

GLOBAL LEADER IN ENTREPRENEURSHIP



2019 California Entrepreneurship Educators' Conference Brochure



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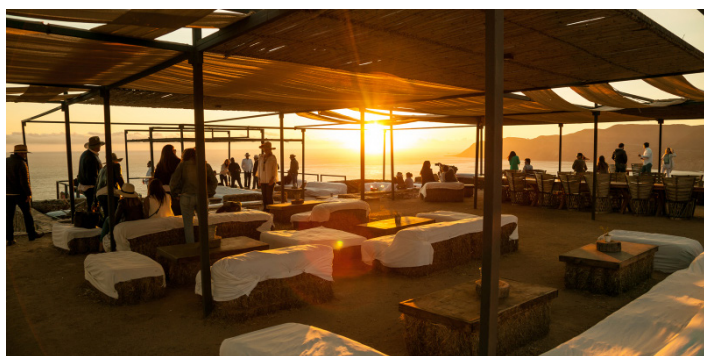
CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE 2019:

Transformation: An Opportunity to Evolve the Entrepreneurship Field!

As educators and researchers, we have to evolve with the times. The shifting landscape of entrepreneurship education and research indicates that it is important to transition and adapt in order to continue offering impactful entrepreneurship education for the next generation of entrepreneurs. Students are going to the “university” of Google and YouTube to acquire and learn information relative to their pursuits. We need to develop new areas of research and pedagogy methodology to engage these same students in meaningful ways. The Lavin Entrepreneurship Center at San Diego State University realizes the importance of this mission, which is why we have created the California Entrepreneurship Educators Conference.

At the 2019 California Entrepreneurship Educators Conference, we sought out the “transformers” in our field and have asked them to share what they are learning, teaching and researching with respect to entrepreneurship. This conference will be highly interactive, creating an environment to learn, share and collaborate. We invite you to interact with your peers and examine how we teach entrepreneurship and conduct research today, as well as brainstorm how we might “transform” entrepreneurship education for our students of today and tomorrow.

BAJA EXPERIENCE



In addition to the conference, we decided to bring back the Pre-Conference Baja Entrepreneurship Experience! During this tour, we will explore the emerging entrepreneurship climate currently taking place in Baja California. Participants will have a chance to meet and interact with local entrepreneurs at places such as the Bit Center, a coworking space for entrepreneurs and the CETYS Universidad campus in Ensenada. To close off the evening, we will enjoy food and wine at a famous Valle De Guadalupe winery.

This tour gives us the perfect opportunity to network with peers and counterparts at CETYS Universidad. Registration for the Entrepreneurship Baja Experience is \$119 and includes transportation on both sides of the border, lunch and wine tasting. Participants attending the tour must bring their passport since we will be crossing the international border. Simply select the “Pre-Conference Baja Entrepreneurship Experience” button for an additional \$119 to maximize your overall conference experience.

PANELISTS, BREAKOUT SESSION LEADERS, AND SPEAKERS

We have assembled a stellar group of session leaders to help us consider dynamic approaches to the way we teach and research entrepreneurship.

ALEX DENOBLE

San Diego State University
Executive Director, Lavin Entrepreneurship Center

ANATOLY ZHUBLEV

Loyola Marymount University
Professor of International Business

ALEXANDER GLOSENBERG

Loyola Marymount University
Assistant Professor, Entrepreneurship

ANTHONY ELLIS

University of Phoenix
Lead Faculty Area Chair, Law and Ethics

ARNON KATZ

M-Bios
Founder and Researcher

BERNARD SCHROEDER

San Diego State University
Director, Lavin Entrepreneurship Center Programs

BRETT GILBERT

American University
Associate Professor

CANDIDA BRUSH

Babson College
Vice Provost, Global Entrepreneurial Leadership

CHRISTIAN BROBERG

Wichita State University
Associate Professor of Entrepreneurship

CONSTANT BEUGRE

Delaware State University
Professor of Management

CRAIG ARMSTRONG

University of Alabama
Associate Professor of Entrepreneurship

CRAIG GALBRAITH

University of North Carolina
Professor, Entrepreneurship and Technology Management

DAN WADHWANI

University of the Pacific
Professor, Chair in Entrepreneurship

DANIEL OBODOVSKI

Scale Incubator
Co-Founder

DAVID CHOI

Loyola Marymount University
Professor, Director of the Fred Kiesner Center for Entrepreneurship

DAVID NEWTON

University of California, San Diego
Professor of Entrepreneurship and Finance

DEBORAH BRAZEAL

Cal Poly Pomona
Professor

DEL FOIT JR.

University of California, San Diego
Director of Life Sciences Programs at Extended Studies

DENISE PARRIS

University of Oklahoma
Assistant Professor of Entrepreneurship

DIANA BARRON VILLAVERDE

Universidad de Las Americas Puebla
Professor

DIANA HECHAVARRIA

Muma College of Business, University of South Florida
Assistant Professor, Entrepreneurship

ELISSA GROSSMAN

University of Southern California
Associate Professor of Clinical Entrepreneurship

ERICA SNIDER

San Diego State University
Zahn Innovation Platform Launchpad
Marketing and Entrepreneur Advisor

ERICK CALDWELL

City of San Diego
Deputy Chief Operating Officer

GABRIEL GONZALEZ

NC State Entrepreneurship Center Program Manager

GAYLEN CHANDLER

Wichita State University Barton
Distinguished Chair in Entrepreneurship

GEOFFREY GRAYBEAL

Georgia State University
Clinical Assistant Professor

HANNAH LEVINSON

Davidson College
Director of Innovation and Entrepreneurship

JAKE GRANDY

California State University, Long Beach
Assistant Professor of Strategy

JEFF HORNSBY

University of Missouri, Kansas City
Chair of Entrepreneurship and Interim Director

JEFF RUBIN

Rubin-Hagan Associates, LLC

JENNY AMARANENI

San Diego State University
Zahn Innovation Platform Launchpad
Director of Social Innovation

JOHN YORK

Akita Biomedical
Medical Communications & Consulting

JUSTIN WOLSKE

California State University, Los Angeles
Professor

JONATHAN BOLZ

San Diego State University
Director of Internship Programs,
Lavin Entrepreneurship Center

JOSE GONZALEZ

Belmont University
Assistant Professor of Entrepreneurship

KIM FOLSOM

National University Adjunct
Professor

KUMAR ASHISH

Institute of Public Enterprise, Hyderabad
Assistant Professor of Entrepreneurship

KURT JACOBS

Fortis Solutions, Inc.
Founder and Chairman

LEWIS SHEATS

North Carolina State University Assistant
Vice Provost

LEYLAND PITT

Simon Fraser University
Chair of Business at the Beedie School of Business

LOIS SHELTON

California State University, Northridge
David Nazarian Professor of Management

MARIA BALLESTEROS

California State University, Channel Islands
Assistant Professor of Management

MARTINA MUSTEEN

San Diego State University
Professor of Entrepreneurship and Global Business

MICHAEL LAWLESS

University of San Diego
Clinical Professor,
Academic Director of Entrepreneurship Initiatives

MICHAEL MORRIS

University of Florida
Professor

NASTARAN SIMARASL

Cal Poly Pomona
Assistant Professor of Strategic Management

NEIL SENTURIA

Blackbird Ventures
CEO

PATRICIA GREENE

U.S. Department of Labor
18th Director of the Women's Bureau

RANGAPRIYA KANNAN-NARASIMHAN

University of San Diego
Associate professor of Management

RICARDO ALVAREZ

CETYS Universidad Graduate School of Business
Professor of Entrepreneurship

ROB MATHEWS

Ball State University
Director of the Entrepreneurial Leadership Institute

SANJAY JAIN

California State University, Northridge
Professor

SARAH LORD FERGUSON

Simon Fraser University
PhD Student and Instructor

TED BAKER

Rutgers University
Professor and George F. Farris Chair in Entrepreneurship

TED ZOLLER

University of North Carolina
Clinical Scholar, Professor, and Director of the Center for
Entrepreneurial Studies

THOMAS NORMAN

California State University, Dominguez Hills
Management Professor

TOM LUMPKIN

University of Oklahoma
Director, Entrepreneurship and Economic Development

TONY MENDES

Managing Director - Regnier Institute for Entrepreneurship &
Innovation - UMKC

CONFERENCE AGENDA

Thursday April 11, 2019 Baja Exploration

7:30 am – 9:00 pm	Learning Journey Baja California's Emerging Entrepreneurial Ecosystem (optional pre-conference activity – extra fee will apply) *separate agenda for this (See Baja Page for more info)
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Thursday April 11, 2019 Precon at SDSU (Engineering and Interdisciplinary Sciences Complex) Lavin Entrepreneurship Center Suite 103

9.45 am - 10:45 am	Erica Snider (San Diego State University) Overview of the Zanh Innovation Platform Launchpad Incubator
10:45 am - 11:00 am	Break
11:00 am - 12:00 pm	Bernhard Schroeder (San Diego State University) Entrepreneurship-Special topics
12:00 pm -1:30 pm	Lunch (On your own) Enjoy the SDSU Farmers Market
1:30 pm - 2:30 pm	Jonathan Bolz (San Diego State University) How to leverage financial capital through building an internship program
2:30 pm - 2:45 pm	Break
2:45 pm – 3:45 pm	Bernhard Schroeder (San Diego State University) Creating an Entrepreneurship Specialty Cohort – A Review of the Lavin Entrepreneur Program
3:45 pm – 4:00 pm	Break
4:00 pm – 5:00 pm	Student Panel
5:00 pm – 6:30 pm	Networking at Oggi's

Friday April 12, 2019 (Conrad Prebys Aztec Student Union)

7:00 am – 7:45 am	Breakfast and Networking (Templo Mayor)
7:45 am – 8:00 am	Welcoming Remarks (Templo Mayor) Alex DeNoble (San Diego State University)
8:00 am – 9:00 am	Decoding the Future (Templo Mayor) Elissa Grossman (University of Southern California)

ICSB PREVIEW SCHEDULE (CONRAD PREBYS AZTEC STUDENT UNION)

Friday, April 12 (Tuhuanco)

8:00am – 9:45am: Tony Mendez, Jeff Hornsby

9:45am – 10:00am: Break

10:00am – 11:00am: Jenny Amaraneni

11:00am – 12:00pm: Social Entrepreneurship
Student Panel (w/ SoulMuch, Truly, and Dot Me)

9:00 am – 9:10 am	Break	
9:10 am – 9:55 am (Concurrent Sessions)	Workshop 1 (Templo Mayor) Craig Armstrong: (University of Alabama) How to Gamify your Entrepreneurship Classroom	Lightning Round 1 (Metztli) Diana Barron Villaverde Universidad de Las Americas Puebla Gaps Analysis in the Innovative Entrepreneurship Ecosystem Performance in Mexico Justin Wolske California State University, Los Angeles Coffee, Placebo, or Meth: Best Practices for Educational Storytelling in Entrepreneurship
9:55 am – 10:05 am	Break	
10:05 am – 10:50 am (Concurrent Sessions)	Workshop 2 (Templo Mayor) Rob Mathews (Ball State University) Using Entrepreneurial Styles to Empower Students	Lightning Round 2 (Metztli) Deborah Brazeal (Cal Poly Pomona) The Dark Side of Entrepreneurship: The Power of Adversity and Happiness Constant Beugre (Delaware State University): Transforming Global Entrepreneurship Education Through Modern Higher Education Institutions: A Case Study Craig Galbraith (University of North Carolina, Wilmington) Crisis management, disasters and other unfortunate acts: topics for the entrepreneurship class room
10:50 am – 11:00 am	Break	
11:00 am – 11:45 am (Concurrent Sessions)	Workshop 3 (Aztlan) Leyland Pitt (Beedie School of Business, Simon Fraser University) Writing, Using and Teaching Case Studies	Lightning Round 3 (Metztli) Dr. Jose D Gonzalez (Belmont University) Shark Tank en Español: An International Entrepreneurship Partnership Case Study between Argentina/US Undergraduate Students David Choi (Loyola Marymount University) Jumpstarting Your Students' Startups with Growth Marketing/Hacking Michael Lawless (University of San Diego) Business Plan Alternatives

11:45 am – 1:00 pm	Lunch (Templo Mayor)	
1:00 pm – 1:45 pm (Concurrent Sessions)	Workshop 4 (Templo Mayor) Lois Shelton: Facilitator (California State University, Northridge) Neil Senturia (CEO Blackbird Ventures) Del Foit Jr. (University of California, San Diego) Kim Folsom (Founder First Capital Partners LLC) What REALLY Matters in Entrepreneurship Education	Lightning Round 4 (Metztli) Maria Ballesteros-Sola (California State University, Channel Islands) Incorporating B Corps in our Entrepreneurship Classes: Why & How Arnon Katz (M-Bios) Systemic Approach as a Perception for Managing to Success of Entrepreneurship Jeff Hornsby (University of Missouri, Kansas City) Incorporating Design Thinking in the Entrepreneurship Classroom
1:45 pm – 1:55 pm	Break	
1:55 pm – 2:40 pm (Concurrent Sessions)	Workshop 5 (Templo Mayor) Tom Lumpkin (University of Oklahoma) Conducting Social Entrepreneurship Research	Round Table Discussions 1 (Metztli) Arnon Katz (M-Bios) Systemic Approach as a Perception for Managing to Success of Entrepreneurship Kurt Jacobs (Syracuse University) Entrepreneurial Incubation Consulting Projects Round Table Discussions 2 (Aztlan) Justin Wolske (California State University, Los Angeles) Coffee, Placebo, or Meth: Educational Storytelling and the Birth of Street Fighting Entrepreneurship Jeff Hornsby (University of Missouri, Kansas City) Incorporating Design Thinking in the Entrepreneurship Classroom
2:40 pm – 2:55 pm	Break	
2:55 pm – 3:40 pm (Concurrent Sessions)	Workshop 6 (Templo Mayor) Gaylen Chandler and J. Christian Broberg: (Wichita State University) Using a University New Venture Competition to Assess an Entrepreneurship Program	Lightning Round 5 (Metztli) Martina Musteen (San Diego State University) and Lois Shelton (California State University, Northridge): Fostering Global Mindset in Entrepreneurship Education Lewis Sheats (North Carolina State University): Embed, Engage, Execute: Using the Hospital Teaching Model for Entrepreneurship Education Thomas Norman (California State University, Dominguez Hills) Lessons Learned from Building a Social Entrepreneurship Focused incubator

3:40 pm – 3:50 pm	Break	
3:50 pm – 4:35 pm (Concurrent Sessions)	Workshop 7 (Templo Mayor) Daniel Obodovski (The Silent Intelligence) Erick Caldwell Jeff Rubin (Rubin-Hagan Associates LLC) Smart Cities	Round Table Discussions 3 (Metztli) Martina Musteen (San Diego State University) and Lois Shelton (California State University, Northridge): Fostering Global Mindset in Entrepreneurship Education Lewis Sheats (North Carolina State University) Embed, Engage, Execute: Using the Hospital Teaching Model for Entrepreneurship Education Jake Grandy (CSU Long Beach) Entrepreneurship in Regulated Markets
5:30 pm – 7:00 pm	Networking reception: Cosmopolitan Hotel in Old Town 2660 Calhoun St, San Diego, CA 92110	

Saturday April 13, 2018 (Parma Payne Goodall Alumni Center)

7:00 am – 7:45 am	Breakfast and Networking (Fowler Family Ballroom)	
7:45 am – 8:00 am	Welcome and Announcements (Fowler Family Ballroom)	
8:00 am 9:00 am	Opening Keynote (Fowler Family Ballroom) Michael Morris (University of Florida) The Changing Job of the Entrepreneurship Professor	
9:00 am – 9:10 am	Break	
9:10 am – 9:55 am (Concurrent Sessions)	Workshop 8 (Fowler Family Ballroom) David Newton (University of California San Diego) Integrating business models into all forms of entrepreneurial teaching	Lightning Round 6 (Allan Bailey Library) Jeff Rubin: (Rubin-Hagan Associates LLC) Entrepreneurial Opportunities in an Age of Longevity and Transformation Hannah Levinson (Michelson 20MM Foundation) The Intangible Advantage: Closing the IP Education Gap Nastaran Simarasl (Cal Poly Pomona) How Entrepreneurs Develop Mentorship Relationships
9:55 am – 10:05 am	Break	

10:05 am – 10:50 am
(Concurrent Sessions)

**Workshop 9 - Part 1
(Fowler Family Ballroom)**

Lois Shelton
(California State University,
Northridge)

Sanjay Jain (California State
University, Northridge)

Ted Baker (Rutgers Business
School – Newark and New
Brunswick)

Rangapriya Kannan-Narasimhan
(University of San Diego)

Dan Wadhwani
(University of the Pacific)

Brett Anitra Gilbert
(American University)

Qualitative Methods in
Entrepreneurship Research

**Round Table Discussions 4
(Allan Bailey Library)**

Jeff Rubin (Rubin-Hagan Associates LLC)
Entrepreneurial Opportunities in an Age of Longevity and
Transformation

Anatoly Zhuplev (Loyola Marymount University)
Project-Based Approach in Teaching/Learning
International Entrepreneurship

John York
(University of California, San Diego)
Enhancing Interviewing Skills for Customer Discovery

10:50 am – 11:00 am

Break

11:00 am – 11:45 am
(Concurrent Sessions)

**Workshop 9 - Part 2
(Fowler Family Ballroom)**

Lois Shelton (California State
University, Northridge)

Sanjay Jain (California State
University, Northridge)

Ted Baker (Rutgers Business
School – Newark and New
Brunswick)

Rangapriya Kannan-Narasimhan
(University of San Diego)

Dan Wadhwani (University of
the Pacific)

Brett Anitra Gilbert (American
University)

Qualitative Methods in
Entrepreneurship Research

Note: this session will go until
12:00 pm

**Round Table Discussions 5
(Allan Bailey Library)**

Tom Lumpkin and Denise Parris (Price College of Business,
University of Oklahoma)
From Planning to Execution: Transforming the Student
Experience

Anthony Ellis (University of Phoenix)
Entrepreneurship Course/Curriculum Design for Musicians
and Artists

Thomas Norman
(California State University, Dominguez Hills)
Bringing Student Entrepreneurs Abroad: Building a Cafe
in Bulgaria

11:45 am – 1:00 pm	Lunch (Fowler Family Ballroom) Lunch CSU I-CORPS Faculty (Allan Bailey Library)	
1:00 pm – 1:45 pm	(Fowler Family Ballroom) Patricia Greene (U.S. Department of Labor) and Candida Brush (Babson College) Fireside Chat: Women in Entrepreneurship	
1:55 pm – 2:40 pm (Concurrent Sessions)	Workshop 10 (Fowler Family Ballroom) Craig Galbraith (University of North Carolina, Wilmington) Teaching Green Entrepreneurship and Sustainable Enterprises	Lightning Round 8 (Allan Bailey Library) Kurt Jacobs (Syracuse University) External Stakeholders and Managerial Control Systems Geoffrey Graybeal (Georgia State University) Incorporating Career Readiness Competencies into Entrepreneurship Curriculum & Assessment Diana Hechavarria (University of South Florida) An Action Learning Framework for Enterprising Behavior
2:40 pm – 2:55 pm	Break	
2:55 pm – 3:40 pm (Concurrent Sessions)	Workshop 11 (Fowler Family Ballroom) Ricardo Alvarez (CETY'S University) The S.P.E.E.C.H. Technique for Customer Interviews: A Simple Approach to Unveil Complex Needs	Lightning Round 9 (Allan Bailey Library) Kumar Aashish (Institute of Public Enterprise, Hyderabad, India) Impact of Experiential Entrepreneurship Education (E3) on Entrepreneurial Self Efficacy: Mediating role of metacognitive awareness Alexander Glosenbergl (Loyola Marymount University) Implementing Personal Initiative (PI) Training in the Classroom Sarah Lord Ferguson (Simon Fraser University) Perceptions of Academic Dishonesty Among Undergraduate Business Students
3:40 pm – 3:55 pm	Break	
3:55 pm – 4:35 pm	Closing Keynote (Fowler Family Ballroom) Ted Zoller (UNC Kenan-flagler) MythBusting & Mentoring: Insights from the Entrepreneurs Genome Project.	
4:35 pm – 4:45 pm	Closing Comments – Dr. Alex DeNoble (Fowler Family Ballroom)	
4:45 pm – 6:30 pm	Closing Reception (Bridges Alumni Terrace)	



**THE INTERNATIONAL COUNCIL FOR SMALL BUSINESS
CERTIFICATE PROGRAM IN SOCIAL ENTREPRENEURSHIP
APRIL 12 – 13, 2019**

The International Council for Small Business (ICSB) is partnering with San Diego State University's Lavin Entrepreneurship Center to host the Social Entrepreneurship Certificate Program at the 6th Annual California Entrepreneurship Educators Conference. This certificate program is designed to train educators and practitioners in developing sustainable social ventures that operate with a dual goal of keeping both the planet and the company's bottom line green.

The ICSB Social Entrepreneurship Certificate California Edition starts with a panel session led by Jenny Amaraneni, a successful and exciting social entrepreneur. Amaraneni launched SOLO Eyewear, a line of eco-friendly sunglasses where each pair purchased funds eye care for people in need. Then, Drs. Tony Mendes and Jeff Hornsby, ICSB Global Educators, will lead certificate modules comparing social entrepreneurship with traditional entrepreneurship, and providing an overview of new organizational options for social ventures and understanding how for-profit ventures can accomplish social good. The other certificate module brings up the topics of innovation and creativity and how these are applied in social enterprises. For more information on the ICSB Social Entrepreneurship Certificate, visit the official website.

The conference, held from April 11-13, 2019, is a venue for sharing ideas between entrepreneurship educators. View the official website. The cost of the ICSB Global Certificate is \$1500, which includes your registration to the California Entrepreneurship Educators Conference. Registration will be accepted until April 5, 2019. [Register Here](#). Participants, upon completion, receive a formal certificate and letters of accomplishment are sent to deans and department chairs.

SCHEDULE

Friday, April 12

8:00am – 9:45am: Tony Mendez

9:45am – 10:00am: Break

10:00am – 11:00am: Jenny Amaraneni

11:00am – 12:00pm: Social Entrepreneurship Student Panel (w/ SoulMuch, Truly, and Dot Me)

Saturday, April 13

9:45 – 11:45am – Jeff Hornsby



Jenny Amaraneni

Jenny Amaraneni, a successful and exciting social entrepreneur, launched SOLO Eyewear, a line of eco-friendly sunglasses where each pair purchased funds eye care for people in need. Under her guidance, SOLO Eyewear funded eye care for 15,000+ people across 32 countries and was recognized on Good Morning America, the Today Show, Forbes, and MSNBC.

In this one-hour session, Jenny will discuss her experience developing a social venture while a student at San Diego State University, and then running the company for 5 years. After selling the company, Jenny took on the role of director of social innovation at the ZIP Launchpad at SDSU. She will spend the latter half of her talk sharing insight about cultivating and supporting social entrepreneurship on campus.



Jeff Hornsby

Dr. Jeffrey S. Hornsby holds the Henry Bloch/Missouri Endowed Chair of Entrepreneurship and Innovation and the University of Missouri System Curator's Distinguished Professor. He is the executive director of the Regnier Institute for Entrepreneurship and Innovation and chair of the Department of Global Entrepreneurship and Innovation. He has authored or co-authored 78 refereed journal articles and 88 proceedings articles appearing in the top journals in entrepreneurship and management including Strategic Management Journal,

Journal of Applied Psychology, Journal of Business Venturing, Entrepreneurship Theory and Practice, Strategic Entrepreneurship Journal and Journal of Operations Management.

This workshop provides a foundation for design thinking and creative problem solving and then asks the participants to engage in a creative problem-solving session with others in the workshop. Each participant will first identify their preferred problem-solving style and then be teamed up with individuals with complementary styles to approach a problem/idea relevant to the team. This method of creative problem solving allows individuals to take a deep dive and identify root causes and address them with iteration and action planning. Whether it is an entrepreneurial idea or incremental innovation, this process engages all participants to solve identified problems.



Tony Mendes

Dr. Tony Mendes is an acclaimed entrepreneurial educator and administrator of nationally and internationally recognized programs. In his role with the Regnier Institute, Mendes is responsible for the integration of entrepreneurship in all of the academic units of the university. Mendes formerly served as director of the Murphy Center for Entrepreneurship at the University of North Texas and executive director of the Academy for Entrepreneurial Leadership (AEL) at the University of Illinois at Urbana-Champaign. Mendes is the past President of the

United States Association for Small Business and Entrepreneurship (USASBE) and currently serves on that organization's leadership team.

DESCRIPTION: The foundations of Social Entrepreneurship share some of the principles of traditional entrepreneurship with interesting distinctions. This module highlights the similarities and differences between social and traditional entrepreneurship and challenges participants to consider both options in addressing important social problems. This interactive session also introduces new legal entities and alternatives for social entrepreneurs.

SOULMUCH

Reyanne Mustafa

Mustafa is a nutrition enthusiast studying food science and nutrition at SDSU. She is also co-founder of SoulMuch, through which she channels her passions for inspiring others and for demonstrating how profit and purpose can go hand in hand. Mustafa herself was inspired by a quote from Margaret Mead: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." She has incorporated that philosophy into the foundation of SoulMuch.

Kristian Krugman

Krissy Krugman upbringing as the daughter of two military parents shaped her into the disciplined entrepreneur she is today. Her passion for sustainability took shape during a high school economics class in which students were taught the value of natural resources. She realized then how sacred the environment is. Her passion for sustainability grew during her time studying environmental science and psychology at SDSU. Now, she strives to spread the seeds of sustainability knowledge, along with tips for how to care for this planet, so that Earth will be around for future generations.

SoulMuch is a progressive health food company formed with the goal of promoting sustainability, health and wellness, and food justice. To do this, the company turns neglected resources into delicious snacks, ensuring good food never goes to waste. In addition, Mustafa and Krugman strive to build an educational campaign around food waste, moving it to the forefront of people's minds.



Truely

Joshua Munoz is founder and CEO of Truely. Since the idea's inception while in his junior year, Josh has tenaciously dedicated himself over the past two years to developing the team's solution and IP assets, while also working for a local technology startup as a full-time student. Graduating from San Diego State University in 2018 with his B.S. in Accounting and Entrepreneurship, Summa Cum Laude, he leads the startup team at Truely full-time to commercialize their bioplastic solution with a passion for people and planet wellness.

Truely is a San Diego-based venture on a mission to combat the harmful health and environmental consequences of petroleum-derived plastic by developing a new breed of nontoxic, plant-made bioplastic. Utilizing renewably-sourced and naturally-derived plant materials rather than fossil fuel chemicals in their patent-pending material, Truely's proprietary bioplastic is applied to innovative, everyday consumer products to cultivate people and planet wellness.



Dot Me

Jose Antonio Chavez Vega (Tony) is originally from Mexicali, Baja California, where he was born and raised. He received his bachelor's degree in business management with a minor in entrepreneurship at SDSU in 2018. He has a passion for social entrepreneurship, which he believes can only be achieved by putting human beings at the center of a venture. At age 18, Tony and a friend started their own company, called Outmed. The venture provided outsourcing services to hospitals, and care and medical services to households. He is currently part of the Zip

Launchpad business incubator at SDSU, where he works with a partner on his company, DotMe. The business addresses the risks associated with the wandering behaviors of children with cognitive disabilities, such as autism spectrum disorder (ASD).

Dot Me is an early stage start-up that addresses the risks associated with wandering or eloping behaviors for individuals with cognitive disabilities such as Autism Spectrum Disorder (ASD). The company currently is developing a product and service that leverages communication technologies and an integrated mapping and community platform for guardians and first responders to create a comprehensive tracking ecosystem. The current solution under development consists of a wearable device that is connected to a diagnostic software application that allows participants to view the wearer's location at any time.



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