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.
8 WAYS TO GET INVOLVED

1. Drop in, Participate in Any Program
   We have many opportunities for all students, including grants, workshops, and much more. Find all opportunities in our program directory. lassonde.utah.edu/directory

2. Sign Up & Attend Events
   Find upcoming events in our events calendar. Then register, attend everything you can, and introduce yourself! lassonde.utah.edu/calendar

3. Apply to Live at Lassonde Studios
   All incoming and current students are welcome to join our residential entrepreneur community and live, create, launch at Lassonde Studios. lassonde.utah.edu/studios

4. Register for Weekly Info Sessions
   Want to meet with us, see Lassonde Studios, and learn more about everything we do? Register for our weekly info session and tour. lassonde.utah.edu/visit

5. Launch or Build Something
   We have many tools and resources to help you create and launch a product or service. Sign up for an upcoming Get Started session to begin. lassonde.utah.edu/getstarted

6. Study Entrepreneurship
   Register for electives, certificate, minor, major, master’s, and more. General education credit is available. Start by taking an introductory course. eccles.utah.edu/entp

7. Join the Lassonde Alumni Program
   All alumni of the University of Utah are welcome to join the Lassonde for Life program for entrepreneurship events and support. lassonde.utah.edu/life

8. 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

4th UNDERGRAD ENTREPRENEUR PROGRAM 2024
7th UNDERGRAD ENTREPRENEUR PROGRAM 2024
5th MBA ENTREPRENEUR PROGRAM 2024
12th MBA ENTREPRENEUR PROGRAM 2024

2nd UNDERGRAD ENTREPRENEUR PROGRAM 2024
3rd GRADUATE ENTREPRENEUR PROGRAM 2024

BY THE NUMBERS

6.4K+ STUDENT PARTICIPATION (ALL AGES) FY 2023
456 STUDENT STARTUP TEAMS FORMED FY 2023
$953M COMPANY FUNDING RAISED FY 2002-23
$294K TOTAL CASH PRIZES FY 2023

3K STUDENTS ENROLLED IN ENTP. COURSES AY 2023
$910K TOTAL SCHOLARSHIPS AWARDED FY 2023
344 EVENTS HOSTED BY LASSONDE FY 2023

4th FOUNDATED IN 2001

2001: The Pierre and Claudette McKay Lassonde New Venture Development Center forms with a $30,000 gift from Pierre Lassonde.

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

2015: The Lassonde Entrepreneurs Institute celebrates 20th anniversary and journey from an idea to a top-10 program for student entrepreneurs.
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](lassonde.utah.edu/directory)

### Live

| **LSND400** | **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](lassonde.utah.edu/studios) |
| **LASSONDE FOUNDERS** | **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](lassonde.utah.edu/founders) |
| **Summer Lassonde** | **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](lassonde.utah.edu/summer) |

### Create

| **GetSeeded** | **Seed Grant Program:** Pitch your idea at these regular events for a chance to receive seed funding for your new venture. [lassonde.utah.edu/getseeded](lassonde.utah.edu/getseeded) |
| **WORKSHOPS** | **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](lassonde.utah.edu/workshops) |
| **MAKE** | **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](lassonde.utah.edu/make) |
| **EXPERTS** | **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](lassonde.utah.edu/experthours) |
| **Food entrepreneurship** | **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](lassonde.utah.edu/food) |
| **ARTS entrepreneur** | **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](lassonde.utah.edu/art) |
| **ELEVATE U** | **Your Game, Your Brand, Your Future:** A program provided in partnership with Utah Athletics to help student-athletes make the most of their name, image, and likeness. [utahutes.com/elevate](utahutes.com/elevate) |

### Launch

<p>| <strong>THE UTAH ENTREPRENEUR CHALLENGE</strong> | <strong>Statewide Business-Model Competition:</strong> Launch your business by competing for cash and prizes. Sponsored by Zions Bank. <a href="lassonde.utah.edu/uec">lassonde.utah.edu/uec</a> |</p>
<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Statewide High School Idea Competition</strong></td>
<td>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>
<tr>
<td><strong>Medical Innovation Competition</strong></td>
<td>Work with medical and engineering students developing a medical innovation and competing for cash prizes. Sponsored by Zions Bank. <a href="http://bit.ly/utah-b2b">bit.ly/utah-b2b</a></td>
</tr>
<tr>
<td><strong>Get Office Space and Company Resources</strong></td>
<td>Apply for dedicated space at Lassonde Studios, and get legal advice, accounting help, and more. Sponsored by Zions Bank. <a href="http://lassonde.utah.edu/launch">lassonde.utah.edu/launch</a></td>
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**Outreach**

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<tr>
<td><strong>Host a Gathering or Activity at Lassonde Studios</strong></td>
<td>Submit your idea for a gathering or activity, and get support to make it happen. <a href="http://lassonde.utah.edu/meetups">lassonde.utah.edu/meetups</a></td>
</tr>
<tr>
<td><strong>Together You Can Accomplish More</strong></td>
<td>Take advantage of the many opportunities and areas in Lassonde Studios to work together and collaborate. <a href="http://lassonde.utah.edu/cowork">lassonde.utah.edu/cowork</a></td>
</tr>
<tr>
<td><strong>Connecting New Students to Opportunities</strong></td>
<td>An outreach program helping new students get involved with entrepreneurship programs at the University of Utah. <a href="http://lassonde.utah.edu/lassonde-ambassadors">lassonde.utah.edu/lassonde-ambassadors</a></td>
</tr>
<tr>
<td><strong>Connect with Entrepreneurs from Across Campus</strong></td>
<td>Join our community of founders, collaborators, and bootstrappers. <a href="http://lassonde.utah.edu/edclub">lassonde.utah.edu/edclub</a></td>
</tr>
<tr>
<td><strong>Student Leadership &amp; Scholarship Opportunities</strong></td>
<td>Browse our many opportunities. All students are welcome to apply. <a href="http://lassonde.utah.edu/leadership">lassonde.utah.edu/leadership</a></td>
</tr>
<tr>
<td><strong>Entrepreneur Support for All University of Utah Alumni</strong></td>
<td>Get lifelong support for your entrepreneurial interests in this program for all University of Utah alumni. <a href="http://lassonde.utah.edu/life">lassonde.utah.edu/life</a></td>
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**Academics**

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

NEELEMAN HANGAR (1ST FLOOR)

- Miller Cafe
- Coworking
- Bike Storage
- Stairs & Elevators
- Back Offices
- 3-D Printers & Laser Cutter
- Makerspace
- Conference Rooms
- Front Desk
- Company Launch
- Conference Room
- Shop
- Tool Storage
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)

- Singles
- Doubles
- Themed Floors
- Makerspace
- Lofts
- Pods
- Patio
Get inspired by browsing what past students have done. Students are launching products, companies, careers, nonprofits, and everything in between. lassonde.utah.edu/launched

SadieB Personal Care
Female hair and personal-care products with a mission to empower girls.

SoundPass
A better catheter for neurosurgery.

Big Dill Pickleball
A pickleball paddle and gear company.

WHAT IF
Handcrafted sustainable jewelry.

Idaho Barkery
Healthy, handcrafted dog treats made from fresh ingredients.

Blendyd Studios
Automated solutions for truck-driver recruitment.
**Innovation Outdoors**
An outdoor recreation company dedicated to making the outdoors accessible.

**Oaty Toaty**
Creating fun, high-quality, and tasty snacks for those with dietary restrictions.

**Metopio**
Easy-to-use data science tools for understanding populations and places.

**Duck Skateboarding**
Unique and lighthearted skateboard gear and clothing.

**Alon Meir Piano Tech**
Tuning and servicing pianos across Salt Lake City.

**Revamp Outdoors**
Sustainable waterproof bags made from recycled tents.

**Board Budder**
A company specializing in 100% plant-based snowboard and ski wax.

**Outkits**
An online marketplace for vintage sneakers.

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**Your Idea Here!**

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#LiveCreateLaunch
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.

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.