The formula for my success can be the formula for yours as well. Determination. Pride. Vision. And, above all, a competitive streak that will never allow you to settle for second best because...Winners Make it Happen.

– Leonard Lavin, Founder and Chairman Emeritus, Alberto-Culver
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   United States Association for Small Business Entrepreneurship  
   Undercover Boss, Stephen Cloobeck, visits SDSU  
   Shark Tank Contestant visits SDSU: Tower Paddle Boards  
   RoBo3D’s Successful Kickstarter Campaign
Dear Lavin Entrepreneurship Center friends,

I am honored to present the Lavin Entrepreneurship Center’s 2012-2013 Annual Report. During the last year, we have experienced immense growth, including the center’s name change from the Entrepreneurial Management Center to the Lavin Entrepreneurship Center. Dr. Leonard H. Lavin, founder of the Alberto Culver Company, graciously gifted the Center with resources that will contribute to the establishment of SDSU as a world leader in entrepreneurship education.

One of the most gratifying aspects of my position has been developing the next generation of entrepreneurs through quality programs. Working in unison with the Management Department within the College of Business, we are proud to unveil the new campus-wide Entrepreneurship Minor. As of fall 2013, the new minor will be available to students within all 7 Colleges. It will enhance the students’ entrepreneurial competencies and confidence while building their social and professional networks through a strong mix of competitive pragmatic and scholastic resources.

SDSU students have long realized the positive impact that they can make in the world, and have been working hard to ensure that their contributions change lives for the better. Accordingly, we enthusiastically welcome Professor Michael Sloan as our new Director of Social Entrepreneurship. Mike will work with us to develop innovative new programs built around the social involvement framework.

In April, we launched our inaugural LeanModel™ Competition. Based on the principles of Lean Start-up (Eric Ries) and Business Model Generation (Alex Osterwalder and Yves Pigneur), this competition asks students to develop a business model with delineated “pivots” based on consumer interaction and feedback. LeanModel™ brought together 15 teams, from 8 California universities, along with 15 student volunteers, 30 distinguished judges, and over 200 students, faculty, and community members in support of student entrepreneurs. In May, we initiated the first Start-Up @ State, designed to help infuse SDSU students into the entrepreneurial eco-system of San Diego. Start-Up @ State is a two-part event consisting of a distinguished panel of four entrepreneurs from local start-up companies, followed by more than 30 local start-up companies offering employment opportunities to students. We have continued our partnership with the Zahn Center that is a campus business incubator currently housing 16 teams working to create companies. The support from our community and alumni is unparalleled. It excites me to continue to team with SDG&E on the Strategic Growth Program for Entrepreneurs. We have seen the lives of businessmen and women forever changed through this community venture.

I thank Larry and Madeline Petersen specifically for their generous donation that yielded a new scholarship for entrepreneurship students that will be annually awarded in perpetuity. We also appreciate the Lang Family Foundation for their visionary gift to enable us to support University based start-ups in our new Zahn Center Incubator.

In closing, I am very proud of this year’s accomplishments and am eager to continue developing new programs that are an optimal mix of the latest in academic knowledge and hands-on experience. We thank all of our many stakeholders for their support and look forward to continuing to provide our services to the young entrepreneurs across the campus!

Alex F. DeNoble

Alex F. DeNoble
The MISSION of the Lavin Entrepreneurship Center is to inspire entrepreneurship across the campus and enable students to develop the entrepreneurial competencies necessary to compete in the global economy.

THE PRIMARY PURPOSES OF THE LAVIN CENTER ARE:

1. To inspire entrepreneurial behavior across the culturally and economically diverse student population on campus, and to enable students to develop the entrepreneurial competencies necessary to compete in the global economy through experiential learning programs.
2. To support research initiatives of the faculty and outside individuals that are focused on deepening our understanding of the entrepreneurial processes.
3. To engage the local, regional, and global communities with education, service activities, and programs which enhance entrepreneurial business acumen and support entrepreneurial business efforts.

In May 2013, the Lavin Entrepreneurship Center’s fifth generation of Lavin VentureStart Entrepreneurs graduated. Dr. Leonard H. Lavin, founder and Chairman Emeritus of the Alberto Culver Company, generously supported the VentureStart program since its inception in 2008. The Lavin Entrepreneurship Center was renamed in appreciation for his continuous support of our efforts. SDSU President Elliot Hirshman stated that he is a “sterling example for SDSU students to emulate,” as his lifelong vision, determined work ethic, and entrepreneurial spirit allowed him to grow Alberto Culver into a Fortune 1,000 company. Lavin Entrepreneurs and the VentureStart business competition are just two of the programs developed as a result of Dr. Lavin’s support.

[ University leadership celebrating the Center’s new name ]

**RIBBON CUTTING**

In May 2013, the Lavin Entrepreneurship Center’s fifth generation of Lavin VentureStart Entrepreneurs graduated. Dr. Leonard H. Lavin, founder and Chairman Emeritus of the Alberto Culver Company, generously supported the VentureStart program since its inception in 2008. The Lavin Entrepreneurship Center was renamed in appreciation for his continuous support of our efforts. SDSU President Elliot Hirshman stated that he is a “sterling example for SDSU students to emulate,” as his lifelong vision, determined work ethic, and entrepreneurial spirit allowed him to grow Alberto Culver into a Fortune 1,000 company. Lavin Entrepreneurs and the VentureStart business competition are just two of the programs developed as a result of Dr. Lavin’s support.
LAVIN ENTREPRENEURSHIP CENTER STAFF

Alex F. DeNoble, Ph.D.,
Lavin Center Executive Director,
Professor

Bernhard Schroeder,
Lavin Center Programs Director

Frank Steensnaes,
Lavin Center Grants Manager

Beryl Pratts,
Finance and Programs Analyst

S.L. Kalyani Gandikota,
Web Developer

Alissa Thompson,
Marketing Specialist

Braden Priest,
Program Assistant

Christine Ren,
Marketing Specialist

Elysha Decker,
Marketing Specialist

Nedlin Davalos,
Marketing Specialist

Pamela Johnson,
Marketing Specialist

Shaan Couture,
Film and Video Specialist

Tan Doan,
Graphic Designer
A hallmark of a well-run organization is a proactive and efficient Advisory Board. This year, the Lavin Center re-established its board. The board consists of some of San Diego’s most prominent business leaders. This diverse group of leaders is influential in assisting with the future direction of the Lavin Entrepreneurship Center. They use their years of experience to provide strategic and tactical support, raise funding, increase collaborations in the community, recruit investors, and maintain the Center’s renowned reputation.

William “Bill” Plourd, President, El Toro Export, LLC
Matthew O. Jones, Owner, Van Law Foods, Inc.
Peter Shaw, Managing Director, Shaw Management Advisors
Sanford Ehrlich, Former EMC Executive Director
Stephen Cusato, Senior Vice President City National Bank
Doug Wall, Co-Founder, PureForge
Gail K. Naughton, Former Dean, SDSU College of Business
Larry Petersen, Founder, LP Marketing
Stuart Sorenson, Partner, Duane Morris LLP
Nolan Rakow, President, Entrepreneur Society
Tatiana Sarabekian, CEO, Domain Russia Investments
We welcome and support the creation of the next generation of entrepreneurs in San Diego.

— Mary Curran, Executive Vice President, Union Bank
LAVIN ENTREPRENEUR PROGRAM

Dr. Leonard Lavin challenged the Entrepreneurial Management Center to create a world-class specialty program for student entrepreneurs across the campus. Now the Center and the students bear his name and share his vision. Lavin Entrepreneurs are an elite group of undergraduate students that are exposed to a rigorous entrepreneurial experience. The graduates of this program learn how to identify and evaluate new business opportunities, understand the roles and responsibilities of an entrepreneur, and how to marshall and deploy resources in order to launch and build new ventures. The multifaceted Lavin program is nationally renowned for its uniqueness in how much exposure the students receive to the entrepreneurial world. This year marked the fifth iteration of the program. These students receive a one-on-one mentorship with an assigned prestigious local entrepreneur; whose interaction is crucial in providing the students with examples and guidance on how to achieve individual goals. All of the meetings provide the Lavin Entrepreneurs with opportunities to network with community leaders, potential investors, and serial entrepreneurs.

Throughout their time as Lavin Entrepreneurs, students meet weekly as part of the academic component to the program to discuss their assigned entrepreneurial readings and relevant entrepreneurial topics. To conclude the program, students must apply their newly acquired skills to sell a product or service at the SDSU Entrepreneur Day held in March of each year. This final piece is not only an integration of all pragmatic and academic lessons of the program, but also serves as an invaluable experience, selling products to customers.

The next generation of Lavin Entrepreneurs have been recruited, selected and will be the second co-hort to be part of the two year program.
2013-2015 LAVIN VENTURESTART ENTREPRENEURS

Daniel Dosseger – College of Business Administration
Sean Dreiling – College of Business Administration
Brittney Franks – College of Sciences
Darryl Grier Jr. – College of Professional Studies and Fine Arts
Andrew Halsch – College of Business Administration
Nicholas Herrera – College of Sciences
Sumesh Jagtani – College of Business Administration
Raul Hernandez Ochoa – College of Business Administration
Nolan Rakow – College of Business Administration
Alicia Roberts – College of Business Administration
Erik Salmonson – College of Business Administration
John Saunders – College of Business Administration
Fletcher Struye – College of Business Administration

2012-2014 LAVIN VENTURESTART ENTREPRENEURS

Nicholas Warner – College of Professional Studies and Fine Arts
Marissa Happee – College of Professional Studies and Fine Arts
Antonio James Cinotto – College of Arts and Letters
Jesse Castaneda – College of Arts and Letters
Roger Ma – College of Arts and Letters
Michael Hoffie – College of Business Administration
Kenneth Utler – College of Business Administration
Andrew Jen – College of Business Administration
Hugo Gonzalez – College of Business Administration
Andrew Carcich – College of Business Administration
Michael Thomas Smith – College of Business Administration
Brandon Koletsky – College of Business Administration
Monica Jimenez – College of Business Administration
Alexander T. Martinez – College of Business Administration
Brian Kidwell – College of Business Administration
Matthew Better – College of Sciences
Joseph W. Haugh – College of Sciences
Jonathan Krupka – College of Business Administration
Andrew Haines – College of Engineering
Henok Tadesse – College of Engineering

2011-2012 LAVIN VENTURESTART MENTORS

Bob Greenstone – CEO, Permission Interactive
Peter Shaw – Managing Director, Shaw Management Advisors Int’LLLC
Mike Stanick – CMO, Retail Inkjet
Tim Garrett – Sr. VP., Simple Mobile
Angela Hill – Founder & CEO, Incitrio
Duncan McClaren – Founder, Soapbox Mobile
Craig Stevens – CEO, Mar West Realty
Jamie Mautz – Founder & CEO, Pacific Ink
Tom Franklin – Partner, Townsend & Kilpatrick
Doug Wall – CEO, PureForge
Yukon Palmer – Founder, Field Technologies
Michael Stoff – Founder, Novi Real Estate
Kim Folsom – Founder & CEO, ShowUHow, Inc.
Kevin Popovic – Founder, Ideahaus
Michael Librizzi – Founder, EcoATM
Robert Reyes – Founder, Start-up Circle
Jeff Grad – Founder & Owner, Eyes of the World, Evolution Fresh
Gail Naughton – CEO & Founder, Histogen
Carlos Gutierrez – Principle, Paradise Found SD
Bill Holmes – CEO & Founder, RxSafe, DD Networks, SupplyPro
Kristian Rahuala – CEO, Pear Sports
2011-2012 LAVIN ENTREPRENEUR EVENTS

ENTREPRENEURS VISITING THE LAVIN ENTREPRENEURSHIP CENTER
› Jon Medved, Co-founder, CEO, Vringo & Israel Seed Partners
› Jenny Amaraneni, Founder, Solo Eyewear
› Kevin Gelfand, Founder, ShakeSmart
› David Newton, Author/Professor, Owner 3rdActs.com
› Adam Weiler, Co-Founder, Cabels For Causes
› Kelly Grismer, President, The Wheat Group
› Stephan Aarstol, CEO, Tower Paddle Boards
› Braydon Moreno, Coby Kabili, & Mike Pilkington, Co-founders, RoBo 3D Printer
› Stephen Cloobeck, CEO, Diamond Resorts International
› Alex Bruton, Co-Founder, Givyup, Associate Professor, Calgary’s Mount Royal University

COMPANY VISITS
› Brian Devine, Chairman, Petco
› Kurt Listug, CEO, Taylor Guitars

SDSU/COMMUNITY EVENTS [NUMBER OF OCCURANCES]
› Lavin VentureStart Competition [2]
› Lean Model Competition [1]
› Entrepreneur Day [1]
› San Diego Venture Group Meetings [3]
› Lunches with Mr. Lavin [4]

[ Alex Bruton, co-founder of Givyup addresses students ]
LAVIN VENTURESTART PROGRAMS  |  ANNUAL REPORT

Fall and spring semesters both witnessed the stimulating Lavin VentureStart Competition. A multitude of Aztecs from freshman to Ph.D.-level students took part in the ideation and business model competition. Students found it necessary to tap into their creativity to form a successful company.

Initially, the competitors attended three VentureStart workshops to prepare for the event and then submitted brief business plans based on their ideas. Teams of five were selected to compete in the Lavin VentureStart Competition and presented their business ideas to a panel of three entrepreneur judges. The first, second, and third place winners received a total of $900 in cash awards. More than 200 students grew as entrepreneurs in the highly successful VentureStart competitions.

**FALL SEMESTER LAVIN VENTURESTART COMPETITION**

**Workshops**
Information, Ideation & Trend Spotting Workshop  
September 27th, 2012  
Speaker: Bernhard Schroeder, Director of Lavin Center Programs

Creating a Business Plan Workshop  
October 18th, 2012  
Speaker: Kristian Rauhala, CEO/Founder PEAR Sports

Giving a Powerful Presentation Workshop  
November 8th, 2012  
Speaker: Bernhard Schroeder, Director of Lavin Center Programs

VentureStart Competition  
December 6th, 2012

**Winners**
1st place – Tanja Muetz (Epsilon Micro Devices)  
2nd place – Antonio Cinotto, Monica Jimenez, Jessica Wooding (EDUswap)  
3rd place – Jesse Castaneda & David Phan (FindCart)  
Finalist – Brice Holmes (ReachMobile)

**Judges**
Peter Shaw, Managing Director of Shaw Management Advisors  
Doug Wall, Co-Founder of PureForge  
Yukon Palmer, President of FieldLogix

**SPRING SEMESTER LAVIN VENTURESTART COMPETITION**

**Workshops**
Information, Ideation & Trend Spotting Workshop  
February 6th, 2013  
Speaker: Bernard Schroeder, Director of Lavin Center Programs

Creating a Business Model Workshop  
February 27th, 2013  
Speaker: Kristian Rauhala, CEO/Founder PEAR Sports

Giving a Powerful Presentation Workshop  
March 27th, 2013  
Speaker: Bernard Schroeder, Director of Lavin Center Programs

VentureStart Competition  
May 1st, 2013

**Winners**
1st place – Scot McConnell (Spyne Tech)  
2nd place – Nolan Rakow & Michael Finn (Himalayan Coffee)  
3rd place – Scott Callens (Fit Foods)  
Finalist – Tori Limbean & Natalie Pokrop (Book Bind)

**Judges**
Yukon Palmer, President of FieldLogix  
Duncan McClaren, Co-founder, GetMeRated
I believe the biggest challenge is to do things better than the next guy.

— Jack Goodall, SDSU’60, Founder and CEO Jack in the Box
SOCIAL ENTREPRENEURSHIP AT THE CENTER
Social Entrepreneurship at the Center

San Diego State University (SDSU) students from across disciplines continue to express increased interest and participation in social enterprises and social entrepreneurship. The Lavin Entrepreneurship Center recognized this need and reached out to Professor Michael Sloan to serve as the inaugural Director of Social Entrepreneurship.

As a lecturer in SDSU's Management Department, Professor Sloan has been sharing his expertise in social entrepreneurship with undergraduates through teaching a social entrepreneurship course in the College of Business. Mike Sloan is an entrepreneur with over ten years of experience in social entrepreneurship and is the expert leading this new initiative, uniting social entrepreneurs at San Diego State.

Social entrepreneurship ventures unify the campus with one single goal in mind: to help people. At SDSU, we believe that social entrepreneurship has a strong purpose and our students are embodying that passion as well. Students can identify global social problems and become agents of change. They can build companies that help people and they can change the world. This is an opportunity for the students to become successful and significant.

Social Entrepreneurship Programs

The Teff Project

Realizing the positive impact that they can make in the world, SDSU students have been working hard to ensure that their contributions change lives for the better. Social entrepreneurship students from the College of Business have joined forces with students from the College of Engineering to work toward the development of a more efficient threshing machine whose purpose is to increase productivity and crop yields for local farmers in Ethiopia. This collaborative Senior Project, under the guidance of Professor George Mansfield, is a one year project-based course in the Mechanical Engineering Department. A team of College of Business volunteers from Professor Michael Sloan's senior level business courses have also joined their efforts, and together, they plan to develop a commercial product that will help farmers in Ethiopia harvest their grain in a more productive, sustainable, and profitable manner.

Additionally, through Professor Sloan’s participation at the National Collegiate Inventors and Innovators Alliance (NCIIA) Annual Conference, a collaboration was formed on the Thresher Project with the DLab at the Massachusetts Institute of Technology (MIT). The Thresher Project designed a multi-crop thresher which is a low-cost device with the ability to thresh multiple crops in countries like Ethiopia. MIT has a similar project with two years of development and is providing SDSU teams with invaluable information to shorten the learning curve in the student’s early stages of product development.

Our Lavin programs in Social Entrepreneurship are designed to build the capacity of our students to become “successful and significant” to themselves and the people they serve.

— Mike Sloan
The Hansen Summer Institute Mentoring Project
Due to student’s heightened desire to help solve social problems, SDSU is expanding the service learning and academic opportunities to its students through partnering with the Hansen Summer Institute. Professor Sloan took further initiative to educate students that have interests in social enterprise by preparing them to engage in the 2013 summer program. The program utilizes an innovative peer-to-peer approach. A team of 2 interns and 10 mentors from the College of Business Administration will provide virtual mentoring to a group of Hansen Fellows from 15 different countries. The goal is to assist these students in the creation of social entrepreneurial ventures in their native countries.

Students in the Hansen Summer Institute Program:
Mohamed Ahmed – International Security and Conflict Resolution Major
Anna Kajino – International Security and Conflict Resolution Major
Carly Parmer – International Security and Conflict Resolution Major
Maxwell Phelan – Business Management Major with an emphasis in Entrepreneurship; Spanish Minor

Program Interns:
Ema Muramoto Larkin – Management Major with a specialization in Entrepreneurship
Katie Keating – recent SDSU grad: Business Administration Major with an emphasis in Entrepreneurial and Small Business Operations

Mentors:
Bernard Lebel
Ashley Castro
Isabel Smith
Alexander Quen
James Isaacson
Ali Ahmadi
Kenneth Swanson
Elizabeth Bourn
Paola Hernandez
Enrique Rodriguez
I look for three I's in an employee—integrity, industry and intelligence. Of the three, integrity is the most important.

– Sol Price, SDSU’34, Founder, Price Club
Focus on supporting local start-ups as well as our students, the Lavin Entrepreneurship Center provides students internship opportunities to enhance their skills and bolster their resumes. Qualified undergraduate and graduate students are individually matched up with companies to ensure a mutually beneficial relationship.

The internship program includes both for-profit and non-profit companies to give students a multi-faceted business learning experience. One unique opportunity is through the WebCompass program, giving students the opportunity to design or upgrade a company’s website. In addition to web development, the interns created short and long-term business strategy, competitive marketplace due diligence, researched boundaries inhibiting progress, and provided final recommendations for further action. Students experienced various projects ranging from operations, finance, and management to business development, research, communication, and marketing. The Lavin Entrepreneurship Center hosted mid-semester meetings and end of semester briefings with the interns to monitor their progress with the company and track completion of student learning objectives.

Interns focused on projects concerning:
- traditional marketing
- online marketing
- data marketing
- social media marketing
- market research
- communication
- computer programming
- accounting
- risk management
- web technology

FOR-PROFIT COMPANY INTERNSHIPS

Since 2009, these internship opportunities for both graduate students and qualified undergraduates allowed students to use knowledge learned in a classroom setting and apply it to a practical business setting. As well as building their resumes, the apprentices learned the fundamentals necessary to go forward in their entrepreneurial endeavors. Students are matched according to a company’s hiring criteria. Internships typically are paid and require 150 hours over each semester.

Students teamed with companies in various industries:
- sports apparel
- assisted housing
- construction
- medical safety
- labor law
- military to civilian job training
- online consumer product guides
- real estate
- digital media
- retail performance management
I have learnt so much of the business world through my internship, and have had a chance to implement many in-class concepts from my MBA program.

— Sindhu Jayaram, College of Business Administration

I recommend applying for this semester-long, paid Internship Program if you are a student interested in growing and establishing connections in San Diego’s business community.

— Andrew Jen, College of Business Administration
In 1999, the Kauffman Foundation provided the Lavin Entrepreneurship Center with seed money to launch an entrepreneur internship initiative. The Qualcomm Lavin Entrepreneurship Center Social Entrepreneur Internship Program places graduate students with non-profit organizations as ‘intern-consultants’ each semester to conduct a strategic project for the organization. Over the course of the internship, students identify an objective, perform related business analysis, and develop a substantive report. SDSU faculty advisors act as facilitators and Qualcomm employees mentor the interns to enable agency implementation of recommended courses of action. Interns gained an array of skills and experiences in the various areas of online marketing, risk management, traditional marketing, IT analysis, social media marketing, business analysis, and fundraising strategy.

This year, the Lavin Entrepreneurship Center placed 11 interns in non-profit organizations throughout San Diego County. During each semester, the interns, non-profits, and Lavin Entrepreneurship Center directors met to discuss the project’s progress and brainstorm ideas to propel activities forward. Selected employees from the non-profits, the interns, and Qualcomm mentors met for a final breakfast at the end of the spring semester to debrief the experience.

QUALCOMM MENTORS 2012-2013

David Morgan – Technology Economics Strategist
Mayur Siddanna – Analogue Design Engineer
Prince Gupta – Software Engineer
Prahbu Kandasamy – Positioning Software Engineer
Swami Ganesan – Senior Product Engineer
Vishal Kanodia – Director of Chipset/SW Products Program Management

SDSU FACULTY MENTORS 2012-2013

Don Sciglioppia – Professor of Marketing
Massoud Saghahi – Professor of International Marketing
Michael Sloan – Lecturer, Department of Management
Congcong Zheng – Associate Professor of Marketing
### INTERNSHIPS SUMMER SEMESTER 2012

<table>
<thead>
<tr>
<th>For-Profit Company</th>
<th>Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitness Direct</td>
<td>Gregg Anderson</td>
</tr>
<tr>
<td>LVM Group Inc.</td>
<td>Grecia Saavedra</td>
</tr>
<tr>
<td>Zurple</td>
<td>Jessica Salmonsen</td>
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<table>
<thead>
<tr>
<th>Non-Profit Company</th>
<th>Student</th>
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</thead>
<tbody>
<tr>
<td>San Diego County Medical Society Foundation</td>
<td>Meghann Boyd</td>
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### INTERNSHIPS FALL SEMESTER 2012

<table>
<thead>
<tr>
<th>For-Profit Company</th>
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<tbody>
<tr>
<td>Zurple</td>
<td>Gregg Anderson</td>
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<tr>
<td>Fitness Direct</td>
<td>Jessika Salmonsen</td>
</tr>
<tr>
<td>Global Analytics</td>
<td>Rhea Olsen</td>
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<table>
<thead>
<tr>
<th>Non-Profit Company</th>
<th>Student</th>
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</thead>
<tbody>
<tr>
<td>Barrio Logan College Institute</td>
<td>Kristen Larsen</td>
</tr>
<tr>
<td>San Diego County Medical Society Foundation</td>
<td>Aneetha Sampath</td>
</tr>
<tr>
<td>4BoneHealth</td>
<td>Alexis Gompf</td>
</tr>
<tr>
<td>National Multiple Sclerosis Society</td>
<td>Megan Anderson</td>
</tr>
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</table>

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### INTERNSHIPS SPRING SEMESTER 2012

<table>
<thead>
<tr>
<th>For-Profit Company</th>
<th>Student</th>
</tr>
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<tbody>
<tr>
<td>Jasmine Habitat</td>
<td>Camila Bruni</td>
</tr>
<tr>
<td>Tristan Technologies</td>
<td>Sindhu Jayaram</td>
</tr>
<tr>
<td>Prudential California</td>
<td>Brian Kidwell</td>
</tr>
<tr>
<td></td>
<td>Andrew Jen</td>
</tr>
<tr>
<td></td>
<td>Jessica Salmonsen</td>
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<table>
<thead>
<tr>
<th>Non-Profit Company</th>
<th>Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Multiple Sclerosis Society</td>
<td>Megan Anderson</td>
</tr>
<tr>
<td>The San Diego Foundation</td>
<td>Mayumi Klempel</td>
</tr>
<tr>
<td>Community Housing Works</td>
<td>Jillian Bruni</td>
</tr>
</tbody>
</table>
Developed in 2009, WebCompass is an internship program that takes a campus-wide approach to entrepreneurship. The program involves students from the College of Business Administration, the College of Professional Studies & Fine Arts, and the College of Science. The goal of this semester long internship is to create dynamic teams of students to revamp and redesign a small San Diego based company’s or non-profit company’s website and to teach students about using social media. A business student, graphic designer, and web developer work together to create a website that will enhance a company’s online effectiveness and prominence. Students worked with an assortment of companies that included well-being, education, affordable housing, engineering, law, and action sports. The program takes an extensive hands-on approach to building a website, while maintaining the integrity of the organization.

WEBCOMPASS INTERNSHIPS SUMMER SEMESTER 2012

<table>
<thead>
<tr>
<th>Company</th>
<th>Student Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>V-Corp</td>
<td>Business: Nigel Schroeder, Graphic Design: Tan Doan, Web: Tan Doan</td>
</tr>
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</table>

FALL SEMESTER 2012

<table>
<thead>
<tr>
<th>Company</th>
<th>Student Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>El Cajon Plumbing</td>
<td>Business: Braden Priest, Graphic Design: Sandy Meidinger, Web: Kalyani Gantikota</td>
</tr>
<tr>
<td>Social Sciences Research Lab</td>
<td>Business: Pamela Johnson, Graphic Design: Tan Doan, Web: Ashish Tandel</td>
</tr>
<tr>
<td>Vantage Point Advisors</td>
<td>Business: Pamela Johnson, Graphic Design: Jessica Wooding, Web: Jessica Wooding</td>
</tr>
<tr>
<td>4BoneHealth</td>
<td>Business: Alexis Gompf, Graphic Design: Mike Revie, Web: Mike Revie</td>
</tr>
</tbody>
</table>

SPRING SEMESTER 2013

<table>
<thead>
<tr>
<th>Company</th>
<th>Student Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masterworks</td>
<td>Business: Braden Priest, Graphic Design: Tan Doan, Web: Ashish Tandel</td>
</tr>
<tr>
<td>MCV Energy</td>
<td>Business: Kevin Wu, Graphic Design: Tan Doan, Web: Tan Doan</td>
</tr>
</tbody>
</table>
Genius is one percent inspiration and ninety-nine percent perspiration.

– Thomas Edison, American Inventor and Businessman
With a strong desire to create a California network for entrepreneurial students and increase business growth within the state, the Lavin Entrepreneurship Center hosted the inaugural LeanModel™ Competition. On March 14th & 15th, 15 teams from the top universities in California congregated on the SDSU campus. The contest kicked off with the two-part pitch event. The first event, “Pitch the Investor,” provided each team two minutes to pitch their idea to participating judges. Following the two-minute pitch, the investor evaluated the business model and indicated his or her level of monetary investment. From the “Pitch the Investor” event, the top three teams with the highest investment ratings advanced into the “Tiger Tank.” The three teams were given ten-minutes to pitch to a panel of four judges. The “Tiger Tank” winner received $1,000 and the three teams that advanced from “Pitch the Investor” were awarded $500 each.

The following morning, the semi-finalist teams presented their lean start-up models to another panel of judges. Within each of the four tracks, the judges selected a winner to advance to the finals round. A showdown between SDSU's Epsilon Micro Devices, Cal Poly's Luna Light, and Loyola Marymount's Bosse Tools ensued. The judge's deliberated and announced Bosse Tools as the inaugural LeanModel™ Competition winner. Overall, the two-day inaugural competition brought together 15 teams, 8 California universities, 15 student volunteers, 30 distinguished judges, and over 200 students, faculty, and community members to support the growth of student entrepreneurs.

**Overall Competition Winners**

1st place: Bosse Tools, Loyola Marymount University
2nd place: Luna Light, Cal Poly San Luis Obispo
3rd place: Epsilon Micro Devices, San Diego State University

**Show Stopper Awards**

Mr. Eco, Cal Poly San Luis Obispo
Bosse Tools, Loyola Marymount University
Jobioz, Inc., San Diego State University

**Pitch the Investor Awards**

Bosse Tools, Loyola Marymount University
Luna Light, Cal Poly San Luis Obispo
Blue Igloo, University of California, Irvine

**Tiger Tank Award**

Bosse Tools, Loyola Marymount University
PITCH THE INVESTOR JUDGES

Gary Sutton – Entrepreneur, author, private investor
Doug Wall – CEO [Pureforge]
Kim Davis – Business Developer, Cashie Commerce, Inc., Professor UCSD

TIGER TANK JUDGES

Brian Dovey – Partner [Domain Associates]
Yukon Palmer – CEO [FieldLogix]
Craig Stevens – CEO [Mar West Real Estate]

SEMIFINALIST JUDGES

Doug Galloway – President [Vanorsdale Insurance Services]
Blaise Barrelet – Chairman [Anametrix]
Kristian Rauhala – President [PEAR Sports]
Stuart Sorenson – Partner [Duane Morris LLP]
Zeynep Ilgaz – CEO [Confirm BioSciences]
Kandace Watson – Partner [Kilpatrick Townsend & Stockton LLP]
William Gerhart – President [Graffaloy]
Ruprecht Von Buttlar – Vice President [CONNECT]
William Eigner – Partner, [Procopio]
Craig Stevens – CEO [Mar West Real Estate]
Bob Nascenzi – CEO [DefenseWeb]
Jerry Halamuda – CEO [Color Spot Nurseries Inc.]
Monte Reed – Private Investor
Stephen Cusato – Senior Vice President [City National Bank]
Vern Yates – Founder [Tech Coast Angels]
Ernest Klinger – Professor [CSUDH], Owner [Klinger & Associates]

FINALIST JUDGES

Michael Cunningham Dean – [College of Business Administration, SDSU]
Larry Petersen – Founder [LP Marketing]
Doug Wall – CEO [Pureforge]
Brian Ramphal – Founder [Ramphal & Associates, Inc.]

UNIVERSITIES REPRESENTED

Cal Poly San Luis Obispo
California State University, Northridge
Loyola Marymount University
Pepperdine University
San Diego State University
University of California, Irvine
University of California, Riverside
University of Southern California

SPONSORS

Kilpatrick Townsend & Stockton, LLP
Ernst & Young
R. Michael Pack
Be a yardstick of quality. Some people aren’t used to an environment where excellence is expected.

– Steve Jobs, Co-Founder, Chairman and CEO, Apple
ENTREPRENEUR DAY
Entrepreneur Day is an annual spring event that celebrates SDSU student and alumni founded companies. Companies promote their brand, sell their products, and energize customers with the spirit of entrepreneurship. Entrepreneur Day sends the message that with a unique idea, hard work, and determination anything is possible.

A unique entrepreneurial village was designed to captivate SDSU’s campus and the whole San Diego community. This year featured 38 student and alumni booths. Highlighted was a “Meet the Entrepreneur” tent where event attendees had the opportunity to listen to the incredible stories of successful entrepreneurs and learn what type of dedication and skills one needs to succeed. Entrepreneur Day inspires the campus to think creatively and pursue ideas that can become real companies. Paul Shusted stated, “I’m an alumnus of SDSU and wanted to thank you for all the work you do in setting up Entrepreneur Day. It’s such an invaluable resource that helped my life tremendously!”

DETAILS
Date: March 12, 2013
Location: Campanile Walkway
Attendance: Over 10,000 students, staff and community members
2013 ENTREPRENEUR DAY PARTICIPANTS

Lead Sponsor
Griffin Thall, SDSU Alumni & Founder, Pura Vida Bracelets

Meet the Entrepreneur
Thom McElroy, Founder, Volcom
Tanya Hertz, Founder, Omni Real Estate
Martin Reiman, Co-Founder, ShakeSmart
Craig Stevens, Founder, Mar West Real Estate

Alumni Companies
Blenders Eyewear
Oggi’s Pizza and Brewing Company
Rock My Run
Rubio’s
Simple Mobile
ShakeSmart
Soccer Loco
Solo Eyewear
Stance Socks
Volcom

Student Companies
Actilean
Jobioz
Secretz
Spread Love Clothing
Voshus

Lavin Entrepreneurs
Alex Martinez – Ebooks
Andrew Carcich – iPhone Screen Repair
Andrew Haines – Construction Promotion
Andrew Jen – Bike Lights
Antonio Cinotto – WeinCakes Bakery
Brandon Koletsky – LED Lightbulbs
Brian Kidwell – Phone Button Stickers
Henok Tadesse – Kandals Shoes
Hugo Gonzalez – Mila Flats
Jonathan Krupka – Whooz
Joseph Haugh – Karate Lessons
Kenny Utler – Thieves Clothing
Marissa Happée – Be Wild and Free Clothing
Matthew Better – Discount cards for stores near SDSU
Monica Jimenez – MJ Hearts
Nick Warner – Drink Shake Bottle
Roger Ma – SD Pet Zone

Community Start-ups
Balboa Manufacturing
BetaWolf Marketing
Jogging for Frogmen & Meals for Seals
No Name Clothing
SDSU Zahn Center
Shop Overload
Renegade motion creates extraordinary results. Never settle and push hard.

– Thom McElroy, SDSU’85 Co-Founder, Volcom
Entrepreneur Society

A registered student organization on campus, the Entrepreneur Society (ES), encourages student involvement in Lavin Entrepreneurship Center Programs. It is open to all majors and all academic levels from undergraduate to Ph.D. The club’s mission is to build entrepreneurial competencies in members and to provide resources in support of entrepreneurial endeavors. The ES provides assistance with creating workable goals to pursue entrepreneurial objectives, helps members find mentors, invites successful entrepreneurs to meetings, hosts networking events, and builds relationships between students and community organizations focused on entrepreneurship.

The Entrepreneur Society is publicized to 85 professors, the dean of every college, and over 6,000 students to inform them of entrepreneurial resources on campus and created the Motivational Monday web video series to reach out to current and prospective members. Its membership grew from 70 to 110 paid members, representing 6 out of the 7 different colleges at SDSU. It hosted over 25 entrepreneurial speakers who interacted with students via panels, workshops, company tours, pitch competitions, and meetings. Business cards were provided to each of the ES members in order to assist them in their professional endeavors. Because ES is committed to bolstering networks and competencies of young entrepreneurs, a graduate to undergraduate mentorship program was created and an alliance was established with the Youth Entrepreneurship Program to mentor high school students in business plan competitions. The Lavin Entrepreneurship Center members of the Entrepreneur Society also attended a student-led entrepreneurship conference in May at UC Santa Barbara.

[ The Entrepreneur Society touring Stone Brewery ]

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<thead>
<tr>
<th>ES OFFICERS</th>
<th>POSITION</th>
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<tbody>
<tr>
<td>Nolan Rakow</td>
<td>President</td>
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<tr>
<td>Brian Kidwell</td>
<td>Strategic Advisor</td>
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<tr>
<td>Thomas Coleman</td>
<td>Vice President of Operations</td>
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<td>Brianna Weltzien</td>
<td>Vice President of Events</td>
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<td>Madisyn Prior</td>
<td>Vice President of Membership</td>
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<td>Kyle Knapp</td>
<td>Vice President of Alumni and External Affairs</td>
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<tr>
<td>William Rodgers</td>
<td>Vice President of Programs</td>
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<tr>
<td>Patric Kreidler</td>
<td>Vice President of Marketing</td>
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<tr>
<td>Nicole Hubbs</td>
<td>Advisory Board Coordinator</td>
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<td>Analissa Juarez</td>
<td>Treasurer</td>
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<td>NAME</td>
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<tr>
<td>Dan Khabie</td>
<td>Behind the Scenes of a Successful Entrepreneur</td>
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<td>Kevin Popovic</td>
<td>The Ultimate Guide to Doing What You Enjoy</td>
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<td>Pitch It 2 Win It</td>
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<td>Bernhard Schroeder</td>
<td>Lavin VentureStart Ideation Workshop</td>
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<td>Gary Hughes</td>
<td>Farmers Market Entrepreneurship Talk</td>
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<td>Kristian Rauhala</td>
<td>Lavin VentureStart Creating a Winning Business Plan</td>
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<tr>
<td>Bernhard Schroeder</td>
<td>Lavin VentureStart Powerful Presentation Workshop</td>
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<td>Start-Up @ State</td>
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<td>Dale Stein</td>
<td>7 Attributes of Successful Entrepreneurs</td>
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<td>Taylor Guitars Company Tour</td>
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<td>Lavin VentureStart Competition</td>
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<tr>
<td>Erin Wicomb</td>
<td>Reach Financial Freedom in 5 Short Years</td>
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<td>Pitch It 2 Win It</td>
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<td>Jenny Amaraneni</td>
<td>Women Entrepreneurs &amp; Leaders Panel</td>
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<td>Martha Dennis</td>
<td>Women Entrepreneurs &amp; Leaders Panel</td>
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<td>Zeynep Ilgaz</td>
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<td>Felena Hanson</td>
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<td>Patrick Hess</td>
<td>General meeting</td>
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<td>Sara Schairer</td>
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<td>Kristian Rauhala</td>
<td>Lavin VentureStart Creating a Winning Business Plan</td>
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<td>Zach Luczynski</td>
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<td>Matt Decelles</td>
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<td>Amir Abouriche</td>
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<td>Braydon Moreno</td>
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<td>Austin Glenn</td>
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<td>Coby Kabili</td>
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<td>Entrepreneur Society &amp; Red Cross Blood Drive</td>
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<td>Greg Koch</td>
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<td>Start-Up @ State</td>
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<td>Ryan Mulvany</td>
<td>Action Sports Panel</td>
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<td>Tim Garrett</td>
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<td>Kelly Grismer</td>
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<td>Mark Schmid</td>
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<td>John Vance</td>
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<td>Hans Molenkamp</td>
<td>Action Sports Panel</td>
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Obviously everyone wants to be successful, but I want to be looked back on as being very innovative, very trusted and ethical, and ultimately making a big difference in the world.

— Sergey Brin, President of Technology, Google
OTHER INTERCOLLEGIATE STUDENT BUSINESS PLAN COMPETITIONS
VENTURE CAPITAL INVESTMENT COMPETITION (VCIC)

Aztecs displayed their winning strategy as the Entrepreneur’s Choice awardee at this year’s Venture Capital Investment Competition (VCIC). VCIC is the nation’s premiere strategy competition for venture-minded and entrepreneurial MBA students sponsored by the University of North Carolina. SDSU competed in the Southern California region. USC hosted this year’s event which included eight teams of five students each. Three entrepreneurs seeking funding and a panel of ten venture capitalists act as judges. Each team plays the role of a hypothetical venture capital firm whose job is to evaluate the available investment options (the three entrepreneurs) and decide where to allocate their money. The competition takes place over three days with teams receiving business plans on a Wednesday, meeting on Thursday to conduct due diligence, and then competing in the one-day regional competition. This year the team returned to SDSU with the “Entrepreneur’s Choice” award and $500 in prize money.

THE VCIC COMPETITION CONSISTS OF THE FOLLOWING:

1. Evaluate Business Plans
2. Watch CEO Presentations
3. Meet and interview CEOs
4. Make investment decisions
5. Present to Venture Capitalists
6. Get Grilled via Q & A session
7. Get feedback from judges

SDSU Team:
- Kevin Greene
- Jesse Kreger
- Eric Wallace
- Kristen Busick
- Ross Bundy

Coaches:
- Nick Mosieff
- John McMillian

“Competing in the VCIC competition greatly enhanced my knowledge of start-ups and venture financing in a way no class could. Meeting with venture capitalists and entrepreneurs was both inspiring and fun at the same time.”

– Ross Bundy
Epsilon Micro Devices, San Diego State University’s team, placed in the top eight at Harvard in the annual Business Model Competition (BMC). Sponsored by Brigham Young University, more than 1,100 teams competed in the 2013 BMC. The semi-finals and finals of the competition were hosted at Harvard’s Innovation Lab, the hub of entrepreneurial activities at the University.

The judging criteria for the BMC are centered on the emerging Business Model Canvas and the current cutting-edge tools to lean start-ups. Cultivating ideas around lean startup and business model development, the Business Model Competition focuses more on a new venture’s ability to pivot in response to customer input and interaction.

Epsilon Microdevices earned an honorable mention in the top eight with their business model of simple but dependable biotech tools. Within the field of microfluidics, Epsilon Microdevices developed affordable and original technologies that combine a multifaceted approach in utilizing new equipment and techniques. Their immediate goal is to assist researchers with improved technology that is more efficient in terms of time and cost.
Competition makes you stronger. If our top competitor didn’t exist, we would have to make them up.

– Jim Sinegal, SDSU’59, Founder, Costco
In fall 2012, the Lavin Entrepreneurship Center, partnered with Start-up Circle, and the Entrepreneur Society to host the inaugural Start-up @ State event. Four founders who included, Mitch Thrower from Bump Network, Caue Suplicy from Barnana, Blaise Barrelet from Anametrix, and Mike Alfred from Bright Scope, spoke on behalf of their new start-ups. The panel was designed in a question-answer format allowing students a unique opportunity to directly interact with the founders.

Start-up @ State returned in the spring of 2013 as part of a planned two-part event. This second event brought a new panel of speakers featuring, Kristian Rauhala from PEAR Sports, Alan Cole from Take Lessons, Ryan Jones from MOGL, and Juliet Oberding from Predictably Well. Following the panel of speakers, students were invited to the Parma Payne Goodall Alumni Center where 30 San Diego start-ups were looking for students to hire. Companies and students alike remarked that the event exceeded their expectations connecting nearly 200 students to 30 San Diego start-ups. On average, companies received 30-40 resumes, interviewed three to six students, and hired 24 students. As a result of the overwhelming success and positive feedback, Start-up @ State will be an annual event connecting students and start-ups.
Start-Up @ State was an incredible event! It is great seeing local companies interact and connect with fellow students and it was definitely a win-win for everyone that attended.

– Alex Martinez,
College of Business Administration
Young engineering students are creative people. I’d like for these young people to develop, on their own, new products and create new processes.

– Irwin Zahn
ZAHN CENTER SUPPORT

The San Diego State University (SDSU) College of Engineering Zahn Center for Technological Innovation, is an incubator that supports SDSU innovators and aspiring entrepreneurs—students, faculty and staff from any department on campus—as they transform ideas into companies. Located in SDSU’s College of Engineering, the Zahn Center provides a collaborative working space for admitted teams at no expense to them. In addition, the Center works collaboratively with SDSU’s College of Business Administration and Lavin Entrepreneurship Center to provide the mentorship, business acumen, engineering services, and community connections needed to help start-ups develop new products and launch new businesses, with the intention of creating new jobs. Teams that are admitted into the Zahn Center are selected through a collaborative decision by Zahn Center Director, Cathy Pucher, Lavin Entrepreneurship Center Executive Director, Alex DeNoble and Lavin Entrepreneurship Center Director of Programs, Bernhard Schroeder.

Three renowned entrepreneurship faculty visited campus during the year to hold workshops with the Lavin Entrepreneurs and teams in the Zahn Center:

Professor Jeff Stamp – Topic: Creativity and Innovation
Professor David Newton – Topic: Developing a business model through testing financial assumptions
Professor Alex Bruton – Topic: Design Thinking

The Zahn Center and Lavin Entrepreneurship Center have worked on various projects to promote entrepreneurship at SDSU. Below is a list of events and projects for the 2012-2013 school year.

- Fall 2012 RUSH Week workshops and PitchFest
- Spring 2013 RUSH Week workshops and PitchFest
- Monthly speakers
- Key note speaker Jonathan Medved event and private session
- Build faculty supporting teams “office hours”
- Marketing Studies conducted by MBA students
- Access to 3D printer for entrepreneurial projects
- Prototype development for entrepreneurial projects
- College of Business Entrepreneurship course offered to Engineering students

Cathy Pucher is the Executive Director of the SDSU’s Zahn Innovation Center. The Zahn Innovation Center is comprised of teams made-up of SDSU students, teachers, and staff working to develop their ideas into businesses. Prior to leading the on-campus incubator, she was the founding Executive Director of EvoNexus, a nonprofit business incubator of CommNexus, a San Diego telecommunications industry trade group dedicated to simulating the growth of new high tech companies in San Diego. After four years of operations, the graduating companies from EvoNexus are responsible for creating over 300 jobs in the San Diego area.

Mrs. Pucher earned a B.S. in Electrical Engineering at the University of California, San Diego. She enjoys spending time with her husband, two kids and two dogs. She also serves on the volunteer Board of the Solana Beach Foundation for Learning supporting her local public schools with fund raising activities for their instructors of art, science, P.E. and technology.
During the spring semester the commercialization potential of five Zahn Center project team technologies was evaluated using funds from the Lang Family Foundation. The Zahn Innovation Center is currently incubating 14 companies. Companies vary in development stage and industry but share a major technological component.

<table>
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<tr>
<th>TECHNOLOGY COMMERCIALIZATION PROJECT TEAM</th>
<th>DEVELOPERS</th>
<th>MBA STUDENTS PROVIDING MARKET STUDIES</th>
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<td>Acuo Fitness (formerly Function 360</td>
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<td>Michael McPhie</td>
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<td>Samim Kasiri</td>
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<td>Sports Tracking Systems (STS)</td>
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<td>Kate Saunders</td>
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<td>Dr. Fred Kolkhorst</td>
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<td>Dr. Daniel Goble</td>
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<td>Lambert Ninteman</td>
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<td>Andrew Myers</td>
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<td>Dr. Christopher Paolini</td>
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<td>Reghu Rajan</td>
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<td>Pieter van Niekerk</td>
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<td>Niche</td>
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<td>Dr. Benoit Degrenne</td>
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<td>Robert Geiger</td>
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Even a mistake may turn out to be the one thing necessary to a worthwhile achievement.

– **Henry Ford**, Founder, Ford Motor Company
LARRY AND MADELINE PETERSEN SCHOLARSHIP

Lawrence, ’71, and Madeline Petersen’s goal to support entrepreneurs at San Diego State University became a reality this year to Andrew Haines. Mr. and Mrs. Petersen teamed with the Lavin Entrepreneurship Center to launch a new scholarship for any SDSU student on the campus who actively participated in one or more of the following entrepreneurial programs: Lavin Entrepreneurs, specializing in entrepreneurship, or in the Entrepreneurship Minor.

The Larry and Madeline Petersen endowed scholarship in entrepreneurship provides support to upper division, full-time students, encouraging them to pursue their entrepreneurial dreams and learn how to transform their ideas and inventions into profitable businesses. “It is the right thing to do and the right time to do it,” Mr. Petersen said. “The students should be able to control their own destiny in their professional lives. That is why it is so important for them to start gaining entrepreneurial skills while they are in college. With the new Minor in Entrepreneurship, it will allow students from all seven Colleges at SDSU to develop the entrepreneurial skills they need to compete in a changing world.”

This year’s inaugural recipient of the Award, Andrew Haines, is majoring in Electrical Engineering within the College of Engineering. The $2000 scholarship will help Andrew pursue his entrepreneurial dreams by funding a portion of his tuition.

Andrew became interested in engineering by working with his parents’ business as general contractors. By 18, he could build practically anything. Andrew noted, “My family runs a small business. I learned that if their business wasn’t doing well, my family struggled. The recession took a big hit out of our general contracting business. I had to help with the business to keep it afloat. I learned how to work with my hands, to build things. Now I have the skills for a trade, and that led to my developing a love for engineering.”

He said the sinking family business made him grow up fast and face reality. College is not all about parties but adding tools to your tool bag to be successful. That is why Andrew is majoring in Electrical Engineering but is so involved with entrepreneurial ventures. He lives entrepreneurially every day. “I gave up my job at the ARC as the facilities lead/manager in order to develop a product and learn how to sell it. It’s all about trial and error. I am using the business model canvas and pivoting on what works. My interest now is product development; I showcased my new ones for Entrepreneur Day on campus. I also started a business called “Restore” to help secure security deposits.”

Andrew’s advice for other entrepreneurs is “Do it.” He says that so many people talk about it. “Do what you say you are going to do,” he exclaimed. Andrew saw a need on campus for tutors and also a business opportunity. He put together a flyer, posted it around campus, and started a small tutoring business. “You only need an hour or two to get the ball rolling,” he said. In 20 years, “I hope to be running a successful business and live on the beach. I want to give back like Larry and Madeline Petersen have. I want to mentor future Entrepreneur students like the Lavin Entrepreneurship Center has done for me,” Andrew concluded.

Mr. Larry Petersen graduated from SDSU with a Master’s degree in Marketing. He is the Founder and President of LP Marketing, a sales and marketing organization in California for major consumer and professional electronics manufacturers. Mr. Petersen is also a founder of Bayview Distributing and Development. Mr. Petersen and his wife, Madeline, have been supporting and nurturing the Center’s young entrepreneurs throughout the years. With their joint effort, the Lavin Entrepreneurship Center will be able to give the next generation of entrepreneurs a much needed financial boost.
A significant contribution bequeathed to the Lavin Entrepreneurship Center came from the Linda Lang Foundation. The purpose of the gift is to fund active College of Business Administration (CBA) involvement in supporting student, faculty, and staff team incubating in the Zahn Center. The donation enabled the hiring of lecturer John Rodenrys to teach a graduate section of MGT 747: Technology Commercialization. Secondly, Management Professor John Francis was hired during the spring and summer to serve regular weekly office hours at the Zahn Center to advise all teams on Business Model and strategic development issues. Thirdly, Accounting Professor Dave DeBosky was welcomed to the staff during the summer to advise all teams on finance and accounting related issues. Frank Steensnaes from the Lavin Entrepreneurship Center served as an administrative liaison between Zahn Center Teams and students in the Technology Commercialization class. During the spring semester, the commercialization potential of five Zahn Center project teams technologies noted in the Zahn Center Support section of this report were evaluated.

Linda Lang is the Chairman and CEO of Jack in the Box, Inc. Lang’s proven success as a business leader has earned her much acclaim, including recognition by Forbes magazine in 2008 as the seventh-highest “Top-Returning Female CEOs” in the U.S. based on total return to investors. Since becoming the senior executive at Jack in the Box Inc. in 2005, Linda Lang has also been credited with tripling the company’s franchise revenues and expanding the Jack in the Box and Qdoba Mexican Grill brands with more than 900 new restaurants.

The contributions from the Linda Lang Foundation to SDSU’s College of Business Administration, California State University and the community are remarkably generous. She currently sits on the board for the College of Business Administration and was appointed by Governor Arnold Schwarzenegger to serve on the board of trustees for California State University from 2009 to 2011. She also serves on the board of the nonprofit Jack in the Box Foundation, which supports numerous charitable organizations in Jack in the Box restaurant communities, including Big Brothers Big Sisters, Junior Achievement, and Monarch School in San Diego. Lang and her husband, Tom (’67, public affairs), have actively supported SDSU’s Joan and Art Barron Veterans Center and they recently made a significant gift to SDSU’s Lavin Entrepreneurship Center.

Linda Lang received an honorary degree of Doctor of Humane Letters this spring from SDSU. She earned her MBA here in 1991.
To succeed you have to believe in something with such a passion that it becomes a reality.

– Anita Roddick, Founder, The Body Shop
Recognized for its high level of competency and experience in technology commercialization, emerging technologies, and entrepreneurship training, the Lavin Entrepreneurship Center in partnership with the San Diego State University Research Foundation has successfully completed grants for Federal, State, and commercial organizations. This year, the various grant programs supported 23 student and faculty engagements. Students conducted customer research, training, business consulting, and marketing support.
Strategic Growth Planning for Entrepreneurs Program

Designed to assist business owners and senior managers, the San Diego Gas and Electric (SDG&E) Strategic Growth Planning for Entrepreneurs Program seeks to grow local business endeavors through strategic growth planning sessions and a hands-on business improvement project. The 43-hour course is offered by invitation only to certified Diverse Business Enterprise (DBE) and Disabled Veteran Business Enterprise (DVBE) firms. The unique classes are taught by College of Business Administration faculty, augmented with SDG&E subject matter experts and supported by College of Business Administration MBA student consultants and Lavin Entrepreneurship Center staff. Since its inception in 2010, 49 small business owners have spent early mornings and weekends in class building their strategic growth plans and improving their businesses. During FY 2013, the Lavin Entrepreneurship Center held one class and two one-day status and market opportunity capstone seminars for select program participants.

2012 CAPSTONE
A capstone event featuring a selection of 14 graduates of the 2010 and 2011 classes was hosted at the SDG&E Energy Innovation Center located at 4760 Clairemont Mesa Blvd, San Diego on September 25, 2012. The seminar featured a panel presentation on upcoming business opportunities by SDG&E managers and roundtable discussions where program participants were matched with SDG&E managers and staff and an MBA consultant or Lavin Entrepreneurship Center staff to identify viable opportunities for their companies within SDG&E. Leading up to the capstone, the participants were supported by four MBA consultants: Camila Bernal, Ryan Upper, Daniel Stankovich, and Cherie Flowers.

THIRD ANNUAL STRATEGIC GROWTH PLANNING FOR ENTREPRENEURS CLASS
The class took place from October 10 to November 12 on the SDSU campus. The owners of 15 recruited DBE companies participated in Friday and Saturday sessions and received training on fundamental business topics such as strategy, leadership, sales and marketing, operations, legal issues, and finance used to craft their strategic growth plans. Each participant, aided by their MBA consultant, also completed a business improvement project aimed at supporting the strategic growth plan. The business improvement projects ranged from performing market research and designing benchmarking tools, clarifying the company’s value propositions, improving accounting procedures and cash flow, identifying potential new employees, designing marketing and sales plans and document management solutions, and evaluating estimating software. The program culminated with the companies’ final presentations of their strategic growth plans and business improvement projects, followed by a closing reception.

[ SDG&E Diverse Business Seminar ]
INSTRUCTOR
Alex DeNoble, Ph.D. – Lavin Entrepreneurship Center Executive Director
Martina Musteen, Ph.D. – Associate Professor of Management, CBA
Beth Chung, Ph.D. – Professor of Management, CBA
Bernhard Schroeder – Director of Programs, Lavin Entrepreneurship Center
Y. Helio Yang, Ph.D. – Professor of Operations & Supply Chain Management, CBA
Damond Fleming, – Associate Professor of Accounting, CBA
William Eigner, J.D. – Partner, Procopio
Alex DeNoble, Ph.D. – Lavin Entrepreneurship Center Executive Director

LECTURE
Understanding Current Strategic Position
Conducting a SWOT Analysis
Developing Capabilities in Leadership & Change Management
Improving Sales and Marketing Capabilities
Building Operational Capabilities
Improving Financial Controls, Metrics, and Relationships
Legal Issues for Entrepreneurs
Building Your Strategic Growth Plan for Business Improvement

Participants
› Ann Musgrove of California Scenic Landscaping Co
› Barrett Hatches of WillCo. Management Group
› Doug Deaton of Caerus Energy, LLC
› Juan Caro of JC Environmental Company Inc.
› Kathy Bernal of Efflorp Construction
› Nanci Freeman of Law Services of Nanci Freeman
› Robert Wallace of Elliott & Wallace
› Ruben Smith of AvaradoSmith, APC
› Sumit Seth of Mindlance
› Robert P. Ito of Aqual Corp
› Marco Villalpando of Quality General Engineering
› Dwayne Henry of Moor Electric, Inc.
› Madhvi Dalal of Precise Construction Management
› Cathleen Romero of CKR Communications

MBA Consultants
› Jesse Kreger
› Daniel Stankovich
› Jillian Bruni
› Camila Bernal Sierra
› Carolann Yu

2013 CAPSTONE
SDG&E and The Lavin Entrepreneurship Center hosted the 2013 Capstone Business Opportunities Seminar on June 5, at the SDG&E Energy Innovation Center. Twenty representatives of 16 companies attended the event where SDG&E managers and prime contractors outlined business opportunities for small companies through panel presentations and networking with the participants.

During the first panel presentations, SDG&E managers presented current and upcoming opportunities in construction, environmental services, facilities, and information technology business areas. A second panel featured prime contractors to SDG&E discussing subcontracting and performance requirements as well as immediate and near-term subcontracting opportunities.

Three course graduates constituted the last panel discussing their success in achieving their strategic growth plan objectives. Drawing on the strategic growth plan developed during class, Ann Musgrove, Robert Wallace, and Cathleen Romero have all significantly up ticked their relationship with SDG&E and explained how they formed new business relationships, launched new services and entered new markets to grow their companies. The panelists also related their efforts at overcoming contracting, subcontracting, and organizational challenges caused by increased sales while retaining a high quality of work.

SDG&E panel
Scott Peterson, Director, SDG&E Construction Services
Tom Acuna, Team Leader, SDG&E Environmental Services Water
John Ritter, Facilities Operation Manager, SDG&E
Dan Linder, IT Project Manager, SDG&E Customer

SDG&E prime contractor panel
Jim Farmer, SDG&E Account Executive, Suffolk Roel
Bill Reinhold, Client Engagement Director Utilities, Accenture
Jeff Stafford, Survey Manager, Nolte
Marvin Veuleman, President of Beta Engineering
The Lavin Entrepreneurship Center, the SDSU Research Foundation, CONNECT, and SPAWAR Systems Center Pacific join together in this multi-million dollar Department of Defense (DOD) and Department of Homeland Security (DHS) sponsored technology commercialization program: Center for Commercialization of Advanced Technology (CCAT) to “fast track” enabling technologies into government and commercial markets. CCAT offers product development grant awards to fund prototyping, demonstration and testing, and business development services such as market studies, springboards, strategic and organizational development services, and technology showcases. To achieve this, the Lavin Entrepreneurship Center and SDSU Research Foundation reach out to numerous industry, investment, academic, and government organizations nationwide.

Technology development/prototyping grants and commercialization services are funded by three sponsoring government organizations: DHS TechSolutions, DoD Domestic Preparedness Support Initiative, and U.S. Army Rapid Equipping Force. The Army’s Rapid Equipping Force is a new CCAT program that will conduct national solicitations for emerging technologies to meet urgent US Army requirements.

CCAT has a large impact on the SDSU campus. In all, since its founding in 2001, CCAT has funded 320 semester-long MBA and graduate engineering student engagements and 47 College of Business Administration faculty engagements for scientists and technology developers at Federal labs, universities, and high-tech companies located nationally and abroad. Market study and business planning teams have identified and assessed potential business opportunities, performed intellectual property research, developed market entry strategies and facilitated relationships with potential industry partners. As a result, these CCAT program clients have successfully formed and grown their companies, secured private and government funding, hired employees, and licensed their technologies to other companies.

MARKET STUDIES
Current market studies research underway include:
- **Project:** Christine Wireless, a Conventional Fixed Station Interface
  - **Professor:** Lois Bitner Olson
  - **MBA students:** Brody Burns and Christina Gramatikova.

PROGRAM HIGHLIGHTS
1. **ArchieMD** develops cutting-edge software application training solutions aimed at the first responder market. The company has completed development, launched the products, and is selling to customers across the U.S.
2. **Hydronalix** has completed development of an emergency integrated lifesaving lanyard (EMILY) and achieved nationwide sales.
3. **Paymentcard Services** has developed a new technology to prevent money laundering and has attracted interest from DOJ, DHS, ICE and Treasury.

CCAT EXECUTIVE BOARD MEMBERS
- Louis G. Kelly, Chairman
- Alex DeNobile, SDSU
- Mike Elconin, Industry
- W. Timothy Hushen, SDSURF
- Ralph Johnson, SSC Pacific
- Ruprecht von Buttlar, Connect
- Bob Welty, Homeland Security
Through the San Diego Regional Innovation Cluster (SDRIC), the Lavin Entrepreneurship Center and SDSU seek to boost local companies in the defense and homeland Security industries by partnering with local academic, government, and commercial organizations. The SDRIC provides business development support through two programs:

- **San Diego Advanced Defense Technologies (SDADT) Cluster.** The SDADT works with entrepreneurs of small and midsized companies to bring their product or service into government agencies like the Department of Defense.
- **Network for Enabling Small Business Teaming (NEST).** This program helps local small businesses identify large federal procurement opportunities, form teams, and submit winning proposals.

### MARKET STUDIES

Three market studies were completed in Fall 2012:

- **Project:** Airsis – Vehicle Intrusion Detection System  
  **Faculty Consultant:** Professor Don Sciglimpaglia.  
  **MBA Students:** Brody Burns, Christine Ren, Laura Reyes, and Doug Ribble

- **Project:** Airsis – PortVision  
  **Faculty Consultant:** Professor Lois Bitner Olson

- **Project:** Metron – SARApp smart phone software  
  **Faculty Consultants:** Professor Murray E. Jennex  
  **MBA Students:** Jillian J. Bruni and Paul Kirwan

### PROGRAM PARTICIPANT HIGHLIGHTS

- Cluster staff helped Integrated Consultants, a local electrical and mechanical engineering firm with experience in smaller contracts and prototypes, achieve ISO 9001 Certification and pass the Aerospace Quality Management Requirements Audit. The Northrup Grumman Global Supply Chain accepted them into their program and now has the potential to be a subcontractor in their unmanned aerial systems endeavor.

- Accord Solutions, a San Diego small business and SDRIC participant, developed a technology to protect legacy and future Field Programmable Gate Array circuit boards. The Missile Defense Agency honored them with a $1 million, Phase II SBIR award. Professor Murray Jennex of the CBA, assisted with the market study outlining commercialization opportunities for the technology, in order to secure the award.

### ANNUAL REGIONAL SBA CLUSTER MEETING

SDRIC hosted the first annual meeting of all clusters on February 26-27th, 2013 at San Diego State. In attendance were representatives from more than 40 regional clusters. The featured speaker was Karen Mills, the 23rd Administrator of the Small Business Administration appointed by President Barack Obama. She discussed ongoing SBA efforts, best practices, and opportunities for the clusters.
Another program at the heart of the Lavin Entrepreneurship Center is the Energy Innovations Small Grant Tech Transfer Program (EISGTTP). It brings new energy technologies into the marketplace, creates new economic activity, saves energy, and fosters new job creation in California. The program exclusively provides services to successful grantees of the Energy Innovations Small Grant (EISG) program. Such grantees are California based entities and have successfully proven through trials that their innovative energy technologies have the potential to save costs for California ratepayers.

Services provided during FY2013 included:

- Market Studies
- Intellectual Property evaluations
- Follow-on funding searches
- Business Development and Transition assistance

Twelve new technologies entered the program during FY2013. The technology portfolio includes over 100 technologies in the areas of energy efficiency, renewable energy technologies, and environmentally preferred technologies. The program supports technologies aimed at electricity, natural and biogas, and transportation industries.

**MARKET STUDIES**

The Lavin Entrepreneurship Center completed three market studies for EISGTTP during the Fall 2012 semester. MBA students enrolled in MGT 747 Technology Commercialization guided by subject matter expert (SME) mentors and instructor, Kimberly D. King, spearheaded the studies.

**Project:** Nrgtek Inc. – Low Energy Desalination of Seawater  
**MBA Students:** Mickey Connor, Ankur Kulshreshtha, Nick Moiseff, Wiktor Suvander  
**Mentor:** Michael A. Vargas, Professor Lois Bitner Olson

**Project:** UCSD – High Efficiency LED bulb using Nanowire Technology  
**MBA Students:** Daniel Stankovich, Cody VanDerlinden, Yueying Zhan  
**Mentor:** Frank H. Steensnaes

**Project:** Aegis Technology, Inc. – High Efficiency, Compact Sic-Based Solar Inverter  
**MBA Students:** Soren Larsen, Jens Hoej, Ashish Desai  
**Mentor:** Michael A. Vargas
The EISG grant awarded to our company in 2006 provided pivotal funds to help our company launch.

— Gregory T. Smedley, Ph.D. CEO/President, One-Cycle Control, Inc.
Flaming enthusiasm, backed up by horse sense and persistence, is the quality that most frequently makes for success.

– Dale Carnegie, Founder
OTHER MAVIN ENTREPRENEURSHIP CENTER ACTIVITIES AND INITIATIVES
TOURNAMENT OF DRIVING FORCES

November 1, 2012

Held on the gorgeous greens of the Rancho Bernardo Inn and Golf Course, 80 students, alumni, and community members participated in a morning round of golf followed by an afternoon of networking. This Tournament of Driving Forces is the Lavin Entrepreneurship Center’s annual fundraising golf tournament that supports programs like the LeanModel™ Competition. When the sun went down, the Lavin Entrepreneurship Center hosted a delicious sit down dinner with a live auction. Auction items included a Cabo San Lucas Vacation, a stand-up paddle board, Puma Golf gear, and an opportunity to play in the Lexus Tournament of Champions in Pebble Beach.

This year’s tournament generated close to $20,000 in revenue for the Center. PureForge sponsored the Golf Tournament and Southwest Value Partners sponsored the dinner reception. The golfers were treated to pizza from Oggi’s Pizza and Brewery. Other sponsors included: Taylor Guitars, Volcom, the Wheat Group, SoccerLoco, Wilson Creek Winery, and Callaway Golf.

[ The Rancho Bernardo Inn golf course ]
Jeff Church, a distinguished entrepreneur, headlined this year’s L. Robert Payne Lecture. The series was established in 1996 with a gift from L. Robert Payne designed to unite SDSU students, faculty, and community members with local businessmen and women. This year, Jeff Church, the co-founder of NIKA Water volunteered to impart his knowledge. An ambitious entrepreneur, Church’s career highlighted the successful use of social entrepreneurship. NIKA water serves as a supreme example of a social entrepreneur company as 100% of its profits go to improving sanitation conditions in developing nations.

More than 50 people attended the interactive discussion with Jeff Church. Church addressed questions and concerns students had about building a company that is both successful and ethical. Following the discussion, a private reception was held for the Lavin Entrepreneurship Center’s board members, the CBA Board, SDSU faculty, and other influential community members. Additionally, Church met with the 20 Lavin Entrepreneurs to provided insight and helped guide them in their endeavors.
BUSINESS FORUM SPEAKER SERIES

In January, the Lavin Entrepreneurship Center hosted Ron Fowler and Peter Seidler. The gentlemen are part of the new Padres’ ownership group and spoke regarding their recent acquisition of the team, adapting to changes the vision for the future of the Padres, and the business environment in San Diego. The event attracted more than 200 people, mostly sports management MBA students, SDSU faculty, staff, local members of the community, and multiple media representatives. For the first time since the acquisition of the Padres, two members of its ownership group were gathered to speak about their strategy and decision making process to purchase the Major League Baseball franchise. They discussed their goal to bring the All-Star Game back to San Diego and the detailed process entailed. The student entrepreneurs enjoyed a networking event afterward with the Padres owners.

Ron Fowler is the founding sponsor of the Entrepreneurial Management Center at San Diego State. He is a prominent local businessman, an avid SDSU fan, the chair of the Executive Committee of the San Diego Sports Commission, as well as chairman and CEO of Liquid Investments, Inc. Fowler has been recognized on numerous occasions for his leadership roles in sports education, athletics (the SDSU Athletic Center is named after him), and entrepreneurship and community service.

Peter Seidler is a member of the O’Malley family, who owned the Los Angeles Dodgers from 1950-1998. He is the managing partner of Seidler Equity Partners (SEP), overseeing all firm activities. He has helped drive the long-term success of companies in a variety of industries, including health and fitness, medical products and services, advertising and recreation.

[ Dr. Darryl Mitton, SDSU’s first entrepreneur professor, his daughter Cyndi Jo Means, Peter Seidler & Ron Fowler. ]
Dr. Tatiana Iakovleva, an Associate Professor at the University of Stavanger, Norway, was welcomed by the Management Department in the College of Business Administration and the Lavin Entrepreneurship Center to SDSU. Dr. Iakovleva visited SDSU for the spring 2013 semester as a guest researcher to gain international experience in innovation and entrepreneurship. She also observed the activities and operations of the Zahn Center Business Incubator, Entrepreneur Society, and the Lavin Entrepreneurship Center. She gathered first hand innovation experience and brought a new approach back to the Center for Innovation Research at the University of Stavanger in Norway.

Dr. Tatiana Iakovleva teaches courses in Organizational Behavior. She possesses Master’s degrees in Business Administration and International Industrial Management as well as a PhD in Entrepreneurship and Innovation. She started working as a Senior Researcher in Nordland Research Institute in 2006, closely focusing on entrepreneurship and regional innovation. In 2008, Dr. Iakovleva joined Stavanger University as an Associate Professor. For years she has been initiating and conducting research projects on entrepreneurial intentions and small business growth and performance. Dr. Iakovleva’s vast areas of expertise include entrepreneurial orientation, women-led enterprises, and commercialization of innovations.

ADDITIONAL INTERNATIONAL SCHOLARS VISIT THE LAVIN ENTREPRENEURIAL CENTER

Jean-christophe Pic  
Associate Professor, Co-Director of Master Entrepreneurship & Innovation Center  
Sorbonne University, Paris, France

Shingo Igarashi  
Associate Professor  
Kyushu University, Fukuoka, Japan

Juan Carlos Segura  
Ph. D Student  
Universidad Autónoma de Sinaloa, Mexico

Mario Dipp  
Director of Graduate Programs  
Centro de Enseñanza Técnica y Superior (CETYS) University, Mexicali, Mexico

Lene Foss & Elin Merethe Oftedal  
Professors  
University of Stavanger, Norway
Bri

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Brian Dovey has been co-teaching the Managing the Growing Entrepreneurial Firm course within the Management Department for the past 15 years with the Lavin Entrepreneurship Center Director Alex DeNoble. Brian Dovey helped his company, Domain Associates, form the strong partnership it has with SDSU. Entrepreneur students in MGT 744 had the opportunity in April to sit in on the monthly Domain Associates meeting. The students witnessed a venture capital company making investment decisions with sophisticated investors, observed strategic decisions regarding a company’s portfolio, and whether those companies deserved initial, continued, or ceased assistance. Students discovered how venture capital investments work, how to manage existing partnerships, why future markets emerge, and how new deals are executed. Looking forward, the students are more prepared for when their future businesses go before a board, like Domain Associates, and succeed.

Notably, the students were privy to the newly announced joint venture between Domain Associates and state corporation Russian Corporation of Nanotechnologies. The partnership will invest $760 million in emerging life sciences technology companies in the Domain portfolio, foster the transfer of technology into Russia, and establish a pharmaceutical and medical device manufacturing facility for the production of advanced therapeutic products in Russia.

Brian Dovey is a senior partner at Domain Associates, a highly regarded venture capital firm specializing in biotechnology and medical device projects. Domain has created and financed more than 230 companies. Currently it manages assets of some US$2.5 billion, with an investment portfolio comprising some 80 companies. They are dedicated to creating trust, credibility, and value in business relationships and to establishing long-term partnerships with entrepreneurs, investors, and industry collaborators.

Tatiana Sarabekian, a former student in this class and current Lavin Entrepreneur Center advisory board member is currently serving as CEO for Domain Russia Investments, on behalf of Domain Associates.

[ Students sit in on the monthly Domain Associates meeting ]
This year saw the Lavin Entrepreneurship Center’s very own director elected to the United States Association for Small Business and Entrepreneurship (USASBE) Board of Directors. Alex DeNoble now serves as USASBE’s National Director-at-Large. USASBE is a great network of entrepreneurs, and their mission is to provide the network to advance knowledge and foster business development through entrepreneurship education and research.

Erin Chmelik and Dr. Martina Musteen were awarded best paper in the Social Entrepreneurship category from USASBE on January 12, 2013. Erin, a recent MBA graduate from SDSU, and Management professor Martina Musteen, co-authored “Measures of Performance in the Context of International Social Ventures.” Chmelik was drawn to social entrepreneurship because it “combines a social mission with innovative business models…there is a way to utilize my business background to address social needs around the world.” Professor Musteen reflected that the paper “offered some excellent insight on how different types of social ventures assess their effectiveness in meeting their goals.” After traveling and working in India and East Africa since graduation, Erin is currently residing in Denver, Colorado, and hopes to continue to put her entrepreneurship skills to work in Africa.

SDSU PROFESSORS PRESENT BUSINESS INCUBATOR RESEARCH
Four SDSU faculty members, and a grad student presented their paper at the Annual USASBE conference in San Francisco, CA. Gangaram Singh, the Associate Dean for Academic Affairs and a Management Professor; Don Sciglimpaglia, a Marketing Professor; Alex DeNoble, professor and the Director of the Lavin Entrepreneurship Center; Kamal Haddad, a Professor of Finance; and Sean Scott, a MBA student collaborated to develop their paper "Business Incubators: History, Taxonomies, Performance Measures and Considerations for Future Research." They reviewed past literature, conducted in-depth theory research, and assessed current business incubators’ practices. This project was designed to inspire future research on university based incubator performance. The authors plan on writing a following-up paper for the 2014 USASBE conference.
March 28, 2013

Stephen Cloobeck, founder and chairman of Diamond Resorts International and the only “boss” to appear on CBS’s “Undercover Boss” twice, shared insights with San Diego State University business, hospitality, and entrepreneurial students across disciplines at SDSU’s Lavin Entrepreneurship Center. Cloobeck emphasized that hard work and keeping the goal in mind are keys to success as his career focus shifted from a would-be surgeon to a successful real estate developer and hospitality executive. One of the key elements to business success, according to Cloobeck, is treating staff as the company’s most important asset. “Without them, I can’t deliver my product,” he said. Cloobeck said the other most important element to business success is the climate of outstanding customer service, which is why his e-mail address is readily available to every client.

Dr. Alex DeNoble invited Cloobeck to share his experience with SDSU entrepreneurship students. The two met in an unusual way, when DeNoble and his family visited a Diamond-managed resort in Sedona, Ariz. in 2011. Initially, they had problems checking in, and brought it to the attention of the manager, Joe Emma. The resort manager was not only able to accommodate the family, but also made their weeklong experience very special. When DeNoble e-mailed his experience to Cloobeck, he was pleasantly surprised when Cloobeck personally responded via phone the next day.

Cloobeck expressed his honor to spend the day with some of SDSU’s students. “While it’s always a privilege for me to work with young professionals and empower aspiring entrepreneurs, this experience was particularly noteworthy as I was surrounded by an ambitious group of individuals who shared my passion for hospitality, which was truly something special,” he said.
Mr. Stephen Aarstol, founder and owner of Tower Paddle Boards, was welcomed by the Lavin Entrepreneurship Center on Friday, April 12, 2013. He discussed his entrepreneurial process, the successes and failures along the way. This young company has been labeled a "top 10" by the ABC TV show “Shark Tank.” Meeting with the Lavin Entrepreneurs, Mr. Aarstol discussed the difficulties an entrepreneur faces when establishing a new company, especially the difficulty in raising capital. “Nowadays, raising money is extremely difficult,” he said. “You should utilize every opportunity to promote your company; for me, “Shark Tank” was not only a great investment pitch, it was also a chance to expose the business to 7 million viewers.” Mr. Aarstol spoke about what he had to do to grow his online start-up into a multi-million paddle board retailer within only 3 years.

Aarstol decided to launch a stand up paddleboard (SUP) company, after a paddleboard session in La Jolla Shores in 2010. Less than a year after opening the online store, Tower Paddle Boards was selected to be on ABC’s TV show “Shark Tank” to pitch to their panel of investors. During the show, Mark Cuban, the owner of the Dallas Mavericks and Landmark Theaters, offered him a deal to invest $150,000 for a 30% stake in Tower Paddle Boards with the 1st right of refusal to invest in any future business ventures of Mr. Aarstol. Tower Paddle Boards surpassed $1.7 million in sales last year, and is expecting to reach $4 million in 2013.
Robo3D’s Successful Kickstarter Campaign

Last year, three SDSU alumni Coby Kabili, Mike Pilkington and Braydon Moreno started working on a low-cost, open source and easy to use 3D printer that every technically savvy person has been waiting for. “The initial market was very tech oriented, and was mostly open for people who are professionally interested in mock-ups and sculptures,” said Braydon Moreno, the co-founder of RoBo 3D, a company focused on producing innovative 3D printers. “Right now, 3D printing is slowly moving to the everyday consumer, from architects to students and home owners,” he said. In February 2013, RoBo 3D raised $650,000 on Kickstarter, exceeding the initial goal of $49,000 and sold over 1200 items worldwide within the first 4 months. Recently, RoBo 3D was also selected to be on ABC’s show “Shark Tank” this fall to pitch to the panel of investors. “Starting a business involves a lot. We did not understand the complexity of it,” said Braydon.

Coby Kabili has a Bachelor’s degree in Bioengineering, and gained experience working in different fields that include orthotics and microelectromechanical systems research. Braydon Moreno has a BS in Management specializing in Entrepreneurship. He has worked in internet marketing, focusing on SEO, social media marketing, and advertising campaigns. Mike Pilkington has a Public Administration degree and is an ultimate machine shop guru.
By supporting programs that offer feedback, insight, and mentoring to aspiring business leaders, I can give fledgling ventures the best possible chance of success.

– Leonard Lavin, Founder, Alberto Culver Corporation