

ANNUAL REPORT / FY 2020

ENTREPRENEUR AT A TOP 10 PROGRAM



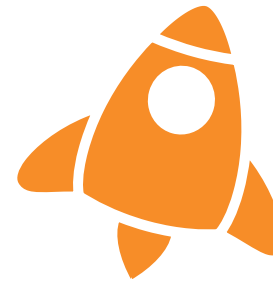
LASSONDE
ENTREPRENEUR
INSTITUTE



David Eccles
School of Business
THE UNIVERSITY OF UTAH

Welcome to our annual report for the fiscal year 2020. We are excited to show you what's new and, more importantly, what our student entrepreneurs accomplished this year. Among many other highlights in the past year, we helped students launch 446 startup teams, maintained our top-10 rank for entrepreneurship, launched a first-of-a-kind Master of Business Creation program, created a 3-course Lassonde+X program for all undergraduates, celebrated Pierre Lassonde's retirement, and moved all our programs online to help our students entrepreneur at home during the pandemic. We invite you to turn the page, get inspired, and then entrepreneur with us. We define entrepreneurship as a verb. Join us to entrepreneur your idea, your future, and our community.

— The Lassonde Entrepreneur Institute Team



ON THE COVER:

Shaykyla Smith is a recent entrepreneurship graduate and a past student leader with the Lassonde Entrepreneur Institute.

Josh Martin is a mechanical engineering student, inventor, builder, and leader in the Make Space at Lassonde Studios.



FOCUSED ON STUDENTS

Everything we do is focused on the student experience. We welcome all students at the U and beyond to work with us to launch something, join a team, learn by doing, and achieve their dreams. Students gain leadership skills by managing most of our programs, and we do everything we can to support student ideas.



MISSION

To provide students transformative experiences through entrepreneurship.

VALUES

1. Student-focused & student-led
2. Entrepreneurship is a mindset
3. See one, do one, teach one
4. Meet students where they are at
5. Entrepreneurs need a community of support
6. Try, learn, repeat
7. Anyone can be an entrepreneur

YEAR IN PICTURES

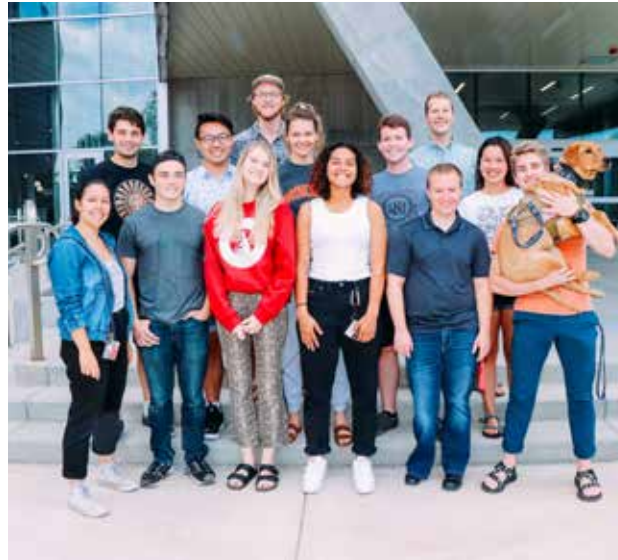
INSTAGRAM FAVORITES

@LASSONDEINST



Pierre Lassonde visits Lassonde Studios.

❤️ 143



Lassonde Studios residential advisors.

❤️ 133



Our executive director, Troy D'Ambrosio.

❤️ 109



Veronica Aponte studying at Lassonde Studios.

❤️ 107



Company Launch teams for fall 2019.

❤️ 98



Our L4 community at Lassonde Studios.

❤️ 97



RANKINGS & RECOGNITION

6th
UNDERGRAD
ENTREPRENEUR
PROGRAM 2021
* PUBLIC SCHOOLS *

10th
UNDERGRAD
ENTREPRENEUR
PROGRAM 2021

12th
MBA
ENTREPRENEUR
PROGRAM 2021



6th
MBA
ENTREPRENEUR
PROGRAM 2020

**Bloomberg
Businessweek**

10th
MOST
ENTREPRENEURIAL
SCHOOL



12th
UNDERGRAD
ENTREPRENEUR
PROGRAM 2020

18th
GRADUATE
ENTREPRENEUR
PROGRAM 2020



Innovations That Inspire Challenge Winner / 2020

Association to Advance Collegiate Schools of Business (AACSB International)
recognized the new Master of Business Creation degree



Pierre Lassonde
is founder of the
Lassonde Entrepreneur
Institute and cofounder
of Franco-Nevada.



CONGRATS PIERRE!

After 35 years leading Franco-Nevada, Pierre Lassonde – founder of the Lassonde Entrepreneur Institute – retired from the company when he stepped down as chairman of the board in 2020. The milestone concluded an epic career with the company he cofounded in 1985 and grew to its current valuation of \$38 billion.

Franco-Nevada is a leading gold-focused royalty and streaming company. Since its initial public offering (IPO) in 2007, Franco-Nevada's share price has outperformed both gold and other gold equities, and the company has been able to increase dividends for 12 consecutive years. Total shareholder return in the past 12.5 years has been 1,485% for a compounded return of 25.1% per year.

"After 35 years with Franco-Nevada, in one incarnation or another, I would like to thank all of the analysts, brokers, portfolio managers, and shareholders who have believed in us and helped us build this great company," said Mr. Lassonde in his last address as chairman before taking on the title of chair emeritus.

"At a time when financial markets are racked by uncertainty, volatility, and violent losses in the face of COVID-19, there is nothing that gives me greater pleasure than to see our share price reach new highs and give our thousands of shareholders that extra support and comfort they deserve by having invested in Franco-Nevada," he added. "That, more than anything else, is reward enough for me. Thank you."

Mr. Lassonde and partner Seymour Schulich founded the original Franco-Nevada, developing it in the early 1980s to an initial capitalization of \$2 million. In the process, they pioneered the concept of mining royalties. The company remained the leading public mining royalty company until 2002, when Newmont Mining acquired it for \$2.5 billion.

The original Franco-Nevada team continued to manage royalty assets as part of Newmont Capital. In 2007, they incorporated a new Franco-Nevada after launching an IPO and acquiring a royalty portfolio from Newmont for \$1.2 billion. Franco-Nevada now trades under the symbol FNV on both the Toronto and New York stock exchanges.

Mr. 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.

He 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. Among many other accomplishments, 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.

Learn more about Pierre Lassonde on Wikipedia at en.wikipedia.org/wiki/Pierre_Lassonde. Learn more about Franco-Nevada at franco-nevada.com.

OUR HISTORY



2001 — The Pierre and Claudette McKay Lassonde New Venture Development Center forms 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.



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



2008 — The Pierre Lassonde Entrepreneur Center finishes renovation on what is called the “Lassonde House,” a historic building in the Fort Douglas area of the University of Utah campus. The building serves as the administrative headquarters. The original structure was built during the Civil War.

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, Bench to Bedside, a medical-device competition, and the Lassonde Social Entrepreneurship Program.

2006 — The Lassonde Family Foundation gives a \$13 million gift to create the Pierre Lassonde Entrepreneur Center. The gift expands the organization's reach to include competitions with awards of \$100,000 provided by Zions Bank.

2011 — The Lassonde program ranks 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.



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

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.

2019 — The David Eccles School of Business and Lassonde Entrepreneur Institute add a first-of-a-kind Master of Business Creation degree and the Lassonde+X program for all undergraduate students to learn the entrepreneurial mindset.

2020 — The Lassonde Entrepreneur Institute moved all its events and activities online for the summer to help students entrepreneur from home during the pandemic.

2016-2019 — The Lassonde Entrepreneur Institute adds and develops many new programs in Lassonde Studios. New programs include Workshops, Hours with Experts, Make, Company Launch, Food Entrepreneur, Arts Entrepreneur, Lassonde 400, Meetups, and Cowork.



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, living at Lasonde Studios, and classes offered by the Department of Entrepreneurship & Strategy at the David Eccles School of Business.



STATEWIDE
PARTICIPATION
FY 2020

10 UTAH COLLEGES
PARTICIPATING FY 2020

47 HIGH SCHOOLS
PARTICIPATING FY 2020



4.3K
COLLEGE STUDENT
PROGRAM PARTICIPATION
FY 2020



3.1K
HIGH SCHOOL &
MIDDLE SCHOOL STUDENT
PARTICIPATION FY 2020



2K
ACADEMIC ENROLLMENT
IN ENTREPRENEURSHIP
AY 2020

5 WAYS TO ENGAGE

1. Attend events and workshops
2. Launch a company or join one
3. Live at Lasonde Studios
4. Attend classes at the Eccles School
5. Be a student leader



SCHOLARSHIPS

We are proudly powered by students of all ages and from all majors. Each year, we recruit students to manage and run most of our programs and opportunities. They receive scholarships while also getting a unique opportunity to gain leadership skills and professional experience.

AWARDS & RECIPIENTS

\$4.7M

TOTAL SCHOLARSHIPS
AWARDED FY 2002-20

\$944K

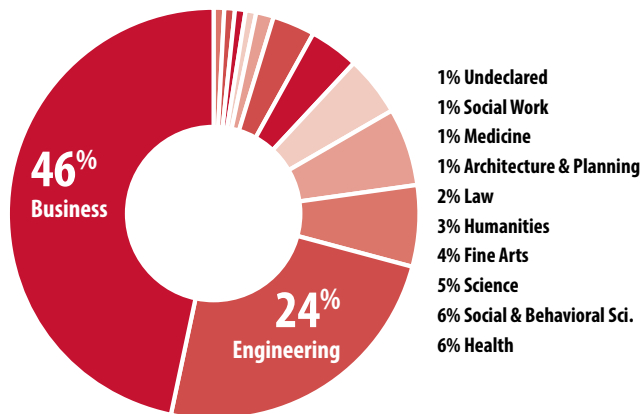
TOTAL SCHOLARSHIPS
AWARDED FY 2020

\$494K

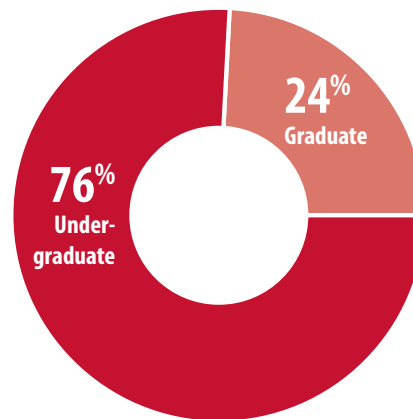
MBC TUITION
WAIVERS FY 2020

184

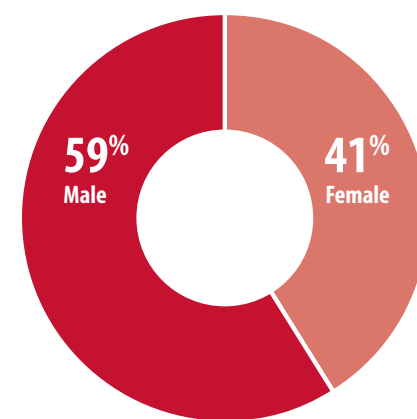
NUMBER OF SCHOLARSHIPS
AWARDED FY 2020



MAJORS FY 2020



ACADEMIC LEVEL FY 2020



GENDER FY 2020

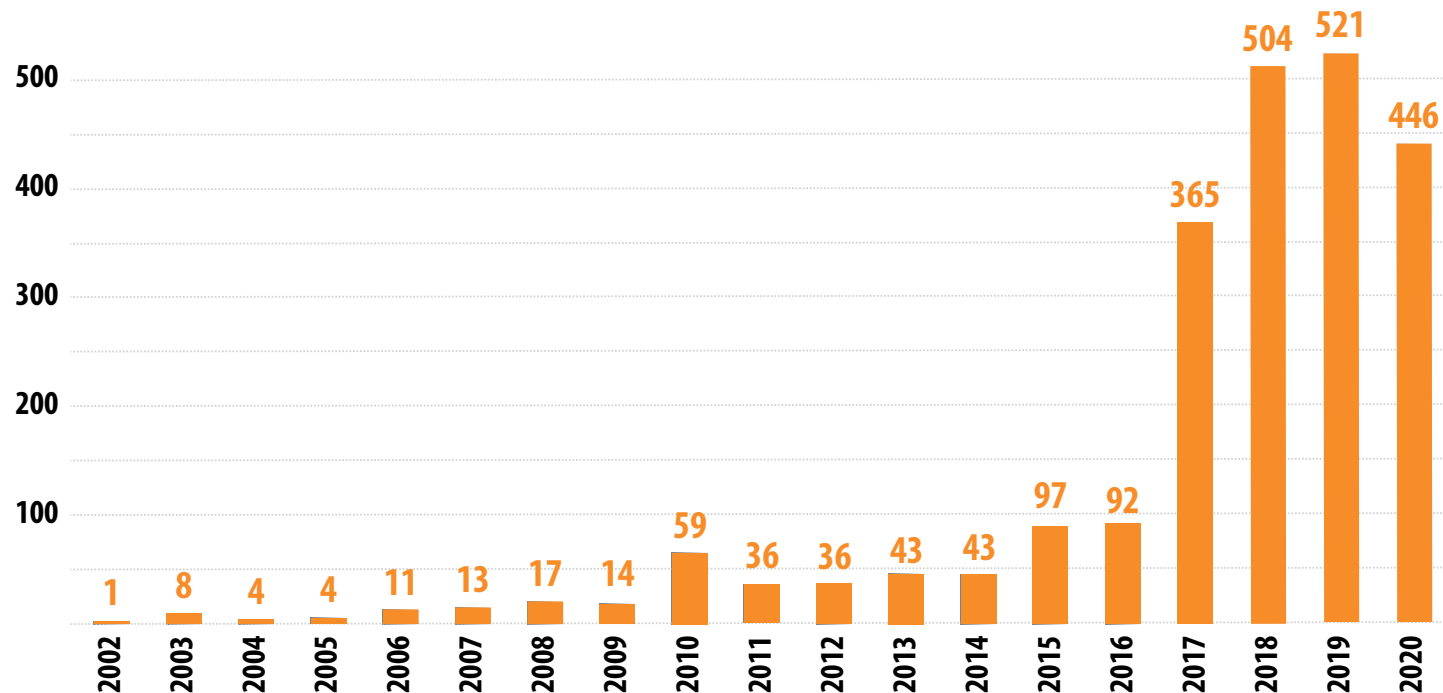
Aaron Kc Hsu is the founder of Blerp, an audio-sharing platform, computer science alum, and a former resident at Lassonde Studios.



STARTUP TEAMS

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

STARTUP TEAMS FORMED FY 2002-2020



\$418M

COMPANY FUNDING
RAISED FY 2002-20

\$3.1M

TOTAL CASH
PRIZES FY 2007-20

\$144K

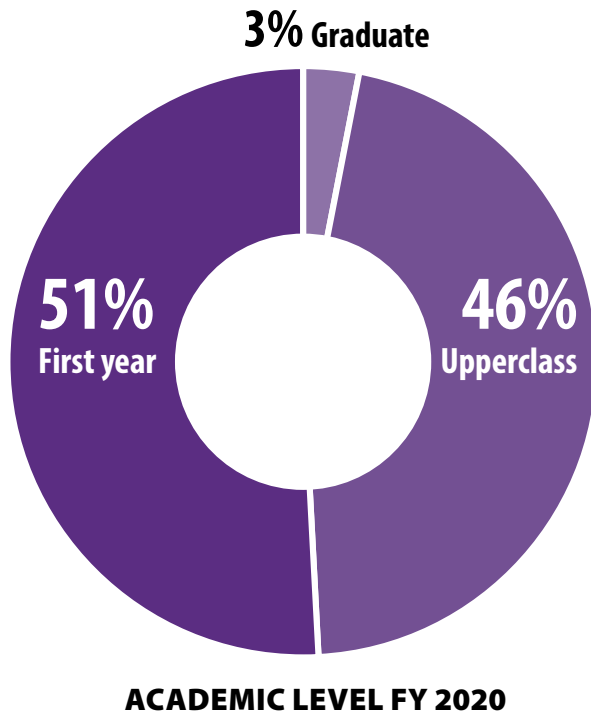
TOTAL CASH
PRIZES FY 2020



LIVE AT LASSONDE

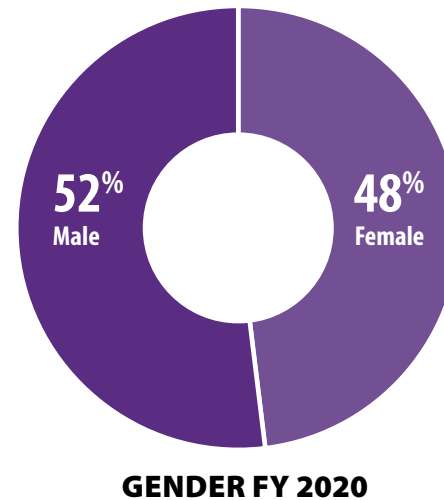
We call the residents at Lassonde Studios the “Lassonde 400,” because there are 400 beds in the building. This group has the unique opportunity to “Live, Create, Launch” day and night. During 2019-20, we welcomed L4, or the fourth group of Lassonde 400 residents since the building opened in 2016.

LASSONDE STUDIOS RESIDENTS FY 2020



60

**AREAS OF STUDY
FY 2020**



Jolly Karungi is a Lassonde Studios resident, a startup collaborator, an Eccles School student, a Lassonde student leader, and a refugee from the Democratic Republic of Congo.



LAUNCHED AT LASSONDE



We help students from all majors and backgrounds launch inventions, initiatives, companies, and careers.

Find more online at
lassonde.utah.edu/launched.



DECHEQUE

PROGRAMS: LASSONDE 400 HIGH SCHOOL UTAH ENTREPRENEUR CHALLENGE

INDUSTRY: FINANCE

Decheque is a student-run startup aiming to change the alternative investment industry. Started in March 2019, Decheque matches investors with hedge funds in hopes of increasing access to the private investment industry. The founder, Andrew Pignanelli, a finance major at the University of Utah's David Eccles School of Business and resident at

Lassonde Studios, has been trading stocks for 3 years.

The idea came up after a friend, a hedge fund manager, was discussing the issues with running a hedge fund. "I went up and talked to him, and he started telling me about all these problems with raising money," Pignanelli said.

Decheque uses an algorithm to match

investors with funds. They then give each pair a compatibility score, to better facilitate the best connections. "We're essentially building a dating app," Pignanelli said. "When signing up you're asked all of these questions. Things like risk tolerance, investment focus, financial goals."

Learn more at
decheque.com.



ESYM

PROGRAMS: LASSONDE NEW VENTURE DEVELOPMENT

INDUSTRY: HEALTH

Motivational interviewing is an evidence-based approach used by counselors, educators, medical professionals, correctional officers, and others to change patient or client behavior. It can help people smoke less, exercise more, follow through with recommendations, keep commitments, and more.

A team of faculty, professionals, and students at the University of Utah hope to make motivational interviewing training more common and accessible through a new online training platform and company. They launched their product, Enhanced Motivational Interviewing, and their company, eSym, in 2019 and already have clients.

The development and launch of the company was supported during the 2018-19 academic year through the Lassonde New Venture Development Center, which matches graduate students with faculty inventors and industry partners to develop business ideas.

Learn more at esympro.com.



TRAILRAX

PROGRAMS: COMPANY LAUNCH LASSONDE 400

INDUSTRY: RECREATION

Do you like off-road adventures? Adam Engelke, a University of Utah student and off-roading enthusiast, started a company to help you get more from your off-roading and over-landing experiences.

TrailRax provides USA-manufactured, roof-rack equipment, and storage solutions. "From Jeep Wranglers to all mid-sized trucks and more, our

products help customers better their experience with equipment to keep them safe and venturing longer than ever possible," Engelke said.

One of their storage solutions, the Pak Rax, is a side-mounted roof rack that uses dead space on the vehicle for storage space without sacrificing the capabilities of the vehicle. Additionally, TrailRax offers a

customizable foundation of products that allow customers to build their rack how they want it.

Not only does TrailRax assist adventures to the off-roading enthusiasts who go for weeks at a time, but it also caters to the "weekend warrior."

Learn more at trailrax.com.

LAUNCHED AT LASSONDE



VIRTUAL PROM LIVE

PROGRAMS: MASTER OF BUSINESS CREATION

INDUSTRY: ENTERTAINMENT

Prom is back on! After cancelations at thousands of high schools across the country due to COVID-19, students can now participate virtually by registering for Virtual Prom Live. This will allow students to still have a prom while practicing appropriate social distancing.

The new nationwide effort is led by Taylor Buckley, a founder in the

new Master of Business Creation program at the University of Utah's David Eccles School of Business. She is teaming up with teen dress rental company Charlotte's Closet to organize the regional virtual proms.

Buckley is the cofounder of My School Dance, an app that allows high schools to easily manage dance events. But as she saw dances

across the country being canceled due to COVID-19, she quickly decided to switch gears and do something about it.

"I wanted to do something to give high school students an opportunity to participate in one of the most important events of the year," Buckley said.

Learn more at virtualprom.live.



VITAPUL INJECTABLES

PROGRAMS: BENCH-TO-BEDSIDE OPPORTUNITY QUEST UTAH ENTREPRENEUR CHALLENGE

INDUSTRY: HEALTH

Vitapul Injectables is on a mission to save lives by improving the treatment of severe allergic reactions. With help from programs at the University of Utah, the student founders are developing a device to inject epinephrine — a drug that narrows blood vessels and opens airways in lungs — in a way that is cheaper and more accessible than existing products like the EpiPen.

Recently, EpiPen manufacturers have been questioned due to rising prices and limited pharmacological changes, causing some people's health to be at risk, according to the student team.

The team consists of University of Utah medical students Suzanna Ohlsen, Brian Parker, Trent Perry, Alejandro Blitch, and Teryn Holeman, and MBA

graduate Alex Huhn. They believe they can make a better product by separating the active ingredient, epinephrine, in a powdered or "dust" form until just before injection. The uniqueness of this product is in the company's name — "vitapul" is Latin for "bringing dust to life."



LIVE MARTIAL ARTS

PROGRAMS: MASTER OF BUSINESS CREATION GET SEEDED

INDUSTRY: FITNESS

For Samery Moras, the founder of Live Martial Arts, martial arts aren't just a hobby — they're a part of who she is. "I was literally born into the world of martial arts," she said. Her family owned a martial arts studio, and from a young age, Moras was inundated with martial arts. "I learned how to kick before I could even walk," she said.

Soon, Moras traveled the world as a competitive martial artist, and was a member of Team USA for six years. Moras began using the internet to share her experiences. "While competing, I would film videos and post content online," she said. "I started to see this opportunity to teach people all over the world just from my YouTube channel."

Moras has gained a dedicated audience for her content. She now has more than 200,000 subscribers and followers on social media. Moras came to the Master of Business Creation program at the University of Utah's David Eccles School of Business to make her content more profitable. Learn more at samerymoras.com.



ARTCIEL

PROGRAMS: MASTER OF BUSINESS CREATION COMPANY LAUNCH GET SEEDED

INDUSTRY: PRINTING

When Aaron Dobron entered the Master of Business Creation (MBC) program at the University of Utah's David Eccles School of Business, he knew that he had a great business idea. Dobron is the cofounder of ArtCiel, which he describes as a "brand-new, state-of-the-art technology." ArtCiel uses vertical wall printing to allow consumers to apply images and graphics

directly onto wall surfaces, whether it's drywall, glass, brick, or cement. As an undergraduate at the University of Utah, Dobron studied material science engineering and multidisciplinary design. He used this background to develop ArtCiel, and he also was involved in the Company Launch program, Rush to Revenue, and GetSeeded Program at the Lassonde Entrepreneur

Institute. Entering the MBC program, Dobron wanted to make his company more marketable. The Lassonde Entrepreneur Institute is one of ArtCiel's clients. It has installed three murals at Lassonde Studios. The murals are illustrations designed by students in the Lassonde community. Learn more at artciel.com.

LAUNCHED AT LASSONDE



LITTLE WANDERERS

PROGRAMS: **LASSONDE 400** **COMPANY LAUNCH**

INDUSTRY: **VIDEO GAMES**

Spencer Wilson and Morgan Lander, University of Utah students and founders of Little Wanderers Studios, have been so impacted by the entertainment and arts industry, they created a company and culture that aims to “uplift the world.”

Little Wanderers Studios is an indie game company that celebrates diversity of thought through the creation of fun and

entertaining experiences that promote awareness and critical outlooks on the world. They do this through games that are created for everyone.

“Being a woman in the gaming industry and as a gamer myself, I do not see myself recognized in this industry,” Lander said. “Going beyond that, Spencer and I began to think about how the other communities, such as

LGBTQ, people of color, and those who do not fit inside the lines of a typical gamer, are very much underrepresented.”

Both founders are in the Entertainment Arts & Engineering program at the U. They are also part of the Lassonde 400 community, living at Lassonde Studios.

Learn more at littlewanderersstu.wixsite.com/home.



SIMPLY ACAI

PROGRAMS: **LASSONDE 400** **FOOD ENTREPRENEURSHIP**

INDUSTRY: **FOOD**

Have you tried the acai? University of Utah finance students Nate Berger and Seth Neeleman opened Simply Acai in August 2019. During fall 2019 and beyond, you can find them in the mobile kitchen in the Miller Cafe at Lassonde Studios.

The inspiration started for Neeleman when he was living in Brazil. “I ate acai three to four times a week and loved it,” he

said. When he came back to the U.S., he wanted to see how he could bring this super fruit here. “After living as a first-year resident at the Lassonde Studios, and after talking to individuals at the Lassonde Entrepreneur Institute, Simply Acai was shortly created,” he said.

Simply Acai is focused on premium organic acai imported directly from Brazil. “Acai is the only

fruit in the world with no sugar in it,” Neeleman said. Berger added, “Our acai is simply acai; there are no add-ins, sugar, or juice.”

In addition, the blended acai is topped with fresh fruit, granola, and honey. The acai bowls are sold directly to students at the University of Utah.

Owners Berger and Neeleman met at the University of Utah.



SAWTOOTH

PROGRAMS: MASTER OF BUSINESS CREATION OPPORTUNITY QUEST UTAH ENTREPRENEUR CHALLENGE

INDUSTRY: AUTO

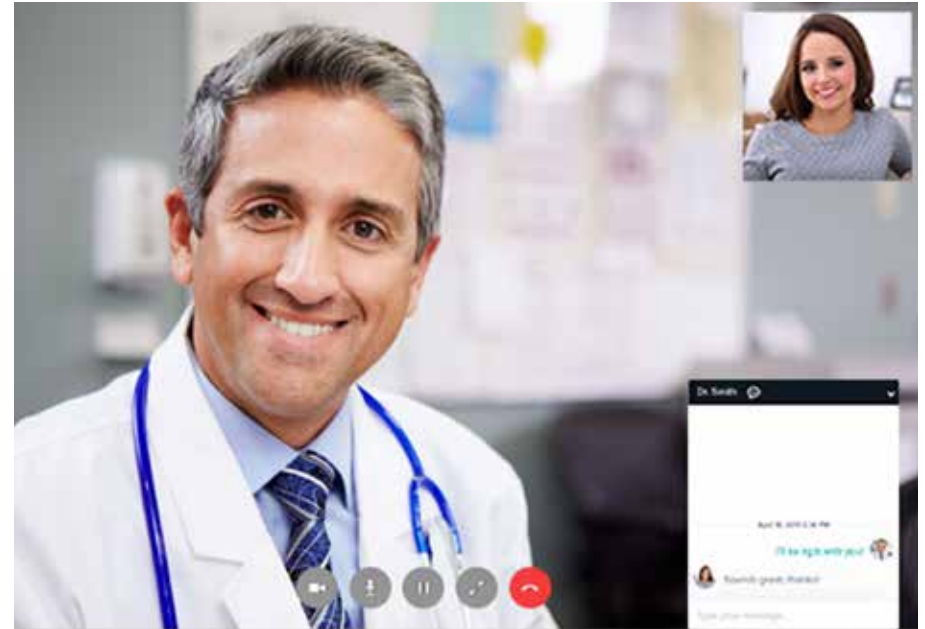
Sawtooth started after DJ Potter went on a camping trip to the Sawtooth Mountains. During a rainstorm, all of his gear got soaked and muddy because he didn't have a cover on his truck bed. When he returned home, he searched for a solution, couldn't find one, and eventually arrived at a novel idea: a new type of tonneau, or truck bed cover, that stretches to fit

the size and shape of your cargo.

Fast forward to today, Potter is now in the Master of Business Creation program at the David Eccles School of Business with patents pending on this and another product for cars. "With Sawtooth you can load more, haul more, and do more," he said. Potter is now on his way to growing a \$30 million company

within five years. "While in the MBC program I have gained additional tools and skills that have allowed me to look at business and, more specifically, my startup with a critical eye," he said.

Learn more at sawtootht.com.



DOXY.ME

PROGRAMS: MASTER OF BUSINESS CREATION UTAH ENTREPRENEUR CHALLENGE

INDUSTRY: HEALTH

While participating in the inaugural year of the Master of Business Creation program from the Department of Entrepreneurship & Strategy at the University of Utah's David Eccles School of Business, doxy.me was able to facilitate millions of virtual meetings for healthcare providers and patients during the pandemic and make significant improvements

to its telehealth platform.

Doxy.me provides a simple, free, secure, and HIPAA-compliant telemedicine solution.

The company was already growing before the pandemic, but demand accelerated substantially as regulations and behaviors changed to embrace remote health services.

Early in the pandemic, doxy.me saw a thousand-

fold increase in demand and quadrupled its staff, growing to serve some 274,000 providers and 6 million patients in March 2020 alone.

Colleagues Dylan Turner and Schuyler Welch joined the Master of Business Creation program with a full scholarship to grow and scale the company.

Learn more at doxy.me.

PROGRAMS

LSND400

LIVE AT LASSONDE STUDIOS

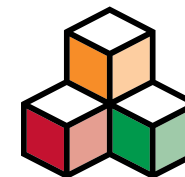
Join the residential community at Lassonde Studios, an inspiring 160,000-square-foot building with 400 beds. All students welcome. lassonde.utah.edu/studios

NEW



RESIDENTIAL ENTREPRENEUR COMMUNITY

A select community of active undergraduate entrepreneurs who live, create, and launch together while receiving generous support, mentorship, and scholarships. lassonde.utah.edu/founders



WORKSHOPS

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

- 16 events
- 123 participants
- 3 student leaders



EXPERIENCE SUMMER AT LASSONDE

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

- 19 events
- 83 participants



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 and Chad and Kristen Anselmo. lassonde.utah.edu/getseeded

- 112 student teams registered
- \$51.6K grant money awarded
- 28 grants awarded



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

- 11 events
- 75 participants
- 24 student leaders





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/experthours

- 15 events
- 61 participants
- 3 student leaders



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

- 45 student teams registered



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

- 40 startup teams in residence
- 70 applications
- 5 student leaders



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

- 7 events
- 141 participants
- 4 student leaders



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

- 7 events
- 71 participants
- 3 student leaders



RUSH TO REVENUE

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

PROGRAMS



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

106 STUDENT TEAMS
REGISTERED FY 2020

Top 20 Teams FY 2020

Auxilium Automation (BYU)	My School Dance (UofU)
BidMyCrib (UVU)	PaddedSoul (Dixie)
Concord Research Group (Westminster)	Parq (UofU)
ControlAlt (BYU)	Piing Watch (BYU)
Decheque (UofU)	Pyramid Security (USU)
Denali Drone Services (Weber)	Reese & Company (SUU)
Disani Global Health (UofU)	Sawtooth (UofU)
Gaia Technologies (UofU)	The Girls Company (BYU)
Harmony (SLCC)	The Guitar Hacks (Snow)
Hops and Hounds (Westminster)	Vitapul (UofU)



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

276 STUDENT TEAMS
REGISTERED FY 2020

\$90K PRIZE MONEY
AWARDED FY 2020

10 PARTICIPATING
COLLEGES FY 2020

Statewide Winners FY 2020

BYU: ControlAlt	UofU: Vitapul
Dixie: PaddedSoul	USU: Pyramid Security
SLCC: Harmony	UVU: BidMyCrib
Snow: TheGuitarHacks	Weber: Denali Drone Services
SUU: Reece & Company	Westminster: Concord Research Group



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

127 STUDENT TEAMS
REGISTERED FY 2020

Top 20 Teams FY 2020

Alteration Annie's (West High School)	Pocket Gardens (Hillcrest High School)
AP Ready (Timpview High School)	Proxy (Skyridge High School)
Aurora Discovery (Ridgeline High School)	Skibaxx (Park City High School)
EcoFashion (Academy for Math Engineering & Science)	Smart Buddy (West High School)
Epicure (Waterford School)	SomnaSuo (Weber High School)
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Optimized Lawn Care (Skyline High School)	Unlabel (Logan High School)
Pocket Change (Murray High School)	Zip Away (Park City High School)





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

- 7 events
- 124 participants
- 3 student leaders



CONNECT WITH ENTREPRENEURS FROM ACROSS CAMPUS

Join our community of founders, collaborators, and bootstrappers. lassonde.utah.edu/eclub



STUDENT LEADERSHIP

Browse our many opportunities. All students are welcome to apply. lassonde.utah.edu/leadership

- 164 student leaders



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

- 151 connections made
- 9 student leaders



EXPLORE THE UNIVERSITY OF UTAH

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

- 85 events
- 2,822 participants
- 17 student leaders

ACADEMICS

HIGHLIGHTS AY 2020
AT THE DAVID ECCLES SCHOOL OF BUSINESS



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

- 2,045 students enrolled
- 39 entrepreneurship courses offered

NEW



DAVID ECCLES SCHOOL OF BUSINESS

9-MONTH PROGRAM TO LAUNCH YOUR COMPANY

A specialized graduate degree program for founders committed to launching their startup company. eccles.utah.edu/mbc

- Inaugural year for program
- 25 founders graduated from first class
- Recognized by AACSB in the Innovations that Inspire challenge

NEW



3-COURSE PROGRAM FOR ALL UNDERGRADS

An introductory program for undergraduate students from any major on campus (the X) to learn the entrepreneurial mindset, explore, and practice entrepreneurship. lassonde.utah.edu/lassondex



GRADUATE PROGRAM FOR TECH COMMERCIALIZATION

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

- 21 student leaders



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

- 23 participants



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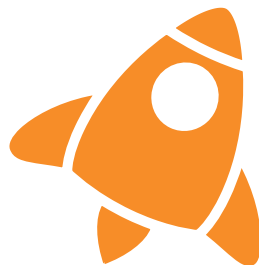
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