

**Lassonde Entrepreneur Institute Factsheet**

*Updated: 9-21-21*

**Mission**

To provide students transformative experiences through entrepreneurship.

**Vision**

The Lassonde Entrepreneur Institute is the best place in the country for students to learn about entrepreneurship and master the entrepreneurial mindset. The Lassonde Institute provides world-class programs and a one-of-a-kind facility for students to live, create and launch.

**Tagline:** Live. Create. Launch.

* **Live** your passion. **Live** like an entrepreneur. **Live** your education. **Live** at Lassonde Studios.
* **Create** a product. **Create** a personal journey. **Create** your future. **Create** with the Lassonde Institute.
* **Launch** a company. **Launch** your career. **Launch** your dreams. **Launch** with the Lassonde Institute.

**What’s an Entrepreneur?**

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. These are the skills needed to succeed in the 21st Century. Students can learn them through entrepreneurship and apply them to whatever pursuit they choose. That can mean starting a company or becoming a successful engineer, artist, business professional and more.

**Get Involved**

1. Drop in to Lassonde Studios.
2. Sign up for our email newsletter and follow us on social media.
3. Participate in a program or competition.
4. Attend a workshop or networking event.
5. Take a class, or get a degree.
6. Apply to live at Lassonde Studios.
7. Launch at Lassonde.

**About the Lassonde Entrepreneur Institute**

The Lassonde Entrepreneur Institute is a nationally ranked hub for student entrepreneurship and innovation at the University of Utah and an interdisciplinary division of the David Eccles School of Business. The first programs were offered in 2001, through the vision and support of Pierre Lassonde, an alumnus of the Eccles School and successful mining entrepreneur. The institute now provides opportunities for thousands of students to learn about entrepreneurship and innovation. Programs include workshops, networking events, business-plan competitions, startup support, innovation programs, graduate seminars, scholarships, community outreach and more. All programs are open to students from any academic major or background. The Lassonde Entrepreneur Institute also manages Lassonde Studios, a new five-story innovation space and housing facility for all students, in partnership with Housing & Residential Education. Learn more at [lassonde.utah.edu](http://www.lassonde.utah.edu/).

**About Lassonde Studios**

Lassonde Studios is the new home for student entrepreneurs and innovators at the University of Utah. The facility, which opened in August 2016, is the place where students from any major or background can “Live. Create. Launch.” Students can apply to be one of the “Lassonde 400” residents. All students at the University of Utah are welcome to use the Neeleman Hangar, which is the 20,000-square-foot innovation space on the main floor to connect, test ideas, build prototypes, launch companies and learn by doing. Above are four floors of themed residential space. Lassonde Studios is in the center of campus and is advancing the University of Utah as a top school for entrepreneurship. The building and diverse engagement opportunities are managed by the Lassonde Entrepreneur Institute, an interdisciplinary division of the David Eccles School of Business, in partnership with Housing & Residential Education. Learn more at [lassonde.utah.edu/studios](http://www.lassonde.utah.edu/studios).

**About Pierre Lassonde, Founder**

Pierre 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. Mr. Lassonde 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. In 1982, he co-founded the Franco-Nevada Corporation, the first publicly traded gold royalty company. 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.

**General Highlights**

* The University of Utah is ranked among the **top 10 universities for entrepreneurship**.
* Students in related programs launch **hundreds of startup team** each year.
* The Lassonde Entrepreneur Institute and related programs provided **more than $944,000 in scholarships** during the 2019-20 fiscal year.
* The Lassonde Entrepreneur Institute and related programs provide **thousands of dollars in grants and prizes** to support student startups and projects.
* University of Utah opened the **five-story Lassonde Studios** facility in August 2016. The building is the new home for student entrepreneur and innovators. All students are invited to live, create and launch here.
* Lassonde Studios has received **international praise and attention** for its unique design and mission. The building has been featured in the “New York Times,” “Fast Company,” “Bloomberg Businessweek” among other publications. “Architectural Digest” named Lassonde Studios **one of “world’s best new university buildings”** in 2016.
* Amazon ranked Utah the **No. 1 state for entrepreneurship** in 2018.
* Milken Institute ranked the University of Utah the **No. 1 university for technology commercialization** in 2017.
* **$25 million** in donations from Pierre Lassonde, the founder of the Lassonde Entrepreneur Institute.

**In the News**

* “No, this is not one of Silicon Valley’s many office spaces cum playground; it’s Lassonde Studios, a $45 million experiment in education.” – **Fast Company**
* “In many of the new buildings, an industrial look prevails, along with an end to privacy. You are more likely to find a garage door and a 3-D printer than book-lined offices and closed-off classrooms, more likely to huddle with peers at a round table than go to a lecture hall with seats for 100.” – **New York Times**
* Find more news coverage here: [lassonde.utah.edu/news/in-the-news](http://lassonde.utah.edu/news/in-the-news/)

**Testimonials**

* "The Lassonde Entrepreneur Institute is our nationally ranked program that provides students with life-changing experiences. You won’t find anything like it anywhere else. All students are encouraged to get involved." — **Taylor Randall***, dean, David Eccles School of Business*
* "I never anticipated starting a company, but the Lassonde Institute provided the inspiration, mentors and tools that led me on this path." — **Dolly Casper***, inventor, Ph.D. bioengineering*
* "I transferred to the U with a startup, and I immediately sought out advice. The Lassonde programs, student leaders and staff have been a tremendous help." — **Jaron Hall***, founder, business undergrad*

**Student Success Stories:** Launched at Lassonde

Students launch hundreds of projects at the Lassonde Entrepreneur Institute every year. These range from consumer products and medical devices to global nonprofits. Find examples in our “Launched at Lassonde” directory here: [lassonde.utah.edu/launched](http://lassonde.utah.edu/launched).

**Programs**

The Lassonde Entrepreneur Institute provides many programs and engagement opportunities for students at the University of Utah and across the state. Find a complete list: [lassonde.utah.edu/directory](http://lassonde.utah.edu/directory/).

**Follow Us**

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* **Snapchat** – [snapchat.com/add/lassondeinst](https://www.snapchat.com/add/lassondeinst)
* **Hashtags** – #LiveCreateLaunch, #LassondeStudios, #Lassonde400

**Learn More**

* Go to [lassonde.utah.edu](http://www.lassonde.utah.edu)

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