

events calendar



S P R I N G 2 0 2 4

TOP 10 ENTREPRENEURSHIP PROGRAM

Join a Top-Ranked Program

Attend a workshop, live at Lassonde Studios, take a class & more

All students at the University of Utah are welcome to join our top-ranked program for student entrepreneurs and innovators. Whether you want a deep dive or only have an hour, the Lassonde Entrepreneur Institute has something for all students to learn how to become a founder, creator, or change-maker. Got an idea? Looking for a team? Or want to live, create, or launch at Lassonde Studios? Jump in and make it happen! We have workshops, maker space, grants, a student entrepreneur club, startup offices, meetup activities, a cafe, entrepreneurship classes and degrees in partnership with the David Eccles School of Business, and more. Get started by browsing our upcoming events and visiting our website to learn more at lassonde.utah.edu.

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4th
UNDERGRAD
ENTREPRENEUR
PROGRAM 2024
* PUBLIC SCHOOLS *

7th
UNDERGRAD
ENTREPRENEUR
PROGRAM 2024

5th
MBA
ENTREPRENEUR
PROGRAM 2024
* PUBLIC SCHOOLS *

12th
MBA
ENTREPRENEUR
PROGRAM 2024



2nd
UNDERGRAD
ENTREPRENEUR
PROGRAM 2024
* WEST REGION *

3rd
GRADUATE
ENTREPRENEUR
PROGRAM 2024
* WEST REGION *



STUDENT LEADERSHIP & SCHOLARSHIPS: APPLY NOW FOR 2024-25

Apply now for scholarships and student leadership opportunities at the Lassonde Entrepreneur Institute for the 2024-25 academic year. All incoming and current students are encouraged to apply. The institute offers a diverse variety of opportunities for students to learn valuable skills and engage with our community. **Learn more and apply at lassonde.utah.edu/leadership.**



APPLY TO LIVE AT LASSONDE FOR 2024-25

We invite all incoming and current U students to apply to live at Lassonde Studios for 2024-25. We also invite you to apply for summer. Those admitted to live here will join our residential community of innovators, entrepreneurs, and change-makers. **Learn more and apply at lassonde.utah.edu/studios.**

CONTINUED ON
NEXT PAGE



events calendar

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ONGOING

Summer at Lassonde

APPLY NOW: LIVE AT LASSONDE STUDIOS IN SUMMER 2024

We're accepting applications to live at Lassonde Studios for summer 2024. Don't miss our summer activities and the opportunity to be a part of our summer cohort, work toward Utah residency, and get in-state tuition for summer.

lassonde.utah.edu/summer

JANUARY

GET SEEDED: GRANT APPLICATION DEADLINE FOR JANUARY (MICRO & REGULAR)

2 This is the last day to apply for a Get Seeded micro or regular grant in the next round of this program. All University of Utah students are welcome to apply for a Get Seeded milestone grant to launch or grow a business. **Tuesday • 11:59 p.m.** • Online • lassonde.utah.edu/getseeded

LASSONDE FOR LIFE: E-COMMERCE WORKSHOP (ALUMNI ONLY)

3 If you're considering selling a product, online sales is a common choice. The e-commerce world offers many different options, and it may be overwhelming when starting out. In this workshop, we'll help you get started. We'll be joined for a presentation and discussion led by Katy Luxem, e-commerce expert and founder of Big Dill Pickleball. Registration is required. **Wednesday • 12-1 p.m.** • Zoom • lassonde.utah.edu/life

HIGH SCHOOL UTAH ENTREPRENEUR CHALLENGE: ONLINE INFO SESSION

3 Register to attend a virtual information session for the High School Utah Entrepreneur Challenge. Learn about this business-idea competition for high school students across the state and how to win thousands of dollars in cash and prizes. **Wednesday • 4-5 p.m.** • Zoom • lassonde.utah.edu/hsuec

FRIDAYS



LASSONDE INSTITUTE INFORMATION SESSION & TOUR

Register for our weekly information session and tour. You can choose between an in-person or virtual tour. We provide an overview of the Lassonde Entrepreneur Institute and a tour of the spaces at Lassonde Studios. This is a great opportunity to learn what Lassonde can offer you and see our building. All are welcome. The tour times are in person 12:30-1:30 p.m. and virtual on Zoom 2-3 p.m. on most Fridays. **Register online at lassonde.utah.edu/visit.**

STUDY ENTREPRENEURSHIP: CLASSES BEGIN FOR SPRING 2024

8 The Department of Entrepreneurship & Strategy at the David Eccles School of Business offers many entrepreneurship classes and programs. Options include electives, Lassonde+X program, certificate, minor, major, and master's. **Monday • Online • eccles.utah.edu/entp**

UTAH ENTREPRENEUR CHALLENGE: ONLINE INFO SESSION

8 Register to attend a virtual information session for the Utah Entrepreneur Challenge. Learn about this business-model competition for college students across the state and how to win \$100,000 in cash and prizes. **Monday • 4:30-5:30 p.m.** • Zoom • lassonde.utah.edu/uec

LASSONDE STUDIOS: PRIORITY APPLICATION DEADLINE FOR 2024-25

9 We invite all incoming and current U students to apply to live at Lassonde Studios. We also invite you to apply for summer. The priority application period is Aug. 1-Jan. 9 for the following academic year. Those admitted to live here will join our residential community of innovators, entrepreneurs, and change-makers. **Tuesday • Online • lassonde.utah.edu/studios**

STUDENT LEADERSHIP & SCHOLARSHIPS: PRIORITY APPLICATION DEADLINE FOR 2024-25

9 The priority application period for scholarships and student leadership opportunities at the Lassonde Entrepreneur Institute is Aug. 1-Jan. 9 for the following academic year. But we encourage incoming and prospective students to apply at any time. The institute offers a diverse variety of opportunities for students to learn valuable skills and engage with our community. **Tuesday • Online • lassonde.utah.edu/leadership**

JAN. 16



MAKE SPACE OPENS FOR SPRING SEMESTER

The Make Space at Lassonde Studios is open to all students at the University of Utah to build or prototype anything they want. During spring 2024, the Make Space will be open Jan. 16-April 19, Monday-Thursday 12-9 p.m. and Friday-Saturday 12-6 p.m. Resources include hand tools, 3D printers, a large format printer, work benches, and peer tool mentors. Safety training is required to use the wood and metal shop. **Tuesday • Lassonde Studios • lassonde.utah.edu/make**

HIGH SCHOOL UTAH ENTREPRENEUR CHALLENGE: APPLICATION DEADLINE

16 The application closes today for the High School Utah Entrepreneur Challenge. All high school students in Utah, ages 14-18, are welcome to apply to this business-idea competition for a chance to win \$30,000 in cash and scholarships. **Tuesday • Online • lassonde.utah.edu/hsuec**

TUESDAYS



GET STARTED WITH YOUR BUSINESS IDEA SESSION

Join us for a group session with other students and staff at the Lassonde Entrepreneur Institute to identify the next steps to move your idea forward. We host these sessions most Tuesdays at 12:15-1 p.m. Our staff will facilitate a round-table discussion to answer questions, point you to Lassonde resources, and help you create an action plan for your idea. **Register online at lassonde.utah.edu/getstarted.**

JAN. 17



WORKSHOPS

WORKSHOPS: INTERVIEW TO BUILD YOUR TEAM

Whether you're joining a team or adding to your team, interviewing is a critical skill. In this workshop, you will learn how to improve your interview skills to ensure you are joining or building the ideal team. We will be joined by an experienced team builder for a presentation and discussion. **Wednesday • 4:30-5:30 p.m.** • Lassonde Studios • lassonde.utah.edu/workshops

BENCH TO BEDSIDE: MENTOR MIXER

18 Bench to Bedside invites students, clinicians, technology, research, and commercialization experts to attend our annual Mentor Night networking event. Student teams will be able to meet with experts and gain feedback from potential project mentors ahead of the B2B Competition Night in April. Students interested in medical innovation but aren't currently competing in B2B are welcome to attend! Food and drinks will be provided, so please RSVP ahead of time. **Thursday • 6-8 p.m.** • The Shop SLC • bit.ly/B2BEvents2024

**COMPANY LAUNCH:
ORIENTATION FOR SPRING 2024
(INVITE ONLY)**

22 Join other founders in the Company Launch program to kick off the semester. This is a great opportunity to meet all the students and startups in the program, learn about what to expect during the semester, and have some fun. All students with startups are welcome to apply online to join the program. **Monday • 2-3:30 p.m. • Lassonde Studios • lassonde.utah.edu/launch**

**ARTS ENTREPRENEUR: THE
BUSINESS OF WRITING AND
FILMMAKING**

24 Attend this Arts Entrepreneur workshop for an introduction to the world of film and being a writer. We'll be joined by an expert in our community for a presentation and discussion. **Wednesday • 4:30-5:30 p.m. • Lassonde Studios • lassonde.utah.edu/art**

**LASSONDE FOUNDERS: GUEST
ENTREPRENEUR DINNER
(FOUNDERS ONLY)**

24 Join other members of the Lassonde Founders program for dinner and a presentation by a local founder. This is a great opportunity to learn from an engaging speaker, get to know your peers, and enjoy dinner. **Wednesday • 5:30-6:30 p.m. • Lassonde Studios • lassonde.utah.edu/founders**

WORKSHOPS: DESIGN THINKING

25 Design thinking is a human-centered creative process focusing on people's needs and experiences. In this workshop, you will get an introduction to design thinking and how it can improve whatever project you are working on. We will be joined by an expert in our community for a presentation and discussion. **Thursday • 12:30-1:30 p.m. • Lassonde Studios • lassonde.utah.edu/workshops**

MAKE IT: PILLOWCASES

27 Learn how to sew by making a pillowcase! Materials and sewing machines will be provided. No experience is necessary. Space and supplies are available on a first-come, first-served basis. **Saturday • 1-2 p.m. • Lassonde Studios • lassonde.utah.edu/make**

ONGOING



DAVID ECCLES SCHOOL OF BUSINESS

**MASTER OF BUSINESS
CREATION: APPLY TO
ENROLL ONLINE OR IN
PERSON FOR 2024-25**

Apply to join the Master of Business Creation Online or Full-Time programs at the David Eccles School of Business starting in August for 2024-25. The MBC is a professional-degree program for serious entrepreneurs committed to building a sustainable, profitable company aided by an application-focused curriculum and access to mentoring, grant funding, and generous scholarships. **Online • eccles.utah.edu/mbc**

**GET SEEDED: REGULAR GRANT
FINAL EVENT**

31 Attend the Get Seeded final pitch event to see the finalist startup teams from this round of grant awards present their pitches for regular grants. Free food will be available, and everyone can ask questions and vote on which teams receive funding. All are invited. **Wednesday • 5:30-7 p.m. • Lassonde Studios • lassonde.utah.edu/getseeded**

FEBRUARY

MAKE IT: CNC WORKSHOP

1 Attend this Make It activity to learn about the CNC mill in the Make Space. No experience is necessary. Space and supplies are available on a first-come, first-served basis. **Thursday • 5-6 p.m. • Lassonde Studios • lassonde.utah.edu/make**

HOURS WITH EXPERTS: ONE-ON-ONE SESSIONS

1 Hours with Experts one-on-one sessions allow students to sign up in advance to meet with an expert. Expert topics include legal protection, corporate formation, accounting, design, manufacturing, and team dynamics. Check online to see available experts, dates, and times. Registration closes 24 hours prior to the event. **Thursday • 3-5 p.m. • Lassonde Studios • lassonde.utah.edu/experthours**

**HIGH SCHOOL UTAH
ENTREPRENEUR CHALLENGE:
TOP 20 FINALISTS ANNOUNCED**

1 The finalist teams will be announced in the High School Utah Entrepreneur Challenge. Teams from across the state are competing for \$30,000 in cash and prizes! **Thursday • 5 p.m. • Online • lassonde.utah.edu/hsuec**

**GET SEEDED: GRANT
APPLICATION DEADLINE FOR
FEBRUARY (MICRO & REGULAR)**

1 This is the last day to apply for a Get Seeded micro or regular grant in the next round of this program. All University of Utah students are welcome to apply for a Get Seeded milestone grant to launch or grow a business. **Thursday • 11:59 p.m. • Online • lassonde.utah.edu/getseeded**

**BENCH TO BEDSIDE:
NETWORKING AND WORKSHOP**

6 Join the B2B team and industry professionals for a networking and competition preparation workshop! Following a brief presentation by our visiting industry professionals, all participants will have the opportunity to network with all attendees. Guest presenters will be listed on Eventbrite. Dinner will be provided, so please RSVP ahead of time. **Tuesday • 5:30-7:30 p.m. • The Shop SLC • bit.ly/B2Bevents2024**

**HIGH SCHOOL UTAH
ENTREPRENEUR CHALLENGE:
PUBLIC ONLINE VOTING STARTS**

6 Online public project voting starts for the High School Utah Entrepreneur Challenge. All are welcome to vote. The voting deadline is March 1. **Tuesday • Online • lassonde.utah.edu/hsuec**

**LASSONDE FOR LIFE: FROM
SEEING CHALLENGES TO
OPPORTUNITY WORKSHOP
(ALUMNI ONLY)**

7 Overcoming challenges is a crucial part of starting your own business. Instead of seeing challenges as a roadblock, consider them as opportunities. Attend this workshop to learn more. We'll be joined for a presentation and discussion led by Stephanie Geisler, CEO coach at Vistage Worldwide. Registration is required. **Wednesday • 12-1 p.m. • Zoom • lassonde.utah.edu/life**

ONGOING



**ENTREPRENEUR CLUB:
STUDENT STARTUP FORUM**

Join the Entrepreneur Club to meet with fellow student founders to discuss entrepreneurship, ideate, collaborate, support peers, find business partners, and take action. Come get involved, ask questions, and have fun! **Fridays (Jan. 26, Feb. 9, Feb. 23, March 15, March 29, April 12) • 1-2 p.m. • Lassonde Studios • lassonde.utah.edu/eclub**

**ARTS ENTREPRENEUR: HOW TO
BUILD A BRAND**

7 Attend this Arts Entrepreneur workshop to learn how to build your brand and grow community in the process. We'll be joined by an local artist in our community for a presentation and discussion. **Wednesday • 4:30-5:30 p.m. • Lassonde Studios • lassonde.utah.edu/art**

**LASSONDE 400: PIZZA PARTY ON
5TH FLOOR (RESIDENTS ONLY)**

8 Join other members of the Lassonde 400 community at Lassonde Studios for this resident-only pizza party. This is a great opportunity to have a good time and meet more people. All residents are invited. **Thursday • 5:30-6:30 p.m. • Lassonde Studios, 5th Floor • lassonde.utah.edu/lsnd400**

**WORKSHOPS: MARKET
RESEARCH**

8 You can learn a lot about the potential of your idea through market research. In this workshop, you will learn the basics of market research and the methods for this work. We will share tools available and tips to start your market research. **Thursday • 12:30-1:30 p.m. • Lassonde Studios • lassonde.utah.edu/workshops**

MAKE IT: CACTUS KEY CHAINS

10 Learn needle felting by making a mini potted cactus key chain! Students will walk away with a cute felt key chain and the skills to make their own needle felting projects in the future. No experience is necessary. Space and supplies are available on a first-come, first-served basis. **Saturday • 1-2 p.m. • Lassonde Studios • lassonde.utah.edu/make**

WORKSHOPS: RAPID PROTOTYPING

14 Rapid prototyping is the ability to quickly generate models using 3D computer-aided design and 3D printing. In this workshop, you will learn how to use rapid prototyping to get from idea to product quickly and with low-cost materials. Come prepared to participate in this hands-on workshop. **Wednesday • 12:30-1:30 p.m. • Lassonde Studios • lassonde.utah.edu/workshops**

MAKE IT: CONNECT 4 BOARD

15 Assemble your very own, classic Connect 4 game using the laser cutter! Discover how laser cutters seamlessly slice designs and take your piece home with you! No experience is necessary. Space and supplies are available on a first-come, first-served basis. **Thursday • 5-6 p.m. • Lassonde Studios • lassonde.utah.edu/make**

HOURS WITH EXPERTS: ONE-ON-ONE SESSIONS

15 Hours with Experts one-on-one sessions allow students to sign up in advance to meet with an expert. Expert topics include legal protection, corporate formation, accounting, design, manufacturing, and team dynamics. Check online to see available experts, dates, and times. Registration closes 24 hours prior to the event. **Thursday • 3-5 p.m. • Lassonde Studios • lassonde.utah.edu/experthours**

UTAH ENTREPRENEUR CHALLENGE: APPLICATION DEADLINE

21 The application closes on this day to enter to win \$100,000 in cash and prizes in the 2023-24 Utah Entrepreneur Challenge. All university students in Utah are welcome to participate in this business-model competition sponsored by Zions Bank. **Wednesday • Online • lassonde.utah.edu/uec**

WORKSHOPS: LEGAL BASICS FOR ENTREPRENEURS

21 Trademarks and patents are two crucial legal functions. In this workshop, you will learn how these tools can protect your innovation and safeguard your business. We will be joined by an expert in our community for a presentation and discussion. **Wednesday • 4:30-5:30 p.m. • Lassonde Studios • lassonde.utah.edu/workshops**

WORKSHOPS: STARTUP ACCOUNTING

22 Entrepreneurs need basic accounting skills, but where do you start? In this workshop, you will learn the basics of startup accounting and why it is important for you and your business. **Thursday • 12:30-1:30 p.m. • Lassonde Studios • lassonde.utah.edu/workshops**

MAKE IT: BEANIES

24 Learn how to cut fabric, use a sewing machine, and hand sew to make your own reversible beanie. You can bring fabric or use the fabric provided. This project will take anywhere between 30 minutes and one hour to complete. No experience is required. Space and supplies are available on a first-come, first-served basis. **Saturday • 1-2 p.m. • Lassonde Studios • lassonde.utah.edu/make**

COMPANY LAUNCH: COHORT MEETING (INVITE ONLY)

26 Join other founders in the Company Launch program for a cohort meeting. All students with startups are welcome to apply online to join the program. Enjoy refreshments and inspirational guest speakers. **Monday • 2-3:30 p.m. • Lassonde Studios • lassonde.utah.edu/launch**

FEB. 28



GET SEEDED: REGULAR GRANT FINAL EVENT

Attend the Get Seeded final pitch event to see the finalist startup teams from this round of grant awards present their pitches for regular grants. Free food will be available, and everyone can ask questions and vote on which teams receive funding. All are invited. **Wednesday • 5:30-7 p.m. • Lassonde Studios • lassonde.utah.edu/getseeded**

MAKE IT: TOTE BAG

29 Who doesn't need another tote bag? Come make your own bag, no sewing experience is necessary. All materials will be provided, with different fabric options available to customize your bag. Space and supplies are available on a first-come, first-served basis. **Thursday • 5-6 p.m. • Lassonde Studios • lassonde.utah.edu/make**

BENCH TO BEDSIDE: NETWORKING AND WORKSHOP

29 Join the B2B team and industry professionals for a networking and competition preparation workshop! Following a brief presentation by our visiting industry professionals, all participants will have the opportunity to network with all attendees. Guest presenters will be listed on Eventbrite. Dinner will be provided, so please RSVP ahead of time. **Thursday • 5:30-7:30 p.m. • The Shop SLC • bit.ly/B2BEvents2024**

MARCH

HIGH SCHOOL UTAH ENTREPRENEUR CHALLENGE: PUBLIC ONLINE VOTING ENDS

1 This is the last day to vote for your favorite project in the High School Utah Entrepreneur Challenge. All are welcome to vote. Voting closes at 11:59 p.m. **Friday • Online • lassonde.utah.edu/hsuec**

GET SEEDED: GRANT APPLICATION DEADLINE FOR MARCH (MICRO & REGULAR)

1 This is the last day to apply for a Get Seeded micro or regular grant in the next round in this program. All University of Utah students are welcome to apply for a Get Seeded milestone grant to launch or grow a business. **Friday • 11:59 p.m. • Online • lassonde.utah.edu/getseeded**

HIGH SCHOOL UTAH ENTREPRENEUR CHALLENGE: COMPETITION FINAL EVENT

2 Attend the final showcase and awards event for the High School Utah Entrepreneur Challenge. Teams are competing for \$30,000 in cash and prizes. The program is sponsored by Zions Bank. **Saturday • Lassonde Studios • lassonde.utah.edu/hsuec**

UTAH ENTREPRENEUR CHALLENGE: TOP 20 FINALISTS ANNOUNCED

4 The top 20 teams will be announced in the Utah Entrepreneur Challenge. University students from across the state are competing for \$100,000 in cash and prizes. **Monday • 5 p.m. • Online • lassonde.utah.edu/uec**

LASSONDE FOR LIFE: CUSTOMER CULTIVATION WORKSHOP (ALUMNI ONLY)

6 You cannot have a business without customers, but how do you cultivate a loyal customer base? What are your customers' needs? How can you tailor your approach to foster meaningful connections? This workshop will help you get started. We will be joined by a presentation and discussion led by Sarah Duke, co-founder of Acrely Farms. Registration is required. **Wednesday • 12-1 p.m. • Zoom • lassonde.utah.edu/life**

UTAH ENTREPRENEUR CHALLENGE: PUBLIC ONLINE VOTING STARTS

7 Vote for your favorite video in the Utah Entrepreneur Challenge! Everyone is welcome to vote. The winner will be announced at the showcase and awards event. The Utah Entrepreneur Challenge is an annual business-model competition open to university students from across Utah. **Thursday • Online • lassonde.utah.edu/uec**

STUDY ENTREPRENEURSHIP: REGISTRATION DATES BEGIN FOR SUMMER 2024

11 The Department of Entrepreneurship & Strategy at the David Eccles School of Business offers many entrepreneurship classes and programs. Options include electives, Lassonde+X program, certificate, minor, major, and master's. **Monday • Online • eccles.utah.edu/entp**

BENCH TO BEDSIDE: COMPETITION PREP

12 Meet with the Bench to Bedside Student Leadership team to review competition deliverables, identify resources available for teams, and fine-tune your plan to submit a winning team packet before Competition Night in April. Dinner will be provided, so please RSVP ahead of time. **Tuesday • 5:30-7:30 p.m. • The Shop SLC • bit.ly/B2BEvents2024**



events calendar

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ONGOING

M | B | C
MASTER OF
BUSINESS CREATION.

DAVID ECCLES SCHOOL OF BUSINESS

MASTER OF BUSINESS CREATION: ATTEND VIRTUAL Q&A SESSIONS

Register to attend ongoing virtual Q&A sessions to learn more and ask questions about the Master of Business Creation program at the David Eccles School of Business. The MBC is a professional-degree program for serious entrepreneurs committed to building a sustainable, profitable company aided by an application-focused curriculum and access to mentoring, grant funding, and generous scholarships. **Online • eccles.utah.edu/mbc**

WORKSHOPS: INTRO TO GRANT WRITING

13 Grants are a great source of funding and are available for many different project types. In this workshop, you will learn more about grants as a funding source, including where to find opportunities and how to write a successful grant proposal. We will be joined by an expert in our community for a presentation and discussion. **Wednesday • 4:30-5:30 p.m. • Lasonde Studios • lassonde.utah.edu/workshops**

HOURS WITH EXPERTS: ONE-ON-ONE SESSIONS

14 Hours with Experts one-on-one sessions allow students to sign up in advance to meet with an expert. Expert topics include legal protection, corporate formation, accounting, design, manufacturing, and team dynamics. Check online to see available experts, dates, and times. Registration closes 24 hours prior to the event. **Thursday • 3-5 p.m. • Lasonde Studios • lassonde.utah.edu/experthours**

MAKE IT: 3D PRINTED BOBBLEHEAD

16 Learn basic 3D modeling to customize your own bobblehead. This project is designed to introduce students to the web-based CAD program OnShape. Please bring a computer to work on. At the end, you will have your own 3D printed bobblehead to take home. No experience is necessary. Space and supplies are available on a first-come, first-served basis. **Saturday • 1-2 p.m. • Lasonde Studios • lassonde.utah.edu/make**

COMPANY LAUNCH: COHORT MEETING (INVITE ONLY)

18 Join other founders in the Company Launch program for a cohort meeting. All students with startups are welcome to apply online to join the program. Enjoy refreshments and inspirational guest speakers. **Monday • 2-3:30 p.m. • Lasonde Studios • lassonde.utah.edu/launch**

FOOD ENTREPRENEUR: COMPANY SPOTLIGHT ON SALSA DEL DIABLO

20 Attend this event to learn about the business of food. We'll be joined by Salsa Del Diablo for a presentation and discussion. Bring your questions and be ready to learn how to turn your hobby into a career. **Wednesday • 4:30-5:30 p.m. • Lasonde Studios • lassonde.utah.edu/food**

MAKE IT: PICTURE LIGHT BOX

21 Attend this Make It activity to build a decoration that'll impress all your friends! The picture light box you'll build uses several layers of laser-cut paper and wood to create a three-dimensional scene. Shining a light on the back will illuminate your masterpiece. No experience is necessary. Space and supplies are available on a first-come, first-served basis. **Thursday • 5-6 p.m. • Lasonde Studios • lassonde.utah.edu/make**

WORKSHOPS: LEGAL BASICS FOR ENTREPRENEURS

21 Attend this workshop to learn the legal essentials you need as an entrepreneur to keep your business running smoothly. We will cover forming a company and idea protection. **Thursday • 12:30-1:30 p.m. • Lasonde Studios • lassonde.utah.edu/workshops**

STUDY ENTREPRENEURSHIP INFO SESSION

21 Learn more about classes and programs provided by Department of Entrepreneurship & Strategy at the David Eccles School of Business. Options include electives, Lasonde+X program, certificate, minor, major, and master's. **Tuesday • 1-2 p.m. • Zoom • eccles.utah.edu/entp**

BENCH TO BEDSIDE: DEADLINE TO SUBMIT COMPETITION MATERIALS

22 Today is the deadline to submit competition materials for the Bench to Bedside medical innovation competition. All students are welcome to participate. **Friday • 11:59 p.m. • Online • bit.ly/B2BEvents2024**

UTAH ENTREPRENEUR CHALLENGE: PUBLIC ONLINE VOTING ENDS

22 Voting ends today for the best video in the Utah Entrepreneur Challenge. Everyone is welcome to vote. The winner will be announced at the showcase and awards event. The Utah Entrepreneur Challenge is an annual business-model competition open university students from across Utah. **Friday • Online • lassonde.utah.edu/uec**

UTAH ENTREPRENEUR CHALLENGE: COMPETITION FINAL EVENT

23 Attend the final showcase and awards event for the Utah Entrepreneur Challenge. Teams from colleges across the state are competing for \$100,000 in cash and prizes! The program is sponsored by Zions Bank. **Saturday • Lasonde Studios • lassonde.utah.edu/uec**

GET SEEDDED: REGULAR GRANT FINAL EVENT

27 Attend the Get Seeded final pitch event to see the finalist startup teams from this round of grant awards present their pitches for regular grants. Free food will be available, and everyone can ask questions and vote on which teams receive funding. All are invited. **Wednesday • 5:30-7 p.m. • Lasonde Studios • lassonde.utah.edu/getseeded**

WORKSHOP: SOCIAL MEDIA MARKETING

27 Social media is a very effective marketing tool if used properly. In this workshop, you will learn the basics of social media marketing and how it can help grow your business. We will be joined by an expert in our community for a presentation and discussion. **Wednesday • 4:30-5:30 p.m. • Lasonde Studios • lassonde.utah.edu/workshops**

HOURS WITH EXPERTS: ONE-ON-ONE SESSIONS

28 Hours with Experts one-on-one sessions allow students to sign up in advance to meet with an expert. Expert topics include legal protection, corporate formation, accounting, design, manufacturing, and team dynamics. Check online to see available experts, dates, and times. Registration closes 24 hours prior to the event. **Thursday • 3-5 p.m. • Lasonde Studios • lassonde.utah.edu/experthours**

MARCH 30



MAKE IT: CUSTOMIZED METAL CARD

Have you ever wanted to make a customized card? Attend this Make It activity to create a customized metal card that will fit in your wallet. You can choose from two preset designs or create your own. You can also laser engrave your card. No experience is necessary. Space and supplies will be available on a first-come, first-served basis. **Saturday • 1-2 p.m. • Lasonde Studios • lassonde.utah.edu/make**

APRIL

APRIL 1


STUDY ENTREPRENEURSHIP: REGISTRATION DATES BEGIN FOR FALL 2024

The Department of Entrepreneurship & Strategy at the David Eccles School of Business offers many entrepreneurship classes and programs. Options include electives, Lassonde+X program, certificate, minor, major, and master's. **Monday** • **Online** • eccles.utah.edu/entp

LASSONDE FOR LIFE: HOW TO SCALE ON AMAZON WORKSHOP (ALUMNI ONLY)

3 Amazon is the largest e-commerce platform, making it a natural choice for selling your product. But what comes next? How do you actually grow your business on Amazon? Join our workshop to learn the ins and outs of scaling your Amazon business successfully. We will be joined for a presentation and discussion led by Josh Hadley, founder and CEO of Hadley Designs. Registration is required. **Wednesday** • **12-1 p.m.** • **Zoom** • lassonde.utah.edu/life

WORKSHOPS: TEAM MANAGEMENT

4 Attend this workshop to learn strategies for team management and effective leadership. We will dive into the best practices for attaining a top team performance. **Thursday** • **12:30-1:30 p.m.** • **Lassonde Studios** • lassonde.utah.edu/workshops

BENCH TO BEDSIDE: COMPETITION NIGHT

8 The culmination of a year's worth of hard work, attend the 14th annual Bench to Bedside Competition Night! Alongside family and friends, student teams will showcase their projects in a gala-style event, meeting with competition judges, health care professionals, entrepreneurs, investors, and university leadership. After an evening of networking and celebration, an awards ceremony will announce the winners of the competition and send winning teams home with nearly \$100,000 in milestone funding. **Monday** • **6-9 p.m.** • **Utah State Capitol Building** • bit.ly/B2Bevents2024

COMPANY LAUNCH: COHORT MEETING (INVITE ONLY)

9 Join other founders in the Company Launch program for a cohort meeting. All students with startups are welcome to apply online to join the program. Enjoy refreshments and inspirational guest speakers. **Monday** • **2-3:30 p.m.** • **Lassonde Studios** • lassonde.utah.edu/launch

COMPANY LAUNCH: APPLICATION DEADLINE FOR SUMMER 2024

9 Apply to join the Company Launch program for summer 2024. In this program, student entrepreneurs receive support and feedback to move their ideas forward and office space at Lassonde Studios. All students at the University of Utah are welcome. **Tuesday** • **11:59 p.m.** • **Lassonde Studios** • lassonde.utah.edu/launch

ARTS ENTREPRENEUR: INTRO TO PUBLISHING AND PRESS

10 Attend this Arts Entrepreneur workshop to learn about the business of book publishing and press. Bring your questions, and be ready for a discussion. **Wednesday** • **4:30-5:30 p.m.** • **Lassonde Studios** • lassonde.utah.edu/art

LASSONDE 400: SIGN THE WALL MEETUP

10 The end of the year is coming fast, and it's about time for our annual, year-end tradition. Join us at the Sign-the-Wall Meetup for the Lassonde 400 L8 (2023-24) community. This is your chance to gather with your peers, sign the annual signature installation, submit a quote to be featured in the stairways, eat snacks, and reminisce about the year. We look forward to seeing everyone there! **Wednesday** • **2-5 p.m.** • **Lassonde Studios** • lassonde.utah.edu/lsnd400

HOURS WITH EXPERTS: ONE-ON- ONE SESSIONS

11 Hours with Experts one-on-one sessions allow students to sign up in advance to meet with an expert. Expert topics include legal protection, corporate formation, accounting, design, manufacturing, and team dynamics. Check online to see available experts, dates, and times. Registration closes 24 hours prior to the event. **Thursday** • **3-5 p.m.** • **Lassonde Studios** • lassonde.utah.edu/experthours

MAKE SPACE CLOSES FOR SEMESTER

19 The Make Space at Lassonde Studios closes for the semester today. All students at the University of Utah are welcome here to build or prototype anything they want. Resources include hand tools, 3D printers, a large format printer, work benches, and peer tool mentors. Safety training is required to use the wood and metal shop. **Friday** • **Lassonde Studios** • lassonde.utah.edu/make

STUDY ENTREPRENEURSHIP INFO SESSION

25 Learn more about classes and programs provided by Department of Entrepreneurship & Strategy at the David Eccles School of Business. Options include electives, Lassonde+X program, certificate, minor, major, and master's. **Thursday** • **1-2 p.m.** • **Zoom** • eccles.utah.edu/entp

MAY

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LASSONDE DEMO DAY

Join us at Demo Day to meet student entrepreneurs in our community, learn about and buy their products, meet new people, and enjoy free food and refreshments. This event is a celebration of everything our student entrepreneurs have achieved this year. All are welcome to join us. Register online to attend. **Wednesday** • **3-5 p.m.** • **Lassonde Studios** • lassonde.utah.edu/demo



SUBSCRIBE & FOLLOW US FOR UPDATES

Don't miss out on the latest news and events by subscribing to our email newsletter and following us on social media. Text "events" to 801-587-3836 to receive event updates on your phone. lassonde.utah.edu/follow

ABOUT THE LASSONDE INSTITUTE

The Lassonde Entrepreneur Institute is a nationally ranked hub for student entrepreneurs and innovators at the University of Utah and an interdisciplinary division of the David Eccles School of Business. Founded by Pierre Lassonde, a successful alumnus and mining entrepreneur, the institute provides many programs to help students master the entrepreneurial mindset and launch new companies and initiatives. All programs are open to students from any academic major or background.

CONTACT US

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Want more information and to stay up to date? Subscribe to our email newsletter at lassonde.utah.edu/subscribe.

