

# A N N U A L R E P O R T



# A YEAR TO REMEMBER

What a year! We opened the much anticipated Lassonde Studios. We welcomed our first 400 residents. We started numerous programs and expanded others. We 3-D printed our first block U. We brewed 76,000 cups of coffee. We were featured by *The New York Times*, *Architectural Digest* and *Fast Company*. Now that the year is complete and the dust has settled, we can say, without question, this has been our best year ever. We hope it's a sign of many great years ahead. This report will give you a glimpse into how the year went. Thanks to our founder Pierre Lassonde and all the people, departments and organizations that made it possible. You are helping thousands of students dream big and change the world.

# STUDENT TESTIMONIALS



“When I got to Lassonde, I was welcomed with open arms. The administration and the student leaders at Lassonde supported me and helped me change into the person I have always wanted to be. Lassonde has helped me find my passion, and is still helping me in developing the skills I need to someday build the life and career I have always dreamed of. I can’t express enough thanks to the Lassonde Institute for truly making my life better.” — **Savannah Barlow Adams**, 2017-18 student outreach director



“Like many others, I was scared to be an entrepreneur. I just couldn’t get past the thought of letting my excitement push me into a risky venture where I lose it all. Lassonde has helped me overcome these reservations by teaching me how to de-risk new ventures without spending all my savings. Being able to pivot early and cheap by answering the right questions brings a confidence that enables us to succeed.” — **Jared Pieper**, 2016-17 Get Seeded student director



“I transferred to the University of Utah with a startup, and I immediately sought out advice. The Lassonde programs, student leaders and staff have been a tremendous help. The Lassonde Institute staff and student leaders have tailored help and advice specifically for me.” — **Jaron Hall**, 2016-17 Utah Entrepreneur Series student chair



"Getting involved with Lassonde has dramatically changed my college experience. The people I've met, the things I've learned and the skills I have developed have all played a role in making me who I am today. I can't thank the people at Lassonde enough for the incredible opportunities they have given me."

— **Garrett Holm**, 2017-18 Company Launch student director



"Through Lassonde, I have been introduced to the exciting field of entrepreneurship. Throughout the 2016-17 school year we were able to participate in many Lassonde competitions, culminating in winning the best presentation award at the Utah Entrepreneur Challenge. Overall, Lassonde has helped me develop as a leader and entrepreneur by creating a welcoming environment filled with opportunities to learn, grow and succeed." — **Arielle Wind Hassett**, XLink cofounder



"Lassonde provided us with the necessary tools to help make sure our launch moved successfully. The workspace and community we were provided really assisted in fine-tuning our operations and kept us encouraged to continue pursuing our goals even when we were faced with what we thought were incredible obstacles. The positive atmosphere and community were a huge part of why we have been successful thus far." — **Mohan Sudabattula**, Project Embrace founder

# RANKINGS & RECOGNITION



**FAST@MPANY**

“No, this is not one of Silicon Valley’s many office spaces cum playground; it’s Lassonde Studios, a \$45 million experiment in education.”



The University of Utah is the No. 1 university for commercializing technology innovations.

**The New York Times**

The University of Utah is “investing in big, high-tech buildings in the hope of evoking big, high-tech thinking.”



“The University of Utah Lasonde Studios redefines entrepreneurial education.”



Lasonde Studios is one of “the 9 best new university buildings around the world.”

**Bloomberg  
Businessweek**

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

2001

2002

2003

2004

2005

2006

2007

2008

2009

# OUR HISTORY

We started with a single program in 2001 and have grown into a nationally recognized institute that now includes dozens of programs, and world-class faculty and facilities.



**1973** – Pierre (MBA) and Claudette McKay (MS) Lassoche graduate from the University of Utah.

**2002-2003** – The first companies launched from the Lassoche New Venture Development Center. Those companies were in industries including medical imaging and pharmaceuticals.



NEW VENTURE DEVELOPMENT

**2001** – The Pierre and Claudette McKay Lassoche New Venture Development Center formed with a \$100,000 gift from Pierre Lassoche. The center brings together business, engineering and science graduate students with university faculty inventors to develop commercialization plans.



# 2001-

**2006** – The Lassoche Foundation gives \$13 million gift to endow the Pierre and Claudette McKay New Venture Development Center, create the Pierre Lassoche Entrepreneur Center to promote student entrepreneurs and establish two presidential chairs in entrepreneurship. The donation expands the organization's reach to include student business-plan competitions open to university students across the state with awards of \$100,000 provided by Zions Bank.



UTAH ENTREPRENEUR CHALLENGE  
TECHTITANS  
OPPORTUNITY QUEST



**May 2006** – Pierre Lassoche receives honorary doctorate from the University of Utah.



2010

**2010-2012** – The Pierre Lassonde Entrepreneur Center continues to grow with the addition of new programs, including the Foundry, a business discovery center, and Bench to Bedside, a medical-device competition.

2011

**2011** – The Lassonde program ranks among the top 25 in the country for entrepreneurship education by the Princeton Review.

**2010** – University of Utah ranks as the No. 1 university in the country for startup formation based on faculty technologies. The Pierre and Claudette McKay Lassonde New Venture Development Center contributed to this achievement by accelerating the commercialization of faculty inventions.

2012

**2012** – The first students enroll in the new Lassonde Social Entrepreneurship Program. The program allows graduate students to spend a year using business skills to address global issues. The Get Seeded program is also created and provides milestone grants to students.

2013

**Fall 2013** – The Lassonde Entrepreneur Institute is formed to involve more students and create Lassonde Studios. The institute adds related programs at the University of Utah, including Innovation Scholar.

2014

**October 2014** – Groundbreaking for Lassonde Studios.  
**2014** – The Lassonde Family Foundation commits an additional \$12 million to the University of Utah, bringing the total program commitments to \$25 million. The new gift is used to help build an iconic new facility for student entrepreneurs.

2015

2016

2017



STUDENT ENTREPRENEUR CONFERENCE  
GET SEEDED

FOUNDRY

BENCH TO BEDSIDE  
FIRST LEGO LEAGUE



H.S. UTAH ENTREPRENEUR CHALLENGE  
HOURS WITH EXPERTS  
WORKSHOPS  
MEETUPS  
DEPT. OF ENTREPRENEURSHIP & STRATEGY  
LASSONDE AMBASSADORS  
INNOVATION WEEK



LASSONDE 400 RESIDENTIAL PROGRAM  
MAKE PROGRAM  
ARTS ENTREPRENEUR  
FOOD ENTREPRENEUR  
COMPANY LAUNCH  
COWORK  
LASSONDE EVENT TEAM  
TOURS & CAMPUS OUTREACH



**2015-2016** – Lassonde Studios continues to gain worldwide attention, being featured in such publications as the *The New York Times*, *Fast Company* and *Bloomberg*. The Lassonde Institute continues to grow in anticipation of the new building. Programs added during this period included Workshops, Hours with Experts and Meetups.

**April 2014** – The Lassonde Institute unveils plans for Lassonde Studios, a place for students to “Live. Create. Launch.” The \$45-million building plans call for 400 unique student residences and a 20,000-square-foot student innovation space for meeting, prototyping and starting companies.

**August 2016** – Lassonde Studios opens, and the first cohort of residents, known as the Lassonde 400, moves in.

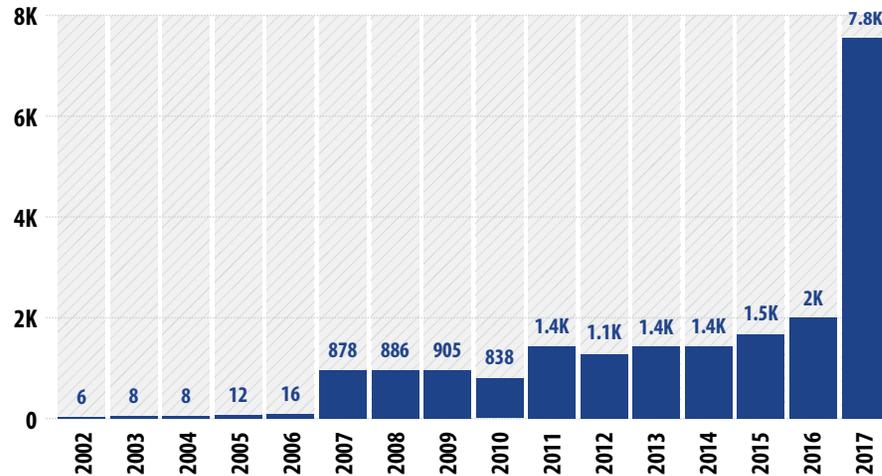




# ENGAGEMENT

All students at the University of Utah and across the state are invited to participate in our numerous programs and activities. Opportunities include competitions, mentoring and living at Lassonde Studios.

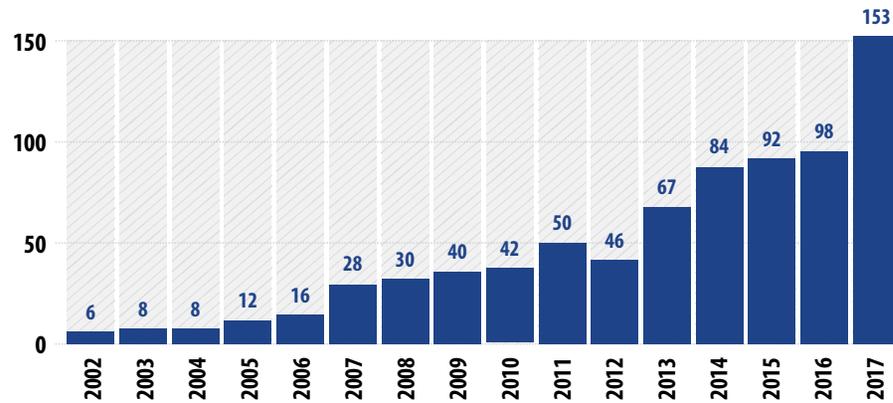
## COLLEGE STUDENT PARTICIPATION FY 2002-17



**6K+**

HIGH SCHOOL & MIDDLE SCHOOL OUTREACH PARTICIPATION FY 2017

## STUDENT LEADERS FY 2002-17



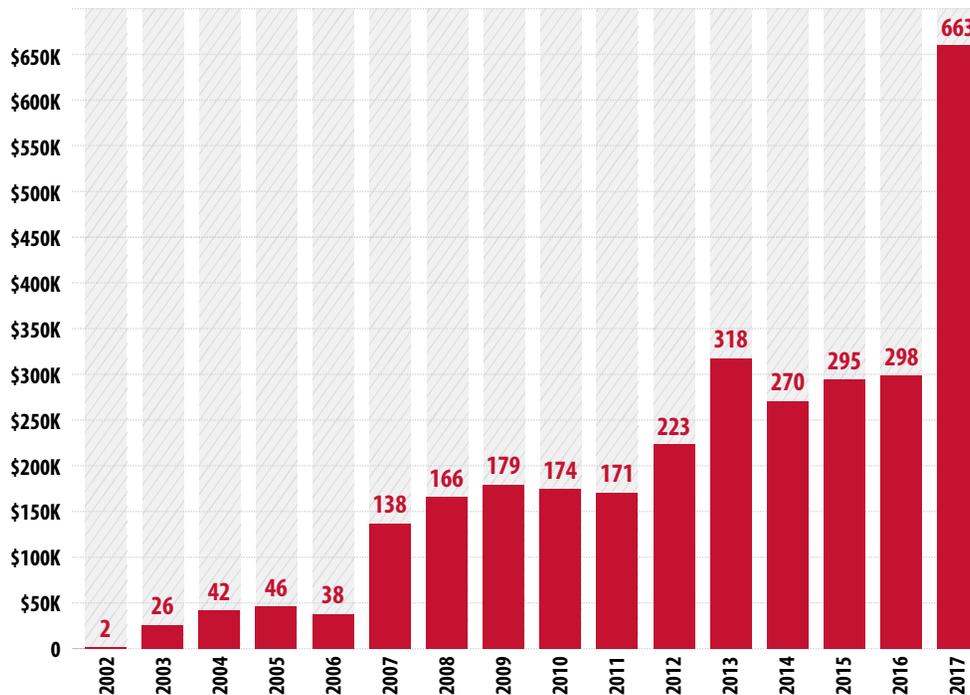
**1.4K+**

ACADEMIC ENROLLMENT IN ENTREPRENEURSHIP FY 2017

# SCHOLARSHIPS & AWARDS

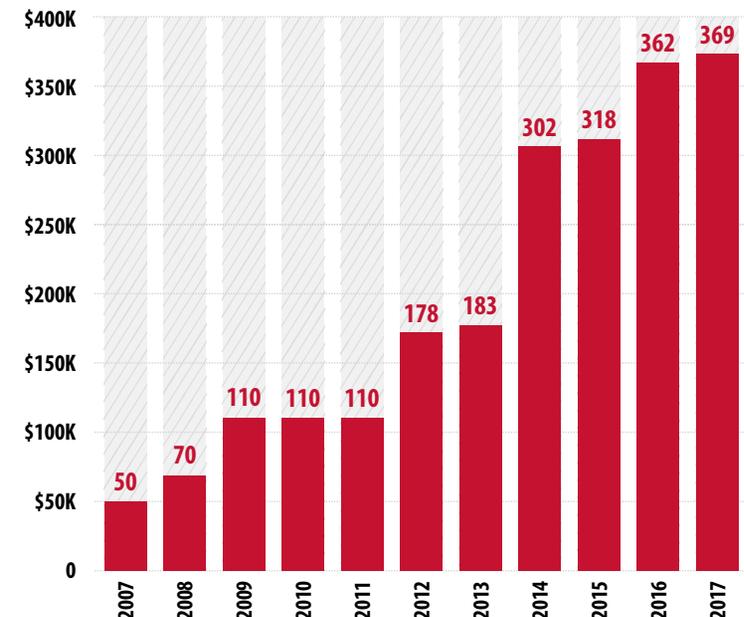
We are one of the top sources for scholarships at the University of Utah and one of the leading institutions in the country for prize money awarded to student startup companies.

## SCHOLARSHIPS AWARDED FY 2002-17



**780** SCHOLARSHIPS  
AWARDED FY 2002-17

## CASH PRIZES AWARDED FY 2007-17



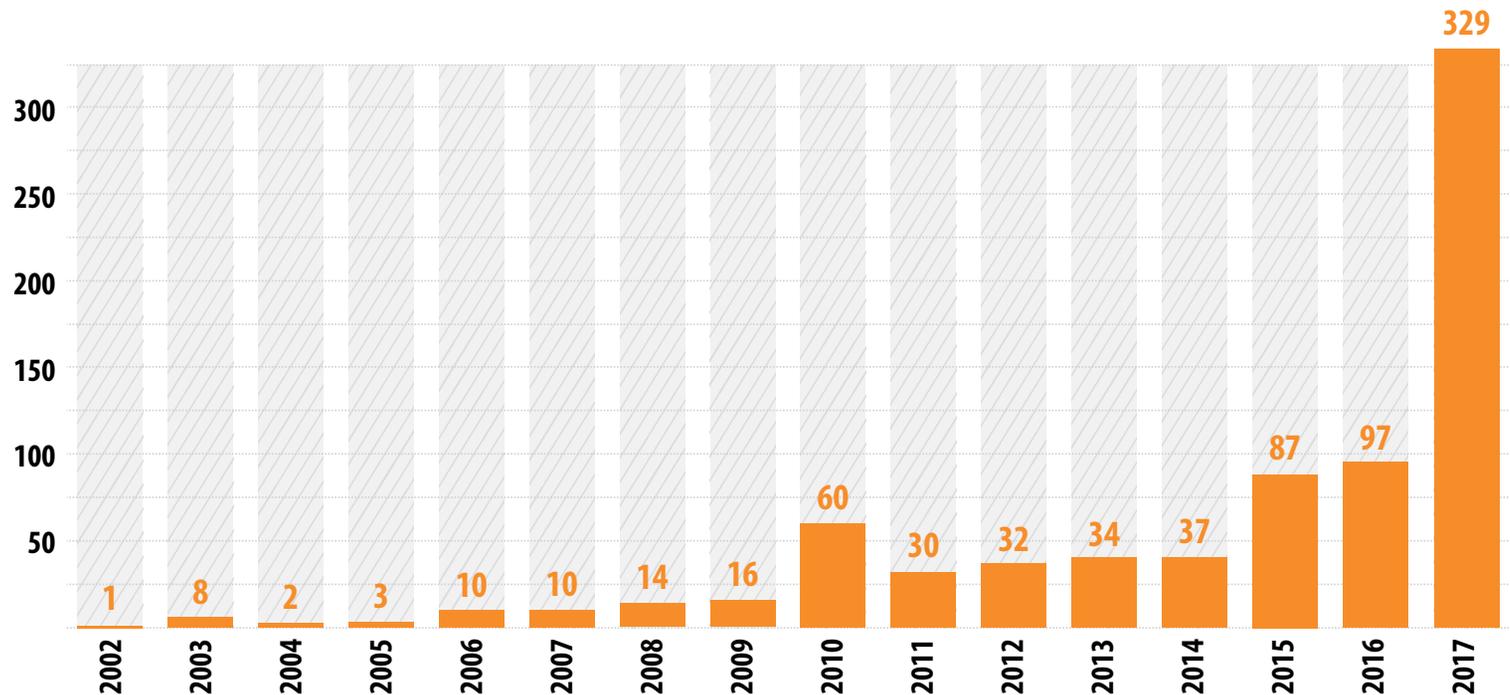
**\$2.1M** TOTAL CASH  
PRIZES FY 2007-17



# STARTUPS

We have helped hundreds of faculty and student teams get their ideas off the ground and launch companies. The startups they form are in every field and industry imaginable. We support these faculty and students develop their startups through mentorship, grants, office space and more.

**STARTUP  
TEAMS  
FORMED  
FY 2002-  
2017**



**770+** TOTAL STARTUP TEAMS  
FY 2002-17

**329+** TOTAL STARTUP  
TEAMS FY 2017

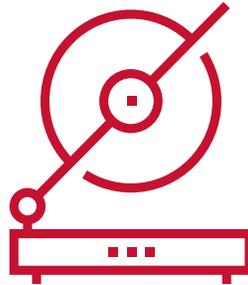
# DID YOU KNOW?



**79K+**

**CUPS OF COFFEE**

*Cups of coffee consumed by our community at Lassonde Studios (FY 2017).*



**236**

**STUDENTS TRAINED**

*Our Make program tool mentors trained students to use our new fabrication equipment (FY 2017).*



**11**

**UTAH COLLEGES**

*We welcome students from across the state to get involved in our many programs.*



**32K+** **FEET OF 3-D PRINTER FILAMENT**

*Material printed by students in the Neeleman Hangar at Lassonde Studios (FY 2017).*

# A YEAR AT LASSONDE



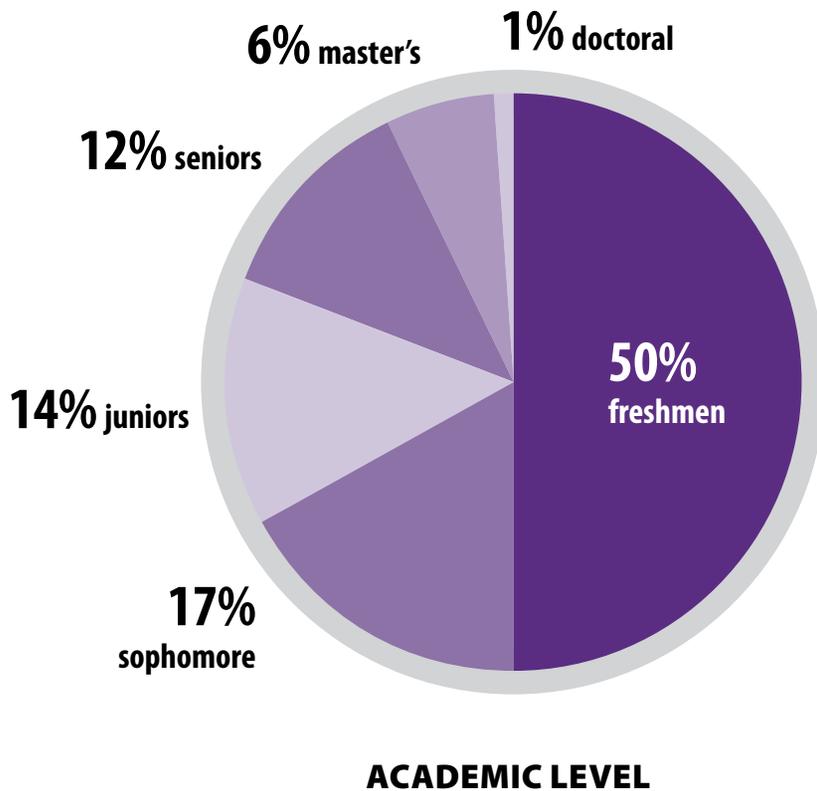




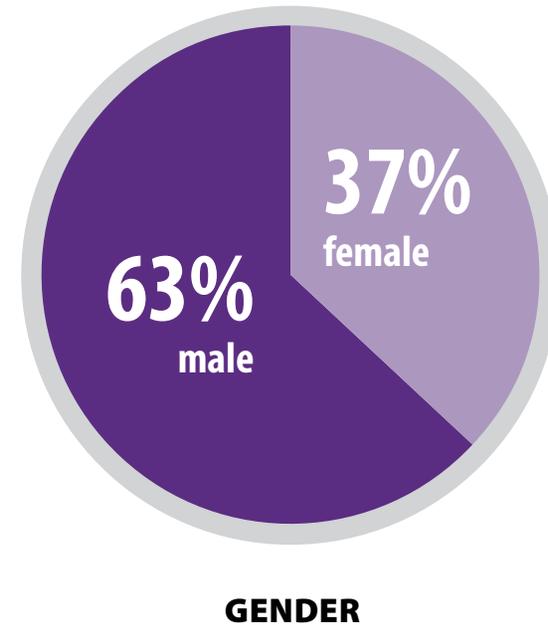
# LASSONDE STUDIOS

Four hundred diverse student residents moved into our one-of-a-kind Lassonde Studios building in August 2016. The building mixes living and creative spaces. Students from every major and background are welcome to [#livecreatelaunch](#) here.

## RESIDENTS FY 2017



**44+** RESIDENT AREAS OF STUDY





# DONORS

FY 2002-17

Pierre Lassonde & Lassonde Family Foundation  
Zions Bank  
David Neeleman  
Larry H. & Gail Miller Family Foundation  
Ally Bank  
Fastenal  
JP Morgan  
KeyBank Foundation  
Unruh Foundation  
Boart Longyear  
GoEngineer  
Brigham Young University  
Merit Medical  
Tanner LLC  
Howard Clark  
IM Flash  
Workman Nydegger  
Vspring Capital  
State of Utah  
Derek Smith  
Celtic Bank  
Deseret Certified Development Co  
Hemingway Foundation  
NuSkin International  
Williams Co  
Stoel Rives, LLP  
Kenneth Woolley  
Salt Lake Community College  
Sofinnova Ventures, LLC  
L-3 Communications  
Thorpe Capital  
Actium Partners, LLC

James Jensen  
Pelion Ventures  
Troy & Paula D'Ambrosio  
FIRST  
Advantage Workers Compensation Fund  
Community Foundation of Utah  
Oracle  
Bill Sculze  
Sorenson Legacy Foundation  
ARUP  
Jack Brittain  
Dinesh and Kalpana Patel Foundation  
MainStreet Tax  
Robert Rice  
Signal Peak  
James Lee Sorenson  
T2M  
Eric Buatois  
OC Tanner  
Whitehall Ventures  
PacifiCorp  
Questar  
Upstart Ventures Management  
Utah Educational Savings Plan  
Verizon Foundation  
FJ Management  
Westminster College  
Ernst & Young  
Jack and Dorothy Byrne Foundation  
Vanguard Media  
Doba  
Myriad Genetics

ViroPan Incorporated  
Vivint  
Deseret Laboratories  
PricewaterhouseCoopers  
Angela and Ezekiel Dumke  
Land Equity Partners  
Morgan Bay Management  
Newmont Mining Co  
Michael Erickson  
Charity Williams  
Rick Williams  
xMission  
Sonic Innovations  
Alliance Health Networks  
Western Entegrity  
Laurence Green  
Steven Borst  
Garff Enterprises  
D'Ambrosio Chrysler Jeep  
KK Nevada, LLC  
GoPro  
Adobe  
Reza & Monika Jalili  
Jones, Waldo, Holbrook  
MonaVie  
Thomas Parks  
Glenn Prestwich  
In memory of George D. Prestwich  
Charles Reinhardt  
Snell & Wilmer, LLP  
USTAR  
Heidi Woodbury  
Patrick Byrne  
John Garff

Parsons Behle  
Utah Management Associates  
Alma Welch  
Antczak Polich Law  
Cohne Family Ltd  
Gary Schmitt  
Utah Care Foundation  
Lendio Inc  
Line Camp Consulting  
Don Brown  
AutomallUSA  
Echelon  
Foxley & Pignanelli  
Pignanelli Family Foundation  
Kalhert Foundation  
Paul Miles  
Beth Ellen Drees  
Grow Utah Ventures, LLC  
Janet Lewis  
Michael McCleery  
Shauna Theobald  
William Child  
Holland & Hart  
JAR Family Investment Co  
Parr Brown Gee & Loveless  
Jive Communications  
Kohl's  
Mercato  
Pilot Travel Centers  
Smith Machinery Co  
John Reed  
Christina Ashton  
American Express  
Heather Trecker

Joshua Eckman  
Galina Hornyik  
Rex Jameson  
Hamid Omana  
PTC Product & Service  
Raytheon  
James Tozer  
Robert Huefner  
Alberto Pardos-Bosque  
Taylor Randall  
Clark Ashton  
Orlene Cohen  
Richard Ellis  
Rafati Foundation  
Raymond Freer  
Barry Hanover  
Alex Lawrence  
Richard Rapoport  
Timothy Cooley  
Peter Corroon  
Marian Jensen  
Sueann Kuiper  
Janet McCleery  
William Park  
Anthony Sansone  
Samuel Clarke  
Patrice Arent  
Back to Health Chiropractic  
Joseph Backer  
Mary Jo Bolmholdt  
Christine Cheng  
Julie Crittenden  
Lili Field  
Kristen Fletcher

Robert Garda  
Jeremy Hanks  
Hidden Valley Pediatric Dental  
Jordan Landing Dental  
Lone Peak Pediatric Dentistry  
Gerald Sanders  
Nancy Speziale  
Sweet Cheeks Baby Design  
Janet Van Hartesvelt  
Paul Wozniak  
ZAGG  
Chad Killebrew  
Marcelle Smith  
Sandy Ferrell  
Sean Mills  
Amy Alcorn  
Norma Matheson  
Verl Tidwell  
David Boettger  
Lisa Cohne  
John Dushinske  
Elite Performance  
H. Friedman  
James Godlove  
Tony Howells  
Maile Keone  
Helen Rappaport  
Michele Endemano  
Charles Faux  
Judson Jennings  
Trent Moretensen  
Ko Sawada

# LAUNCHED AT LASSONDE



We help students from all majors and backgrounds launch inventions, initiatives, companies and careers. Browse examples here and find more online at [lassonde.utah.edu/launched](http://lassonde.utah.edu/launched).



## BUSINESS

### BOUNDARY

In the fall of 2015, Cavin Nicholson returned to the U to study business administration after a seven-year break that began with the start of his first company, Coalatree Organics. After years developing the outdoor apparel company, Nicholson sold his share of the company and decided he wanted a deeper education before starting up his next venture. Upon returning to the U, Nicholson took courses in entrepreneurship, accounting, statistics and got involved with the Lassonde Institute at the all-new Lassonde Studios. At the U, Nicholson worked with students in the engineering, theater, IT, statistics and marketing departments to bring his new dream to life — Boundary, a company

that is dedicated to creating technically innovative and sustainable products. The company is developing backpacks and similar products that have a modular construction, allowing them to be customized on-the-go.

The facilities at the Lassonde Institute helped Nicholson develop samples “in-house” and sped up the prototyping and testing phase of Boundary’s project. After 17 months of exploring the U’s fabric selection, laser cutting magnetic buckles and working with students, Nicholson’s dream was brought to a reality on Kickstarter. Within a few weeks, Boundary had raised over \$600,000 in funding.

[boundarysupply.com](http://boundarysupply.com)



## BIOENGINEERING

### XLYNK

U engineering students Brody King, Arielle Hassett and Jordan Davis are cofounders of XLYnk, a medical startup company developing a spray-gel adhesion barrier to prevent adhesions forming after abdominal, gynecological or laparoscopic surgeries. The gel is sprayed into the body in a thin form, and as soon as it enters the body, it thickens to help prevent adhesions from forming.

King developed the idea while shadowing an abdominal surgery at the University of Utah Hospital, when he noticed the surgeon’s salinized adhesive gel “pooled at the bottom, so you could tell it wasn’t going to be effective,” King said. Adhesions develop frequently from abdominal

and gynecological surgeries, so there is a high importance of having a successful barrier for prevention. It was at that point King and Davis decided to join forces to develop a better and more effective adhesive barrier, later bringing in Hassett.

King and Hassett are biomedical engineering majors and Davis is majoring in chemical engineering. XLYnk won \$9,500 through the Lassonde Entrepreneur Institute’s Utah Entrepreneur Challenge, and it received another \$5,436 through Get Seeded, a monthly grant program. “It allowed us to get some chemicals and get some money to begin prototyping the hardware,” King said.

# CASE STUDIES



## ELECTRONICS

### CLOVITEK

"I am a simple man with complex ambitions," said Vitaliy Mahidov, explaining his journey as an entrepreneur. Mahidov is a Ukraine native who graduated in 2016 with an MBA from the David Eccles School of Business at the U, where he launched his Wi-Fi audio company, CloviTek. "Difficult is an easy word to describe me," said Mahidov, who came to the United States in 2005 with \$3 in his pocket. "But I am sincere and true to myself." That passion is what has led him to do all he could to get his business on track.

With help from U student Cory Heward, in 2016 and in February 2017 CloviTek received seed money for product development from the Get Seeded program

through the Lassonde Institute. Many people recognized the need of the CloviFi product and acknowledged that it can solve their problems with a private listening experience.

The patent-pending CloviFi device is for people with hearing loss or those who want a wireless audio solution and are dissatisfied with current offerings. With the CloviFi device, kids, teens and adults can enjoy their favorite music, TV show or game without bothering anyone nearby at home or in public places such as hospitals, common waiting areas at hospitals or doctors' offices, or senior living homes. [wifhearing.com](http://wifhearing.com)



## FOOD

### COFFEE POPS

A life-long love affair with cold-brew coffee started for Darby Bailey McDonough when she moved to Los Angeles to work in the film and music industries in her early 20s. Fast forward to her working with three of her brothers' successful coffee businesses in Salt Lake City and she continued to choose cold-brew as her go-to coffee drink.

When McDonough started studying business at the U, where she is pursuing a graduate certificate in information systems, she saw a need in the market for single-serving cold-brew coffee products.

That's when the idea of Coffee Pops was born.

"I love coffee and have ever since I ate my first Nibs candy from my grandma

when I was a kid," she said. "I wanted to create a business that utilizes my family's love of coffee since there are so many of us in the coffee industry."

After researching the coffee market, McDonough couldn't find a dessert line dedicated solely to coffee. Nor could she find a retailer that specialized in cold-brew coffee beans and equipment. With the help of John Faulkner, an industry veteran, Coffee Pops has created a line of gourmet coffee popsicles that are built around classic coffee shop drinks.

Coffee Pops has received support from the Lassonde Institute, including a grant and mentorship through the Get Seeded program. [coffeepops.co](http://coffeepops.co)



## SUSTAINABILITY

### SHERO

For many women around the world, feminine hygiene products are not easily available or accessible. Women are often forced to stay home from school and work during their menstrual cycle. Alicia Dibble, Amber Barron and Ashlea Patterson, material science and engineering students, are working to solve this problem.

"When women can't access any means to deal with their period, they stay home instead of going to work or school. It leads to a huge disparity between men and women in developing countries," Barron said. With the help of Jeff Bates, an associate professor of material science and engineering, and Megan Shannahan, a business

advisor for the engineering department, the students created a startup called SHERO — Sustainable Hygiene Engineering Research and Operations.

Not only are they designing biodegradable pads and presses for women in Guatemala, SHERO is also designing pads for women in the United States to fund the process. These pads will be sold, packaged and pre-assembled, just like any other pad. But what sets them apart from other feminine hygiene products is that they will also be made of biodegradable material.

SHERO has received funding from Lassonde Institute's Get Seeded program, receiving \$3,000 for research, prototyping and startup costs.



## DESIGN

### RUGGED COMPONENTS

Identify, refine, resolve. This design process is followed by Evan DeGray, a Lassonde Studios resident and Multi-Disciplinary Design major at the U, in nearly all of his pursuits, and it has proven worthwhile and effective in both his academic and entrepreneurial ventures. Founder of Rugged Components LLC, a company borne out of a need for better tool placement on both mountain and racing bicycles, DeGray said that the idea came from his “personal frustration with current products.”

As an avid cyclist and racer of mountain bikes, DeGray found himself dissatisfied with the options available, which led to designing something innovative. The result was “a simple and

elegant solution that would work on most bicycles,” said DeGray, who participated in the Foundry at Lassonde Institute.

Rugged Components has DeGray busy, with his current tool design, the Dialed Cap, pending two patents. That said, he intends to graduate with his bachelors from the College of Architecture + Planning in the spring of 2018, on an accelerated three-year track.

The Dialed Cap is the world’s first steer-tube-integrated multi-tool, designed to last with heat-treated steel and aircraft-grade aluminum components so you will never forget your tools again. [ruggedcomponents.com](http://ruggedcomponents.com)



## SOFTWARE

### HASHTAGGY

Ryan Bliss, a finance major and resident at the Lassonde Studios at the U, never turns down an opportunity to solve a problem. When he first arrived at the university, Bliss had his expectations set pretty high for what to expect on the social spectrum of college life. He was told he was going to make lifelong friends and have a never-ending amount of social events to attend. But what he experienced was much different. He found the problem and created a solution. The solution is Hashtaggy. It is a social media app created specifically for college students looking for casual hangouts and activities going on around them.

Here’s how it works: Users follow hashtags that

represent their interests and gain access to everything going on around campus. “We focus on the 90 percent of events that happen every day, which are casual activities and hangouts,” Bliss said. “We’re not an events app. We’re an activities app.”

Hashtaggy’s official launch date was March 21, 2017. With an app that had been in the works for over two years, Bliss was excited to finally have the app on the market. “We got around 500-600 users within 2-3 weeks and 150 weekly actives,” Bliss said. “We had a lot of exciting hangouts happen, with everything from BBQs to fireside concerts.” [hashtaggy.co](http://hashtaggy.co)



## GEOLOCATION

### ADAMAS

The Americans with Disabilities Act (ADA) was enacted in 1990 to protect those who are not able-bodied from various forms of discrimination. Some 27 years have passed since the ADA civil rights legislation was signed into law, yet there continue to be frequent building, pathway and parking violations that prevent equality for individuals who are physically disabled in some way.

Grant Acosta is working to solve this problem. A graduate student at the U pursuing a masters of information sciences and graduate certificate of business analytics at the David Eccles School of Business, he was working his way through college as a bartender when he met

Ron Johnson, a certified ADA inspection specialist and owner of ADA Inspection Plus LLC.

Johnson later asked Acosta about geotagging, leading to a serendipitous partnership that evolved into a formal business partnership when the duo formed ADA Mobile Assessment Systems (ADAMAS) in May 2016 and applied to the Company Launch space at Lassonde Studios.

Their interest in creating lasting impact in the community through the use of geotagging technology made Acosta a perfect match for Johnson’s idea of creating “a device that a trained person can actually use and collect the data” with for ADA property evaluations. [adamobile.systems](http://adamobile.systems)

# CASE STUDIES



## HEALTH CARE

### PROJECT EMBRACE

Mohan Sudabattula was named after his grandfather, Mohanrao, who passed away from a heart attack before he was born. Growing up, Sudabattula was always fascinated with the world of medicine and aiding others.

"I was brought up on the idea that our sole role in life is to help others. It doesn't matter what you do or who you are, we are here to help each other," he said.

Today, Sudabattula is majoring in biochemistry, philosophy and health society and policy with the hope to one day go to law school like his grandfather. More recently, he launched an international medical nonprofit, Project Embrace.

"Project Embrace is dedicated to reducing global health inequalities and

promoting a healthier planet," Sudabattula said. "We do this through the interception of mislabeled medical excess to be reused for patients in need across the globe." His inspiration came from volunteering and seeing how quickly kids would outgrow their orthotics and prosthetics.

"These braces were really expensive to make and often our pediatric patients wouldn't wear their braces to their fullest extent," Sudabattula said. "When they would come back into the clinic and ask for a new brace, we would just have to throw away their old brace despite it being in great condition. That's when I had the idea:

"Why not reuse these for someone else in need?" [projectembrace.org](http://projectembrace.org)



## SOFTWARE

### INDEX APP

The Index app, created by U students, in essence is a virtual business card. It puts all of your contact information — including social media accounts — into one spot. Not only that but it creates a QR code containing all of that information so that it can easily be scanned by another Index user instead of having to enter it manually.

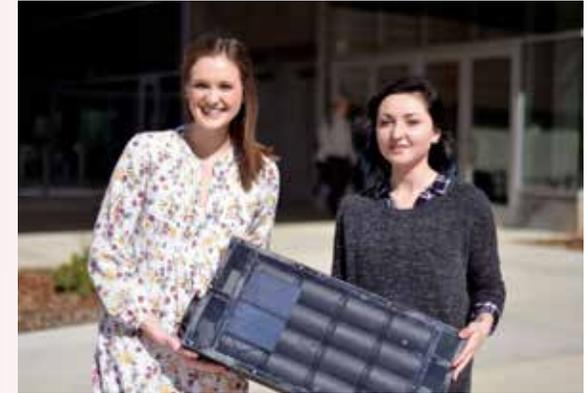
"We just hope to simplify the process of exchanging contact info," said Taren Rohovit, Index CEO, U student and resident at Lassonde Studios.

The app allows full customizability, allowing the users to pick and choose which social media accounts they want to share with who. This eliminates the struggle of having to individually add someone's phone number,

email, Snapchat, Twitter, Instagram, Facebook, ect. by providing a simple one button solution.

The Index team is comprised of three members, all students at the U. Rohovit is pursuing a major in cognitive psychology. Adam Shelton, the CFO, is pre-med as well as pursuing a major in business. Mathew Beseris, the lead programming developer, is on his way to a major in computer science.

"If I wasn't living at Lassonde Studios I never would have even considered attempting a startup company," Rohovit said. [indextheapp.com](http://indextheapp.com)



## CLEAN ENERGY

### SURVIVOR SOLAR TECH

As friends who have known each other since sixth grade, it was only a matter of time before Katherine "Kate" Hull and Leentje Klingensmith joined forces to create startup company Survivor Solar Tech. Both business majors at the U's David Eccles School of Business, Klingensmith and Hull's passion for business and service were never going to be satisfied with typical 9-to-5 jobs. They wanted something unique and continually growing, and Survivor Solar Tech was just that.

Initially, the startup began as a project for the Business Scholars Innovation Showcase, an event challenging students to observe and tackle daily problems within the

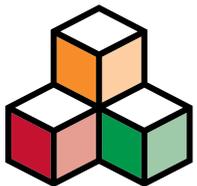
community. "Every year, natural disasters leave people with no power and no access to heat," Hull said. The majority of households in the Salt Lake City area use fossil fuels for heating, which continues to damage the air quality. "By providing a low cost way for Utahns to heat their homes and help the environment, we believe there truly is not a downside to it," Klingensmith said.

Environmentally conscious and socially aware, Klingensmith and Hull's original purpose was to allow the homeless heat during the cold winter months, but they also want to offer more.

The Survivor Solar Tech product works as a solar-heat generator, using low-cost and/or recycled materials to create it.

# LASSONDE PROGRAMS

All students are welcome to participate in our many programs. We have competitions, mentor programs, meetup events, degrees and everything in between. Browse programs online at [lassonde.utah.edu/directory](http://lassonde.utah.edu/directory).



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

- 4 student leaders
- 284 students participated
- 30 workshops

## LSND400

### LIVE AT LASSONDE STUDIOS

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

- 10 student leaders
- 1,476 students participated in events
- 28 events



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

- 24 tool mentors
- 236 students trained in shop
- 2,200 make space hours open
- 32,000 feet of 3-D printer filament used



### MONTHLY SEED GRANT PROGRAM

Apply to 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](http://lassonde.utah.edu/getseeded)

- 5 student leaders
- 1,212 students participated
- 14 events
- \$100,000 seed grants awarded



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

- 3 student leaders
- 274 students participated
- 9 meetups



### GET PROFESSIONAL ADVICE TO DEVELOP YOUR IDEA

Sign up to meet with an expert in fields including law, business, design and manufacturing. [lassonde.utah.edu/experthours](http://lassonde.utah.edu/experthours)

- 2 student leaders
- 69 students participated
- 14 events
- 22 mentors



### STATEWIDE BUSINESS MODEL COMPETITION

Launch your business by competing for \$80,000 in cash. Sponsored by Zions Bank. [lassonde.utah.edu/uec](http://lassonde.utah.edu/uec)

- 8 student leaders
- 839 students participated
- 163 teams competed
- 10 Utah colleges participated
- \$100,000 in cash and in-kind prizes



### SATISFY YOUR HUNGER FOR ENTREPRENEURSHIP

Participate to learn about food entrepreneurship, test your recipes in the Miller Cafe and learn from industry experts. [lassonde.utah.edu/food](http://lassonde.utah.edu/food)

- 3 student leaders
- 280 students participated
- \$275 cash prizes
- 14 events



### 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)

- 8 student leaders
- 214 teams competed
- 765 students participated statewide
- 11 Utah colleges participated
- \$86,000 in cash prizes and scholarships



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

- 3 student leaders
- 271 students participated
- 24 events



### MEDICAL DEVICE COMPETITION

Work with medical and engineering students developing a medical device and competing for cash prizes. Managed in partnership with the Center for Medical Innovation. Sponsored by Zions Bank. [bit.ly/UUb2b](http://bit.ly/UUb2b)

- 3 student leaders
- 300 attendees at final event
- 70 teams applied
- \$35,000 prototyping grants
- \$77,000 in prizes awarded



**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. Managed by the Sorenson Center for Discovery & Innovation. [g4h.business.utah.edu](http://g4h.business.utah.edu)

- 153 students participated
- 5 events
- 32 mentors
- \$20,000+ in prizes awarded



**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)

- 42 students on scholarship
- 12 team projects
- 221 team meetings



**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)

- 3 student leaders
- 81 teams
- 240 students participated
- 10 mentors



**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)

- 3 student leaders
- 114 teams submitted from around Utah
- 692 students and guests participated
- \$30,000 in cash and prizes awarded



**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)

- 17 student leaders
- 1,920 hours hosting Lassonde Studios



**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)

- 14 ambassadors
- 2,302 high school students participated
- 793 high school students mentored one-on-one



## 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)

- 47 high school students participated
- 9 teams
- 11 mentors



## 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)

- 90 students participating
- 58 active projects



## 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)

- 1,431 total academic enrollment
- 278 Business Scholars
- 63 transfer students



## 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)

- 85 students enrolled
- 7 students earned designation

# PEOPLE

The Lassonde Institute is an interdisciplinary division of the David Eccles School of Business at the University of Utah. Our team consists of administration, faculty at the Department of Entrepreneurship and Strategy, staff and Lassonde student leaders. Below are the people engaged during the 2016-17 academic year.

## Administration, Faculty & Staff



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## FOLLOW US

Subscribe to our email newsletter or follow us on social media to get up-to-the-minute news, tips and event information. [lassonde.utah.edu/follow](http://lassonde.utah.edu/follow)

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Brenner Adams  
Jason Andersen  
Bonita Austin  
Abe Bakhsheshy  
Jay Barney  
Lyda Bigelow  
David Bradford  
Paul Brown  
Anthony Brownlow  
Barclay Burns  
Mark Cook  
James Fife  
William Hesterly

Colin House  
Tyson Mackey  
Jeffrey Nielsen  
Nicole Pyne  
Alejandro Romero  
William Schulze  
Orie Shelef  
Jason Snyder  
Stephen Walston  
Christopher Wasden  
Ruchi Watson  
Brad Williams  
Anne Woolstenhulme  
Robert Wuebker

## Lassonde Student Leaders

Garnet Abrams  
Savannah Adams  
Sid Agrawal  
Katherine Aiello  
Danesh Ajjoka  
Parker Andriese  
Christopher Ashby  
Nikita Bagri  
Gilbert Baracka  
Joni Barlow  
Sarah Bero  
John Bessey  
Sara Best  
Esther Blanco

Adam Brandt  
Sarah Broderick  
Madeline "Mattie" Brubaker  
Kenny Bullard  
Moses Butera  
Matthew Byrne  
Anh Cao  
Emma Casey  
Kun Cheng  
Calvin Chhour  
Daryk Childs  
Anne Connolly  
Ryan Coombs  
Rainey Cornaby  
Duncan Cox  
Joseph Connor Cox

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Caleb Cutler  
Taylor "Paige" DaBell  
Taylor Daily  
Sandra Darmawan  
Evan DeGray  
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Ryan Dougherty  
Samantha Easter  
Michael Eixenberger  
Joshua Erramouspe  
Sarah Fallon  
Nathan Firouzi  
Natasha Fisher  
Emerson Ford

Gabriel Ford  
Heath French  
Caleb Fry  
Jordan Fry  
Vincent Fu  
Saurabh Gagangras  
Elba Galvez  
Michelle Galvez  
Ellie Garvin  
Krishna Gaurav  
Parker Gibbons  
Matthew Givens  
Stephanie Gladwin  
Megan Glasmann  
Braden Hall  
Jaron Hall  
Dallen Hansen  
Alexandria Haslam

Arielle Hassett  
John "Austen" Hastings  
Kris Hawkins  
Jon "Russ" Haynie  
Kellen Hilton  
Kyler Hodgson  
Christopher "Chris" Holland  
Garrett Holm  
Jordan Brooke Holman  
Paul Holman  
Scott Hoopes  
Carlee Houghton  
J. Matt Hughey  
Hunter Page  
Samira Ibrahim  
Christian Iheanacho  
Razvan Ionita

Tainxing Jin  
JoCee Porter  
Mark A Jones  
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Thomas Kessinger  
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Arad Lajevardi-Khosh  
Natalie Lam  
Ashley Langell  
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Benjamin Lopez  
Eva Lopez  
Jeffrey Lunt  
Joshua Martin

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Samer Merchant  
Zaki Mohamed  
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Claire Morawski  
Erica Nicole Morey  
Brian Morgan  
Nicholas Mountz  
Tayyeb Mubarik  
Alphonse Mungunda  
Natalie Lam  
Maxim "Max" Nebeker  
Yashwanth Nerella  
Joshua Ong  
Thomas "Gus" Osimitz

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David Payne  
Natalie Petersen  
Ezekiel "Zeke" Peterson  
Jared Pieper  
David Pinnock  
Jones Plamootil  
Ahrash Poursaid  
Danny Powell  
Nicholas Pryor  
Keaton Quinn  
Gabrielle "Gabe" Reegenhardt  
Alexander Reifsnnyder  
Chris Remy  
Colton Roberts  
Eduarda Rocha

Carlos Rodriguez  
Jacolby Roemer  
Colby Russo  
Kohl Schoensee  
Atul Sharma  
Dallas Shi  
Eric Shooter  
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Kai Sin  
Eric Smith  
Nathan Smith  
Shaykayla Smith  
Tyler Smith  
Andrea Soleta  
Jason Spar  
James "Jim" Streiff

Colt Summers  
Chuanyi "Summer" Sun  
Amy Tetreault  
Kathy Tran  
Omar Tsai  
Mark Van Der Merwe  
Matthew Van Wagoner  
Eden Wairepo  
Dillen Ward  
Jacob Whittle  
Jason Winkel  
Carl Yeip  
Madison Youngblood



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