-only events and activities. Watch for events here: [lassonde.utah.edu/calendar](https://lassonde.utah.edu/calendar).

## RHA (Residential Hall Association)

The Residence Hall Association (RHA) is the student government for students living on campus. RHA has multiple student boards if you want to get involved. Learn more at [housing.utah.edu/living-the-u/get-involved](https://housing.utah.edu/living-the-u/get-involved).

## Safety Escorts

You may request an escort from the U's Department of Public Safety at any time. They will dispatch a security officer to walk with you or to give you a ride to your desired location. Call **801-585-2677**.

## Startup Office Space (Company Launch)

All students are welcome to apply for startup office space

Don't miss the climbing wall and gear rental shop!

at Lassonde Studios through our Company Launch program. Learn more and apply at [lassonde.utah.edu/launch](https://lassonde.utah.edu/launch).

## Student Life Center (Recreation)

The University of Utah has a brand new recreation facility called the Student Live Center. The facility is a stone's throw from the Lassonde Studios. Learn more at [campusrec.utah.edu/facilities](https://campusrec.utah.edu/facilities).

## Sustainability & Recycling

We are committed to sustainability and encourage students to get involved. Participate by recycling, conserving, applying for a Sustainable Campus Initiative Fund grant ([bit.ly/usdif](https://bit.ly/usdif)) or learning about the Sustainability Resource Center ([sustainability.utah.edu](https://sustainability.utah.edu)).

## Themed Floor Access

Residents get access to all four themed residential floors. The themes are Sustainability & Global Impact; Products, Design & Arts; Adventure & Gear; and Games & Digital Media. Each floor has unique furniture, tools and activities.

## Tool Checkout

All students are welcome to check out tools on the main floor. Tools available vary and will change over time. Inquire at the front desk for details and availability.

## Transportation

### CAMPUS SHUTTLE

The U has a shuttle system that can transport you around

campus. The Shuttle Tracker is the best resource to see where the current shuttles are and estimate the timing of your next ride. Shuttles operate Monday through Friday from about 6 a.m. to 11:30 p.m. depending on the route. No regular weekend service. Go to [uofubus.com](https://uofubus.com).

### PUBLIC TRANSPORTATION

Being a student at the U gives you free access to all public transportation (bus, TRAX, Frontrunner) in Salt Lake City. Just use your student ID. Learn more at [bit.ly/utahuta](https://bit.ly/utahuta).

## UCard

The UCard offers one standardized source of identification and access for the institution ensuring convenience, security and simplicity. Learn more at [ucard.utah.edu](https://ucard.utah.edu).

## Union

The Student Union is a great place to find student activities and a bite to eat.

## University Dept. of Public Safety

The Department of Public Safety promotes safety and security. Police officers patrol the campus 24-7. For emergencies, contact the dispatch number, **801-585-COPS (2677)**.

## & More!

The University of Utah is a big place. Students have access to many amazing resources and opportunities (too many to list here). We encourage you to dig deeper to find additional resources. Start at [utah.edu](https://utah.edu).

## Lassonde Institute

### Lassonde Entrepreneur Institute

University of Utah, 105 Fort Douglas Blvd., Bldg. #604  
Salt Lake City, UT 84113  
801-587-3836 (main line)  
[lassonde@utah.edu](mailto:lassonde@utah.edu)  
[lassonde.utah.edu](https://lassonde.utah.edu)

### Lassonde Studios

University of Utah, 1701 Student Life Way  
Salt Lake City, UT 84112  
801-213-8700 (front desk)  
[lassonde@utah.edu](mailto:lassonde@utah.edu)  
[lassonde.utah.edu/studios](https://lassonde.utah.edu/studios)

## Campus Contacts

Housing & Residential Education.....	801-587-2002, <a href="mailto:info@housing.utah.edu">info@housing.utah.edu</a> , <a href="https://housing.utah.edu">housing.utah.edu</a>
Campus Help Desk.....	801-581-4000, <a href="mailto:helpdesk@utah.edu">helpdesk@utah.edu</a> , <a href="https://it.utah.edu">it.utah.edu</a>
Campus Operator.....	801-581-7200
Campus A-Z Index.....	<a href="https://utah.edu/a-z">utah.edu/a-z</a>
Commuter Services.....	801-581-6415, <a href="https://commuterservices.utah.edu">commuterservices.utah.edu</a>
Dining Services & Meal Plans.....	801-581-7257, <a href="mailto:dining@utah.edu">dining@utah.edu</a> , <a href="https://new.dineoncampus.com/utah">new.dineoncampus.com/utah</a>
Student Life Center.....	801-581-8898, <a href="https://campusrec.utah.edu">campusrec.utah.edu</a>
UCard Office.....	801-581-2273, <a href="https://ucard.utah.edu">ucard.utah.edu</a>
UTV Services & Support.....	801-581-8502, <a href="https://media.utah.edu/utv">media.utah.edu/utv</a> , <a href="mailto:utv@utah.edu">utv@utah.edu</a>

## Emergency & Safety

University Department of Public Safety.....	801-585-2677
Safety Escorts.....	801-585-2677
Maintenance Requests.....	801-587-2002, <a href="https://housing.utah.edu/maintenance-requests">housing.utah.edu/maintenance-requests</a>

Create on any floor!

It's never too early to start planning your application.



A DIVISION OF THE DAVID ECCLES SCHOOL OF BUSINESS

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