



LESSONDE
ENTREPRENEUR
INSTITUTE



David Eccles
School of Business
THE UNIVERSITY OF UTAH



**ENTREPRENEUR
IS A VERB.
START DOING.**

JOIN THE COMMUNITY OF STUDENT ENTREPRENEURS & INNOVATORS



ENTREPRENEUR YOUR FUTURE WITH US

Welcome to the Lassonde Entrepreneur Institute. We are the hub for student entrepreneurs and innovators at the University of Utah. Whether you want a deep dive or only have an hour, we have 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.

LIVE CREATE LAUNCH

6 WAYS TO GET STARTED

1. Attend Events & Introduce Yourself

Find upcoming events in our events calendar. Then attend everything you can, and introduce yourself!
lassonde.utah.edu/calendar

2. Browse Our Programs

We have many opportunities for all students. Find opportunities in our program directory.
lassonde.utah.edu/directory

3. Apply to Live at Lasonde Studios

All students are welcome. Apply any time. The priority application period is Oct. 1 to Jan. 15 for the following academic 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 Classes

Register for electives, certificate, minor, major, and more. General education credit is available. Start by taking ENTP 1010 (or BCOR 2040 for business majors).
eccles.utah.edu/entp

6. Become a Community Partner

We are always looking for mentors, volunteers, workshop providers, donors, and strategic partners. Start by filling out our interest form. **lassonde.utah.edu/community**





ENTREPRENEUR AT A TOP 10 PROGRAM

6th
MBA
ENTREPRENEUR
PROGRAM 2020

**Bloomberg
Businessweek**

6th
UNDERGRAD
ENTREPRENEUR
PROGRAM 2020
* PUBLIC SCHOOLS *

10th
UNDERGRAD
ENTREPRENEUR
PROGRAM 2020

12th
MBA
ENTREPRENEUR
PROGRAM 2021

USNews
& WORLD REPORT

12th
UNDERGRAD
ENTREPRENEUR
PROGRAM 2020

18th
GRADUATE
ENTREPRENEUR
PROGRAM 2020

**The
Princeton
Review**

BY THE NUMBERS

4,309

COLLEGE STUDENT
PARTICIPATION FY 2020

446

STUDENT STARTUP
TEAMS FORMED FY 2020

\$412M

COMPANY FUNDING
RAISED FY 2002-20

\$144K

TOTAL CASH
PRIZES FY 2020

2,045

ACADEMIC ENROLLMENT
IN ENTREPRENEURSHIP
AY 2020

\$1.44M

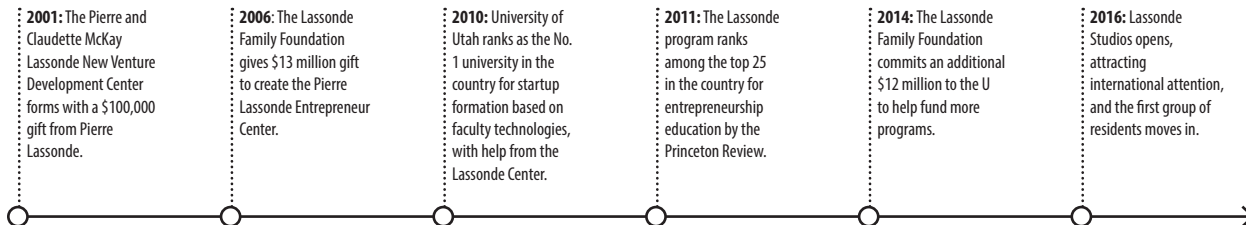
TOTAL SCHOLARSHIPS
AWARDED FY 2020

327

EVENTS AT LASSONDE
STUDIOS FY 2020

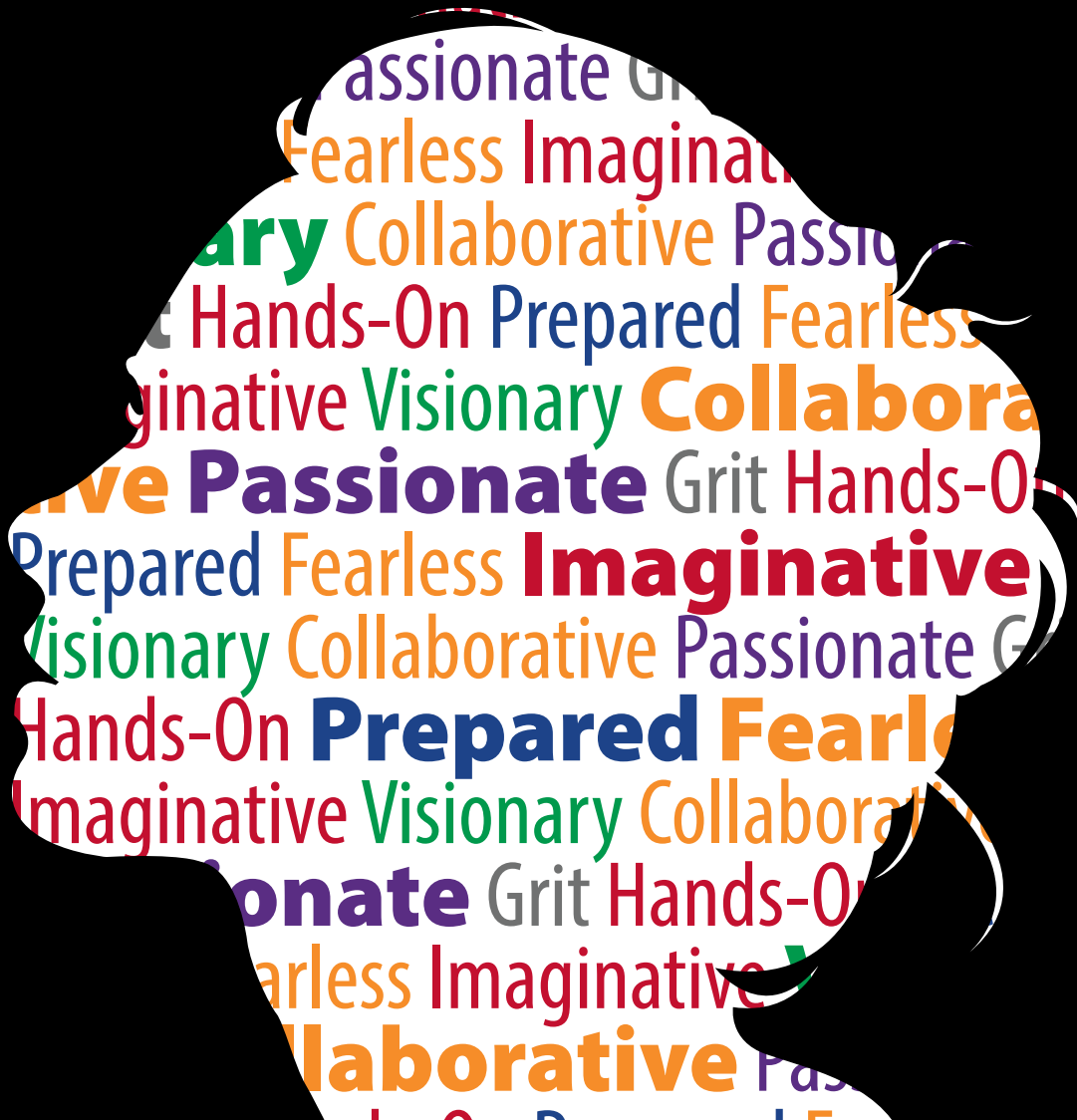
About the numbers: These are preliminary figures for fiscal year 2020 and subject to change.

FOUNDED IN 2001



MASTER THE ENTREPRENEURIAL MINDSET

The Lassonde Entrepreneur Institute defines entrepreneurship as a mindset. It's not just about starting a company. Entrepreneurship is about using your imagination, learning by doing, working in interdisciplinary teams, creating your own path, and adding value to anything you do.



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


	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
	Entrepreneur with the Best: A select community of active undergrad entrepreneurs who live, create, and launch together while receiving support, mentorship, and scholarships. lassonde.utah.edu/founders
	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

Create





	Seed Grant Program: Pitch your idea at these regular 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 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

 OPPORTUNITY QUEST	Statewide Executive Summary Competition: Compete for cash prizes. Regional competitions are held across Utah. Sponsored by Zions Bank. lassonde.utah.edu/oq
 B2B Bench to Bedside	Medical Innovation Competition: Work with medical and engineering students developing a medical innovation and competing for cash prizes. Sponsored by Zions Bank. bit.ly/utah-b2b
 company LAUNCH	Get Office Space and Company Resources: Apply for dedicated space at Lassonde Studios, and get legal advice, accounting help, and more. Sponsored by Zions Bank. lassonde.utah.edu/launch

Outreach

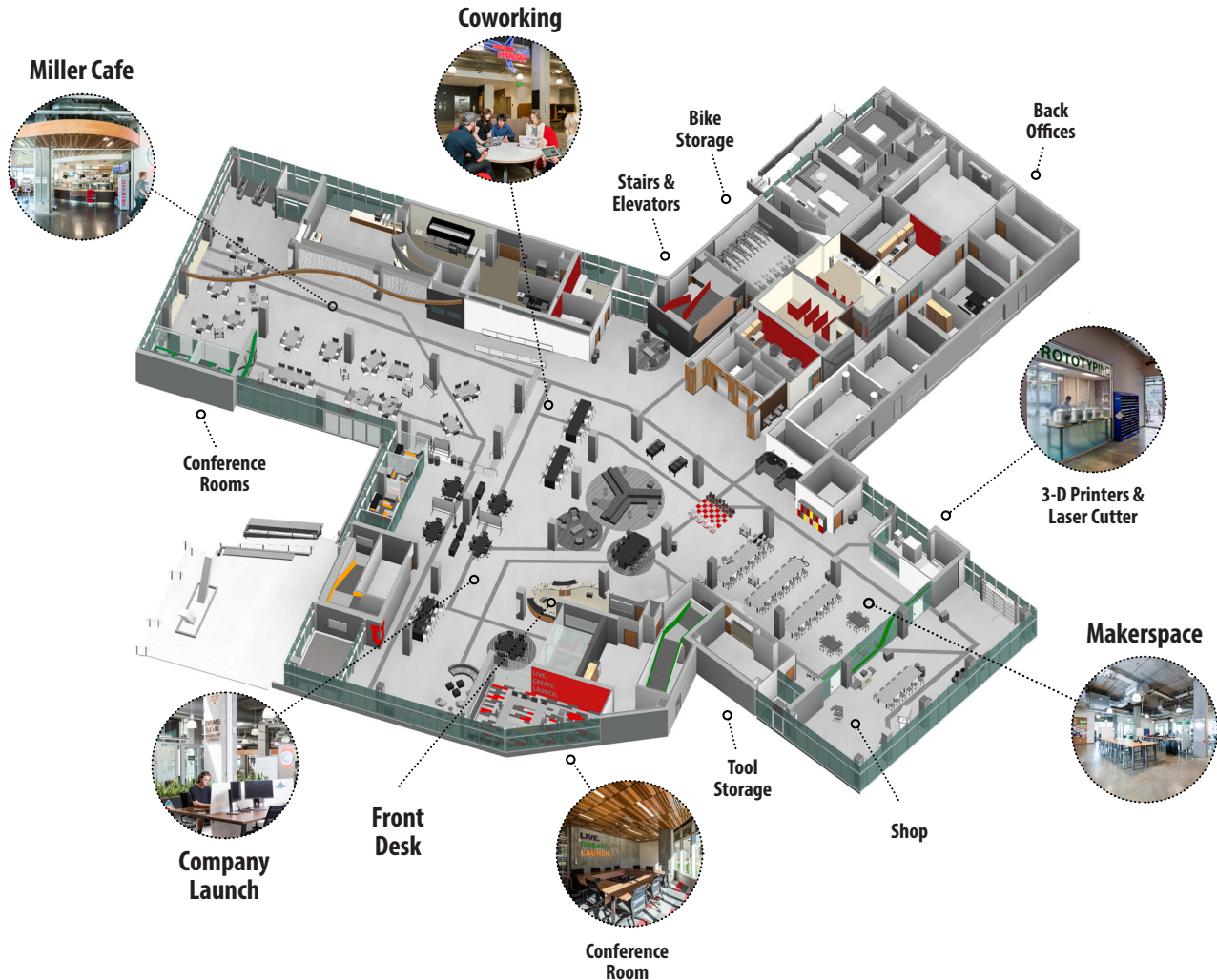
 MEETUPS	Build Your Team and Find Collaborators: Join us at one of our meetup events to find teammates and learn about the community. lassonde.utah.edu/meetups
 CoWORK	Together You Can Accomplish More: Take advantage of the many opportunities and areas in Lassonde Studios to work together and collaborate. lassonde.utah.edu/cowork
 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
 ENTREPRENEUR CLUB	Connect with Entrepreneurs from across Campus: Join our community of founders, collaborators, and bootstrappers. lassonde.utah.edu/ecub
 LASSONDE STUDENT LEADERSHIP	Student Leadership & Scholarship Opportunities: Browse our many opportunities. All students are welcome to apply. lassonde.utah.edu/leadership

Academics

 LASSONDE + X	3-Course Program for All Undergrads: An intro program for undergraduate students from all majors (the X) to learn the entrepreneurial mindset, explore, and practice entrepreneurship. eccles.utah.edu/lassondex
 David Eccles School of Business THE UNIVERSITY OF UTAH DEPARTMENT OF ENTREPRENEURSHIP & STRATEGY	Get a Degree, Minor, or Certificate in Entrepreneurship: Take a deep dive by getting a major, minor, or certificate in entrepreneurship at the David Eccles School of Business. eccles.utah.edu/entp
 MBC MASTER OF BUSINESS CREATION	9-Month Program to Launch Your Company: A specialized graduate degree program for founders who are aided by curriculum, mentoring, funding, and scholarships. eccles.utah.edu/mbc
 LASSONDE NEW VENTURE DEVELOPMENT CENTER At The University Of Utah	Graduate Program for Tech Commercialization: Work on an interdisciplinary team to develop companies with faculty inventors, industry professionals, and entrepreneurs. lassonde.utah.edu/new-venture-development
 FOUNDRY at the Lassonde Entrepreneur Institute	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

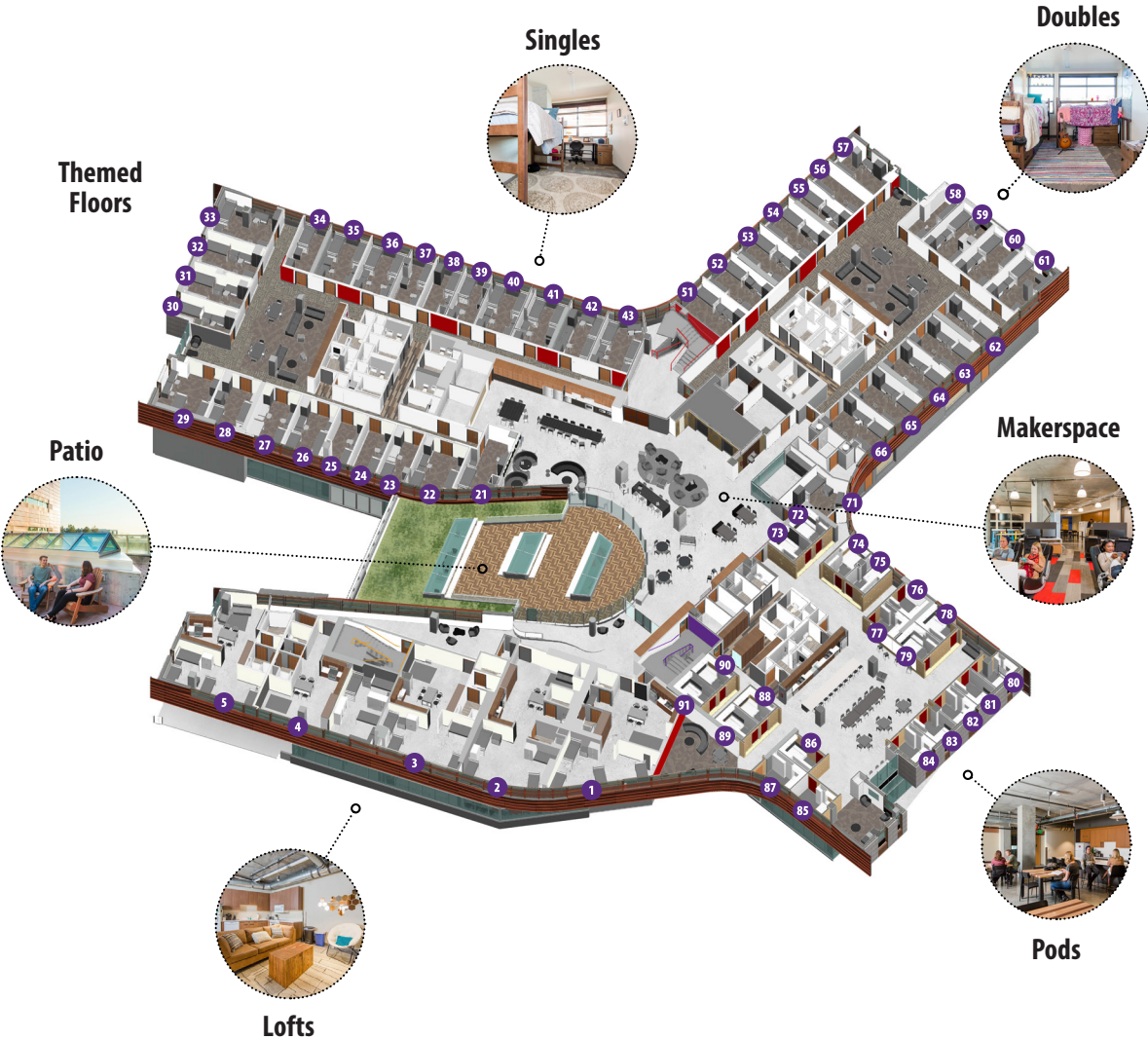
LASSONDE STUDIOS

NEELEMAN HANGAR (1ST FLOOR)



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

RESIDENTIAL FLOORS (2ND-5TH FLOORS)





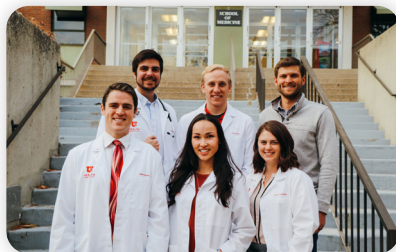
WHAT WILL YOU LAUNCH?

Get inspired by browsing what past students have done. Students are launching products, companies, careers, nonprofits, and everything in between. lassonde.utah.edu/launched



TrailRax

USA-manufactured, roof-rack equipment, and storage solutions.



Vitapul Injectables

Improving the shelf-life and accessibility of epinephrine.



Decheque

Matching investors with hedge funds to increase access to the private investment industry.



Live Martial Arts

Growing an online martial arts community and resources.



My School Dance

A platform to help manage high school dances.



PureWare

A portable, recyclable utensil with interchangeable heads that fits into your pocket.





Simply Acai

Bringing U students premium acai directly from Brazil.



Interwoven

A game studio merging board games and digital games.



NipaYe

Improving the ease and comfort of breastfeeding.



ArtCiel

Vertical wall printing for any surface, including drywall, glass, brick, and cement.



Craft Casket Co.

Sleek and modern casket designs to fill a gap in the market.



NALZA

A company dedicated to the production of premium handcrafted skating gear.



Quantum Snow

Creating more natural man-made snow.



Grip'n'Strip

A versatile water-bottle sleeve with a magnetic attachment and key-chain clasp.

**Your Idea
Here!**



LIVE AT LASSONDE

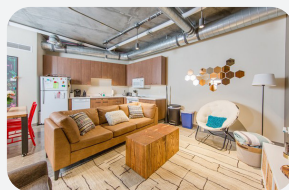
The Priority Application Period is Oct. 1 to Jan. 15 for the Next Academic Year

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 to Jan. 15 for the next academic year. A separate application is required for general campus housing. Apply to Lassonde Studios at lassonde.utah.edu/studios.



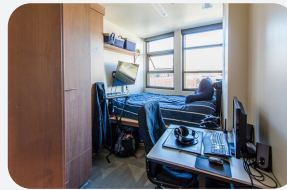
1. Singles & Doubles

Residents share bathrooms, lounges, and additional work-space. 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.



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 in-depth education, mentorship, and abundant 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.

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



LASSONDE.UTAH.EDU