



**2019 UTAH
ENTREPRENEURSHIP
PROGRAM SUMMIT**

MAY 30-31

@ THE UNIVERSITY OF UTAH

**SPENCER FOX ECCLES
BUSINESS BUILDING**

SPONSORED BY

ZIONS BANK[®]

PRESENTED BY



DAVID ECCLES SCHOOL OF BUSINESS



UTAH VALLEY UNIVERSITY



2019 UTAH
ENTREPRENEURSHIP
PROGRAM SUMMIT

Program Introductions



Schedule

- 5:00 Introduction
- 5:05 UVU
- 5:10 Snow College
- 5:15 Weber State
- 5:20 USU
- 5:25 SUU
- 5:30 Dixie State
- 5:35 Westminster
- 5:40 SLCC
- 5:45 BYU
- 5:50 UofU



2019 UTAH
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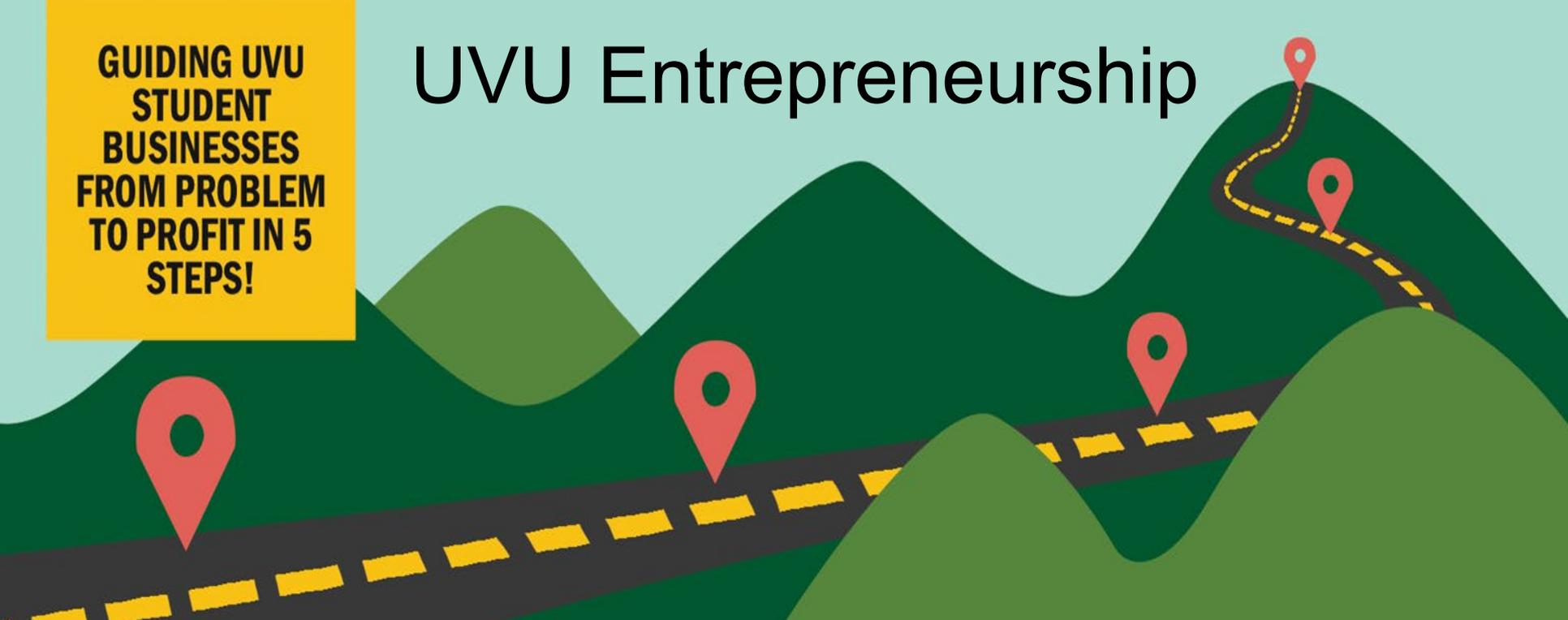
Utah Valley University

5:05 - 5:10

Mark Seastrand

**GUIDING UVU
STUDENT
BUSINESSES
FROM PROBLEM
TO PROFIT IN 5
STEPS!**

UVU Entrepreneurship



8
Programs for
Individual
Entrepreneurs

8
Cross-Campus
Multidisciplinary
Programs

14
Entrepreneurship
Courses Offered

3
Seed Funds

Cross Campus Multidisciplinary Team Programs

UVU ENTREPRENEURSHIP
INSTITUTE
UTAH VALLEY UNIVERSITY



UVU EI Organization



Mark
Director



Meagan
Admin



Braden
Graduate Assistant



Ashley
Student Intern

What do we need?

- More help (students and staff)
- Mentors and Coaches
- Validation support
- Tracking system
- Greater campus involvement
- Maker/prototype resources





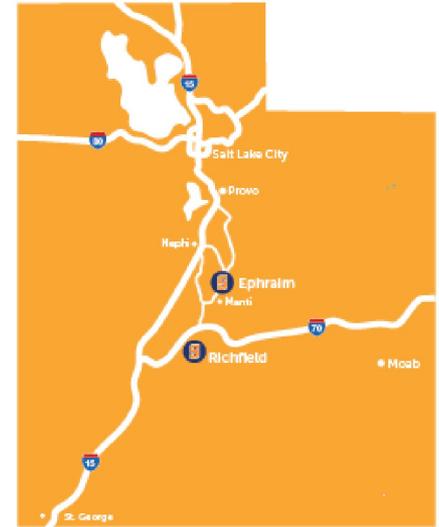
Snow College

5:10 - 5:15

Russell Tanner

SNOW COLLEGE INTRO

- 5,100+ students
- 6 county area: Juab, Millard, Piute, Sanpete, Sevier, Wayne
- 700+ business majors (largest major)
- Top transfer schools: SUU, USU, Weber



LOWEST TUITION
\$1638
PER SEMESTER

 **18:1**
STUDENT TO FACULTY RATIO


150%
BETTER THAN NATIONAL
GRADUATION AND TRANSFER RATE

93%
CURRENT STUDENTS
WOULD RECOMMEND
SNOW COLLEGE

Home » Snow Promise



ENTREPRENEURSHIP PROMISE:

We commit to helping any Snow College student who wants to start a business achieve their goal.

PROGRAMS

- Academic
 - Entrepreneurship Seminar (150 -200 students)
 - Entrepreneurship certificate (1 -2 semesters)
 - Associate of Science Business (2 years)
 - Bachelor's in Business Administration (2 + 2 USU)
- Entrepreneurship Week
- Competitions: Opportunity Quest & UEC
- Launch Lunches: startup support and networking
- Mentoring

TEAM

ACADEMIC



Russ Tanner ,
Entrepreneurship
Center Director



**LaFaun
Barnhurst** ,
Dean



Stacey McCliff ,
Department
Chair



**Alan
Christensen** ,
Eship Professor

NEEDS & CHALLENGES

- Physical space
- Interdisciplinary connections & support
- Mentoring resources
- Seed funding



Weber State

5:15 - 5:20

Brandon Stoddard



WEBER STATE UNIVERSITY

Goddard School of Business & Economics

Make Your Dream Happen

Hall Global Entrepreneurship Center



WEBER STATE UNIVERSITY
Hall Global Entrepreneurship Center

Who We Are



Dave Noack, PhD
Executive Director,
Hall Global Entrepreneurship Center



Brandon Stoddard
Director,
Hall Global Entrepreneurship Center



Entrepreneurship Minor

Helping Students Obtain the Education They Need to Succeed

Semester 1

Intro To Business
BSAD 1010
(3 credits)

or

Survey of Acct I
ACTG 2010
(3 credits)

and

Intro to Entrepreneurship
ENTR 1002
(3 credits)



Semester 2

Entrepreneurial Finance
ENTR 1004
(3 credits) Block A

Sales and Marketing
ENTR 2001
(3 credits) Block B

Semester 3

Starting the Business
ENTR 3002
(3 credits)

or

Small Business Diagnostics
BSAD 4680
(3 credits)



Furthering Faculty and Staff Innovations

Wildcat Seed Fund

Small seed grants awarded to help students as well as faculty and staff progress innovations towards commercialization.

Capital Structure  *Current Programs*



Wildcat
SEED FUND

HAVE A BUSINESS IDEA? GET IT FUNDED!

+ special awards for *supply chain & corporate social responsibility* focus

wildcatseedfund.org





Recreate the Outdoors Experience While Enjoying It

Outdoor Weber Competition

Annual international outdoor recreation product competition for college students.



Ideation & Innovation



Current Programs

Competition



Business Plan Competition

— *Opportunity Quest* —

Giving students the chance to compete with their cohorts on the viability and presentation of their business plan.

Capital Structure  *Current Programs*





be an

ENTREPRENEUR

Start your future now!



CH A BUSINESS IDEA
U COULD WIN...

3000

GN UP TODAY:
du/entrepreneurship/high_school.html

PPPLY BY:
.18.19

WEBER STATE UNIVERSITY
Hall Global Entrepreneurship Center

LARRY H. MILLER

Competition



Launch Your Business Before Starting College

High School Jumpstart Business Competition

A state-wide business competition for high school students to encourage launching before beginning college.

Ideation & Innovation  *Current Programs*



Learn the Hard Way, The Easy Way

— *Young Subaru Lecture Series* —

Lecture series featuring successful entrepreneurs who talk about their successes, failures and everything in between.

Guerrilla Marketing & Publicity  *Current Programs*

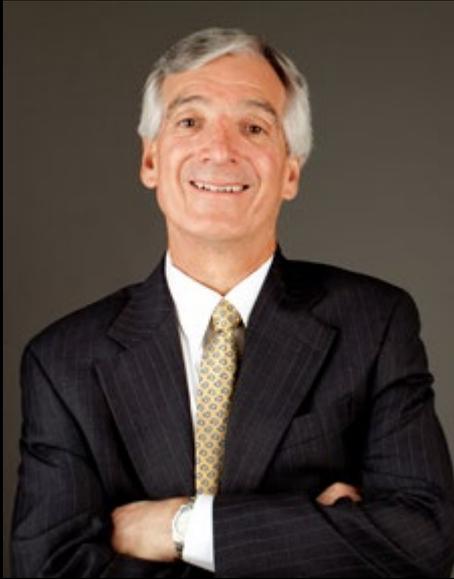


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Utah State University

5:20 - 5:25

Russell Fisher



Michael Glauser



Russell Fisher



Andy Thunell



Curriculum

Support

Application

...simplify, simplify.

Henry David Thoreau



New Venture Curriculum | Minor

12 credits, 4 classes, broadcast, online,
and in class (fall, summer, winter)

BYU Creamery vs. Aggie Ice Cream: And the winner is...

By [Brittany Binowski](#) [@binowski](#)

Published: October 4, 2017 1:35 pm



9 Comments





Whose ice cream do you think is best -- BYU's Creamery or Utah State's Creamery?

BYU



USU



Votes: 616

Survey Concluded

 World Table Surveys



RACHEL PARCELL

Founder and Owner
of Pink Peonies,
Rachel Parcell, Inc.



Support

Founders Board



Amy Rees Anderson

Founder and Managing
Partner MediConnect
Global & REES Capital



Gary Anderson

Partner and Owner
Cornerstone Nutritional
Labs, LLC



Phillip Chipping

Founder ZAGG, Chipping
Mckenna, & Knowonder!



James Crane

CEO/COO Choice Foods, Inc



James Davenport

Partner Integrated Financial
Group, LLC



Justin W. Haskell

Founder and CEO Maximum
Senior Benefits LLC



Ryan Hemingway

Partner EPIC Ventures



Brody Holbrook

President Holbrook
Consulting



Nathan Putnam

CEO and Co-founder
Monumetric



Fraser D. Roy

Shareholder Workman
Nydegger



Tyler Tolson

Founder & CEO Denik



Marlon Wilson

President and CEO Credit
Aid Today



KMO Ivins

CMO and Co-founder
Monumetric



Brad Jackman

Partner & Executive Vice
President (Retired)
Yactware, Inc.



Brady Murray

President/CEO Mass
Mutual – Intermountain
West



Steve Peterson

Partner Millrock
Development



Craig L. Winder

Attorney Altus Legal



Paul Woodland

Founders Board/Mentor for
The Center for
Entrepreneurship Jon M.
Huntsman School of
Business



Mark Zembal

Founder/Principial Parasol
Consulting



HUNTSMAN
VENTURE
FORUM



April 10, 2020



The Center for
ENTREPRENEURSHIP



JON M.
HUNTSMAN
SCHOOL OF BUSINESS
UtahStateUniversity.

Support/Application

Student Mentors & Club

OPEN CALL

AGGIEPITCH

Got an idea for a business, book, video game, board game, band, art project, nonprofit, product, service, social venture, or some other new venture?

**Finals: September 25th—
win \$1,000 in 90 seconds**

**WEEK 2, TONIGHT, 11 SEPTEMBER
6PM, HUNTSMAN HALL, 320
USU ENTREPRENEURSHIP CLUB**





1%

versus

99%





2019 UTAH
ENTREPRENEURSHIP
PROGRAM SUMMIT

Southern Utah University

5:25 - 5:30

Tyler Stillman



**2019 UTAH
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2019 UTAH
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ENTREPRENEURSHIP
SPEAKERSERIES

SUU Entrepreneur
LEADERSHIP COUNCIL
S O U T H E R N U T A H U N I V E R S I T Y





needs/needs improvement

Culture of Entrepreneurship

Known Unknowns

Student leadership



Dixie State University

5:30 - 5:35

Chris Brown



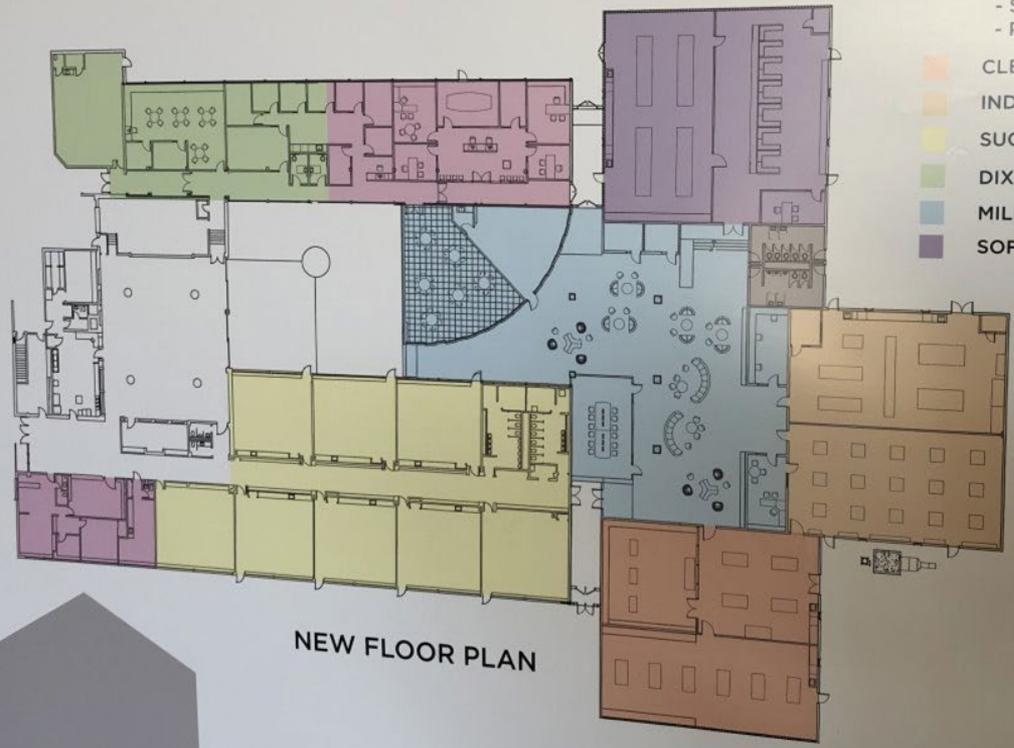
Dr. Wayne Provost

Intellectual Property

- 20+ Trademarks
- 89 patents
- Multiple copyrights



Atwood Innovation Plaza



- BUSINESS RESOURCE CENTER
 - Technology innovation and Entrepreneurship Center
 - Dixie Business Incubator
 - SCORE
 - PTAC
- CLEAN TECH MAKERSPACE
- INDUSTRIAL MAKERSPACE
- SUCCESS ACADEMY
- DIXIE ONLINE / ACADEMIC INNOVATION
- MILLER BUSINESS INCUBATION HUB
- SOFTCELL





**2019 UTAH
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[Video](#)





Westminster College

5:35 - 5:40

Cliff Hurst

WESTMINSTER'S NEW MINOR: ENTREPRENEURSHIP

"When you cease to dream you cease to live." -Forbes

Westminster welcomes students of any major to enroll in a new minor in entrepreneurship. Come learn innovative and meaningful ways to turn your passion into a business.

A new 24-credit-hour minor consists of existing pre-reqs from marketing, accounting, and comm, and five newly-designed two-credit courses that are specific to entrepreneurship.

Existing Courses (3-4 cred):

ACCT 213: Accounting Principles (3)
MKTG 300: Principles of Marketing (3)
MKTG 303: Professional Selling (4)
COMM 326: Intro to Web Design (4)

New Courses Specific to Minor:

MGMT 310: The Entrepreneurial Mindset
MGMT 311: Business Model Development
MKTG 305: Entrepreneurial Marketing
MGMT 411: Managing Growth
FINC 410: Raising Money for New Businesses

OWN LIFE STYLE • LEGACY • FINANCIAL FREEDOM



Contact Cliff Hurst at
churst@westminstercollege.edu,
801.832.2649, or swing by the Center for
Entrepreneurship in Gore 119-121.



Highlights

- 35 students declared in first two years
- Open to all majors
- 140 students have taken one or more classes
- Interdisciplinary major in e-ship being planned



COMMITMENT
OFFICIAL
COLLABORATION
CREATING
SKILLS
EVERYDAY

THE WESTMINSTER
SOCIAL IMPACT INCUBATOR
Founded by [unclear] Funding



Social Impact Incubator

Mission

The mission of Westminster's Social Impact Incubator is to nurture the next generation of Westminster innovators by providing Westminster students, alums, and community entrepreneurs the resources to take their ideas and turn them into viable, scalable, and sustainable ventures that will have a positive local, national, or global social impact.

Differentiation

Westminster College differentiates itself by specializing in incubating companies that have a social mission at their core. We believe that companies can make a positive impact on a specific population, solve societal problems, or give back to disadvantaged populations while balancing the need to make a profit.

THE CENTER FOR ENTREPRENEURSHIP
WOULD LIKE TO THANK THE FOLLOWING
PARTNERS FOR THEIR SUPPORT:

VISIONARY SPONSOR



LECTURE SERIES SPONSOR



COLLABORATION SPONSORS



The 2019
Rocky Mountain Power
Foundation
Lectures
in Entrepreneurship



The 2019
Rocky Mountain Power
Foundation
Lectures
in Entrepreneurship

Our Challenges



POINTS TO PONDER:

What should be our niche?

How do we make our new major truly interdisciplinary?

How do we combine the disparate part of our offerings to students into one coherent whole?

What about our entrepreneurship offerings will most attract entrepreneurially-inclined students to Westminster?





2019 UTAH
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Salt Lake Community College

5:40 - 5:45

Ahmad Kareh



2019 UTAH
ENTREPRENEURSHIP
PROGRAM SUMMIT

Brigham Young University

5:45 - 5:50

Jeff Brown



Vision

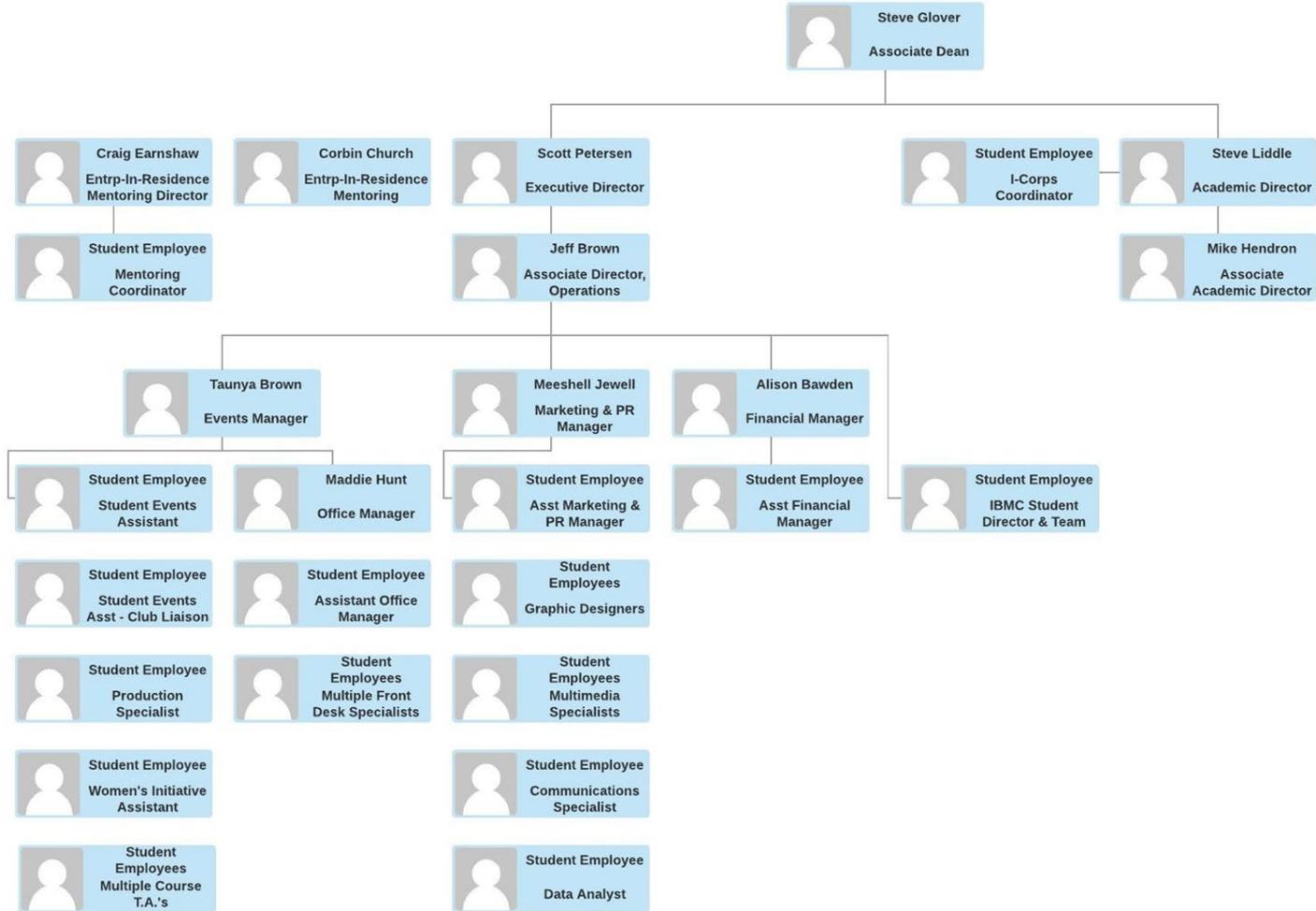
We lead in developing responsible entrepreneurs of faith and character

Mission

Prepare men and women of faith and character to be world-class leaders in entrepreneurship and innovation, to foster transformative mentorship between learners and successful role models, and to facilitate relevant faculty research.

Motto

Born to create





Entrepreneurs of Faith & Character

World-Class
Curriculum

Quality Events
& Networking

Acclaimed
Competitions

Robust
Mentoring

Entrepreneur Founder Organization

The Rollins Center for Entrepreneurship and Technology



Biggest Challenges:

People

Space

Collaboration



2019 UTAH
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University of Utah

5:50 - 5:55

Anne Bastien

OUR HISTORY

2001-2018

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.

2001 — The Pierre and Claudette McKay Lassonde New Venture Development Center formed with a \$100,000 gift from Pierre Lassonde.



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.



UTAH ENTREPRENEUR CHALLENGE
TECHTRENK
OPPORTUNITY QUEST



2010 — University of Utah ranks as the No. 1 university in the country for startup formation based on faculty technologies.

2010-2012 — The Pierre Lassonde Entrepreneur Center continues to grow with the addition of new programs.



FOUNDRY
BENCH TO BEDSIDE
FIRST LEGO LEAGUE

2011 — The Lassonde program ranked among the top 25 in the country for entrepreneurship education by the Princeton Review.



2012 — The first students enroll in the new Lassonde Social Entrepreneurship Program.

STUDENT ENTREPRENEUR CONFERENCE
GET SEEDED

Fall 2013 — The Lassonde Entrepreneur Institute is formed to involve more students and create Lassonde Studios.

April 2014 — The Lassonde Entrepreneur Institute unveils plans for Lassonde Studios, a place for students to "Live. Create. Launch."

2014 — The Lassonde Family Foundation commits an additional \$12 million to the University of Utah.

October 2014 — Groundbreaking for Lassonde Studios.

- DEPT. OF ENTREPRENEURSHIP & STRATEGY
- LASSONDE AMBASSADORS
- INNOVATION WEEK
- H.S. UTAH ENTREPRENEUR CHALLENGE
- HOURS WITH EXPERTS
- WORKSHOPS
- MEETUPS
- COMPANY LAUNCH
- FOOD ENTREPRENEUR
- ARTS ENTREPRENEUR
- MAKE PROGRAM

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*.



SUMMER AT LASSONDE

2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018



LASSONDE
ENTREPRENEUR
INSTITUTE

DAVID ECCLES SCHOOL OF BUSINESS

PROGRAMS & ACADEMICS

Lassonde Studios LIVE
CREATE
LAUNCH

LSND400

Summer
at
Lassonde

MAKE

company
LAUNCH

WORKSHOPS

HOURS WITH
EXPERTS

Food
ENTREPRENEUR

CoWORK

MEETUPS

ARTS
entrepreneur

GetSeeded

Rush
to Revenue

THE UTAH
ENTREPRENEUR
CHALLENGE

THE UTAH H.S.
ENTREPRENEUR
CHALLENGE

B2B
Bench
to
Bedside

LASSONDE+X
DAVID ECCLES SCHOOL OF BUSINESS

David Eccles
School of Business
THE UNIVERSITY OF UTAH
Entrepreneurship & Strategy

M|B|C
MASTER OF
BUSINESS CREATION™
DAVID ECCLES SCHOOL OF BUSINESS

LASSONDE
NEW VENTURE DEVELOPMENT CENTER
At The University Of Utah

LASSONDE
STUDENT LEADERSHIP

LASSONDE
AMBASSADORS

OPPORTUNITY
QUEST

FOUNDRY
at the Lassonde Entrepreneur Institute

BY THE NUMBERS / FY18



3.1K
COLLEGE STUDENT
PROGRAM PARTICIPATION



1.2K
ACADEMIC ENROLLMENT
IN ENTREPRENEURSHIP



\$405K
CASH PRIZES AWARDED
IN COMPETITIONS

165 LASSONDE STUDENT
LEADERS

\$747K TOTAL SCHOLARSHIPS
AWARDED



41K
FT. OF 3-D PRINT FILAMENT



81K
CUPS OF COFFEE



29
TOOL MENTORS



5.2K
SLICES OF PIZZA



30K
ENERGY BARS



1.2K
WHITE BOARD MARKERS