

LIVE CREATE LAUNCH

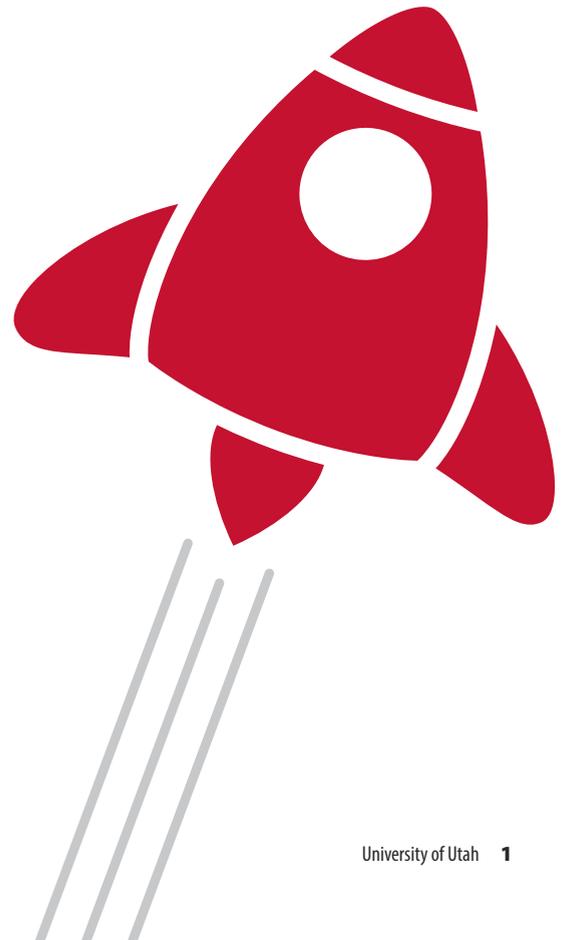


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LAUNCH AT LASSONDE

Welcome to the hub for student entrepreneurs and innovators at the University of Utah. Whether you want a deep dive or only have an hour, the nationally ranked Lassonde Institute has something for you to learn how to become a founder, creator or change-maker. Got an idea? Looking for a team? Want to live, create or launch at Lassonde Studios? Jump in and make it happen! Start by turning the page or visiting Lassonde Studios.



JOIN OUR COMMUNITY



"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 student



"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."

— **Logal Erickson**, 2016-17 Lassonde Studios resident



"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



Our Founder: Pierre Lassonde

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.



"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**, Lassonde New Venture Development associate



"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



"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**, Lassonde student leader



From the Dean

"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

FACTS & FIGURES



#1

STATE FOR BUSINESS

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

1.3K+

STARTUP TEAMS LAUNCHED

We have helped hundreds of student startup teams launch since we opened in 2001.

#1

UNIVERSITY FOR COMMERCIALIZATION

The Milken Institute named the U the No. 1 university for turning inventions into products.

\$500K+

GRANTS & PRIZES

The amount of grants and prizes available through our programs in 2017-18.

\$660K+

SCHOLARSHIPS

Scholarships awarded to our student leaders in 2017-18.



OUR HISTORY

2001-2018

The Lassonde Institute began in 2001 as one program through the vision of founder Pierre Lassonde. Since then, it has grown into a worldclass entrepreneur program engaging thousands of students at Lassonde Studios, which opened in fall 2016.



160+ STUDENT LEADERS

The number of student leaders helping manage our programs in 2017-18. Scholarships available.

"[Lassonde Studios is one of] the 9 best new university buildings around the world."

— ARCHITECTURAL DIGEST

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

— NEW YORK TIMES

"[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



Live.

- Live your passion.
- Live like an entrepreneur.
- Live your education.
- Live at Lassonde.

Create.

- Create a product.
- Create a personal journey.
- Create your future.
- Create at Lassonde.

Launch.

- Launch a company.
- Launch your career.
- Launch your dreams.
- Launch at Lassonde.

5 Ways to Start Now

- 1. Drop-in, Walk around & Introduce Yourself:** The first floor of Lassonde Studios is a public space for all students. Don't be shy. Walk around and introduce yourself. lassonde.utah.edu
- 2. Browse Programs & Events Calendar:** We have many opportunities for all students. Find opportunities in our program directory and events calendar. lassonde.utah.edu/directory
- 3. Apply to Live at Lassonde Studios:** All students are welcome. Apply any time to join the waitlist. Priority deadline is Jan. 15 for following year. lassonde.utah.edu/studios
- 4. Build Something:** We have many tools and resources to help you create a product or service. Start by using the tools in our makerspace. lassonde.utah.edu/make
- 5. Take Entrepreneurship & Innovation Classes:** Register for electives, certificate, minor, major and more. General education credit available. lassonde.utah.edu/directory



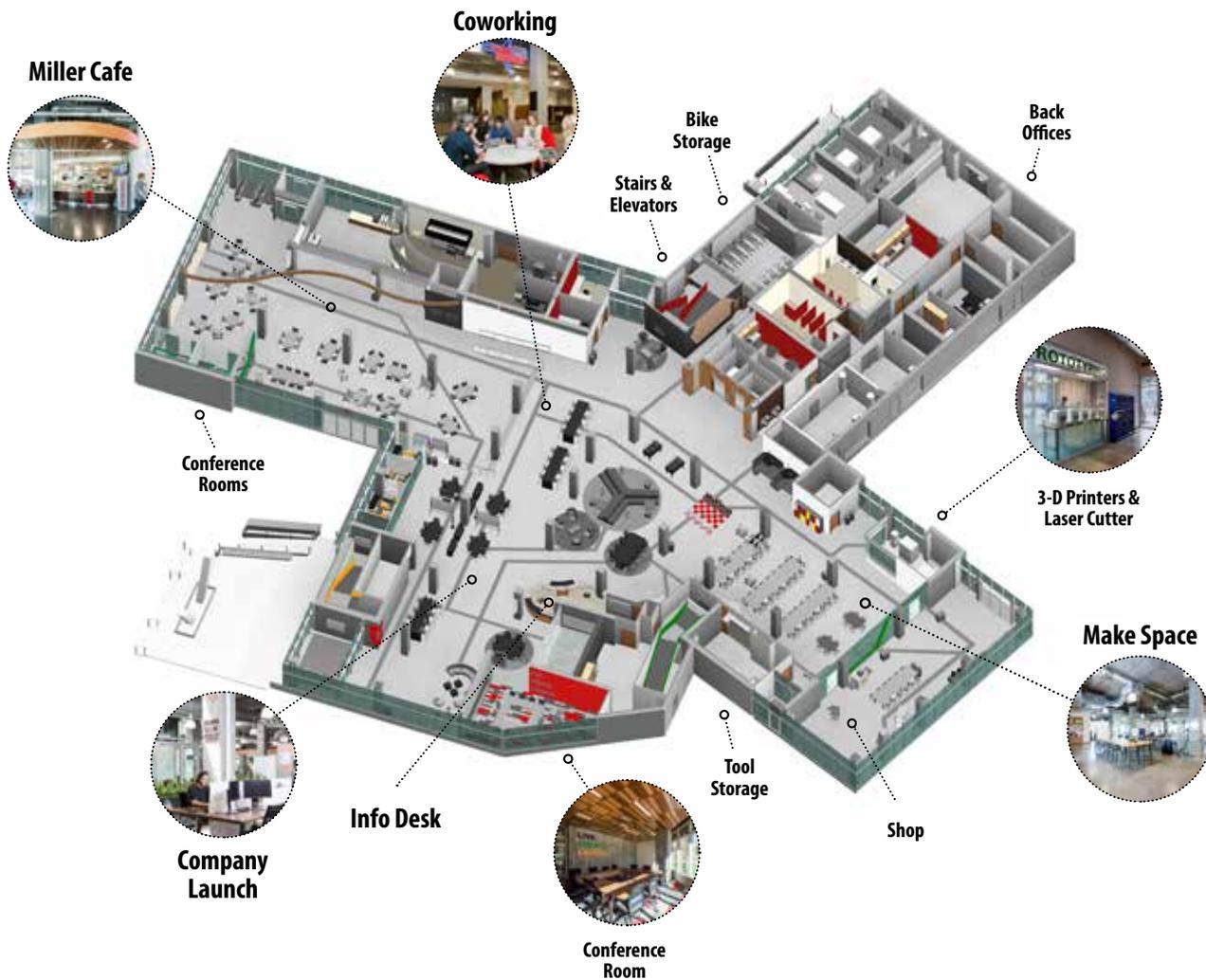
— master the entrepreneurial —

MINDSET



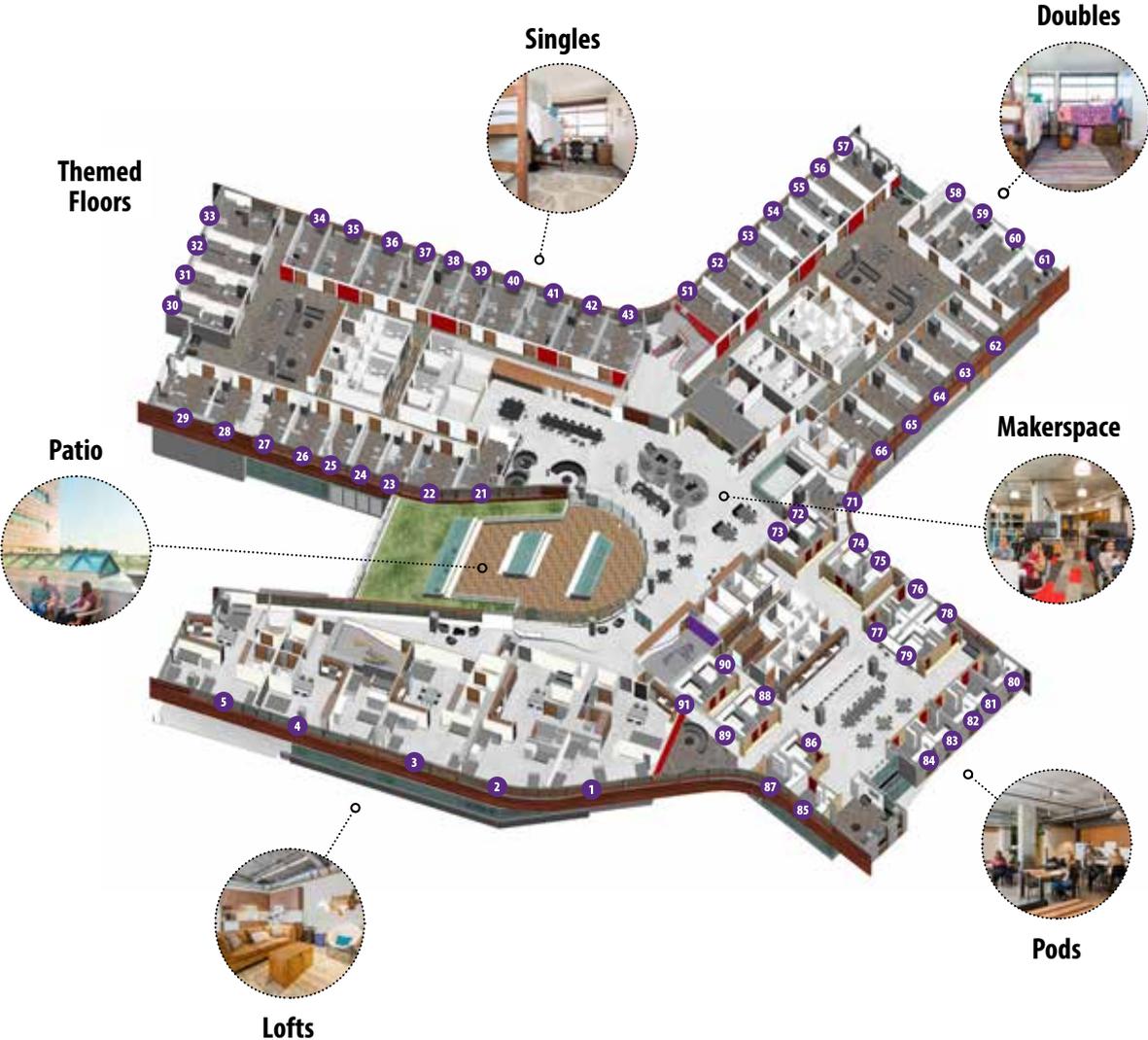
LASSONDE STUDIOS

NEELEMAN HANGAR (1ST FLOOR)



All students are welcome to live, create and launch at Lassonde Studios, the new home for student entrepreneurs and innovators at the U. lassonde.utah.edu/studios

RESIDENTIAL FLOORS (2ND-5TH FLOORS)



PROGRAMS & ACADEMICS

Decide what problem you want to solve. Then choose from our many programs, tools and resources to find your path to success. Find more online. lassonde.utah.edu/directory

LIVE

LSND400

Live at Lassonde Studios: Apply to join the residential community at Lassonde Studios, an inspiring five-story building with 400 beds. All students welcome. lassonde.utah.edu/studios



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

GRABTE



Monthly Seed Grant Program: Pitch your 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 Make program to learn how to use prototyping tools and see your idea come to life! lassonde.utah.edu/make



Get Professional Advice to Develop Your Idea: Sign up to meet one-on-one with an expert in fields including law, business, design and manufacturing. lassonde.utah.edu/experthours



Satisfy Your Hunger for Entrepreneurship: Participate to learn about food entrepreneurship, test your recipes and learn how to make it in the food industry. 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

LAUNCH



Statewide Business Model Competition: Launch your business by competing for \$100,000 in cash and prizes. Sponsored by Zions Bank. lassonde.utah.edu/uec



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





Statewide Executive Summary Competition: Compete for cash prizes. Regional competitions are held across Utah. Sponsored by Zions Bank. lassonde.utah.edu/oq



Medical Innovation Competition: Work with medical and engineering students developing a medical innovation and competing for cash prizes. Sponsored by Zions Bank. bit.ly/UUb2b



Get Office Space and Company Resources: Apply for dedicated space at Lassonde Studios, legal advice, accounting help and more. Sponsored by Zions Bank. lassonde.utah.edu/launch

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



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



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



Connect with Entrepreneurs from across Campus: Join our community of founders, collaborators and bootstrappers. lassonde.utah.edu/eclub



Student Leadership & Scholarship Opportunities: Browse our many opportunities. All students are welcome to apply. lassonde.utah.edu/leadership

ACADEMICS



Get a Degree: Take a deep dive by getting a major, minor or certificate 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



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



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





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 examples online: lassonde.utah.edu/launched



The Care Tree

Books for big life events, along with cards, prints and other items.



Prolink.gg

A social network for gamers.



David Pinnock

Former Make program student director launched an engineering career.



Bruxit

A high-tech solution for bruxism, or teeth grinding.



Neighbor

"The Airbnb of Storage," connecting hosts with extra storage space to renters in need of storage.



Item Rescue

Providing the hospitality industry with an effective lost-and-found management system.



LIT Outdoors

Introducing the "Tammock," half tent, half hammock.





Luku Watches

Stylish timepieces with a snapback design.



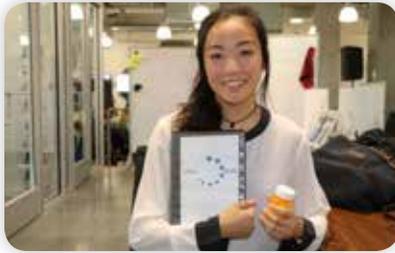
Xenospec

Improving pelvic exams and the detection of cervical cancer.



Sole Case Displays

A fashionable and stackable way to store your sneakers.



ColoClean

An all-in-one colonoscopy prep kit that combats nausea, forgetfulness and hunger.



Curie Wear

Fashionable, STEM-inspired clothing for children



Eshop Tanzania

An e-commerce business serving Tanzania and beyond.



Deziria Chocolates

Providing high-quality chocolate made in Germany.



Off the Frame

A photography company making your photos more than just a moment.

Your Idea Here!



Priority Application Period is Oct.1 to Jan. 15 for Following Year

All students are welcome to apply to be one of the 400 residents at Lassonde Studios. Choose from three housing types. All residents have access to all four themed floors. Prices and availability vary by room type. The priority application period is Oct. 1 through Jan. 15 for the following academic year. A separate application is required for general campus housing. Apply to Lassonde Studios at lassonde.utah.edu/studios.



1. SINGLES & DOUBLES

Residents share bathrooms, lounges 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 share lounges with private sleeping pods. Private bathrooms, kitchens and workspace for each group.



THEMED FLOORS

Residential floor themes include: Sustainability & Global Impact; Products, Design & Arts; Adventure & Gear; and Games & Digital Media.

RESIDENT RESOURCES (A-Z)

Bike Storage

Indoor bike storage is available for a fee and on a first-come, first-served basis. Space is limited. Learn more at housing.utah.edu/apply-reserve/optional-services/.

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 or loft) and coaxial cable. If your UTV connection is not working, contact UTV. If the outlet is damaged, fill out a Housing & Residential Education maintenance request. For support, contact UTV Services & Support at **801-581-8502**, utv@utah.edu or media.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. Staff will not enter private spaces except to access a bathroom or kitchen.

Dining

MEAL PLANS

As a student, you have 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 has a unique meal plan for residents. With a “declining balance” meal plan, you only pay for what you want to eat. Your Lassonde Studios meal plan works like a debit card — use it at Miller Cafe 24 hours a day, every day. For days you’re out and about on campus, use it at any Dining Services location.

Students in single and double rooms are required to have a meal plan. Students in pods and lofts have the option of signing up for a meal plan. You can sign up for a meal in your Housing U account through CIS at cis.utah.edu.

MILLER CAFE

The Miller Cafe at Lassonde Studios is open 24 hours a day for residents (7 a.m.-1 a.m. for the public) with a limited menu offered between 11 p.m. and 7 a.m.

Email Newsletter & Social Media

Sign up to receive a regular email newsletter alerting you to all the upcoming Lassonde events and latest news. Subscribe at lassonde.utah.edu/subscribe. Students can also get updates by following the Lassonde Institute on social media.

Equity Office

All residents are welcome and invited to hang out in the Housing & Residential Education Equity Office (EO). The EO is a safe place for students from marginalized communities to thrive. The EO has a comfortable lounge and is staffed by social justice advocates and a resident director. The SJAs and the RD are a team of students and full-time staff committed to educating students on social justice issues and topics while also having fun! The office is located

in Benchmark 820. Learn more at housing.utah.edu/living-the-u/equity-office. Contact SJAs at socialjustice@housing.utah.edu.

Event Calendar

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

Fire Pit & Grill

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

Front Desk Services

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

Furnished Kitchens

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

Games & Activities

We have a variety of games available to residents at the front desk, including tabletop games, video game consoles, and pool and ping pong tables. Outside, residents have easy access to sand volleyball and basketball courts.

Internet

WIRELESS

Wi-Fi is available in every building on campus. Just login to the UConnect or UGuest network using your uNID and password. Please do not install a personal router or access point. If you are having trouble, contact the Campus Help Desk at **801-581-4000**.

WIRED INTERNET CONNECTION

Your room has a LAN Internet connection — all you need is an Ethernet cable to connect to your computer! If your wall connection is

not working, call the Campus Help Desk at **801-581-4000**. If the connection point looks broken, please fill out a maintenance request or call **801-587-2002**.

Key & Door Access

TEMPORARY ACCESS CARDS (UCARD)

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. You can use them for 30 minutes free of charge. If you need to keep the temporary access card for longer than 30 minutes you can check one out for up to seven days. A \$10 fee will be charged to your account for cards out longer than 30 minutes.

LOANER KEYS

If you are locked out of your room, you can check out a loaner key at the front desk for 30 minutes (free). If you need a loaner key longer than 30 minutes, you can check one out for up to seven days (\$10). If you still can't find your key, we will change your locks (\$60) so your room is secure. Loaner keys checked out from the Lassonde Studios front desk are issued for seven days and due back by 9 a.m. at the end of that time period. If you lose your key permanently, you will be charged \$60 per door.

Lassonde 400 Facebook Group

Residents are welcome to join an exclusive Facebook group to collaborate with other residents. Search Facebook for "Lassonde 400."

Laundry

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



Libraries

The University of Utah offers several libraries. The biggest and main one is the Marriott Library. Learn more at lib.utah.edu.

Living Space

Residents get access to many 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. After the application closes, you can request one by emailing lassonde-mailroom@housing.utah.edu. Packages and mail are distributed by the desk when the mailroom is closed. Sign up for a mailbox number at the front desk.

YOUR MAILING ADDRESS FORMAT

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

Maintenance & Repairs

Is something broken? Submit a service ticket at housing.utah.edu/maintenance-requests.

Makerspace

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

Move-in Checklist

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

Parking

You may not need a vehicle while you are living at Lassonde Studios, but if you plan to bring one you must purchase a parking pass from Commuter Services. Parking lots are designated as U, E or CU lots. The CU lot is north of Lassonde Studios. Guest passes are available for visitors.

Learn more at commuterservices.utah.edu and at housing.utah.edu/living-the-u/parking-transportation/.

Paying Your Bill

Fall 2018: Housing bills are billed on a monthly basis. Bills can be paid via Housing U in CIS or in the HRE Central Office.

Spring 2018: Watch for the introduction of a new "One Bill" (tuition, housing and meal plans all in one place). You will receive updates and instructions for the "One Bill" transition in the fall semester.

Contact the HRE office with any questions 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.

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.

Residential Advisors

Two professionals work on site to help ensure safety and wellbeing of all residents. They include a resident director (RD) and an area coordinator (AC). Among other duties, they manage they manage the student residential advisors. Call them at **801-213-8706** (RD) or **801-213-8705** (AC).

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 that meet weekly 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 U's Department of Public Safety at any time. They will dispatch a security officer to walk with you or to give you a ride to your desired location. Call **801-585-2677**.

Startup Office Space (Company Launch)

All students are welcome to apply for startup office space 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 new recreation facility called the Student Life Center. The facility is a stone's throw from Lassonde Studios, and your UCard will allow you free access to the facility. 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/uscif) 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 get 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. Go to uofubus.com.

PUBLIC TRANSPORTATION

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

UCard

The UCard offers one standardized source of identification and access for the institution ensuring convenience, security and simplicity. Learn more at ucard.utah.edu.

Union

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

University Dept. of Public Safety

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

& More!

Find more information about housing resources on the Housing and Residential Education website: housing.utah.edu. Don't forget to explore all the resources and opportunities across campus. Start at utah.edu.



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 Studios

University of Utah, 1701 Student Life Way
Salt Lake City, UT 84112
801-213-8700 (front desk)
lassonde@utah.edu



DAVID ECCLES SCHOOL OF BUSINESS



LASSONDE.UTAH.EDU