ENTREPRENEUR IS A VERB.
START DOING.

JOIN THE COMMUNITY OF STUDENT ENTREPRENEURS & INNOVATORS
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.
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 Lassonde 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

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 LASONDE STUDIOS FY 2020

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

FOUNDED IN 2001

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

2006: The Lassonde Family Foundation gives $13 million gift to create the Pierre Lassonde Entrepreneur Center.

2010: University of Utah ranks as the No. 1 university in the country for startup formation based on faculty technologies, with help from the Lassonde Center.

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

2014: The Lassonde Family Foundation commits an additional $12 million to the U to help fund more programs.

2016: Lassonde Studios opens, attracting international attention, and the first group of residents moves in.
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](http://lassonde.utah.edu/directory)

## Live

<table>
<thead>
<tr>
<th>LSND400</th>
<th>Live at Lassonde Studios: Apply to join the residential community at Lassonde Studios, an inspiring five-story building with 400 beds. All students welcome. <a href="http://lassonde.utah.edu/studios">lassonde.utah.edu/studios</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lassonde Founders Est. 2020</td>
<td>Entrepreneur with the Best: A select community of active undergrad entrepreneurs who live, create, and launch together while receiving support, mentorship, and scholarships. <a href="http://lassonde.utah.edu/founders">lassonde.utah.edu/founders</a></td>
</tr>
<tr>
<td>Summer at Lassonde</td>
<td>Experience Lassonde in the Summer: Participate in summer programs and living opportunities at Lassonde Studios to further your education and experience. <a href="http://lassonde.utah.edu/summer">lassonde.utah.edu/summer</a></td>
</tr>
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</table>

## Create

<table>
<thead>
<tr>
<th>GetSeeded</th>
<th>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. <a href="http://lassonde.utah.edu/getseeded">lassonde.utah.edu/getseeded</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshops</td>
<td>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. <a href="http://lassonde.utah.edu/workshops">lassonde.utah.edu/workshops</a></td>
</tr>
<tr>
<td>Make</td>
<td>Create Your First Prototype: Participate in our Make program to learn how to use prototyping tools and see your idea come to life! <a href="http://lassonde.utah.edu/make">lassonde.utah.edu/make</a></td>
</tr>
<tr>
<td>Hours with Experts</td>
<td>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. <a href="http://lassonde.utah.edu/experthours">lassonde.utah.edu/experthours</a></td>
</tr>
<tr>
<td>Food Entrepreneur</td>
<td>Satisfy Your Hunger for Entrepreneurship: Participate to learn about food entrepreneurship, test your recipes, and learn how to make it in the food industry. <a href="http://lassonde.utah.edu/food">lassonde.utah.edu/food</a></td>
</tr>
<tr>
<td>Arts Entrepreneur</td>
<td>Artists Make Great Entrepreneurs: Connect with your peers, learn the value of your skills, and explore connections between the arts and entrepreneurship. <a href="http://lassonde.utah.edu/art">lassonde.utah.edu/art</a></td>
</tr>
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</table>

## Launch

<table>
<thead>
<tr>
<th>The Utah Entrepreneur Challenge</th>
<th>Statewide Business Model Competition: Launch your business by competing for cash and prizes. Sponsored by Zions Bank. <a href="http://lassonde.utah.edu/uec">lassonde.utah.edu/uec</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Utah Entrepreneur Challenge</td>
<td>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. <a href="http://lassonde.utah.edu/hsuec">lassonde.utah.edu/hsuec</a></td>
</tr>
</tbody>
</table>
### OPPORTUNITY QUEST

**Statewide Executive Summary Competition:** Compete for cash prizes. Regional competitions are held across Utah. Sponsored by Zions Bank. [lassonde.utah.edu/q](http://lassonde.utah.edu/q)

**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](http://bit.ly/utah-b2b)

**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](http://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](http://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](http://lassonde.utah.edu/cowork)

**Explore the University of Utah:** An outreach and mentor program helping high school students explore entrepreneurship and STEM fields. [lassonde.utah.edu/lassonde-ambassadors](http://lassonde.utah.edu/lassonde-ambassadors)

**Connect with Entrepreneurs from across Campus:** Join our community of founders, collaborators, and bootstrappers. [lassonde.utah.edu/edub](http://lassonde.utah.edu/edub)

**Student Leadership & Scholarship Opportunities:** Browse our many opportunities. All students are welcome to apply. [lassonde.utah.edu/leadership](http://lassonde.utah.edu/leadership)

### Academics

**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](http://eccles.utah.edu/lassondex)

**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](http://eccles.utah.edu/entp)

**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](http://eccles.utah.edu/mbc)

**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](http://lassonde.utah.edu/new-venture-development)

**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](http://lassonde.utah.edu/foundry)
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
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 clasps.

Your Idea Here!

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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 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.
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.