

**Lassonde Founders Factsheet**

*Updated: 09-19-19*

**About the Lassonde Founders Program**

*Short Version*

A select community of aspiring undergraduate entrepreneurs who live, create, and launch together while receiving generous support, mentorship, and scholarships.

*Long Version*

The Lassonde Founders program brings together the best student entrepreneurs from across the nation to live, create, and launch together at Lassonde Studios. It is a four-year program for aspiring undergraduate entrepreneurs that want to launch or grow a company. The program is provided by the Lassonde Entrepreneur Institute, a top 10 ranked division of the David Eccles School of Business at the University of Utah, Lassonde Founders work together in teams throughout their college experience to find, identify, and creatively solve problems through entrepreneurship. Students receive a scholarship to live at Lassonde Studios, a state-of-the-art facility in the heart of campus. Lassonde Studios has a 20,000-square-feet of innovation space on the main floor and four floors of housing above with themed makerspaces. Student can test ideas and build prototypes in the makerspace and receive dedicated space to launch their companies. Lassonde Founders complete the Lassonde+X program to get academic credit for their entrepreneurship by taking two entrepreneurship academic courses and completing a portfolio course. Lassonde Founders also work with peer entrepreneurial coaches to meet startup milestones. Learn more at [lassonde.utah.edu/founders](https://lassonde.utah.edu/founders).

**Taglines**

*Entrepreneur is a Verb. Start Doing.*

* Entrepreneur with the Best
* Entrepreneur Your Degree
* Entrepreneur Your Passion
* Entrepreneur Your Future

**Benefits & Qualities**

*Live and Work in a World Class Facility*

Lassonde Founders live, create, and launch together at Lassonde Studios. They have access to dedicated space, prototyping workshops, and peer coaching. Everything offered by the Lassonde Entrepreneur Institute provides a complete platform to launch or grow your startup.

*Explore an Entrepreneurial Mindset*

Entrepreneurship is much more than starting a company. It is a way of thinking that enables students to work on interdisciplinary teams, identify opportunities, learn how to add value, and create a company, idea, or impact. Students in Lassonde Founders gain expertise and skills in all these areas.

*Top 10 Program*

The David Eccles School of Business is ranked among the top 10 schools in the country for entrepreneurship education by the Princeton Review, U.S. News and Bloomberg. The ranking recognizes the variety, depth and quality of opportunities for students who want to learn how to launch companies.

*Great Location*

Students in the Lassonde Founder program study at the University of Utah, situated against the Wasatch Mountains. The U and Salt Lake City have been recognized as national leaders in entrepreneurship and technology commercialization. Combined with unmatched access to the outdoors, Lassonde Founders can maintain a well-balanced life.

*Focus on Value Creation*

Entrepreneurship is all about adding value. Entrepreneurs add value to a product, a team, an industry, or an idea. Students in the Lassonde Founders program learn how to master the art of identifying opportunities to add value and then following through with a plan to do it.

*Peer Coaches*

Lassonde Founders have a peer coach that meet with them regularly to work on reaching their next milestone for their idea or company. Coaches are upper-class students that have startup experience. Lassonde Founders can go on to receive additional scholarships if they become a peer coach.

*Abundant Resources*

Students in the Lassonde Founders program get access to many resources to help them develop their ideas through the Lassonde Entrepreneur Institute. Lassonde resources include milestone grants, scholarships, makerspace, meetups, and more.

*High-Quality Entrepreneurship Education*

 Lassonde Founders work with faculty and peer coaches in the Lassonde+X program that come from a wide range of backgrounds and have deep knowledge and experience in all areas related to entrepreneurship. Students in the program get the opportunity to interact with these experts closely to hone their ideas and achieve their goals.

*Learn by Doing*

Lassonde Founders learn by applying what they are studying in their majors to a project that enables them to demonstrate an entrepreneurial mindset. Whether they are studying English or accounting, Lassonde Founders complete the program with a better understanding of what it takes to bring an entrepreneurial mindset to their majors.

*Join the Community of Entrepreneurs*

Students in the Lassonde Founders program join a thriving entrepreneur community at the University of Utah and beyond. Thousands of students are engaged in entrepreneurship on campus, and the program provides a great way to get involved.

**Application Process**

Student can apply for the Lassonde Founders program by completing the related section of the Lassonde Studios resident application. It is a competitive application process. The application opens Oct. 1, 2019, and has a priority deadline of Jan. 15, 2020, for the 2020-21 academic year. Students are evaluated primarily based on their previous entrepreneurial experience. Students also need to apply and be accepted to the University of Utah. Students must live in the Lassonde Studios to participate and receive their scholarship.

**Partnerships**

The Lassonde Entrepreneur Institute works with a number of University of Utah colleges and departments to recruit top entrepreneurial candidates to the U. These partnerships work to cultivate an academically diverse cohort of students to the Lassonde Founders program.

**Entrepreneur is a Verb. Start Doing.**

Entrepreneur is a verb at the David Eccles School of Business and Lassonde Entrepreneur Institute at the University of Utah. Students learn and grow by doing. Students receive training, mentorship and resources with the expectation to get involved, launch something, join a team and make a difference. Entrepreneur your education. Entrepreneur your future. Entrepreneur your dreams. Entrepreneur at the Eccles School.