MBC

MASTER OF BUSINESS CREATION®

DAVID ECCLES SCHOOL OF BUSINESS

ANNUAL REPORT

ACADEMIC YEAR 2023-24

David Eccles School of Business
THE UNIVERSITY OF UTAH

LASSONDE ENTREPRENEUR INSTITUTE

WELCOME MESSAGE

The last year was another great one for the Master of Business Creation (MBC), the award-winning, high-value, and applied graduate program for entrepreneurs at the University of Utah's David Eccles School of Business. We supported 81 founders growing and scaling 75 startups. We continued to see record growth, we graduated our first class of our new online format, and we began expanding internationally starting with Africa. We welcome everyone to learn more, apply to enroll, refer someone to the program, and contact us.

2023-24 Highlights

81 Founders Enrolled AY 2023-24

The founders in the MBC program enroll in person or online and come from varied backgrounds and locations.

75 Startups Enrolled AY 2023-24

The startups enrolled in the MBC program come from a broad variety of industries from entertainment to health.

8 States Represented AY 2023-24

The MBC Online option enrolled founders from across the U.S. and continues to grow across the country.

The MBC Program is Now Global

The MBC program expanded to Africa with an initial cohort and plans to expand to additional countries.

MBC Marketing Agency Growth

Students at the University of Utah engage with MBC startups by supporting their many marketing efforts.

Founder Awards & Publicity

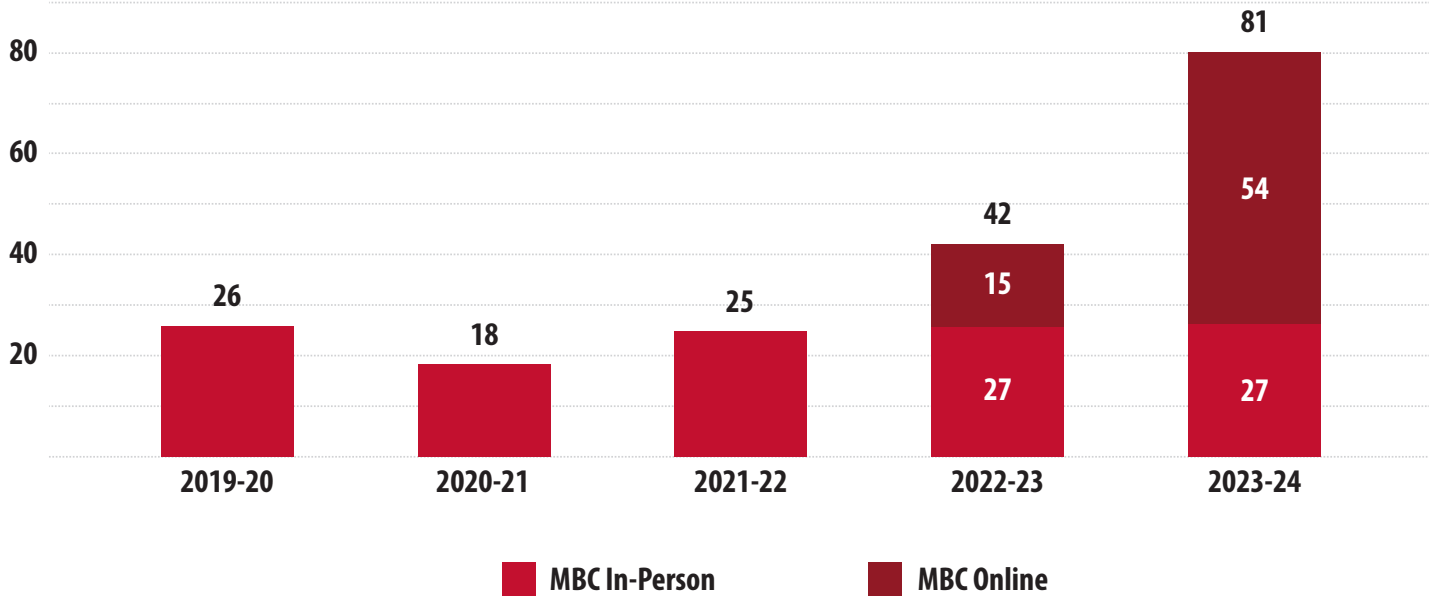
Many MBC startups received awards and attention for their progress, including Ki Coffee, OneHealth+, and more.

About the Master of Business Creation (MBC)

The Master of Business Creation is a professional and accredited degree program for serious entrepreneurs committed to growing their startup company. The program is high-value and designed to be affordable for entrepreneurs. It features personalized mentorship, innovative and application-focused curriculum, and diverse networking opportunities. It provides courses, workshops, and labs designed for aspiring entrepreneurs building and scaling their business. Founders living in the U.S. can enroll in one of two formats – an in-person, full-time, two-semester option or an online, flexible, three-semester option. Founders living outside the U.S. in select locations can enroll in the online option. The MBC program is offered at the University of Utah's David Eccles School of Business by the Department of Entrepreneurship & Strategy in partnership with the Lassonde Entrepreneur Institute. Together, they provide an entrepreneur program ranked among the top 10 in the nation.

VISIT WEBSITE
ECCLES.UTAH.EDU/MBC

PROGRAM ENROLLMENT AY 2019-24



MBC Founder Testimonials

"This is the only program I've seen that has assignments that directly correlate with business objectives in the real world."

— **Tricia Ulberg,** We Rock DM

"I wanted direct support and guidance from faculty and camaraderie from other entrepreneurs who are living a similar experience."

— **Rena Vanzo,** Boob Bus

"I have already tripled my revenue and number of partnerships since joining the program. The faculty and mentors are really invested in my success."

— **Sabrina Sherwood,** Idaho Barkery

"I was drawn to the MBC program because it's similar to a startup incubator, with mentorship, coaching, and applied coursework that will help my business."

— **Cory McAurthur,** One Goal Finance

"The founding faculty of the MBC program are truly a wealth of entrepreneurship knowledge."

— **Chase Austin,** Poiz

"The MBC gave me the tools I need to build a solid foundation for my company."

— **Brooke Hundley,** Ki Coffee

AWARDS & RECOGNITION

GCEC GLOBAL CONSORTIUM OF ENTREPRENEURSHIP CENTERS

Excellence in Entrepreneurship Teaching & Pedagogical Innovation

The MBC program won a prestigious teaching award at the annual conference for this international collection of entrepreneur centers.

UTAH REGION 2023 INNOVATION AWARDS

Utah Business Innovation Awards Winner

MBC won a business innovation award for the Utah region in this program that recognizes exceptional organizations, initiatives, and companies.

Top-10 Ranked School for Entrepreneurship

- 2nd — UNDERGRAD ENTREPRENEUR PROGRAM 2024 * WEST REGION *
- 3rd — GRADUATE ENTREPRENEUR PROGRAM 2024 * WEST REGION *
- The Princeton Review®
- 5th — UNDERGRAD ENTREPRENEUR PROGRAM 2025 * PUBLIC SCHOOLS *
- 8th — UNDERGRAD ENTREPRENEUR PROGRAM 2025
- 5th — MBA ENTREPRENEUR PROGRAM 2024 * PUBLIC SCHOOLS *
- 12th — MBA ENTREPRENEUR PROGRAM 2024
- U.S.News & WORLD REPORT

Application Deadlines

Enroll Spring 2025

Here are important dates and deadlines to join the MBC Online (U.S.) program starting spring semester in 2025 (subject to change):

Application opens — Aug. 1, 2024
Priority application deadline — Oct. 1, 2024
Application deadline — Nov. 15, 2024
Extended application deadline — Dec. 23, 2024
Classes start — Jan. 6, 2025

Enroll Fall 2025

Here are important dates and deadlines to join the MBC In-Person or Online (U.S.) and MBC Global (Online) program starting fall semester in 2025 (subject to change):

Application opens — Aug. 1, 2024
Priority application deadline — March 20, 2025
Regular application deadline — June 15, 2025
Extended application deadline — Aug. 7, 2025
Classes start — Aug. 18, 2025

What's Next?

The MBC program continues to grow and expand. In the coming year, we expect to enroll more founders from across the U.S. while also expanding opportunities for founders living in other countries to enroll in the program. We enrolled founders in Africa in fall 2024, and we have plans to add more and more countries in the coming semesters and years. Stay tuned for news and updates.

FOUNDER FEATURES 2023-24

OneHealth+ • Osei Boateng

Born and raised in Ghana and a 2023 CNN Hero, Osei Boateng is improving global health by simplifying how people pay for healthcare with his startup OneHealth+, and he grew the business in the Master of Business Creation program.

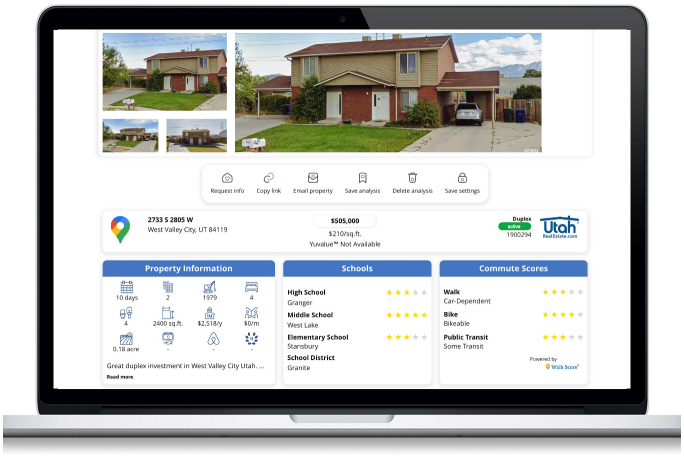
OneHealth+ is a digital platform that offers a "healthpass" for people to pay for their healthcare or someone else's from anywhere in the world. Powered by blockchain technology, the platform is designed to provide transparency, security, and efficiency in healthcare payments.

"By moving away from traditional payment methods, we are eliminating the common issues associated with them," said Boateng, who joined the MBC program after receiving a biology degree and a master's in degree in healthcare administration from Cornell University. "Our platform is committed to making quality healthcare services accessible to everyone, and our digital healthpass is a key component of this mission."

Boateng's inspiration for OneHealth+ stems from personal experiences in rural Ghana, where health disparities were stark. Witnessing community members embark on challenging journeys for healthcare, Boateng decided to take action.

"My goal with OneHealth+ is ambitious yet essential: to eliminate financial barriers to timely healthcare access, ensuring that everyone can receive the care they need when they need it," Boateng said. "The vision behind OneHealth+ is grounded in the belief that every life deserves equitable access to prompt, high-quality healthcare."

myonehealthplus.com



Yubedo

Kian Torimi

Founder Kian Torimi is working to change the way people invest in real estate with his startup Yubedo. It provides an easy-to-use interface that has highly detailed and easily digestible information on a vast range of properties. He grew the company in the Master of Business Creation program.

The Yubedo platform is designed to "empower both novice and experienced investors in making informed property decisions," Torimi said. By using Yubedo, people can learn and develop the skills needed to learn about real-estate investment and find the right properties to invest in, all through a seamless software interface.

"Whether you're looking for your first investment or seeking to expand your portfolio, Yubedo simplifies the complexity of real-estate investment, making it accessible for everyone," Torimi said.

The Yubedo plaftorm currently features properties for sale across Utah for anyone interested in investing in real estate anywhere in the state. Using the Yubedo platform, investors can review and compare properties in Logan, Salt Lake City, St. George, and anywhere in-between.

yubedo.com

The Boob Bus

Rena Vanzo

The Boob Bus wants mammograms to be fun.

A startup co-founded by Rena Vanzo, a founder who enrolled in the Master of Business Creation, The Boob Bus offers mobile breast imaging services, as well as cosmetic injectables and genetic testing. All the above happens in Doris Jean, the company's bus lovingly named after Vanzo's late grandmother.

Through 3D mammography and high-density breast ultrasounds interpreted by board-certified and breast-fellowship trained radiologists, Vanzo's company is helping Utah women receive personalized breast cancer risk assessments.

Vanzo never planned for something like The Boob Bus — a lifelong fascination with Punnett squares initially led Vanzo to a career in genetics.

"I've been a genetic counselor for over 15 years, primarily in the pediatric arena," she said. "Over the years, several of my female family members were diagnosed with breast cancer, which prompted discussions and journeys of genetic testing among my loved ones."

theboobbus.com

FOUNDER FEATURES 2023-24

Board Budder • Erik Smith

Erik Smith, the founder of Board Budder, a company specializing in 100% plant-based snowboard and ski wax, is not just creating a product: he's pioneering a movement toward sustainable and eco-friendly practices in the snow sports industry. He worked toward this goal and growing his business in the Master of Business Creation program.

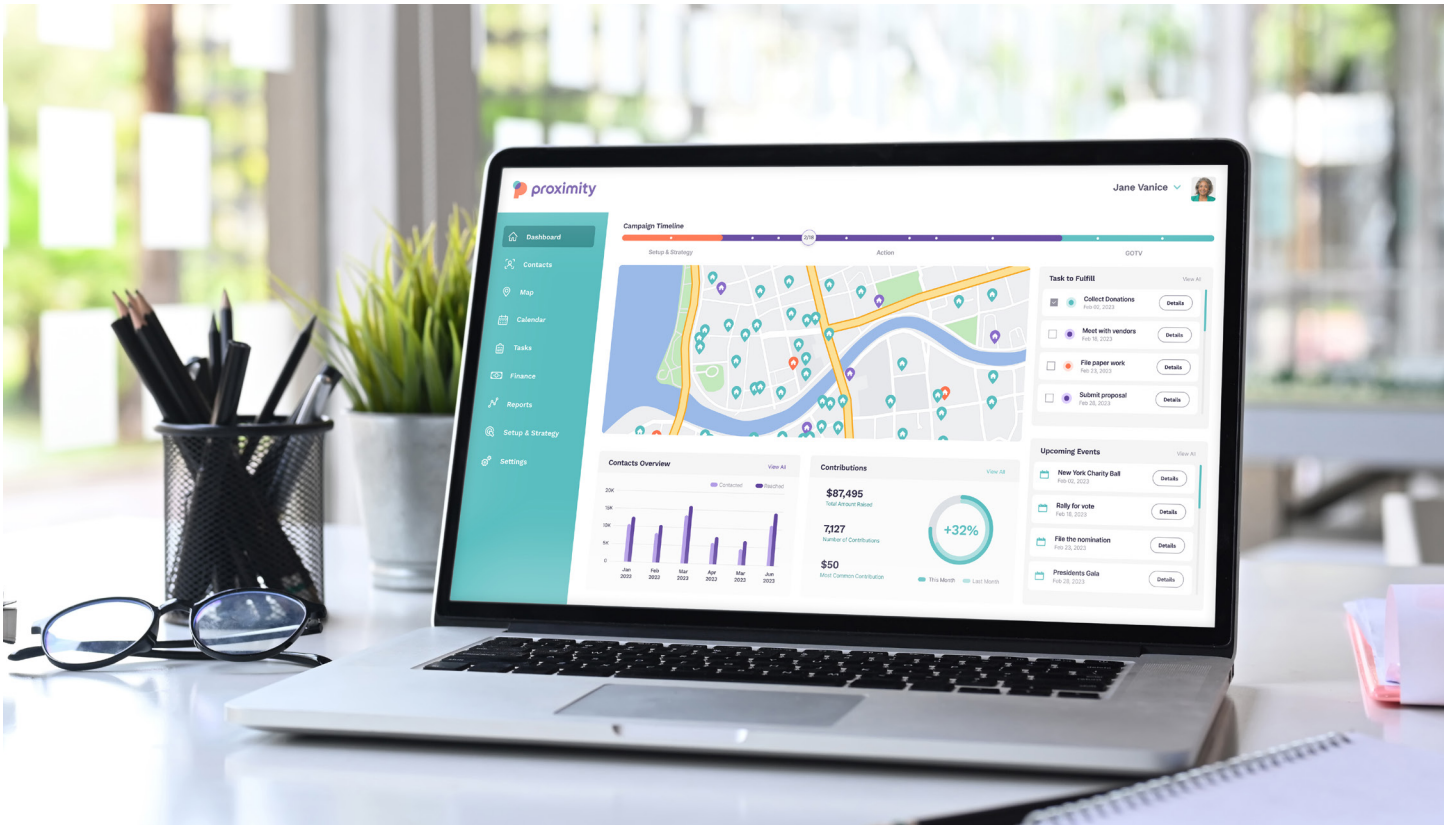
Board Budder goes beyond crafting plant-based snowboard and ski wax; it's a commitment to revolutionize the industry. Smith and his team offer ski and snowboard accessories alongside their eco-friendly wax. The uniqueness lies in their dedication to eliminating harmful chemicals present in traditional waxes, promoting health, and reducing the ski industry's environmental impact.

"Traditionally, ski wax contains non-bio-degradable or toxic chemicals such as paraffin wax, a by-product of oil refining, and fluorocarbon, a compound linked to serious health complications," Smith said. "We hope to offer an alternative, plant-based product that eliminates health risks and reduces the ski industry's environmental impact while promoting the fun of skiing and snowboarding."

The genesis of Board Budder was sparked by Park City's announcement of new regulations on certain chemicals in ski wax. Motivated by a love for the sport and a commitment to sustainability, Smith sought to develop an alternative wax that aligns with environmental goals while maintaining the thrill of skiing and snowboarding.

Board Budder's impact is already visible in its collaboration with Ski Trucks, a significant player in the skiing industry. They've chosen to carry Board Budder products exclusively, endorsing the mission of promoting fun while reducing the environmental footprint.

boardbudder.com



Proximity • Becki Wright

Proximity is bringing politics back to the people.

Becki Wright, a founder who enrolled in the Master of Business Creation program, has worked as a campaign manager, finance director, political consultant, and served in political leadership for a combined total of over a decade. No matter the candidate or elected official she worked with, though, they all used something in common: archaic technology.

"I realized that many political leaders didn't have the tools they needed to successfully connect with voters," Wright said. "On one campaign, I used six different programs and none of them talked to each other. I had to do a lot of manual work that made my job inefficient. And I've seen elected officials constantly butting up against the problem of how to be transparent, representative, and responsive — how to connect with constituents."

That's why she launched Proximity, a comprehensive platform connecting political leaders with their voters.

"Now you have specialized solutions tailored to what political leaders actually need," she said. "Proximity simplifies operations to help candidates and elected officials connect more closely with voters. With our modern, compliant, and integrated campaign management software, we're helping good leaders become great candidates."

Proximity's guided user setup and modern UX gives both rising political figures and seasoned office holders tools to manage voter lists and maps, donation processing, websites, community events, voter outreach, and more — all in one efficient dashboard.

proximitycampaigns.com

FOUNDER FEATURES 2023-24

Poiz

Chase Austin

Poiz is an app changing the mental game for athletes.

Founder Chase Austin grew up passionate about sports and athletics. His father coached mental performance for pro athletes, and Austin applied his teachings to his athletic experience. He went on to play Division 1 football at the University of San Diego. After medically retiring from the sport, Austin leveraged his athletic background to create Poiz — a go-to destination for improving athlete mental strength.

MORE FEATURES
ECCLES.LINK/MBC-FEATURES

He grew the startup by enrolling in the Master of Business Creation program.

"Using mental training throughout my career, I realized that most athletes don't do anything to work on their mental game," he said. "Mental training was a secret weapon for me, but now I want to make it more accessible for every athlete."

Many mental training programs are complicated, generic, or expensive. Poiz offers a guided training program all in one app, available for every athlete to keep in their back pocket.

getpoiz.com

Idaho Barkery

Sabrina Sherwood

Idaho Barkery founder Sabrina Sherwood is a clinical pharmacist, dog lover, and entrepreneur who is dedicated to serving our furry friends gourmet all-natural treats. Based in Boise, Idaho, her company sells healthy, handcrafted treats from fresh ingredients online, and at a growing number of pet stores.

"My unique background as a pharmacist has helped me formulate a treat using ingredients that are safe," Sherwood said. "So much of my career has involved education on which supplements are unnecessary or even harmful. My expertise allows me to see past the misinformation that many dog treat products try to sell us."

Sherwood enrolled in the Master of Business Creation program to scale up her business. She chose the flexible online version of the MBC program, which offers personalized mentorship and application-focused curriculum to help entrepreneurs achieve their business goals.

"I enrolled in the MBC program to learn the business side of owning a company," she said. "As a pharmacist, my experience with business education was limited."

idahobarkery.com

ALUMNI NEWS

BedVee Launches Sleeping Device on Kickstarter

After years of development and a new crowdfunding campaign, Master of Business Creation alum Stella Markova and her startup BedVee are launching a novel sleep product to improve sleep comfort and accessibility.

Markova navigated BedVee's entry into the marketplace from conceptualization, through the MBC program, and now to crowdfunding success. Through the Kickstarter campaign, BedVee garnered support from 610 backers who pledged over $130,000 to propel the company to new heights.

"We started BedVee committed to making adjusting in bed easier and more accessible for everyone," Markova said. "It's incredible to see the reception we've already received, and we can't wait to see the positive impact BedVee will make on people's lives."

BedVee's success lies in its novel product — an electric, adjustable bed wedge that provides personalized comfort and has a variety of implications. Unlike other products on the market, BedVee users can adjust their bed's angle anywhere between 5 to 50 degrees using a simple remote control.

bedvee.com

Software Startup Hello GM Acquired by Otelier

Co-founders Viral Shah and Dhaval Chokshi are making waves with their startup HelloGM, after graduating from the Master of Business Creation in 2021. The company, which provides an innovative data analytics platform for hotels, recently sold and merged with Otelier (formally called MyDigitalOffice), an information management system for the hospitality industry.

The terms of the acquisition are confidential, but the co-founders said it was a significant transaction and a major step forward for their business. They are part of the team at Otelier and working to develop their software to help hotels around the world.

"We are very excited to be working with Otelier to improve how hotels manage their business data and have a greater impact in the hospitality industry," Shah said. "We were able to grow our business rapidly with the help of the Master of Business Creation program. We are now looking forward to being part of a larger company and all of the resources and connections that will provide."

otelier.io

FOUNDERS ENROLLED 2023-24

MBC Online 1 • Spring 2023-Spring 2024

Boardlevel.io (Derek Wood, of Warner Robins, Georgia): Provides stock option/compensation structures based on industry data.

Colter May Fine Art (Colter May, of Provo, Utah): Fine art that honors the grandeur of the American West.

Essence of Ebony (Imani Powell, of West Jordan, Utah): The natural-hair home for people of African descent.

Fabryc (Albert Candari, Bountiful, Utah): A platform that simplifies the process of offering workforce benefits, including tax advantages, fringe benefits, lifestyle perks, and well-being support.

Gorilla Shipper (Justin "JT" Mellecker, of Playa Vista, California): Provides strong, reliable, and eco-friendly shipping boxes for bottled products such as wine and olive oil.

goTeff (Saron Mechale, of Providence, Rhode Island): A superfood and wellness brand using the ancient teff grain, the staple of Ethiopian runners.

Kings Music Studios (Angela Reyes, of Herriman, Utah): Choir program and recording studio with choral-foundation teachings and performing opportunities.

Laketti (Kevin Lou, of Taylorsville, Utah): Athleisure clothing that gives back by supporting organizations that support the community.

Lounge Littles (Zach Thurston, of Harrisville, Utah): Premium children's pajamas that are very soft and fit longer.

Metopio (Angela Grover, of River Forest, Illinois): Easy data and tools to understand populations and places.

Mill Art Consulting (Camilla Fowler, of Cottonwood Heights, Utah): Customized planning and advising on art-related projects for private and public entities.

NFUZ Tape (Steven Rosenbeck, of Nephi, Utah): Kinesiology tape infused with essential oils.

RecoVRy (Christopher DuHadway, of Centerville, Utah): Builds VR experiences to help physical therapy patients with dizziness.

SeedVue (Isaac Roach, of Salt Lake City, Utah): Seed-management software developed for seed farms and companies.

Sundial Solar Components (Justin Hicken, of Spanish Fork, Utah): Designs and manufactures single-axis residential rooftop-based solar trackers.

MBC In-Person 5 • Fall 2023-Spring 2024

Alaska Boat Rental & Guide Service (Kevin Chavira): Professionally guided fishing and quality boat and equipment rentals.

Argus Entertainment (Austin Birch): Uses AV tech, performance and crowd interaction to elevate event experiences.

Benji Card (Cory Morin): Fintech that issues virtual credit card for healthcare-related payments.

Board Budder (Erik Smith): Sells eco-friendly snowboard and ski wax and branded apparel.

Bombora Ties (Greg "Zeke" Greer): Producer of men's neckties from a recycled materials.

Category One Games (Scott Church): A leading resource for out-of-print collectible card games and trading cards.

Cortex Evolution (Dan Lathen): Personal development with brain coaching and peer partnerships in 3D virtual worlds.

Crossover Clothing Co. (Bo Wilkinson): Empowering college athletes to monetize their name, image, and likeness.

Dash-P (Domus Go, Isaac Tai): Software that helps pest-control companies manage crucial metrics and insights for sales representatives.

Dirt Club (Boston Richins): A producer of high-end organic fertilizer and soil amendment.

Emi & Co. Art (Emi Dalton): Fabulous, fun, affordable fine art for homeowners and interior designers.

Foam (Carson Young): Laundry and dry-cleaning service for students and young professionals.

Insighta (Matthew Liu): Cloud-based data insights platform that helps direct-to-consumer companies make decisions.

Iskanchi (Kenechi Uzor): Utah-based publishers of African literature.

Kalo Clinical Research (Isabella "Bella" Johnson): Providing pharmaceutical companies with clinical data from study participants to improve medicine.

Ki Coffee (Brooke Hundley): Curated coffee subscription boxes and pop-ups that focus on culture of coffee

Off The Rack (Susma Gurung): Off The Rack aims to cultivate a community for young entrepreneurs while mitigating fast fashion.

One Goal (Cory McArthur): An app on iOS, Android, and web that helps couples stay unified in their financial goals.

OneHealth+ (Osei Boateng): Providing quality primary healthcare services in West Africa using an innovative financing system.

Poiz (Chase Austin): A digital training and coaching platform for athletic mental performance.

Proximity (Becki Wright): A political-campaign and candidate/constituent management software tool.

Sellaboo (Adam Wilson, Terry Wilson): A business-to-business software solution providing automated customer nurturing.

Studio Newf (Faith Ivory): A design studio serving large and small companies, for-profit and non-profit companies.

The Boob Bus (Rena Vanzo): A mobile-screening mammography, genetic testing, and Botox service.

Yubedo (Kian Torimi): Making real-estate investment accessible to all through intelligent analysis.

MBC Online 2 • Fall 2023-Summer 2024

Bodomint (Rebecca Waldron, of Costa Mesa, California): Online premium diaper bag designers and sellers.

Brooks Haus Entertainment (Brandon Brooks, of South Salt Lake, Utah): One-stop-shop for artist booking, management, and production services.

Clear Water Distilling Co. (Matthew Eau Claire, Stephanie Eau Claire, of Lehi, Utah): A distillery that crafts and sells premium spirits.

Gforce Learning (Susan Kingsley, of Salt Lake City): Software to convert PowerPoint documents into e-learning compatible files.

Ghost 13 (Landon Hull, of North Salt Lake, Utah): Limited-edition firearm cases and accessories.

Griffin Waste Utah (Dane Eyerly, of Highland, Utah): A dumpster rental and waste hauling business.

Guided (Connor Chase, of Provo, Utah): An app that combines meditation with AI to unlock effective and affordable mental well-being.

Hope in Art Association (Kassidy Ricks, of Bountiful, Utah): Art supplies and instruction for women in need to help the healing process of trauma.

Idaho Barkery (Sabrina Sherwood, of Boise, Idaho): Gourmet, all-natural dog treats.

Leorian Education Refugee Service Provider (Susan Knott, of Salt Lake City): Unique curriculum and childcare centers for refugee children.

Maintain Bicycles (Michael "Tiger" Chase, of Chatsworth, California): Mobile bike maintenance and repair.

Mandala Pies (Caitlin LaComb, Salisbury, Maryland): Pie bakeries on the Maryland shore.

securesample (Arjun Gill, of Fort Collins, Colorado): Secure fluid-sampling technology.

Sexy Donut Company (Christine Mather, of Boulder, Colo.): Meal and treat preparation service for college students, ordered by parents.

Small Business To Go (Jeffrey Lunt, of Salt Lake City): Marketing and operational services for small businesses.

Utah Mobile Emissions (Daniel Diehl, of Lindon, Utah): Mobile auto-emissions testing.

Vida (Samuel Mehr, of Salt Lake City): Data and analytics platform to connect musical artists with their most committed fans.

Wonder Arts (Alexanna Wonder, of Salt Lake City): Artwork based on tarot, witchcraft, herbalism, and nature.

MBC Online 3 • Spring 2024-Present

7th House Tattoos: (Leith Strachan, of Magna, Utah): Tattoo studio.

Delos Industries (Cameron Van Waggoner, of Provo, Utah): Light-gauge, steel-framing manufacturing. Panelized construction company building homes in the developing world.

Dune Automotive/Pro Auto Films (Zachary Hale, of Murray, Utah): Car detailing and customizing.

Helios Fitness & Wellness (Ari Weinstein, of Heber City, Utah): High-end wellness facility.

High Top HR (Sharon Salmon, of Park City, Utah): Fractional human resources business. People operations consulting and coaching.

Honu Medical (Bruno Silva, of Saratoga Springs, Utah): Proactive medical clinic to address heart disease and diabetes.

Intellition (Annie Davis, of Salt Lake City): Autonomous drone solutions for ski resorts.

Mahalo Car Share (Zully Davila Ameneno, of Spanish Fork, Utah): Car rental services in Laie, Hawaii. They provide a convenient way to reserve a vehicle online, giving you the freedom to pick up and go anywhere.

McClain Youth Foundation (Shanrika and Munir McClain, of Coto de Caza, California): Youth athletic foundation.

Muscle Works Chiropractic (Kyler Mahoney, of Layton, Utah): Novel chiropractic care through a specialized muscle-activation technique, delivering results for optimal performance and wellness.

Ovation Health (Eric Danielson, of Bountiful, Utah): Providing onsite health services for employers with an emphasis in musculoskeletal health care. Onsite employer-based chiropractic and physical therapy services.

Space Gnome Studio (Kory Fluckiger, of Woodruff, Utah): Full-service art production studio. A contract game design, development, and art production studio.

Utah Medical Massage & Wellness (Krystal Christensen, of Riverton, Utah): Medical massage and wellness business. They provide complimentary orthopedic medicine to help people optimize wellness, manage pain and rehabilitate after injury or surgery.

Wasatch Optimal Wellness Clinic, WOW Clinic: (G. Bryant Salmon and Benjamin Fogg, Heber City, Utah): Outdoor-sports-oriented Heber wellness clinic.

We Rock DM (Tricia Ulberg, Spicewood, Texas): Austin-based website design and digital marketing agency.

What if Jewelry (Brie Wahlstrom, of Centerville, Utah): Sustainable custom jewelry.

Yesui (Tsenduren "Cindy" Tumnee, of Lehi, Utah): Small business connecting the Mongolian community.

TBD (Aleksander "Alek" Hender, of Layton, Utah): Lifestyle clothing company.

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MBC

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