



LASSONDE  
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](https://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](https://lassonde.utah.edu/directory)**

### 3. Apply to Live at Lasonde Studios

All students are welcome. Apply any time. The priority application period is August to early January for the following academic year. **[lassonde.utah.edu/studios](https://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](https://lassonde.utah.edu/make)**

### 5. Take Entrepreneurship Classes

Register for electives, certificate, minor, major, and more. General education credit is available. Start by taking an introductory course. **[eccles.utah.edu/entp](https://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](https://lassonde.utah.edu/community)**







# ENTREPRENEUR AT A TOP 10 PROGRAM

**2<sup>nd</sup>**  
UNDERGRAD  
ENTREPRENEUR  
PROGRAM 2023  
\* PUBLIC SCHOOLS \*

**5<sup>th</sup>**  
UNDERGRAD  
ENTREPRENEUR  
PROGRAM 2023

**5<sup>th</sup>**  
MBA  
ENTREPRENEUR  
PROGRAM 2023  
\* PUBLIC SCHOOLS \*

**11<sup>th</sup>**  
MBA  
ENTREPRENEUR  
PROGRAM 2023



## BY THE NUMBERS

**5.2K<sup>+</sup>**  
COLLEGE STUDENT  
PARTICIPATION FY 2022

**426**  
STUDENT STARTUP  
TEAMS FORMED FY 2022

**\$859M**  
COMPANY FUNDING  
RAISED FY 2002-22

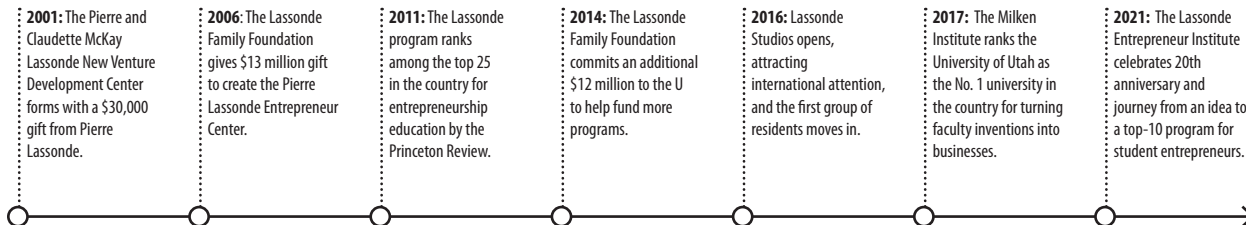
**\$289K**  
TOTAL CASH  
PRIZES FY 2022

**2.5K<sup>+</sup>**  
STUDENTS ENROLLED IN  
ENTP. COURSES AY 2022

**\$934K**  
TOTAL SCHOLARSHIPS  
AWARDED FY 2022

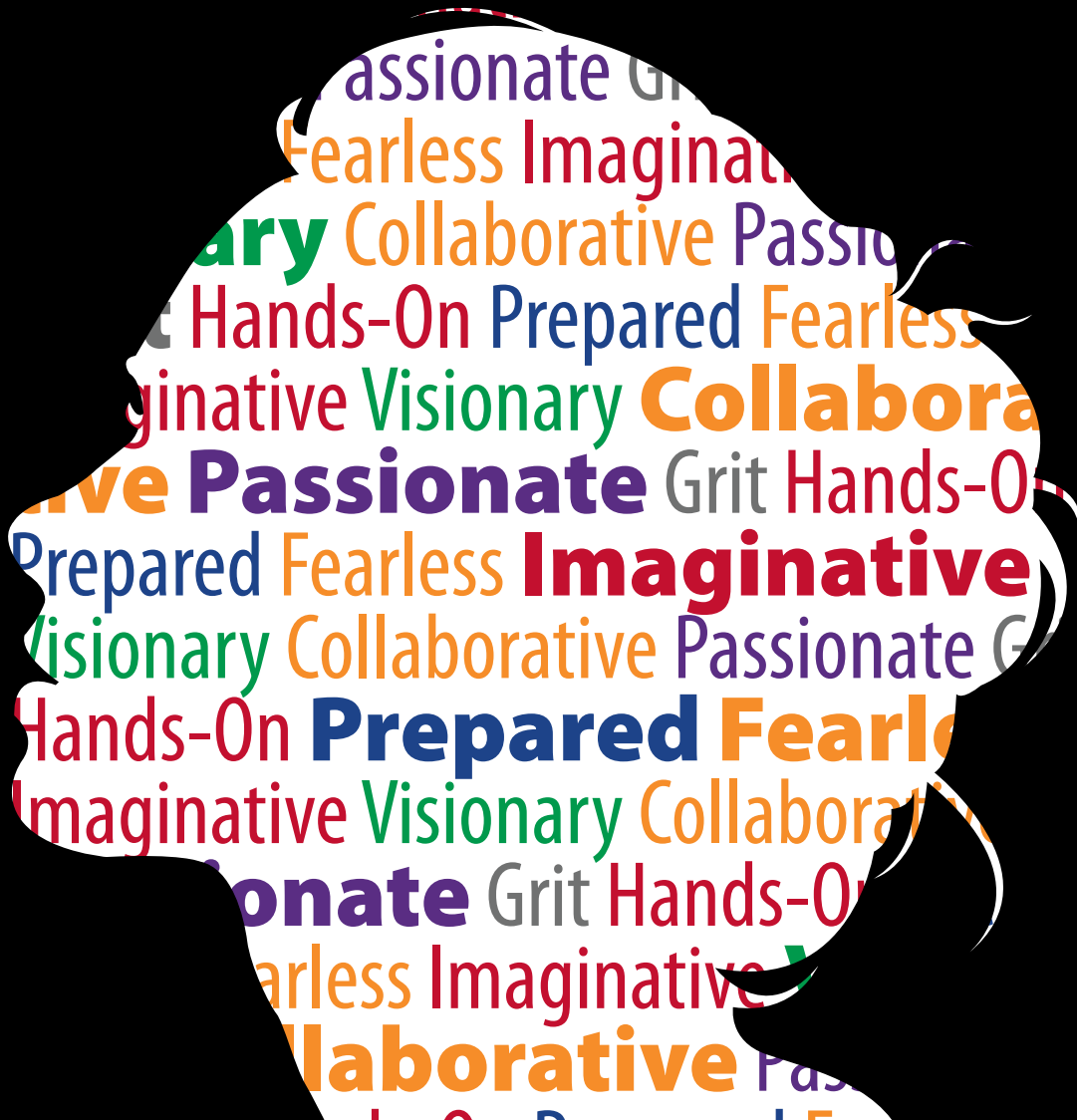
**253**  
EVENTS AT LASSONDE  
STUDIOS FY 2022

## 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](https://lassonde.utah.edu/directory)


## Live

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

## Create







	<b>Seed Grant Program:</b> Pitch your idea at these regular events for a chance to receive seed funding for your new venture. <a href="https://lassonde.utah.edu/getseeded">lassonde.utah.edu/getseeded</a>
	<b>Build Your Skills:</b> 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="https://lassonde.utah.edu/workshops">lassonde.utah.edu/workshops</a>
	<b>Create Your First Prototype:</b> Participate in our Make program to learn how to use prototyping tools and see your idea come to life! <a href="https://lassonde.utah.edu/make">lassonde.utah.edu/make</a>
	<b>Get Professional Advice to Develop Your Idea:</b> Sign up to meet one-on-one with an expert in fields including law, business, design, and manufacturing. <a href="https://lassonde.utah.edu/experthours">lassonde.utah.edu/experthours</a>
	<b>Satisfy Your Hunger for Entrepreneurship:</b> Participate to learn about food entrepreneurship, test your recipes, and learn how to make it in the food industry. <a href="https://lassonde.utah.edu/food">lassonde.utah.edu/food</a>
	<b>Artists Make Great Entrepreneurs:</b> Connect with your peers, learn the value of your skills, and explore connections between the arts and entrepreneurship. <a href="https://lassonde.utah.edu/art">lassonde.utah.edu/art</a>
	<b>Your Game, Your Brand, Your Future:</b> A program provided in partnership with Utah Athletics to help student-athletes make the most of their name, image, and likeness. <a href="https://utahutes.com/elevate">utahutes.com/elevate</a>

## Launch

	<b>Statewide Business-Model Competition:</b> Launch your business by competing for cash and prizes. Sponsored by Zions Bank. <a href="https://lassonde.utah.edu/uec">lassonde.utah.edu/uec</a>
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	<b>Statewide High School Idea Competition:</b> Enter your business idea in this high school program for a chance to win cash and prizes. Sponsored by Zions Bank. <a href="https://lassonde.utah.edu/hsuec">lassonde.utah.edu/hsuec</a>
	<b>Medical Innovation Competition:</b> Work with medical and engineering students developing a medical innovation and competing for cash prizes. Sponsored by Zions Bank. <a href="https://bit.ly/utah-b2b">bit.ly/utah-b2b</a>
	<b>Get Office Space and Company Resources:</b> Apply for dedicated space at Lassonde Studios, and get legal advice, accounting help, and more. Sponsored by Zions Bank. <a href="https://lassonde.utah.edu/launch">lassonde.utah.edu/launch</a>

## Outreach

	<b>Host a Gathering or Activity at Lassonde Studios:</b> Submit your idea for a gathering or activity, and get support to make it happen. <a href="https://lassonde.utah.edu/meetups">lassonde.utah.edu/meetups</a>
	<b>Together You Can Accomplish More:</b> Take advantage of the many opportunities and areas in Lassonde Studios to work together and collaborate. <a href="https://lassonde.utah.edu/cowork">lassonde.utah.edu/cowork</a>
	<b>Explore Access to Higher Education:</b> An outreach and mentor program helping high school students explore entrepreneurship and STEM fields. <a href="https://lassonde.utah.edu/lassonde-ambassadors">lassonde.utah.edu/lassonde-ambassadors</a>
	<b>Connect with Entrepreneurs from Across Campus:</b> Join our community of founders, collaborators, and bootstrappers. <a href="https://lassonde.utah.edu/eclub">lassonde.utah.edu/eclub</a>
	<b>Student Leadership &amp; Scholarship Opportunities:</b> Browse our many opportunities. All students are welcome to apply. <a href="https://lassonde.utah.edu/leadership">lassonde.utah.edu/leadership</a>
	<b>Entrepreneur Support for All University of Utah Alumni:</b> Get lifelong support for your entrepreneurial interests in this program for all University of Utah alumni. <a href="https://lassonde.utah.edu/life">lassonde.utah.edu/life</a>

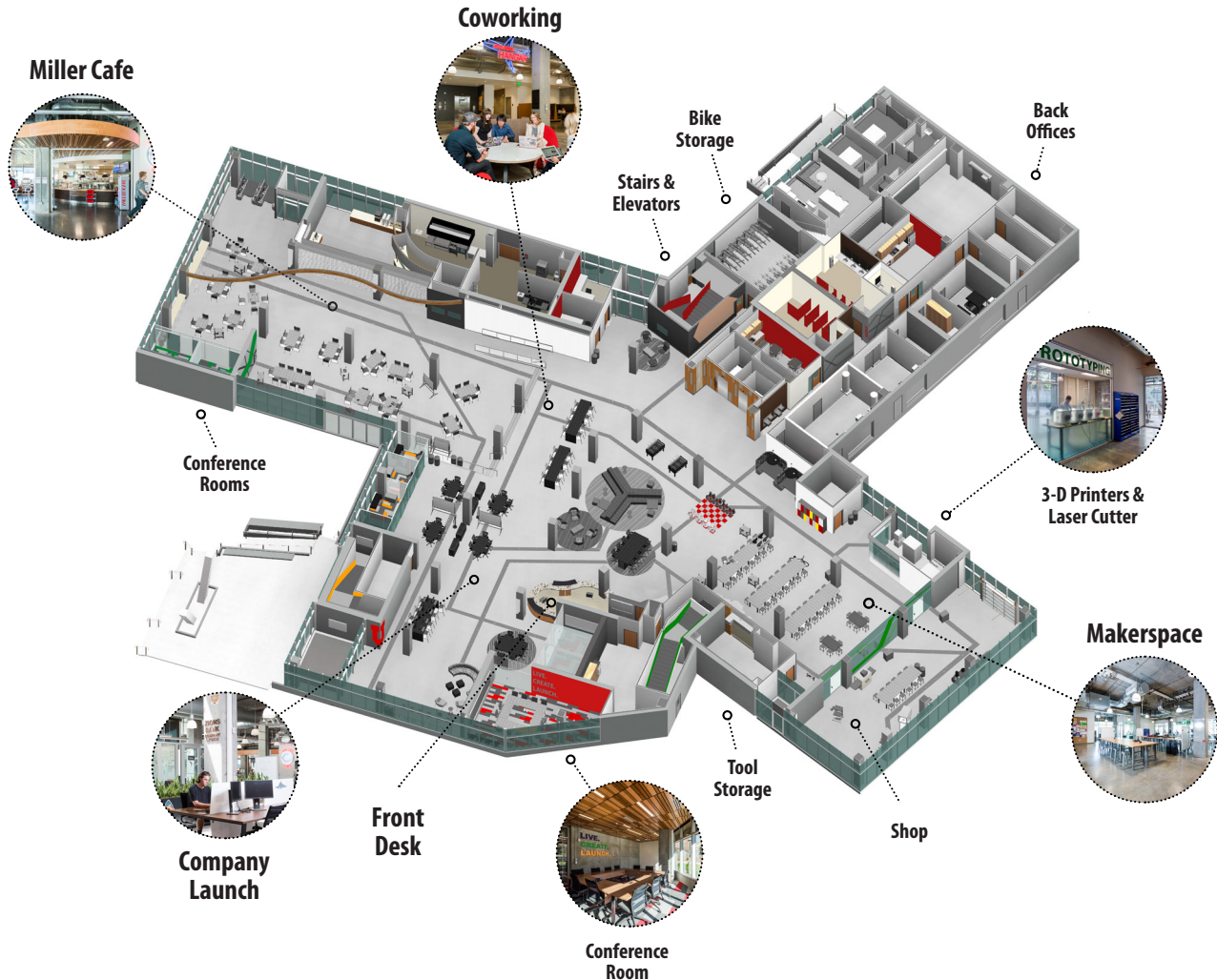
## Academics

	<b>3-Course Program for All Undergrads:</b> An intro program for undergraduate students from all majors (the X) to learn the entrepreneurial mindset, explore, and practice entrepreneurship. <a href="https://eccles.utah.edu/lassondex">eccles.utah.edu/lassondex</a>
	<b>Get a Degree, Minor, or Certificate in Entrepreneurship:</b> Take a deep dive by getting a major, minor, or certificate in entrepreneurship at the David Eccles School of Business. <a href="https://eccles.utah.edu/entp">eccles.utah.edu/entp</a>
	<b>Graduate Program to Launch Your Company:</b> A specialized graduate-degree program for founders who are aided by curriculum, mentoring, funding, and scholarships. <a href="https://eccles.utah.edu/mbc">eccles.utah.edu/mbc</a>
	<b>Graduate Program for Tech Commercialization:</b> Work on an interdisciplinary team to develop companies with faculty inventors, industry professionals, and entrepreneurs. <a href="https://lassonde.utah.edu/new-venture-development">lassonde.utah.edu/new-venture-development</a>
	<b>Incubate Your Business Idea:</b> Join the Foundry at the Lassonde Entrepreneur Institute to grow your business idea and potential with a group of peers. <a href="https://lassonde.utah.edu/foundry">lassonde.utah.edu/foundry</a>



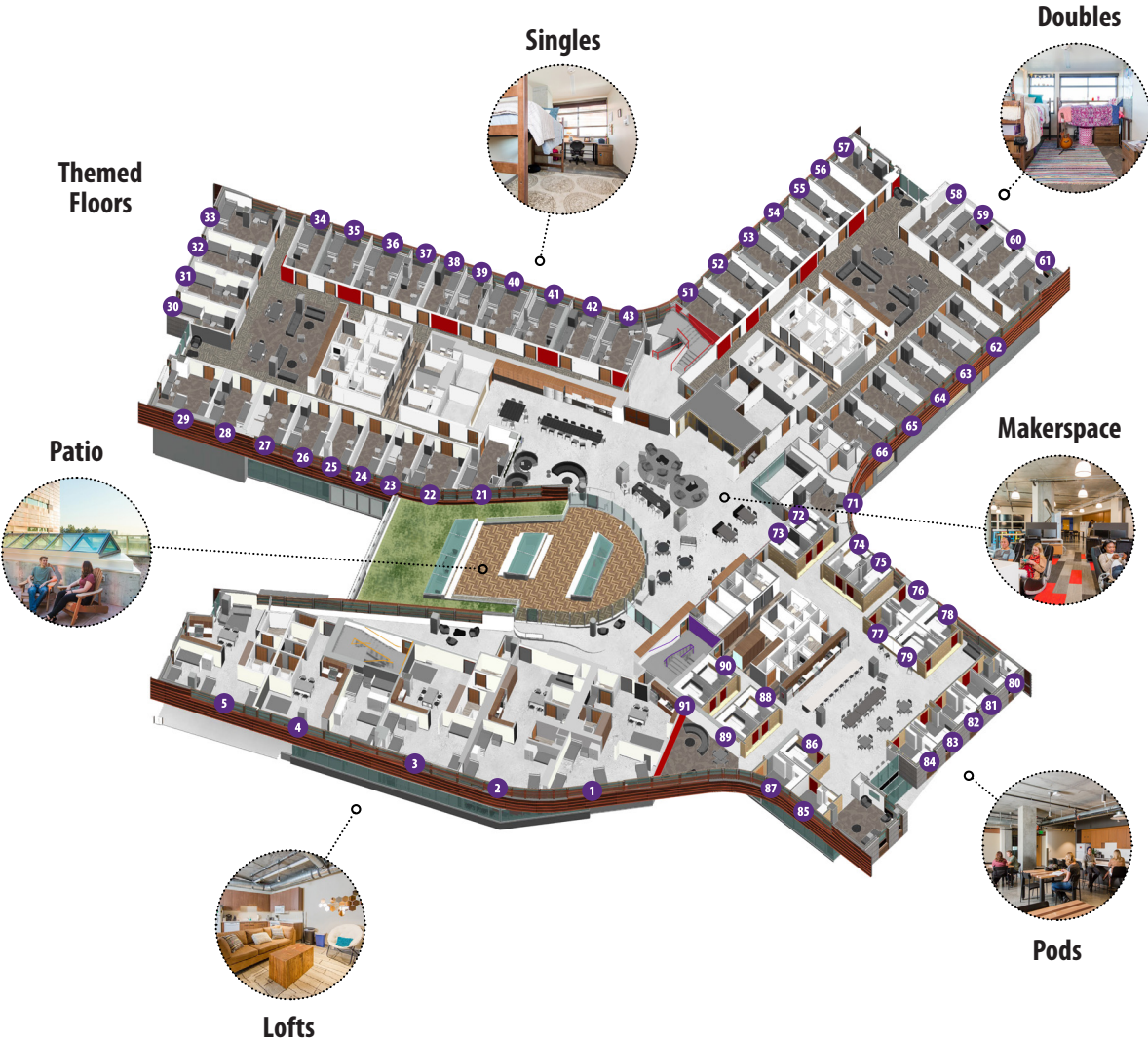
# LASSONDE STUDIOS

NEELEMAN HANGAR (1<sup>ST</sup> 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](http://lassonde.utah.edu/studios)

RESIDENTIAL FLOORS (2<sup>ND</sup>-5<sup>TH</sup> FLOORS)





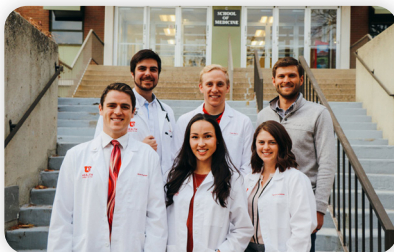
# WHAT WILL YOU LAUNCH?

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



## TrailRax

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



## Vitapul Injectables

Improving the shelf-life and accessibility of epinephrine.



## Velvet

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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# LIVE AT LASSONDE

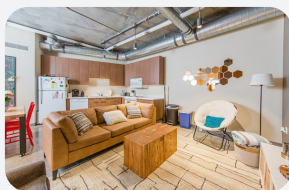
## The Priority Application Period is August to early January for Next Year

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 August to early January for the next academic year. A separate application is required for general campus housing. Apply to Lassonde Studios at [lassonde.utah.edu/studios](https://lassonde.utah.edu/studios).



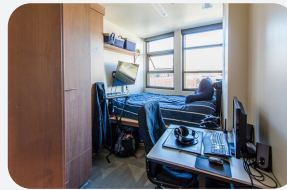
### 1. Singles & Doubles

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](mailto: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](mailto:lassonde@utah.edu)



**LASSONDE.UTAH.EDU**