



A N N U A L R E P O R T F Y 2 0 1 8



**LASSONDE
ENTREPRENEUR INSTITUTE**
THE UNIVERSITY OF UTAH

DAVID ECCLES SCHOOL OF BUSINESS

LIVE. CREATE. LAUNCH.

ANOTHER GREAT YEAR



The second year in Lassonde Studios (L2) wrapped up in summer 2018, and it was even better than the first. Our L2 residents, student leaders and thousands of participants accomplished even more than we could have imagined. They launched startups, ideas, dreams and their

futures. In this report, you will find some of the highlights from this incredible year and how students transformed their lives and education through entrepreneurship. Thanks to all of our sponsors and supporters. We're growing a one-of-a-kind community, and we can't do it without you.

STUDENT TESTIMONIALS

"Lassonde is the very first program that made me think, where do I see myself in 50 years? In 10 years, in 25 years?"

— **Liz Morales**, ethnic studies and communications graduate



"I love that sense of community that Lassonde provides. I love the energy, I love the people, and I think what excites me most is that people here are driven."

— **Logan Erickson**, EAE film & media arts and computer science student



"The institute is looking for hungry, driven, passionate individuals from whatever medium it may be, whatever passion you may have, to come get involved and magnify that."

— **Parker Andriese**, communications student



"I got to work with people from different academic programs and backgrounds. ... That was something that really helped me transfer my skills into industry."

— **Katherine Aiello**,
bioengineering Ph.D. graduate



"The success of my company has been pretty amazing, to see it grow so fast and rapidly, and it's just not stopping."

— **Aidan Daoussis**,
entrepreneurship student



"Lassonde is all about opportunity, and it's so cool to see everyone take advantage of that. I've been able to see a lot of girls going for it."

— **Annie Connolly**, modern
dance student



RANKINGS & RECOGNITION

2nd

FULL-TIME MBA
ENTREPRENEUR
PROGRAM 2018

9th

UNDERGRAD
ENTREPRENEUR
PROGRAM 2019

19th

GRADUATE
ENTREPRENEUR
PROGRAM 2019

**Bloomberg
Businessweek**



8th

UNDERGRAD
ENTREPRENEUR
PROGRAM 2019
* PUBLIC SCHOOLS *

15th

UNDERGRAD
ENTREPRENEUR
PROGRAM 2019
* OVERALL *

24th

MBA
ENTREPRENEUR
PROGRAM 2019



"What if you could live, eat, sleep and build your startup from scratch, all in one spot? That's just reality for students living and working in Lassonde Studios at the University of Utah."

**BUSINESS
INSIDER**

"Its mission is revolutionary: to bring budding student-entrepreneurs under one roof and to provide them with a range of services to create businesses."

LA PRESSE

"It all adds up to an ideal minimal-risk environment for students to explore the entrepreneurial world. Many student startups may not succeed. ... But here, failures are embraced as learning experiences."

CONTINUUM
THE MAGAZINE OF THE UNIVERSITY OF UTAH

"The year-old, \$45 million Lassonde Studios building ... is an award-winning, copper-clad statement in modern architecture, featuring austere interiors heavy on concrete, stone and steel."

**Venture
Beat**

OUR HISTORY

2001-2018

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.

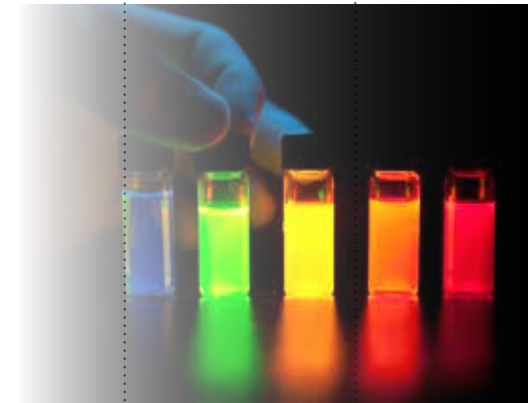
1973 — Pierre (MBA) and Claudette McKay (MS) Lassonde graduate from the University of Utah.

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

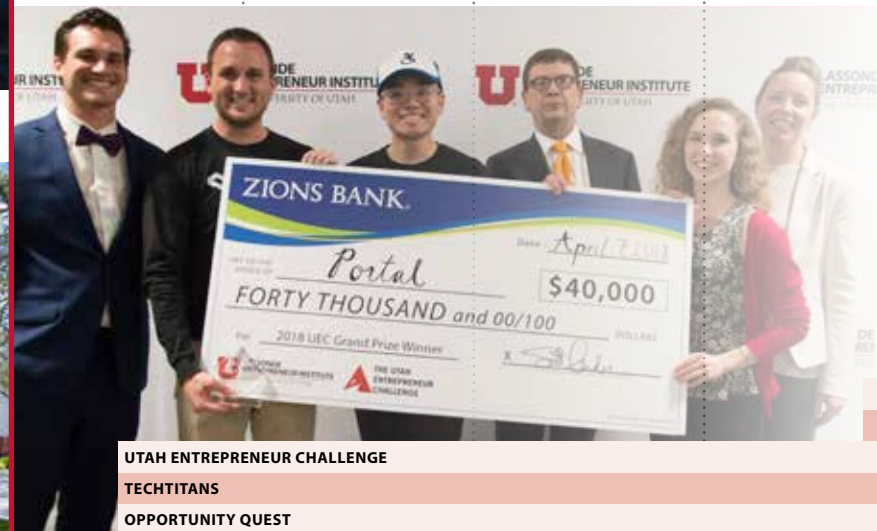
2001 — The Pierre and Claudette McKay Lassonde New Venture Development Center formed with a \$100,000 gift from Pierre Lassonde. The center brings together business, engineering and science graduate students with university faculty inventors to develop commercialization plans.



May 2006 — Pierre Lassonde receives honorary doctorate from the University of Utah.



2006 — The Lassonde Family Foundation gives \$13 million gift to endow the Pierre and Claudette McKay New Venture Development Center, create the Pierre Lassonde 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

NEW VENTURE DEVELOPMENT

2001

2002

2003

2004

2005

2006

2007

2008

2009

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.

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 — The Lassonde program ranked among the top 25 in the country for entrepreneurship education by the Princeton Review.

Fall 2013 — The Lassonde Entrepreneur Institute is formed to involve more students and create Lassonde Studios. The institute adds related programs, including Innovation Scholar.



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.



April 2014 — The Lassonde Entrepreneur Institute unveils plans for Lassonde Studios, a place for students to “Live. Create. Launch.” The five-story building features 400 unique student residences and a 20,000-square-foot student innovation space for meeting, prototyping and starting companies.

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.

October 2014 — Groundbreaking for Lassonde Studios.

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

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 Entrepreneur Institute continues to grow in anticipation of the new building. Programs added during this period included Workshops, Hours with Experts and Meetups.

SUMMER AT LASSONDE

LASSONDE 400 RESIDENTIAL PROGRAM

MAKE PROGRAM

ARTS ENTREPRENEUR

FOOD ENTREPRENEUR

COMPANY LAUNCH

COWORK

OUTREACH

H.S. UTAH ENTREPRENEUR CHALLENGE

HOURS WITH EXPERTS

WORKSHOPS

MEETUPS

DEPT. OF ENTREPRENEURSHIP & STRATEGY

LASSONDE AMBASSADORS

INNOVATION WEEK

STUDENT ENTREPRENEUR CONFERENCE

GET SEEDED

FOUNDRY

BENCH TO BEDSIDE

FIRST LEGO LEAGUE

2010

2011

2012

2013

2014

2015

2016

2017

2018

STUDENT 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, workshops, mentoring and living at Lassonde Studios.



OUR MISSION

To provide students transformative experiences through entrepreneurship.



3.1K

**COLLEGE STUDENT PROGRAM
PARTICIPATION FY 2018**

See program detail on page 22.



7.7K

**HIGH SCHOOL & MIDDLE
SCHOOL OUTREACH
PARTICIPATION FY 2018**



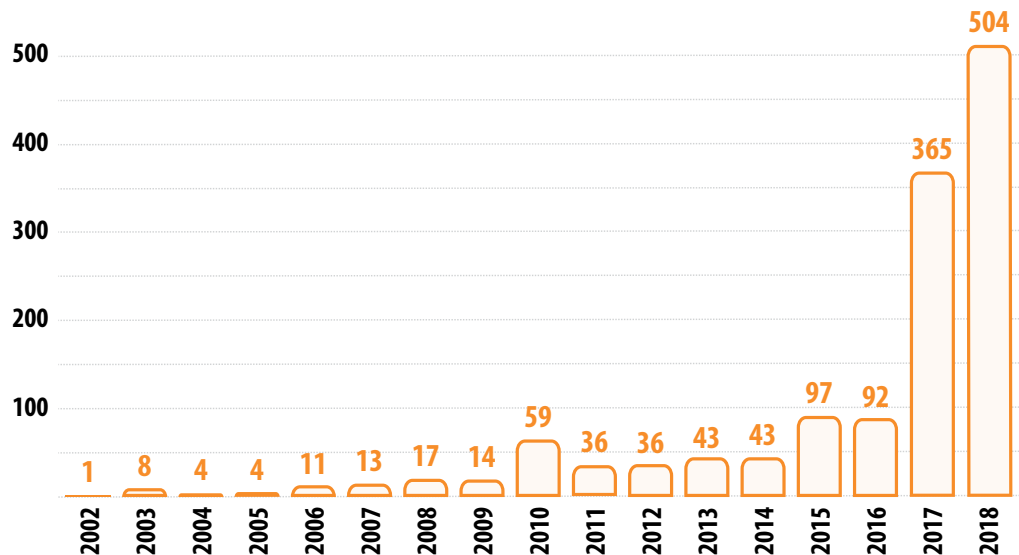
1.2K

**ACADEMIC ENROLLMENT
IN ENTREPRENEURSHIP
FY 2018**

STARTUP TEAMS & AWARDS

Hundreds of student teams work with us to launch ideas in every field and industry imaginable. A startup team is a group of students that access Lassonde Entrepreneur Institute programs to test, develop and grow their business idea, through mentorship, grants, office space and more.

STARTUP TEAMS FORMED FY 2002-2018



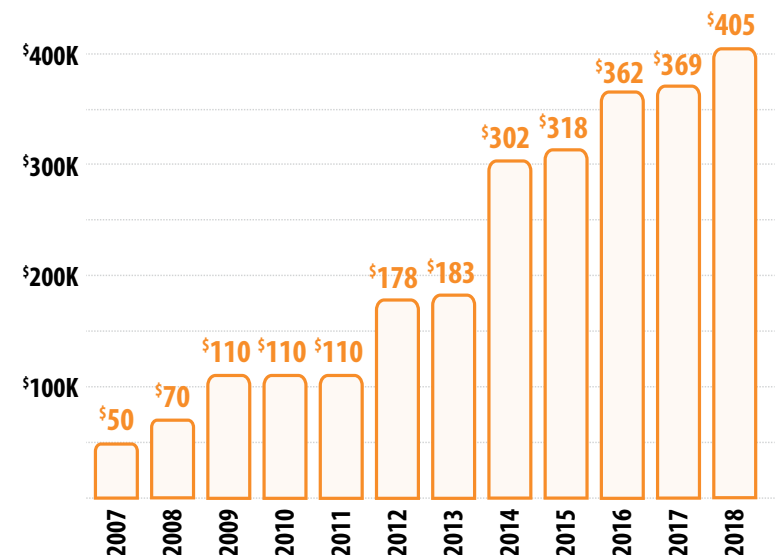
1.3K

TOTAL STARTUP TEAMS
FY 2002-18

\$367M

COMPANY FUNDING
RAISED FY 2002-18

CASH PRIZES AWARDED FY 2007-18



125

NUMBER OF CASH PRIZES
AWARDED FY 2007-18

\$2.6M

TOTAL CASH
PRIZES FY 2007-18

SCHOLARSHIPS

We are one of the top sources for scholarships at the University of Utah. Opportunities include scholarships to become a Lasonde student leader and housing scholarships.

SCHOLARSHIPS AWARDED FY 2002-18



\$3.8M

TOTAL SCHOLARSHIPS
AWARDED FY 2002-18

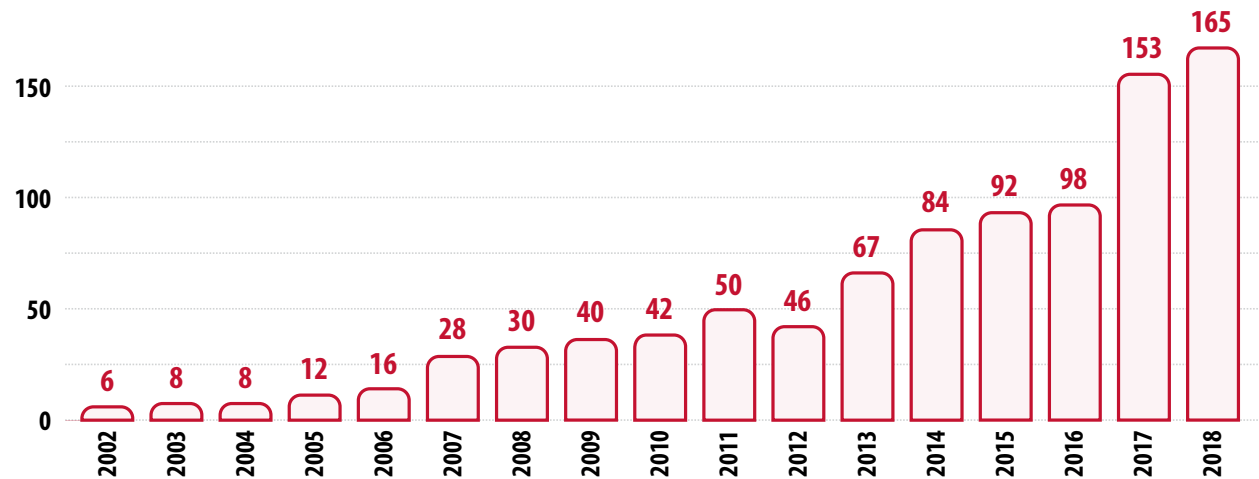
191

NUMBER OF SCHOLARSHIPS
AWARDED FY 2018

STUDENT LEADERS

The Lassonde Entrepreneur Institute programs are managed by student leaders from all corners of campus. These students learn by doing and gain a transformative experience by guiding others.

STUDENT LEADERS FY 2002-18

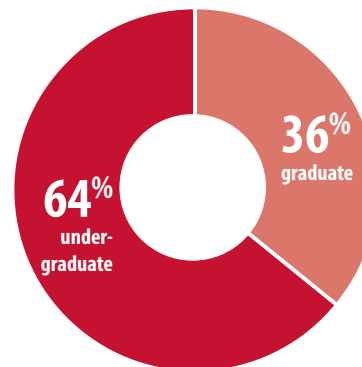


FY 2018

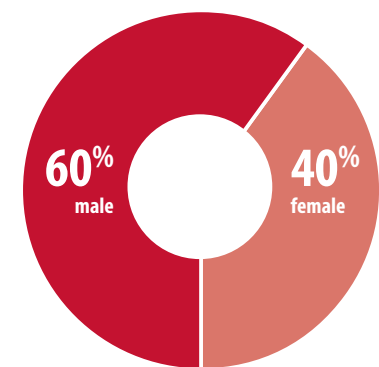


83

STUDENT LEADER
AREAS OF STUDY



ACADEMIC LEVEL



GENDER

BY THE NUMBERS

F Y 2018



5.2K

SLICES OF PIZZA

We served piles of pizza to students attending our many events and activities.



81K

CUPS OF COFFEE

Cups of free coffee consumed by our community at Lassonde Studios.



504

STARTUP TEAMS

Our students launched hundreds of startup teams participating in our programs.



40

BAGS OF MARSHMALLOWS

One of our favorite evening activities is roasting marshmallows over our fire pit.



41K

FT. OF 3-D PRINT FILAMENT

Material printed by students in the Neeleman Hangar at Lassonde Studios.



29

TOOL MENTORS

Tools mentors helped hundreds of their classmates learn tools and build things in our Make Space.



30K

ENERGY BARS

Students fueled their ideas with energy bars from the Miller Cafe.



1.2K

WHITE BOARD MARKERS

We used our white boards to make lists, sketch our thoughts and share inspirational statements.



A YEAR AT LASSONDE

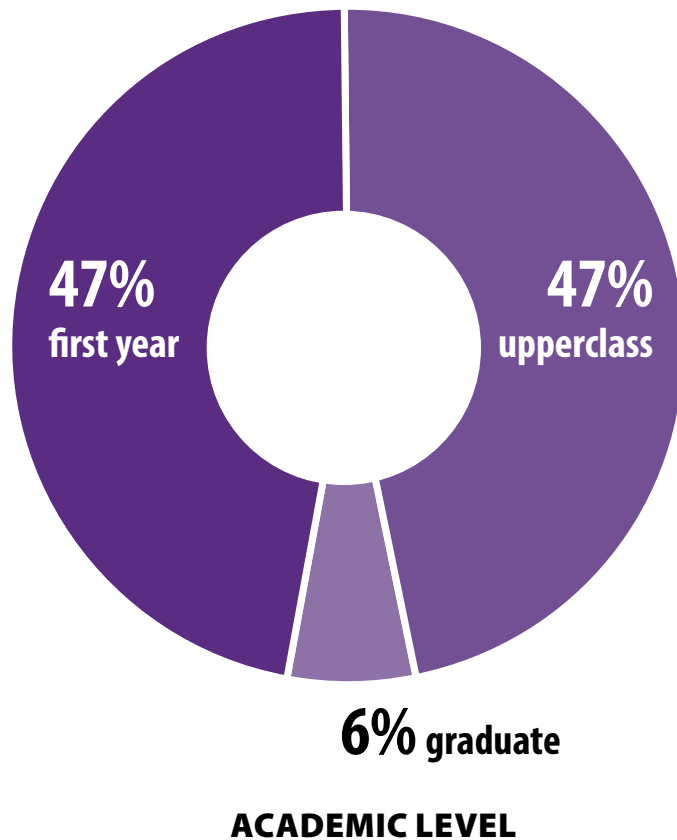




LASSONDE 400

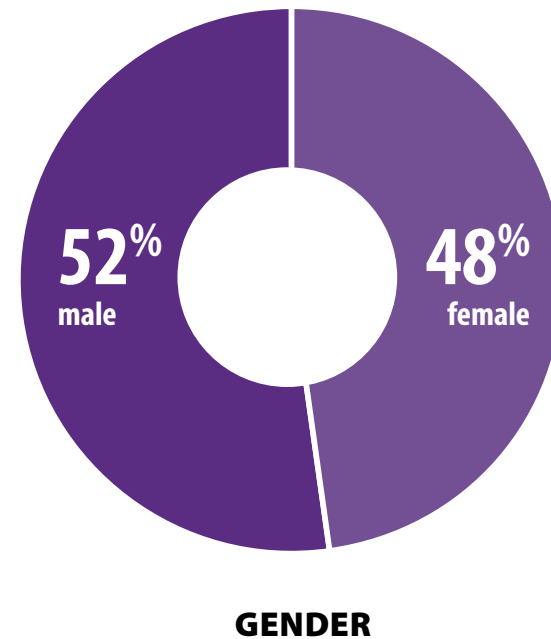
Four hundred diverse students live in Lassonde Studios. Residents during FY 2018 were our second, or L2, group. Students from every major and background are welcome to [#livecreatelaunch](#) here.

RESIDENTS FY 2018



74

**RESIDENT
AREAS OF STUDY**





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.



HEALTH CARE

COLOCLEAN

An estimated 22.4 million colonoscopies are performed in United States each year. To perform an effective colonoscopy, the patient's colon must be cleared of any organic material. However, according to biomedical engineering student Tobi Yoon, that isn't always the case.

"Twenty-five percent of those patients don't complete their prep or show up to their operation with organic material in their colon," Yoon said.

ColoClean is a colonoscopy prep kit, that comes with anti-nausea medication, Miralax-type powder that has been condensed into pills and a colonoscopy-friendly cookbook.

"The end goal is almost

like Blue Apron, but for colonoscopy prep, where you'll receive this meal plan, like TV dinners that you can consume and stay satisfied while perpetuating your prep," Yoon said.

After winning Bench to Bedside, a competition where students are given grants to develop their health-focused products or applications, while a senior in high school, Yoon and her partner, Chloe Fleischer, competed in the High School Entrepreneurship Challenge (HSUEC) where they took home the grand prize of \$5,000. ColoClean is also participating in the Company Launch program at Lassonde Studios.

coloclean.info



SOFTWARE

NEIGHBOR

All of us are familiar with peer-to-peer marketplaces like Uber and Airbnb. These disruptive companies are changing the way that we get around and how we travel. A University of Utah alum is disrupting the way you use storage. Neighbor, considered the "Airbnb of Storage," is an online marketplace that connects hosts with extra space in their home to renters in need of storage. Just like other peer-to-peer marketplaces have done in their own markets, Neighbor is attempting to break into the \$38B storage industry.

Colton Gardner, who majored in finance, cofounded Neighbor while at the University of Utah in 2016. His cofounder and BYU alum, Preston Alder,

came up with the idea of Neighbor when trying to find cheap storage space for his possessions during a summer internship. After driving 2 hours to store his items in a family friend's garage, he thought there must be empty garages closer to him that he could store in — and thus, Neighbor was born.

Gardner and Alder teamed up and utilized many of the Lassonde Entrepreneur Institute's resources to help them get started. "Hours with Experts, Get Seeded, Opportunity Quest, and the Utah Entrepreneur Challenge were crucial to Neighbor's success," Gardner said.

storewithneighbor.com

CASE STUDIES



E-COMMERCE

ESHOP TANZANIA

When Bonaventure Mhonda was a child in rural Tanzania, it would have been impossible for him to think he would do anything like graduate from the University of Utah with a master's in finance and become an e-commerce entrepreneur.

In Tanzania, there is little industry, so they must import electronics and other supplies. But because the country is still developing and lacks reliable distribution channels, companies like Amazon and eBay are unable to operate. Mhonda wanted to solve this by creating an e-commerce platform and distribution network that would work in this location.

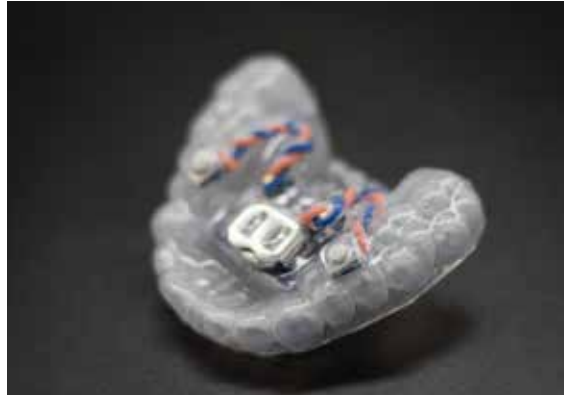
He was inspired to develop his idea when friends from Tanzania kept asking him to order things

for them from Amazon then mail them to Africa. Mhonda wanted to find a way to do this on a much larger scale.

"Amazon won't deliver here," he said. "We don't have physical addresses, and in order to buy, you need to have physical addresses. Also custom duties are always fluctuating and hard to track. You really need to have someone on the ground here."

Mhonda graduated from the U in spring 2016 and returned to Tanzania to grow his business. He now lives in Dar es Salaam — "the New York City of Tanzania." He is focusing on that country for now and hopes to eventually spread to neighboring countries and across Africa.

eshoptz.com



HEALTH CARE

BRUXIT

If you suffer from bruxism, you know the symptoms. Gnashing and grinding your teeth in your sleep causes sensitivity and teeth to flatten and chip. The standard of care for this condition is to just treat the symptoms — aspirin for the pain, a teeth guard for the tooth damage. That is, until now.

A team of U students is developing a solution that could not only prevent the symptoms but also train people to stop grinding their teeth. Their startup company is called Bruxit.

Their solution is a mouth guard embedded with a circuit board, sensors and a vibrator. They are still refining the device, but they have a working prototype. When the person wearing it grinds their teeth, the device vibrates. In

theory, it will wake them up, and over time, they will learn to not grind their teeth.

The team behind the device is interdisciplinary. It consists of Travis Neuberger, a bioengineering Ph.D. student; David Williams, an MBA student at Stanford with a master's in bioengineering from the U; William Eccles, an MBA student at the U with a master's in bioengineering; Parker Ence, an MBA student at Stanford; and faculty advisor John Langell, a surgeon and director of the U's Center for Medical Innovation.



PUBLISHING

THE CARE TREE

"What are you giving your dad for Father's Day?" asked Miles Petty, an MBA student at the University of Utah, to an unsuspecting audience at the beginning of his pitch for The Care Tree at the Lassonde Entrepreneur Institute's May, 2018, Get Seeded event.

"You don't know yet? Well ..." and then, to the surprise of the crowd, he followed up with a poem — rhyming "shirt or tie" with "the look in his eyes," "the surprise," a line about all the browser tabs and sites it takes to find a good gift — that ended with an introduction of his business, The Care Tree.

It was only appropriate that Petty incorporate a poem into his pitch — his startup has published two illustrated gift books that could be described as

children's books for adults. The first, a love poem called "I Love You Like ..." considers a range of similes for love, from the whimsical to the sentimental. The second, an ode to the sacrifices of a mother.

The products seem to be doing well — not only did The Care Tree win \$2,000 in funding for its milestone at the Get Seeded pitch, but several audience members wanted to buy on the spot from among the books and original greeting cards he had on display. The goal of the company is to grow from these current offerings to books for every big life event, along with cards, prints and other items.

thecaretree.com

LAUNCHED AT LASSONDE



CAMPING

LIT OUTDOORS

After a frustrating and nearly treeless camping trip to Goblin Valley in 2016, University of Utah students Daniel Goldfinger (geography) and Nick Bierwolf (mechanical engineering) came up with the idea for a “Tammock” — a device that combines a tent and a freestanding hammock that doesn’t require trees to work.

They are now developing the product, which features a lightweight frame and an easy-to-assemble design. They also launched the company LIT Outdoors. “LIT” stands for “life in tents.”

“Now in pre-sale development, our Tammock has applications for anyone who sleeps on the ground,” Goldfinger said.

Goldfinger and Bierwolf

are also exploring ideas to promote social positivity using Tammocks at concerts, painting them in university colors and licensing them to schools as a place for students to relax.

“If we can produce them cheaply enough, we could even supply refugee camps where thousands die from Malaria caused by crappy sleeping conditions,” Goldfinger said. “Maybe we could decrease the number of people who die each year.”

LIT Outdoors has received support from the Lassonde Entrepreneur Institute, including office space from the Company Launch program and grants from the Get Seeded milestone grant program.

litoutdoors.com



SOFTWARE

ITEM RESCUE

Beau Buehler, a University of Utah information systems student and founder of Item Rescue, saw a two-fold benefit in creating and providing the hospitality industry with an effective lost-and-found management system. When discussing how hotels generally manage their lost and found, he learned that current systems being used were very ineffective and required an excessive amount of time by hotel personnel to manage. Additionally, when surveying guest confidence in obtaining items left behind, most people expressed an overwhelming lack of confidence in hotels ability to return their items.

“Item Rescue is all about making it easier for guests to get their items back and

providing hotels an effective way to do it,” Buehler said. “It can be stressful to lose something of value and a hotel that can turn that negative experience into a positive one will have more satisfied and loyal guests.”

The application allows hotels to easily manage their lost-and-found inventory, to automatically notify guests of lost items, to ship items back to guests and to collect high-quality reviews on top review sites.

The Item Rescue system is being effectively utilized in numerous hotels, and Buehler is excited about the company’s projected growth and potential.

itemrescue.com



FOOTWEAR

SOLE CASE

At the young age of just 10 years old, Sole Case Display’s founder Charles Rind already had a passion for footwear and fashion. “In 2003, I first laid my eyes on the patent leather Air Jordan 1 Retro sneaker in the Chicago Bulls colorway,” he said. “Ever since that moment I was hooked.” A year later, at 11 years old, Rind began his own collection.

As his collection grew, Rind immersed himself in the “sneakerhead” community. He quickly realized that he and the community were frustrated by the lack of high quality storage solutions for the fashion-forward consumer. The companies that were attempting to tackle this problem left a void where the essence of luxury was lost when storing

these shoes. So, Rind seized the opportunity to fill this void. With resources at the Lassonde Entrepreneur Institute at the U, Rind launched Sole Case Displays and the company’s first product, the Sole Case.

The Sole Case is made of high quality 5 mm acrylic with a drop front door for easy access to the footwear and has the unique ability to lock onto and stack on other Sole Cases. Their ultimate goal is to build the company into a brand that represents a community and the cultures that surround it. Their unique branding and materials are what separates them from the competition.

solecasedisplays.com

CASE STUDIES



CLOTHING

CURRIE WEAR

After noticing a huge gap in clothing for young girls, Hillary Whitaker, a University of Utah accounting student, started Curie Wear in 2016, a company that designs custom fabrics focused on STEM. They keep their clothing designs feminine for young girls. As Whitaker said, "It is important to emphasize femininity and let girls know it is important and special to be a girl while still loving bugs and astronauts."

Whitaker was inspired by Marie Curie, the first female to win two Nobel prizes in different fields — one in chemistry and one in physics. Whitaker wants to help young girls follow in Curie's footsteps by finding an interest in a STEM subject while still focusing on being feminine.

When Whitaker's daughter was born, she and her husband were looking for clothes with dinosaurs and rocket ships on them and didn't have any luck. This is when Whitaker decided to design her own fabric. They now have custom fabrics like the constellations and the periodic table, and of course, dinosaurs and rocket ships.

Whitaker is passionate about women in STEM. She said, "I am hugely biased because I want my daughter to be a rocket scientist. I want her to feel comfortable being who she is. If she loves dinosaurs then I want her to wear dinosaurs, but I don't want her to be called a boy."

[etsy.com/shop/CurieWear](https://www.etsy.com/shop/CurieWear)



FASHION

LUKU WATCHES

Fas Lebbie, an international studies and entrepreneurship student at the University of Utah, has a growing list of ventures in brand marketing and UX/UI design. One of those ventures is founding Luku Watches, a sleek rendition of urban hip-hop style about to disrupt timepiece fashion. Their watches feature a signature snapback design.

Luku is a Kono word from Sierra Leone that means "new light in an old bottle," said Lebbie, who grew up surfing in southern California. "We're bringing new light to an old concept and reigniting freestyle culture with watches."

Handpicked by Lebbie to head operations, marketing student and CEO Jacob Peters always wanted to be

a part of a successful startup. "Luku is more than a watch company," Peters said. "We're building a culture, not an investment."

Peters brought the Luku Watches crew of student collaborators together, including fellow marketing student Drew Kiel, who handles marketing and company email. Kiel loves the entrepreneurial process and does whatever needs to get done like every member of the team.

Luku has received various support from the Lasonde Entrepreneur Institute, including office space in the Company Launch program and grants from the Get Seeded milestone grant program.

lukuwatches.com



FOOD

DEZIRIA CHOCOLATES

Passion for chocolate has been a source of happiness regardless of age, nationality or gender for centuries. A number of studies support this fact by demonstrating chocolate boosts morale and reduces stress.

Hakan Erdagoz, a University of Utah Ph.D. student in political science at the U, was always amazed by the taste of German chocolates that Seyhan Bozkurt, his close friend, brought from Germany. "Not many people can refuse chocolate, especially if it is high-quality," Erdagoz said.

Erdagoz's comment ignited the idea to startup a business for Bozkurt who has years of experience in hospitality and food industry in Utah. Growing up in Germany, Bozkurt

always had easy access and exposure to the high-quality chocolate with a variety of flavors. Bozkurt, Erdagoz and Oniz Birsoy, Bozkurt's wife, wanted to help make it more accessible in Utah. Bozkurt said, "That is why and how we launched our chocolate business in early 2017."

During her MBA study at the U, Birsoy, who graduated in 2009, was already familiar with the exceptional programs available at the Lasonde Entrepreneur Institute (then called the Lasonde Entrepreneur Center). She said, "I know the perfect resource to get the necessary information and support to get started, the Lasonde Institute."

deziria.com

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.

LIVE

LSND400

LIVE AT LASSONDE STUDIOS

Join the residential community at Lassonde Studios, an inspiring 160,000-square-foot building with 400 beds. All students welcome. lassonde.utah.edu/studios

- 3 student leaders
- 149 participants
- 21 events



EXPERIENCE SUMMER AT LASSONDE

Participate in summer programs and living opportunities at Lassonde Studios to further your education and experience. lassonde.utah.edu/summer

- 24 interns
- 66 participants
- 7 events

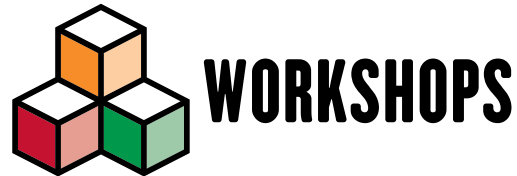
CREATE



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

- 30 student leaders
- 81 participants
- 17 events



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

- 4 student leaders
- 236 participants
- 32 events



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/exporthours

- 2 student leaders
- 54 participants
- 14 events

HIGHLIGHTS FY 2018

CREATE



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

- 3 student leaders
- 170 participants
- 8 events



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

- 4 student leaders
- 161 participants
- 13 events

LAUNCH



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

- 6 student leaders
- 247 participants
- \$78,449 in cash prizes awarded
- 179 teams
- 18 events

LAUNCH



RUSH TO REVENUE

Get the support you need for your startup or idea to get to a revenue-generating stage.

- 3 student leaders
- 7 participants



GET OFFICE SPACE AND COMPANY RESOURCES

Apply for dedicated space at Lasonde Studios, legal advice, accounting help and more. Sponsored by Zions Bank. lassonde.utah.edu/launch

- 15 student leaders
- 95 participants
- 94 teams
- 22 events



TOGETHER YOU CAN ACCOMPLISH MORE

Take advantage of the many opportunities and areas in Lasonde Studios to work together and collaborate. lassonde.utah.edu/cowork

- 11 student leaders

LASSONDE PROGRAMS

COMPETE



THE UTAH ENTREPRENEUR CHALLENGE

STATEWIDE BUSINESS MODEL COMPETITION

Launch your business by competing for \$100,000 in cash and in-kind prizes. Sponsored by Zions Bank. lassonde.utah.edu/uec

- 8 student leaders
- 219 participants
- \$72,000 in cash prizes awarded
- 163 teams
- 1 event



THE UTAH *H.S.* ENTREPRENEUR CHALLENGE

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

- 2 student leaders
- 214 participants
- \$20,000 in cash prizes awarded
- 142 teams
- 1 event



OPPORTUNITY QUEST

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

- 6 student leaders
- 65 participants
- \$90,000 in cash prizes awarded
- 266 teams
- 7 events

COMPETE



MEDICAL INNOVATION COMPETITION

Work with medical and engineering students developing a medical innovation. Managed in partnership with the Center for Medical Innovation. Sponsored by Zions Bank. bit.ly/UUb2b

- 6 student leaders
- 144 participants
- \$143,000 in cash prizes awarded
- 97 teams
- 4 events

OUTREACH



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

- 2 student leaders
- 131 participants
- 5 events



LASSONDE AMBASSADORS

EXPLORE THE UNIVERSITY OF UTAH

An outreach and mentor program helping high school students explore entrepreneurship and STEM fields. lassonde.utah.edu/lassonde-ambassadors

- 14 student leaders
- 7,479 participants
- 164 events

HIGHLIGHTS FY 2018

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

- 1,185 total academic enrollment
- 344 Business Scholars
- 158 Transfer Business Scholars



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

- 49 participants



GRADUATE PROGRAM FOR TECH COMMERCIALIZATION

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

- 32 student leaders
- 2 events

ACADEMICS



INCUBATE YOUR BUSINESS IDEA

Join the Foundry at the Lassonde Entrepreneur Institute to grow your business idea and potential with a group of peers. lassonde.utah.edu/foundry

- 29 participants

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David Neeleman

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The Lassonde Entrepreneur 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 2017-18 academic year.

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