

**Lassonde Institute Factsheet**

*Updated: 05-07-18*

**Mission**

To provide students transformative experiences through entrepreneurship.

**Vision**

The Lassonde Entrepreneur Institute is the best place in the country for students to learn about entrepreneurship and master the entrepreneurial mindset. The Lassonde Institute provides world-class programs and a one-of-a-kind facility for students to live, create and launch.

**Tagline:** Live. Create. Launch.

* **Live** your passion. **Live** like an entrepreneur. **Live** your education. **Live** at Lassonde Studios.
* **Create** a product. **Create** a personal journey. **Create** your future. **Create** with the Lassonde Institute.
* **Launch** a company. **Launch** your career. **Launch** your dreams. **Launch** with the Lassonde Institute.

**What’s an Entrepreneur?**

The Lassonde Entrepreneur Institute defines entrepreneurship as a mindset. It’s not just about starting a company. Entrepreneurship is about using your imagination, learning by doing, working in interdisciplinary teams, creating your own path and adding value to anything you do. These are the skills needed to succeed in the 21st Century. Students can learn them through entrepreneurship and apply them to whatever pursuit they choose. That can mean starting a company or becoming a successful engineer, artist, business professional and more.

**Get Involved**

1. Drop in to Lassonde Studios.
2. Sign up for our email newsletter and follow us on social media.
3. Participate in a program or competition.
4. Attend a workshop or networking event.
5. Take a class, or get a degree.
6. Apply to live at Lassonde Studios.
7. Launch at Lassonde.

**About the Lassonde Entrepreneur Institute**

The Lassonde Entrepreneur Institute is a nationally ranked hub for student entrepreneurship and innovation at the University of Utah and an interdisciplinary division of the David Eccles School of Business. The first programs were offered in 2001, through the vision and support of Pierre Lassonde, an alumnus of the Eccles School and successful mining entrepreneur. The institute now provides opportunities for thousands of students to learn about entrepreneurship and innovation. Programs include workshops, networking events, business-plan competitions, startup support, innovation programs, graduate seminars, scholarships, community outreach and more. All programs are open to students from any academic major or background. The Lassonde Institute also manages Lassonde Studios, a new five-story innovation space and housing facility for all students, in partnership with Housing & Residential Education. Learn more at [lassonde.utah.edu](http://www.lassonde.utah.edu/).

**About Lassonde Studios**

Lassonde Studios is the new home for student entrepreneurs and innovators at the University of Utah. The facility, which opened in August 2016, is the place where students from any major or background can “Live. Create. Launch.” Students can apply to be one of the “Lassonde 400” residents. All students at the University of Utah are welcome to use the Neeleman Hangar, which is the 20,000-square-foot innovation space on the main floor to connect, test ideas, build prototypes, launch companies and learn by doing. Above are four floors of themed residential space. Lassonde Studios is in the center of campus and is advancing the University of Utah as a top school for entrepreneurship. The building and diverse engagement opportunities are managed by the Lassonde Entrepreneur Institute, an interdisciplinary division of the David Eccles School of Business, in partnership with Housing & Residential Education. Learn more at [lassonde.utah.edu/studios](http://www.lassonde.utah.edu/studios).

**About Pierre Lassonde, Founder**

Pierre Lassonde founded what is now the Lassonde Entrepreneur Institute in 2001. His initial vision was to create an entrepreneur center that would provide transformative experiences by bringing students from all disciplines together to collaborate on new initiatives, technologies and companies. That vision has grown to reach thousands of students, and Mr. Lassonde has continued his support as the institute’s lead sponsor and visionary. His generous donations support programs, scholarships and Lassonde Studios. Mr. Lassonde was born in Quebec. After receiving a degree in electrical engineering in Montreal, he attended the University of Utah with his late wife, Claudette, and received his MBA in 1973. Since then, he has become a world-renowned mining investor and entrepreneur. In 1982, he co-founded the Franco-Nevada Corporation, the first publicly traded gold royalty company. In 1990, Mr. Lassonde authored “The Gold Book: The Complete Investment Guide to Precious Metals.” Beyond his many professional accomplishments, he is a leading philanthropist in areas including education and the arts, he holds seven honorary Ph.D.’s from universities including the University of Utah, and he was made a Member of the Order of Canada in 2001.

**General Highlights**

* “Princeton Review” has ranked the University of Utah among the **top-25** universities in the country for entrepreneurship since 2011.
* The University of Utah ranked the **No. 1 college for aspiring entrepreneurs** in 2016 by LendEDU.
* Amazon ranked Utah the **No. 1 state for entrepreneurship** in 2018.
* Milken Institute ranked the University of Utah the **No. 1 university for technology commercialization** in 2017.
* University of Utah opened the **five-story Lassonde Studios** facility in August 2016. The building is the new home for student entrepreneur and innovators. All students are invited to live, create and launch here.
* Lassonde Studios has received **international praise and attention** for its unique design and mission. The building has been featured in the “New York Times,” “Fast Company,” “Bloomberg Businessweek” among other publications. “Architectural Digest” named Lassonde Studios **one of “world’s best new university buildings”** in 2016.
* The Lassonde Institute and related programs provided **more than $500,000 in grants and prizes** to support student startups and projects during the 2017-18 academic year.
* The Lassonde Institute and related programs provided **more than $600,000 in scholarships** to more than 150 students during the 2017-18 academic year. These students gain leadership experience by managing the many programs provided by the Lassonde Institute.
* Students in related programs have launched **hundreds of startup teams**.
* Several student startups with University of Utah ties have **appeared on ABC’s “Shark Tank.”** One of these teams was Power Practical, which earned a $250,000 investment from Mark Cuban.
* **$25 million** in donations from Pierre Lassonde, the founder of the Lassonde Entrepreneur Institute.

**In the News**

* “No, this is not one of Silicon Valley’s many office spaces cum playground; it’s Lassonde Studios, a $45 million experiment in education.” – **Fast Company** (2017)
* “In many of the new buildings, an industrial look prevails, along with an end to privacy. You are more likely to find a garage door and a 3-D printer than book-lined offices and closed-off classrooms, more likely to huddle with peers at a round table than go to a lecture hall with seats for 100.” – **New York Times** (2016)
* Find more news coverage here: [lassonde.utah.edu/news/in-the-news](http://lassonde.utah.edu/news/in-the-news/)

**Testimonials**

* "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*
* "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*

**Student Success Stories:** Launched at Lassonde

Students launch hundreds of projects at the Lassonde Institute every year. These range from consumer products and medical devices to global nonprofits. Below are some examples of recent projects. Learn more about these projects and many more in the “Launched at Lassonde” directory here: [lassonde.utah.edu/launched](http://lassonde.utah.edu/launched).

* **Blyncsy** – A technology company that tracks the movement of people to help organizations and communities make better decisions. The company was founded by a MBA-JD student while studying at the U.
* **Item Rescue** – Software to help hotels and other businesses track lost possessions and return them to their owners. The company benefits from office space and resources provided by the Lassonde Institute’s Company Launch program.
* **LIT Outdoors** – An outdoor company developing products including the “Tammock,” which is half tent and half hammock. The company has received a variety of support from the Lassonde Institute including office space and grants.
* **Boundary Backpacks** – A modular backpack system that raised about $1 million in crowdfunding. The founder prototyped the product at Lassonde Studios using tools and mentors in the Make Space.
* **Luku Watches** – A company developing a unique watch with a snap-back design. Business students founded the company with help from the Lassonde Institute, including office space and grants.
* **Through the Cords** – A medical-device company developing a set of intubation tools to make the procedure safer and less expensive. The company was founded by a U faculty member with the help of students in the Lassonde Institute.
* **Curie Wear** – A clothing company selling STEM-inspired garments for girls. The business student founded the company to help inspire more girls to follow their passions for STEM subjects.
* Find more here: [lassonde.utah.edu/launched](http://lassonde.utah.edu/launched)

**Annual Princeton Review Rankings**

* **2018** (ranking year, released the year before) – Ranked 23 graduate, 15 undergraduate
* **2017** – Ranked 15 graduate, 18 undergraduate
* **2016** – Ranked 17 graduate, 24 undergraduate
* **2015** – Ranked 23 graduate
* **2014** – Ranked 23 graduate
* **2013** – Ranked 15 graduate, 17 undergraduate
* **2012** – Ranked 16 undergraduate

**Program Descriptions**

The Lassonde Institute provides many programs and engagement opportunities for students at the University of Utah and across the state. Below are the programs available. Find links and more information here: [lassonde.utah.edu/directory](http://lassonde.utah.edu/directory/).

**Live**

* **Lassonde Studios** – Join the community at the Lassonde Studios, an inspiring 160,000-square-foot building with 400 beds. All students are welcome to live, create and launch here.
* **Summer at Lassonde** – Participate in summer programs and living opportunities at Lassonde Studios to further your education and experience.
* **Lassonde 400** – Find activities and events open only to residents at the Lassonde Studios.

**Create**

* **Get Seeded** – Pitch your idea at these monthly events for a chance to receive seed funding for your new venture. Sponsored by Zions Bank.
* **Workshops** – Attend regular workshops to learn new skills. Topics vary greatly. Browse our online calendar for details and to find out what’s next.
* **Make** – Participate in our Make program to learn how to use prototyping tools and see your idea come to life!
* **Meetups** – Join us at one of our meetup events to find teammates and learn about the community.
* **Hours with Experts** – Sign up to meet one-on-one with an expert in fields including law, business, design and engineering.
* **Food Entrepreneur** – Participate to learn about food entrepreneurship, test your recipes and learn how to make it in the food industry.
* **Arts Entrepreneur** – Connect with your peers, learn the value of your skills and explore connections between the arts and entrepreneurship.

**Launch**

* **Utah Entrepreneur Challenge –** Launch your business by entering this statewide business-model competition for $70,000 in cash. Sponsored by Zions Bank.
* **Opportunity Quest –** Compete against other students in this executive summary competition for cash prizes. Regional competitions are held across Utah. Sponsored by Zions Bank.
* **Bench to Bedside** – Work with medical and engineering students developing a medical device and competing for cash prizes. Sponsored by Zions Bank.
* **Company Launch –** Apply for dedicated space at Lassonde Studios, legal advice, accounting help and more. Sponsored by Zions Bank.
* **Cowork –** Take advantage of the many opportunities and areas in Lassonde Studios to work together and collaborate.
* **Lassonde New Venture Development Center –** Work on an interdisciplinary team for a year to commercialize faculty inventions.

**Academics**

* **Classes, Degrees and Certificates –** Take a deep dive by getting a major, minor or certificate in entrepreneurship at the David Eccles School of Business.
* **Innovation Scholar –** Enroll to explore innovation and create a personal road map. Receive recognition on your academic transcript.
* **Foundry** – Join the Foundry at the Lassonde Entrepreneur Institute to grow your business idea and potential with a group of peers.

**Outreach**

* **High School Utah Entrepreneur Challenge –** Enter your business idea in this high school program for a chance to win cash and prizes. Sponsored by Zions Bank.
* **Lassonde Ambassadors –** An outreach and mentor program helping high school students explore entrepreneurship and STEM fields.

**More**

* **Lassonde Student Leader & Scholarship Opportunities –** The Lassonde Institute provides many opportunities for students to manage programs and gain leadership experience.

**Follow Us**

* **Email newsletter** – [lassonde.utah.edu/subscribe](http://lassonde.utah.edu/subscribe)
* **Twitter** – [twitter.com/LassondeInst](https://twitter.com/LassondeInst)
* **Facebook** – [facebook.com/LassondeInstitute](https://facebook.com/LassondeInstitute)
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* **YouTube** – [youtube.com/user/LassondeInstitute](http://youtube.com/user/LassondeInstitute)
* **Snapchat** – [snapchat.com/add/lassondeinst](https://www.snapchat.com/add/lassondeinst)
* **Hashtags** – #LiveCreateLaunch, #LassondeStudios, #Lassonde400

**Learn More**

* Go to [lassonde.utah.edu](http://www.lassonde.utah.edu)

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