A FIELD GUIDE TO
LAUNCHING AT
LASSONDE

The Lassonde Entrepreneur Institute
at the University of Utah
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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 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 alumnus, 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.
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

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

— INC. MAGAZINE

"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

The number of student leaders helping manage our programs for 2016-17. Scholarships available.

— NEW YORK TIMES

We have helped hundreds of startups launch since we opened in 2001.

— INC. MAGAZINE

The amount of grants and prizes available from our programs for 2016-17.

— BLOOMBERG BUSINESSWEEK

Scholarships awarded to our student leaders for 2016-17.

— 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

"Move over, Silicon Valley: Utah has arrived."

— INC. MAGAZINE

"[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

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— JARON HALL, founder, business undergrad
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.

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*Lassonde Studios Floor Plans*
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.
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 and 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

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

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

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

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

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/experthours

Satisfy Your Hunger for Entrepreneurship: Participate to learn about food entrepreneurship, test your recipes in the Miller Cafe and more. 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

CREATE

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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

CREATE
THE UTAH ENTREPRENEUR CHALLENGE

Statewide Business Model Competition: Launch your business by competing for $70,000 in cash. Sponsored by Zions Bank. 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/eq

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

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

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

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

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

OPPORTUNITY QUEST

The University of Utah: Explore the University of Utah: An outreach and mentor program helping high school students explore entrepreneurship and STEM fields. lassonde.utah.edu/lassonde-ambassadors

B2B Bench to Bedside

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

LAUNCH

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

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

FOUNDRY UTAH

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

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

Innovation Week:

Statewide Executive Summary Competition: Compete against other students for cash prizes. Regional competitions are held across Utah. Sponsored by Zions Bank. bit.ly/UUb2b

Statewide Business Model Competition: Launch your business by competing for $70,000 in cash. Sponsored by Zions Bank. lassonde.utah.edu/uec

Outreach

Games 4 Health

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

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#livecreatelaunch

## TOOLS & RESOURCES

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<th>Wood &amp; Metal Shop:</th>
<th>Ready to build something? We thought so. Take advantage of the wood and metal fabrication shop to build an amazing prototype or just tinker.</th>
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<td>3-D Printers &amp; Laser Cutter:</td>
<td>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.</td>
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<td>Tool Checkout:</td>
<td>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.</td>
</tr>
<tr>
<td>Grants &amp; Funding:</td>
<td>Register for every program possible to get funding for your idea. We have milestone seed-grant programs and competitions.</td>
</tr>
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<td>Network &amp; Build Your Team:</td>
<td>Meet new people and build your network by participating in as many programs as possible. We also have networking events.</td>
</tr>
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<td>Mentorship:</td>
<td>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.</td>
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## ANNUAL CALENDAR: A YEAR AT LASSONDE

| 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. |

## More online: lassonde.utah.edu/calendar

More online: lassonde.utah.edu/calendar
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.

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

**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.

**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.

**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.

**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.

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

**Order one online at inkmenswear.com.**

**Who knew the U is a leader in healthcare innovation?**

**Affordable soccer shoes for the masses!**

**Did you know the U is a leader in healthcare innovation?**
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.

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.

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.

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.

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.

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.
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.
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.

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 workspace. 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.

SELECT FROM THREE HOUSING OPTIONS

THEMED FLOORS

- **Sustainability & Global Impact (2nd):** Be a part of the solution and meet other students with a passion for change.
- **Products, Design & Arts (3rd):** Have a product idea? Interested in design and arts? This floor is for you.
- **Adventure & Gear (4th):** Utah has amazing spaces for outdoor adventures. Get the most out of it on this floor.
- **Games & Digital Media (5th):** 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
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 801-581-4002, utv@utah.edu or media.uta.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.utah.edu.

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

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.

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 801-587-4000.

Loaned 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 801-587-4000. If the connection point looks broken, please fill out a maintenance request or call 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 $50 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.

Library
The University of Utah offers several libraries. The biggest and main one is the Marriott Library. Learn more at 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 lassondestudiosmailboxrooms@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.

Maintenance & Repairs
Is something broken? Submit a service ticket at 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 your checklist: lassonde.utah.edu/studios/what-to-bring.

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.

Parking
To park on campus, you must purchase a parking pass from Commuter Services. Parking lots are designated as H, U or CU lots. The CU lot is north of Lassonde Studios. Guest passes are available for visitors. Learn more at commuter-services.utah.edu.

Paying Your Bill
Housing bills are available through the Campus Information System (CIS). Visit cis.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.

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.

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.

Stay connected and informed.

Fuel your passion and ideas!

You have lots of options to choose from.

Find out what to bring and what’s included.

You may apply to be an RA. Learn more at housing.utah.edu.

Apply to be an RA. Learn more at housing.utah.edu.

#livecreatelaunch
Residential Education Team
Two professionals live on site and are available to help ensure the safety and well-being 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.

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.

Safety Escorts
You may request an escort from the University 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 at Lassonde Studios through our Company Launch program. Learn more and apply at 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.

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/36lZvNZ) or learning about the Sustainability Resource Center (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 uafsbs.com.

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
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
lassonde.utah.edu/studios

Campus Contacts
Housing & Residential Education
801-587-2002, info@housing.utah.edu, housing.utah.edu

Campus Help Desk
801-581-4000, helpdesk@utah.edu, it.utah.edu

Campus Operator
801-581-7200

Campus A-Z Index
Utah.edu/a-z

Commuter Services
801-581-6415, commuterservices.utah.edu

Dining Services & Meal Plans
801-581-7257, dining@utah.edu, new.dineoncampus.com/utah

Student Life Center
801-581-8898, campusrec.utah.edu

UCard Office
801-581-2273, ucard@utah.edu

UTV Services & Support
801-581-8502, media.utah/utv, utv@utah.edu

Emergency & Safety
University Department of Public Safety
801-585-2677

Safety Escorts
801-585-2677

Maintenance Requests
801-587-2002, housing.utah.edu/maintenance-requests