By supporting programs that offer feedback, insight, and mentoring to aspiring business leaders, I can give fledgling ventures the best possible chance of success.

– Dr. Leonard H. Lavin, Founder and Chairman Emeritus, Alberto-Culver Corporation
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.
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Dear Lavin Entrepreneurship Center Friends,

I am privileged to present the Lavin Entrepreneurship Center’s 2013 - 2014 Annual Report. I would first like to recognize Dr. Leonard H. Lavin, founder of the Alberto-Culver Company, who has helped establish SDSU as a world leader in entrepreneurship education. It was a great honor to celebrate Dr. Lavin at a dedication ceremony held in February. The Lavin Entrepreneurship Center recognized Dr. Lavin as a gracious individual and accomplished entrepreneur by unveiling an art piece featuring Dr. Lavin and the words “Winners Make it Happen,” the title of his book.

This past year we have continued to push the boundaries of entrepreneurship excellence. We strive to develop programs that embrace entrepreneurial thinking, which is why we introduced the inaugural California Entrepreneurship Educators Conference. We welcomed California and Baja California entrepreneurship educators from more than 30 universities to the San Diego State University campus. The conference served as a spring board for the sharing of entrepreneurial initiatives taking place on California campuses.

In addition to working with other universities to help build strong entrepreneurship curriculum, we aim to create entrepreneurship programs for all students across the SDSU campus. This year in collaboration with the College of Professional Studies and Fine Arts we were able to develop the Music Entrepreneurship Specialization for undergraduate music majors at SDSU. This program will offer the opportunity for artistically talented students with a passion for entrepreneurship to nurture their musical talents, while enhancing their entrepreneurial competencies.

This past year, I was honored to be elected to the office of president-elect by the United States Association for Small Business and Entrepreneurship (USASBE). This office represents a three year leadership commitment serving in the position of president-elect in 2014, president in 2015, and immediate past president in 2016. Additionally, we were honored to receive national recognition from USASBE as finalists for the “National Model Undergraduate Program Award.” SDSU entrepreneurship faculty and students attended the 2014 USASBE conference in Fort Worth, Texas where we presented SDSU’s undergraduate entrepreneurship program to a panel of judges and audience members.

In January, we launched our annual 2014 Business Forum Speaker Series. As well as establishing entrepreneurial ties at SDSU, we recognize the importance of building a network within San Diego’s business community. Our first event, “Economic Outlook: A San Diego Business Perspective” had a panel of four local entrepreneurs including Jerry Sanders, former mayor of San Diego; George Hadjis, founder and CEO of Oggi’s Pizza & Brewing Company; David Marino, Executive Vice President of Hughes Marino; and Susan Salka, CEO, President and Director of AMN Healthcare Systems Inc. The second event of the series, held in May 2014, featured Stedman Graham, an entrepreneur, leadership guru, and life success expert. Both events were hosted at a local hotel and each included attendance of around 200 guests.

Also, this year we were excited to announce three additional members to the Lavin Entrepreneurship Center Advisory Board. We welcomed Tatiana Sarabekian, Chief Executive Officer of Domain Russian Investments; Matthew O. Jones, CEO of Van Law Foods, Inc., and Brian Ramphal, Founder & CEO of Mango Automation, Inc. to our Advisory Board.

In closing, I am very excited with our expansion of new programs and the continued support from our stakeholders and the San Diego business community. We are proud of our accomplishments and our continued ability to foster entrepreneurial initiatives at San Diego State University, while enhancing the experiences of young entrepreneurs across campus!

Dr. Alex F. DeNoble
The primary purposes of the Lavin Entrepreneurship 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 who are focused on deepening our understanding of 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.

DR. LEONARD H. LAVIN DEDICATION CEREMONY

This year, the Lavin Entrepreneurship Center honored Dr. Leonard H. Lavin, the founder of the Alberto-Culver Company and the man whom the Center is named after. On February 19, more than fifty people came together at the Lavin Entrepreneurship Center to recognize Dr. Lavin as a gracious individual and accomplished entrepreneur. People from across the San Diego State University campus as well as the San Diego business community joined in celebration of Dr. Lavin’s lifelong accomplishments. Current Executive Director, Dr. Alex DeNoble, and former Executive Director, Dr. Sanford Ehrlich, spoke of the difference Leonard Lavin has made in the lives of so many SDSU students as well as everyone who has had the opportunity to work with Dr. Lavin. The Interim Dean of the College of Business, Dr. Gangaram Singh, thanked Dr. Lavin for the inspiration and motivation he has provided leaders everywhere.

Following a toast, all guests gathered together for the unveiling of an art piece designed by Lavin Entrepreneurship Center’s graphic designer, Tan Doan. The piece features the words “Winners Make it Happen,” the title of Dr. Lavin’s book, displayed in bold letters next to Dr. Lavin’s portrait. Following the unveiling of the art piece guests gathered for pictures and networking. Dr. Lavin was genuinely thankful for the efforts that the Lavin Entrepreneurship Center put into making the event special. He was also able to meet new students in the Lavin Entrepreneur Program that he pioneered.
LAVIN ENTREPRENEURSHIP CENTER STAFF

Alex F. DeNoble Ph.D.
Executive Director

Bernhard Schroeder
Director of Programs

Michael L. Sloan
Director of Social Entrepreneurship Program

Frank Steensnaes
Grants Manager

Beryl Pratts
Finance and Programs Analyst

Alissa Thompson
Program Manager

Amy Checho
Program Manager

Amy Wong
Graphic Designer

Christine Xinkai Ren
Internship Coordinator

Gichuhi Kamau
Communications Specialist

Donovan Frost
Program Support

Kristen Kunysz
Marketing Specialist

Brian Wielenga
Accounting Support

Mario Genel
Film and Video Specialist

Swetha Reddy
Web Technologist
LAVIN ENTREPRENEURSHIP CENTER ADVISORY BOARD

A hallmark of a well-run organization is a proactive and efficient Advisory 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.

Stephen Cuasto
Senior Vice President, City National Bank

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

Sanford Ehrlich, Ph.D.
Former Executive Director, Lavin Entrepreneurship Center

Matthew O. Jones
CEO, Van Law Foods, Inc.

Gail Naughton, Ph.D.
Former Dean, SDSU College of Business Administration; CEO & Founder of Histogen, Inc.

Larry Petersen
Founder, LP Marketing

William “Bill” Plourd
President, El Toro Export, LLC

Nolan Rakow
President, Entrepreneur Society 2013 – 2014

Brian Ramphal
Founder & CEO Mango Automation, Inc.

Tatiana Sarabekian
Chief Executive Officer, Domain Russian Investments

Peter Shaw
Managing Director, Shaw Management Advisors Int’l LLC

Gangaram Singh
Interim Dean, College of Business Administration

Stuart Sorensen
Partner, Duane Morris LLP

Doug Wall
Entrepreneur, Author, Philanthropist
“With the right mindset comes the right actions, and the Lavin Entrepreneurship program excelled at establishing mindset.”

— Jesse Castaneda, College of Arts and Letters, 2014 Lavin Entrepreneur
LAVIN VENTURESTART PROGRAMS
Dr. Leonard Lavin challenged the Lavin Entrepreneurship Center to create a world-class specialty program for student entrepreneurs across the campus. Now, the Lavin Entrepreneurship Center and the student entrepreneurs bear his name and share his vision. Lavin Entrepreneurs are an elite group of undergraduate students who are exposed to a rigorous entrepreneurial experience. This year marked the seventh cohort of the program. Established in 2008, the Lavin Entrepreneur Program has progressed from a one year experience to a two year undergraduate program. The two year adoption has allowed for an intensive experience for the students, helping them grow into confident entrepreneurs.

The graduates of the program learn how to identify and evaluate new business opportunities, gain an understanding of the roles and responsibilities of an entrepreneur, and how to marshal and deploy resources in order to launch and build new ventures. Students also receive one-on-one mentorship with an assigned prestigious local entrepreneur. 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 of the program to discuss their assigned entrepreneurial readings and relevant entrepreneurial topics. Students must apply their newly acquired skills to sell a product or service during the San Diego State University Entrepreneur Day held in March of each year.

This year saw the adoption of the Lavin Entrepreneur Program into SDSU’s curriculum. Previously, this initiative was recognized as an informal program. Through the collaboration between the College of Business Administration and the Lavin Entrepreneurship Center, the Lavin Entrepreneur Program is now represented in the curriculum as four consecutive classes. The classes are as follows:

**BUSINESS ADMINISTRATION 311, LAVIN ENTREPRENEUR 1**
Lavin Entrepreneurs are introduced to entrepreneurship as a potential path for future career development. Students begin developing entrepreneurial competencies, professional networks, and are introduced to the basics of ideation, opportunity recognition, and business model development.

**BUSINESS ADMINISTRATION 312, LAVIN ENTREPRENEUR 2**
Lavin Entrepreneurs learn how to utilize entrepreneurship frameworks for business opportunity assessment. The course also highlights ideation and feasibility analysis techniques used in ventures and how to interact and negotiate with strategic partners.

**BUSINESS ADMINISTRATION 411, LAVIN ENTREPRENEUR 3**
Lavin Entrepreneurs focus on implementing entrepreneurial competencies into refined business models, understanding startup opportunities through customer iteration and development. Students also learn data metrics, how to have successful customer interaction, and how to pivot the business model toward success.

**BUSINESS ADMINISTRATION 412, LAVIN ENTREPRENEUR 4**
Lavin Entrepreneurs focus on company creation activities. Students are exposed to the types of challenges, issues and decisions that must be made while formulating their company launch plan. By the end of this course, students develop and present an investor pitch of their proposed new business venture.

The next generation of Lavin Entrepreneurs have been recruited, selected and will be the third cohort to participate in the two year program.
2013-2014 LAVIN ENTREPRENEUR EVENTS

ENTREPRENEURS VISITING
THE LAVIN ENTREPRENEURSHIP CENTER (SDSU ALUM*)
Craig Stevens* - Co-Founder & CEO, Sea Pointe Partners, Inc.
David Elliott* - Founder, Sovrn Republic, Zahn Innovation Center Team
Jenny Amaraneni* - Founder, SOLO Eyewear
Jon Tucker* - CEO, Compete Marketing Group; Former Lavin Entrepreneur
Maggy Felix - Director of Marketing and Operations, CyberHive
Mark Schmid* - CEO, Art Function Group of Companies
Matt Clifford* - Co-Founder, Barnana
Peter Shaw - CEO, Managing Director, Shaw Management Advisors Int’l LLC
Robert Schulte* - President & CEO, Zurple
Stuart Sorenson - Partner, Duane Morris LLP
Tom Franklin* - Partner, Kilpatrick Townsend & Stockton

BERNHARD SCHROEDER
Director of Programs,
Lavin Entrepreneurship Center

Bernhard Schroeder is Director of Lavin Entrepreneurship Center Programs. He also has responsibility for the Lavin Entrepreneurship Center’s marketing on both the SDSU campus and in the San Diego community. He is a part-time Clinical Faculty, Entrepreneurship within the College of Business Administration at San Diego State University. Bernhard brings over 20 years of marketing and entrepreneurial experience both as a Senior Partner in a leading global marketing agency and as a former Chief Marketing Officer on the client side.

He received a MBA in marketing from San Diego State University.

SDSU/COMMUNITY EVENTS (OCCURRENCES)
DD Studio Tour (1)
Lavin VentureStart Competition (2)
LeanModel Competition (1)
Entrepreneur Day (1)
San Diego Venture Group Events (5)
CyberHive Tour (1)
Lunch with Dr. Leonard H. Lavin (5)
Mentor and Lavin Entrepreneurs Networking Events (3)
Dr. Leonard H. Lavin Dedication Ceremony (1)
2012 – 2014 LAVIN ENTREPRENEURS

Matthew Better - College of Sciences
Andrew Carcich - College of Business of Administration
Jesse Castaneda - College of Arts and Letters
Hugo Gonzalez - College of Business Administration
Andrew Haines - College of Engineering
Marissa Happee - College of Professional Studies and Fine Arts
Michael Hoffie - College of Business Administration
Andrew Jen - College of Business Administration
Monica Jimenez - College of Business Administration
Brian Kidwell - College of Business of Administration
Brandon Koletsky - College of Business Administration
Roger Ma - College of Arts and Letters
Alexander T. Martinez - College of Business Administration
Michael Thomas Smith - College of Business Administration
Henok Tadesse - College of Engineering
Nicholas Warner - College of Professional Studies and Fine Arts

2012 – 2014 LAVIN MENTORS (SDSU ALUM*)

Kim Folsom* - Co-Founder, Reel Qualified Inc.
Tim Garrett* - Sr. VP, Simple Mobile
Jeff Grad* - Founder & Owner, Eyes of the World; Founder & Owner, Evolution Fresh
Carlos Gutierrez* - Principal, Paradise Found SD
Angela Hill - Founder & CEO, Incitrio
Michael Librizzi* - Founder, EcoATM
Jamie Mautz* - Founder & CEO, Pacific Ink
Gail Naughton - CEO & Founder, Histogen
Yukon Palmer* - President, FieldLogix
Kevin Popovic - Founder & CEO, Ideahaus
Robert Reyes - Founder & CEO, StartUp Circle
Peter Shaw - Managing Director, Shaw Management Advisors Int’l LLC
Mike Stanicek* - CMO, Retail INKjet
Michael Stoff* - Founder, Novi Real Estate
Doug Wall* - Entrepreneur, Author, Philanthropist

[Entrepreneur Society at Entrepreneur Day]

[Lavin Entrepreneur Roger Ma shakes hands with Dr. Leonard H. Lavin]
2013 – 2015 LAVIN ENTREPRENEURS

- Daniel Dossegger - College of Business Administration
- Sean Dreiling - College of Business Administration
- Matt Filippi - 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
- Sumesg Jagtani - College of Business Administration
- David Kormandel - 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

2013 – 2015 LAVIN MENTORS (SDSU ALUM+)

- Jenny Amaraneni* - CEO & Co-Founder, SOLO Eyewear
- Cassidy Brady* - Strategic Marketing & Business Development Consultant
- Scott Carrington* - Digital Marketing, Nixon
- Matt DeCelles* - Founder, Greeks Love; Former Lavin Entrepreneur
- Parker Harris* - Founder, Junto Group; Former Lavin Entrepreneur
- Leann Iacino - Senior VP, Coldwell Banker
- Jason Kirby* - President & Founder at Snap Photo Tours, LLC; Former Lavin Entrepreneur
- Kieran Magee* - A.D. of Marketing, Rally Board
- Thom McElroy* - Co-Founder, Volcom; Design and Brand Expert
- Ryan Ross* - Business Manager, Red Door Interactive
- Robert Schulte* - President & CEO, Zurple
- Nicholas Slettengren* - Partner, Power Digital Marketing Inc.
- Craig Stevens* - Co-Founder & CEO, Sea Pointe Partners Inc.
- Jon Tucker* - CEO, Compete Marketing Group; Former Lavin Entrepreneur
- Adam Weiler* - Co-Founder, StrongVolt; Co-Founder at CablesForCauses
LAVIN VENTURESTART COMPETITION

During both the fall and spring semesters, the Lavin Entrepreneurship Center hosted the stimulating Lavin VentureStart Competition. A multitude of San Diego State University students from freshman to Ph.D level took part in the ideation and business model competition. Students utilized their creativity to form ideas for potential business ventures. Initially, the competitors attended VentureStart workshops to prepare for the event and then submitted an initial business model based on their ideas. After interacting with consumers, groups pivoted their initial business models to reflect the valuable customer input. 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.

In the spring, the format of the VentureStart workshops was altered. In collaboration with SDSU’s Entrepreneur Society, guest speakers were brought in for each workshop to elaborate on their experiences with entrepreneurship to the participants. In addition, workshops were reduced from three to two workshops to maintain focus and clarity.

[Student Winners from Spring 2014 VentureStart Competition]
FALL 2013

Workshops

“Information, Ideation & Trend Spotting”
September 24, 2013
Speaker: Bernhard Schroeder, Director of Programs at the Lavin Entrepreneurship Center

“Creating a Business Model”
October 8, 2013
Speaker: Bernhard Schroeder, Director of Programs at the Lavin Entrepreneurship Center

“Giving a Powerful Presentation”
October 22, 2013
Speaker: Bernhard Schroeder, Director of Programs at the Lavin Entrepreneurship Center

Fall VentureStart Competition, November 12th, 2013

Winners
1st place- Brian Kidwell, Kyle Good, Matthew Better, Alex Martinez (Impaktiv)
2nd place- Marissa Happee (Tug Tamer Leashes)
3rd place- Nicholas Warner (Crowd District)

Judges
Scott Carrington, Digital Marketing, Nixon, SDSU Alum
Yukon Palmer, President, FieldLogix; SDSU Alum
Kevin Popovic, Founder & CEO, Ideahaus

SPRING 2014

Workshops

“Information, Ideation & Trend Spotting”
February 26, 2014
Speaker: Bernhard Schroeder, Director of Programs at the Lavin Entrepreneurship Center
Guest Speaker: Steve Futrell, CEO, Technology Solutions

“Business Model Iteration”
March 12, 2014
Speaker: Bernhard Schroeder, Director of Programs at the Lavin Entrepreneurship Center
Guest Speakers: Kevin Gelfand and Martin Reiman, Co-Founders, ShakeSmart

Spring VentureStart Competition, March 26th, 2014

Winners
1st place- Tom Bachar and Jason Peretz (Hepcat Instruments)
2nd place- Marissa Happee and Sean Woolery (Broccoli Bites)
3rd place- Jessica Brown, Kyle Peebles, and Dylan DeLonzor (Cutting Edge Innovations)

Judges
Kevin Popovic, Founder & CEO, Ideahaus
Robert Reyes, Founder & CEO, StartUp Circle
Doug Wall, Entrepreneur, Author, Philanthropist, SDSU Alum, Advisory Board Member
I had an incredible experience as a result of my internship through the Lavin Entrepreneurship Center. I was doing real work, with real clients, to make real results. This is the kind of thing I could never learn in a classroom.

– Nicholas Herrera, College of Sciences, Epilepsy Foundation Intern, 2015 Lavin Entrepreneur
INTERNSHIP PROGRAMS
Focusing on supporting local start-ups as well as our students, the Lavin Entrepreneurship Center provides students with internship opportunities to enhance their skills and bolster their resumes. Qualified undergraduates and graduate students are individually matched up with companies to ensure a mutually beneficial relationship.

The internship program includes 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 analysis
- Social media marketing
- Market research
- Communication
- Computer programming
- Accounting
- Risk management
- Web technology

### LAVIN ENTREPRENEURSHIP CENTER FOR-PROFIT INTERNSHIP PROGRAM

The Lavin Entrepreneurship Center For-Profit Internship Program for undergraduate and graduate students provides opportunities for knowledgeable candidates to apply information learned in a classroom setting to a particular business. Internships are paid and students are required to work 150 hours each semester. All interns are placed with projects based on their field of study, work experience, and areas of expertise.

#### SUMMER 2013 INTERNSHIPS
- Captial Bank
- Peachjar
- Transcrib Dx

#### FALL 2013 INTERNSHIPS
- Capital Bank
- Loma Media
- Shapery Enterprises

#### SPRING 2014 INTERNSHIPS
- Loma Media
- San Diego State University Art & Design

[Lavin Entrepreneurship Center Interns]
The internship program at the Lavin Entrepreneurship Center has been a rewarding experience. Apart from having an opportunity to work on latest web technologies, I had a wonderful opportunity to be a part of a dynamic team.

– Aditya Kappagantula, College of Sciences, Epilepsy Foundation Intern

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 gain 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 10 interns in non-profit organizations throughout the 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.

**SUMMER 2013 INTERNSHIPS**
- Girl Scouts San Diego
  - Xia Meng

**FALL 2013 INTERNSHIPS**
- American Red Cross
  - Cynthia Jereige
- Classroom of the Future Foundation
  - Caryn Laveman
- Ocean Discovery Institute
  - Stefanie Davis

**SPRING 2014 INTERNSHIPS**
- Academics Through Athletics
  - Joanna Chang
- Classroom of the Future Foundation
  - Caryn Laveman
- Epilepsy Foundation
  - Aditya Kappagantula, Nicholas Herrera, Tan Doan
  - Cynthia Jereige
- Osteopathic Center for Children

**QUALCOMM MENTORS 2013-2014**
- Academics Through Athletics
- American Red Cross
- Classroom of the Future Foundation
- Epilepsy Foundation
- Ocean Discovery Institute
- Osteopathic Center for Children
  - Amit Mahajan, Matt Brenda
  - Mohammed Akhoishida, Vikas Ramachandra
  - Leslie Rapp, Mohammed Akhoishida
  - Nischal Rana, Prahu Kandasamy
  - Rajat Kumar

**SDSU FACULTY MENTORS 2013-2014**
- Don Sciglimpaglia
- Massoud Saghafi
  - Professor of Marketing
  - Professor of International Marketing
WEBCOMPASS INTERNSHIP PROGRAM

The Lavin Entrepreneurship Center WebCompass Program is an internship program that takes a campus-wide approach to entrepreneurship. The program involves students from three different SDSU colleges: the College of Business Administration, the College of Professional Studies & Fine Arts, and the College of Sciences. The goal of this semester-long internship is to create dynamic teams of students to revamp and redesign a small San Diego based non-profit and for-profit company’s website, and to develop their knowledge of social media functionality. The students learn how to utilize social media tools as well as how to work cross-functionally with a group of students and clients. A business student, graphic designer, and web developer work together to create a website that will enhance a company’s online effectiveness and prominence. The WebCompass program entails roughly 75 hours per student to complete within one semester.

“Working on Webcompass projects has not only enhanced my web design and coding skills, but it also connected me with successful entrepreneurs around San Diego.”

– Tan Doan, College of Professional Studies and Fine Arts, WebCompass Graphic Designer

[Three different WebCompass projects students completed this year]
SUMMER 2013
Ocean Aero
San Diego River Park Foundation

SPRING 2014
San Diego Regional Economic Development Corporation
Business: John Saunders
Graphic Design: Amy Wong
Web: Aditya Kappagantula & Satya Vema

Business: Donovan Frost
Graphic Design: Tan Doan
Web: Tan Doan

Business: Kristen Kunysz
Graphic Design: Tan Doan
Web: Tan Doan
"Creativity is the foundation of entrepreneurship. For me, creativity is the important part—that’s the part you should welcome."

– CongCong Zheng, Professor of Entrepreneurship
This year the Management Department in the College of Business Administration and the Lavin Entrepreneurship Center announced the start of the new Entrepreneurship Minor on the San Diego State University campus. The minor is open to all majors and provides students the opportunity to learn how to think innovatively and creatively about problems and solutions in their chosen field.

As of the spring 2014 semester, more than twenty students were enrolled in the minor. As the minor becomes more established, we expect the number of students enrolled to increase. Along with the courses, students enrolled in the minor must engage in an experiential component to fulfill the requirements of the program. The experiential component allows students to put what they learn in the classroom to practical use. Students have the opportunity to complete the experiential component through multiple business competitions, internships, collaboration with the Zahn Innovation Center, work study with the Lavin Entrepreneurship Center, or a number of other programs involving entrepreneurship.

Students who complete the Entrepreneurship Minor are expected to learn how to:
- Articulate the feasibility of an idea becoming a potential company
- Become more aware of trends and subsequent opportunities
- Recognize marketplace changes and take advantage of them
- Identify social needs and respond with entrepreneurial business models
- Seek and analyze opportunities in international markets
- Maximize SDSU’s available entrepreneurial resources

“The Entrepreneurship Minor is perfect for any major on campus. It is complementary to anything you can do.”

– Christine Probett, Assistant Dean, College of Business Administration
During this past academic year, the Lavin Entrepreneurship Center worked in conjunction with Dr. Donna Conaty, former Director of the School of Music and current Associate Dean of the College of Professional Studies and Fine Arts, and received approval to launch a new specialization. The Music Entrepreneurship program was created for undergraduate music majors. The program offers the opportunity for artistically talented individuals with a passion for entrepreneurship to nurture their musical talents, while simultaneously developing a comprehensive entrepreneurial skillset.

This degree was designed to include coursework coupled with an experiential component to help students identify how, using music as a foundation, they can translate their artistic talents into the pursuit of continued entrepreneurial experiences. Whether a student is interested in classical music, jazz studies or composition, the program is specifically crafted to cater to students from a variety of musical backgrounds.

Through the collaboration of the College of Professional Studies and Fine Arts, the Lavin Entrepreneurship Center, and the College of Business Administration, the program will launch during the fall 2014 semester.

**PROGRAM OVERVIEW**

Students are admitted to the rigorous professional music entrepreneurship program based on academic qualifications and an additional audition process. Students in the program complete coursework dedicated specifically to music, as well as business and entrepreneurship. In regards to music, students complete core courses that focus on music history and theory, aural skills, and receive weekly private lessons in their applied area. On the business and entrepreneurship side, students complete courses that teach them how to identify opportunities, develop a vision for a venture, and provide an introduction to funding and marketing. Additionally, all students complete internships to fulfill the experiential component and gain hands-on experience.

Associate Dean of the College of Professional Studies and Fine Arts, Donna Conaty serves as the program advisor and oversees auditions and recruitment. In the program’s first year, a handful of students were identified for acceptance. Moving forward, the main goal is to continue developing the degree in order to increase enrollment and expand the program’s reach across the San Diego State University campus.

“The entrepreneurship courses and program at SDSU are really important to musicians and dancers or anyone in the arts. When people look back on what they didn’t have it is exactly these skills. They are so critical as people move forward in their lives to be able to form how they create their work, promote their work and how they pay the bills.”

— Dr. Donna Conaty, Associate Dean, College of Professional Studies and Fine Arts
INTERNATIONAL ENTREPRENEURIAL EXPERIENCES

The International Entrepreneurial Experience was introduced two years ago to provide students with the opportunity to gain exposure to different entrepreneurial and cultural environments. The unique blend of coursework, co-curricular activities and international travel is open to all students across the San Diego State University campus.

The experience is designed to allow students with an interest in entrepreneurship on a global level to complete coursework while immersed in an international setting. During the experience, students enroll in a three-unit, faculty-led immersive course experience that provides them with an understanding of the basic concepts of entrepreneurship, feasibility analysis, and international ventures. Students earn valuable hands-on experience and develop core entrepreneurial competencies in the context of an international economy in a short time period.

Students are able to achieve these goals through a diverse set of curriculum-based and experiential course requirements. Depending on the study abroad experience selected, students are expected to complete a number of in-class activities, such as case studies and group projects designed to analyze a business opportunity, while outside the classroom they have the opportunity to meet and interact with local entrepreneurs to provide them with insight into the entrepreneurial mindset.

In previous years, students have traveled to Rome and Barcelona while enrolled in the Fundamentals of Entrepreneurship course under the supervision of Lavin Entrepreneurship Center Director of Programs, Bernhard Schroeder. Students had the opportunity to engage with local business founders and through their interactions they were able to acquire a better understanding of the basic principles of entrepreneurship and the local entrepreneurial environment.

Students from the past two cohorts have spoken positively about their experiences, identifying the opportunity to view entrepreneurship from a global perspective and engage with company founders as highlights of the course.

In the coming year, the Lavin Entrepreneurship Center and the College of Business Administration are working to potentially send two different cohorts to two separate locations during the 2014 winter break. The 2014/2015 offerings include:

- **China**, International Entrepreneurship (MGT 355), Led by Dr. Lois Olson
- **France**, Fundamentals of Entrepreneurship (MGT 358), Led by Bernhard Schroeder
Meeting and interacting with local entrepreneurs was my favorite part of the whole experience. I was able to see five completely different personalities, five different views on leadership, and five different ideas of what success meant to them.

― Daniella Vargas, College of Business Administration, Rome 2013
“Social entrepreneurship is important because it creates opportunities to exercise a philanthropic muscle without simply breaking out a check book. Social entrepreneurship truly embodies the old saying, “You give a man a fish and you feed him for a day, you teach a man to fish and you feed him for a lifetime.”

– Marissa Happee, College of Professional Studies and Fine Arts, 2014 Lavin Entrepreneur
SOCIAL ENTREPRENEURSHIP

San Diego State University continues to pursue innovative solutions to social problems. Students have been working hard to contribute and develop critical life-changing ideas. Professor Michael Sloan, the Director of the Social Entrepreneurship programs at the Lavin Entrepreneurship Center, has been supporting students’ initiatives to accelerate cutting-edge approaches and creative solutions to the world’s most pressing social issues. He unites students from different colleges to work on various problems, encouraging them to apply their knowledge and passion toward implementation of innovations.

This year, students working with Professor Sloan participated in the Social Innovation Challenge hosted by University of San Diego. All SDSU teams participated at the competition, won, and were recognized by the judges.

1. **W.E. Do Good** (Darla Rossi, Robert Schneider) is developing an extremely affordable and durable mechanical thresher to improve harvesting time for farmers in Ethiopia.

2. **Art Without a Roof** (Mitchell Gilbert, Matthew Wayne, Ryan Zomorodi) is a social venture that provides socially conscious individuals with apparel infused with creative designs. Profits are utilized to fund education and art therapy for the youth without permanent living conditions.

3. **Vena** (John Walsh, Thomas Kosbau, Tim Perry, Zac Fowler) is a low cost, scalable, zero energy water harvest for developing areas lacking access to portable water. A biomimetic design modeled after the cacti that uses differences between below and above ground temperatures to trigger a dew point.

SOCIAL ENTREPRENEURSHIP PROGRAMS

**W.E. Do Good**

World Entrepreneurs (W.E.) Do Good is a social venture aimed to assist Ethiopian villages with human powered threshers. Robert Schneider, SDSU Mechanical Engineer senior, and Darla Rossi, SDSU graduate from the College of Business Administration, developed an idea that will allow low-income villages to utilize their harvest time more efficiently. The students, with the help of Professor Sloan, created a unique design that permits locals to use low-cost, readily available bicycle parts and sheet metal to produce threshers. The machines can be locally manufactured in Ethiopia and, when paired with an instruction manual and repair kit, can be assembled in even the most remote villages. Currently, the team is building a new and versatile version of the machine.

MIKE SLOAN
LECTURER, MANAGEMENT DEPT.

As a lecturer in SDSU’s Management Department, Professor Mike Sloan has been sharing his expertise in social entrepreneurship with SDSU students through his social entrepreneurship course in the College of Business Administration. In addition, Sloan continues to provide entrepreneurial training and mentoring for small businesses in low-income communities throughout the country. With over ten years of experience in the social entrepreneurship field, Sloan is an expert in leading this new initiative across the SDSU campus.

Prior to SDSU, Professor Sloan was president of a global marketing company representing the fashion industry for over 25 years, Sloan’s expertise was licensing sports teams, celebrity, and brand names which provided consumer products for major retailers throughout the U.S.

Sloan received a B.S.B.A from Roosevelt University, and M.A. from University of Chicago.
Burn Victims Foundation

Burn Victims Foundation is an organization aimed to assist children and adults suffering from injuries caused by heat, electricity, fire, and radiation. Diego Segovia, a SDSU business management and real estate student and the founder of the foundation, is currently working with Professor Sloan on a sustainable business model for the organization that will bring medical care, therapy, and burn services to people worldwide. Diego’s ultimate goal is to help burn victims overcome their emotional trauma and accomplish personal goals and professional endeavors.

Berry Health and Wellness Center

This past year, SDSU partnered with Texas Christian University to start work on the creation of a healthcare center in underserved areas in Texas. SDSU student and Lavin Entrepreneur Marissa Happee, the intern assigned to the project, has been working with Professor Michael Sloan (SDSU), Professor David Gras (Texas Christian University), and entrepreneur Jim Austin researching both local and national foundations that could help fund the project. The team constructed “Needs Analysis” for the Fort Worth area in Texas, merging demographic information with medical services data available. Now, Berry Health and Wellness Center is in the initialization process of fundraising efforts.

The Hansen Institute Mentoring Project

Due to students’ desire to help solve social problems, SDSU is expanding the service learning and academic opportunities to its students by partnering with the Hansen Summer Institute. Professor Michael Sloan took the initiative to educate students who have an interest in social enterprise by preparing them to engage in the 2014 summer program. The program utilizes an innovative peer-to-peer approach. A team of two interns and 11 mentors from the College of Business Administration provides 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.

Hansen Fellows
- Crystal Abrahim- USA
- Jawad Al-Baghdadi- USA
- Hafsa Ali- United Kingdom
- Selma Baltic- Bosnia Herzegovina
- Laxman Bhual- Nepal
- Saurabh Choudary- India
- Blair Crossman- USA
- Shelly Korenboim- Israel
- Alannah Leblanc- USA
- Violet Machika- Malawi
- Alberto Matus- Belize
- Nindya Pasaribu- Indonesia
- Anton Protasov- Russian Federation
- Robert Rojas- USA
- Anna Romandash- Ukraine
- Grecia Saldana- Mexico
- Sevinj Samandzade- Azerbaijan
- Irakli Sirbiladze- Georgia
- Salman Tahir- Pakistan
- Sherouk Tawfik Sayed Ahmed- Egypt

SDSU intern-assistants
- Josh Palmer
- Anna Salvador

SDSU student mentors
- Jerolyn Burnell
- Leah Diehl
- Sean Dreiling
- Brian Carruthers
- Roxanne Londen
- Enrique Rodriguez
- Robby Rubio
- Evan Stanner
- Shaunna Sunkel

"Social entrepreneurship by definition is developing innovative solutions for social problems throughout the world, and it is the key to making a difference."

– Diego Segovia,
College of Business Administration,
Burns Victims Foundation
The LeanModel™ Competition was the perfect platform for my business partners and I to showcase our abilities to take action, learn, and apply feedback from testing our assumptions. We were not necessarily judged on our “business plan,” but on our ability to successfully persevere and pivot through adversity.

— Alex Martinez, Impaktiv, SDSU, 2014 Lavin Entrepreneur
LEANMODEL™ COMPETITION
This year, the Lavin Entrepreneurship Center hosted the second LeanModel™ Competition. On March 6th & 7th, SDSU hosted 15 teams from some of the top universities in California, providing an environment for student entrepreneurs to pitch their business models with experienced entrepreneurs. Prior to the competition, teams were encouraged to come prepared to pitch in any scenario. The competition began with a two-part pitch event. The first event, “Pitch the Investor,” provided each team two minutes to pitch their idea to an investor. Following the two-minute pitch, the investor evaluated the business model and indicated his or her level of investment. From the “Pitch the Investor” event, the top three teams with the highest investment advanced into the “Tiger Tank” event. 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 a panel of judges. Within each of the four tracks, the judges selected a winner to advance to the finals round later in the afternoon. Four teams competed in the finals round. Immediately following the judge’s deliberation the LeanModel™ Competition winner was announced. Overall, the two-day competition brought together 15 teams, 8 California universities, 15 student volunteers, 30 distinguished judges, and over 200 students, faculty, and community members in support of student entrepreneurs.

### LEANMODEL™ 2014 WINNERS

**OVERALL COMPETITION WINNERS**
- 1st place: SpyneTech, San Diego State University
- 2nd place: Impaktiv, San Diego State University
- 3rd place: Yes Man Watches, University of San Diego

**SHOW STOPPER AWARD**
- Impaktiv, San Diego State University

**PITCH THE INVESTOR AWARDS**
- Impaktiv, San Diego State University
- Alchemy 3D Labs, San Diego State University
- HipTraveler, University of Southern California
- MOGA Gear, California Polytechnic University, San Luis Obispo
- Partition Pal, California State University, Chico

**TIGER TANK AWARD**
- HipTraveler, University of Southern California
UNIVERSITIES REPRESENTED
California Polytechnic University, San Luis Obispo
California State University, Long Beach
California State University, Chico
Loyola Marymount University
Santa Clara University
San Diego State University
University of California, San Diego
University of San Diego
University of Southern California

JUDGES

PITCH THE INVESTOR JUDGES
Stephen Aarstol- CEO, Tower Paddle Boards
Julien Brandt- CEO, OrganikSEO.com
Brian Dovey- Partner, Domain Associates, LLC
Kevin Kinsey- CEO & Co-Founder, Netreo, Inc.
Peter Zahn- President, Moxie Foundation

TIGER TANK JUDGES
Stephen Aarstol- CEO, Tower Paddle Boards
Julien Brandt- CEO, OrganikSEO.com
Brian Dovey- Partner, Domain Associates, LLC

SEMIFINALIST JUDGES
John Francis- Director, SDSU’s Small Business Consulting Center, SDSU
Tom Franklin- Partner, Kilpatrick Townsend and Stockton
Michael Librizzi- Co-Founder, Voxene
Duncan McLaren- Co-Founder, Butter
Yukon Palmer- President, FieldLogix
Robert Reyes- Founder, Startup Circle
Michael Sloan- Director of Social Entrepreneurship, Lavin Entrepreneurship Center
Craig Stevens- CEO & Co-Founder, Sea Point Partners, Inc.
Adam Weiler- Co-Founder, StrongVolt; Co-Founder, CablesForCauses

FINALIST JUDGES
Kim Folsom- Co-Founder, Reel Qualified, Inc.
Peter Shaw- Managing Director, Shaw Management Advisors, International, LLC
Doug Wall- Entrepreneur, Author, Philanthropist

[Philip Berry and Carlos Muñoz win 1st place for their company SpyneTech]
I encourage all students and entrepreneurs at SDSU to showcase their company on Entrepreneur Day. It is a great opportunity to test your market and interact with your customers.

– Monica Jimenez, College of Business Administration, 2014 Lavin Entrepreneur
ENTREPRENEUR DAY
Entrepreneur Day is an annual spring event that celebrates San Diego State University 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 42 student and alumni booths. Highlighted was The Zahn Innovation Center where event attendees had the opportunity to learn more about the projects and entrepreneurial ideas funded by The Zahn Innovation Center. Entrepreneur Day inspired the campus to think creatively and pursue future business ideas.

DETAILS
Date: March 5, 2014
Location: Centennial Walkway
Attendance: Over 10,000 students, staff, and community members

LEAD SPONSORS

[Entrepreneurship Day activities]
2014 ENTREPRENEUR DAY PARTICIPANTS

Featured booths included the Zahn Innovation Center, Entrepreneur Society, and the Lavin Entrepreneurship Center

ALUMNI COMPANIES
Jenny Amaraneni- Solo Eyewear
Michael Azer- Distinct Design
David Feeney- SD3D Printing
Chase Fisher- Blenders Eyewear
Kevin Gelfand & Martin Reiman- ShakeSmart
George Hadjis- Ogi’s Pizza and Brewing Company
John Lococo- SoccerLoco
Thoraya Maronesy- Arima
Thom McElroy- Volcom
Nigel Schroeder- Tired Coast Publishing
John Wilson- Stance Socks

STUDENT COMPANIES
Kyle Covey- Infinit-e Clothing and Design
Adam Elhabashy- Nemean Clothing
Ginger Enclade- Gem Ginger Enterprises
Olumide Gbenro- Unique Batik Scarves
John Mikaelian- Reality Check: A College Student’s Survival Guide
Matt Weilbacher- Cali Trend
Ena Zazula & Mia Sarno- 23 Day Challenge

LAVIN ENTREPRENEURS 2012-2014
Andrew Carcich and Nicholas Warner- Crowddistrict.com
Hugo Gonzalez- Mila Flats
Andrew Haines- Custom White Boards
Marissa Happee- Tug Trainer Leashes
Andrew Jen- The Bike Bros
Monica Jimenez- Easy Rentals
Brandon Koletsky- SPEC
Roger Ma- Enjoy Globally
Alex Martinez, Brian Kidwell, and Matthew Better- Impaktiv
Henok Tadesse- GAMIAK

LAVIN ENTREPRENEURS 2013-2015
Daniel Dossegger- Aurum Sun Solutions
Sean Dreiling- Vires
Matt Filippi- Street Shag
Brittney Franks- Ride of Your Life
Darryl Grier- Rapid Ramen Cooker
Andrew Halsch- Suavecito Pomade
Raul Hernandez Ochoa- Hume
Nick Herrera- Aztec Openers
Sumesh Jagtani- Aztec Socks
David Kormandel- The Hookup
Nolan Rakow- Jamz
Erik Salmonson- Evure llc
John Saunders- Toob
Fletcher Struye- PopVision
The Entrepreneur Society has enabled me to change my perspective from viewing obstacles as problems to viewing them as opportunities to create solutions that better the lives of others.

– Tom Coleman, Vice President, Entrepreneur Society 2013-2014
ENTREPRENEUR SOCIETY
A registered student organization on campus, the Entrepreneur Society, 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 Entrepreneur Society 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.

2014 ENTREPRENEUR SOCIETY OFFICERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Thomas Coleman</td>
<td>President</td>
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<tr>
<td>Nolan Rakow</td>
<td>Strategic Advisor</td>
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<tr>
<td>Paul Johnson</td>
<td>Vice President of Operations</td>
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<tr>
<td>Carolyn Smurthwaite</td>
<td>Vice President of Events</td>
</tr>
<tr>
<td>Evonte Jina</td>
<td>Vice President of Membership</td>
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<tr>
<td>Bryce Hamlin</td>
<td>Vice President of Public Relations</td>
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<tr>
<td>Quinn Konitshek</td>
<td>Vice President of Marketing</td>
</tr>
<tr>
<td>Jacob Atlas</td>
<td>Vice President of Finance</td>
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<tr>
<td>Pedro Vargasdiaz</td>
<td>Advisory Board Coordinator</td>
</tr>
<tr>
<td>Tomi Kapoor</td>
<td>Graphic Designer</td>
</tr>
<tr>
<td>Guadalupe Ruiz</td>
<td>Social Media Manager</td>
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ENTREPRENEUR SOCIETY EVENTS

EVENT

“Lifestyle Design” / General Meeting
“How to be an Artist”
“Designing Structures for Success” / General Meeting
Pitchfest
VentureStart Workshop #1: “Information, Ideation & Trend Spotting”
“Pursuing Your Passions” Panel

VentureStart Workshop #2: “Using the Business Model Canvas”
“Entrepreneur, Celebrity & Real Estate Investor Shares His Secrets to Success”
“Leaders That Inspire Change Across the Globe”
Intro to Internet Marketing / ES Professional Photo Shoot
“How I Made the Shift from ME to WE”
VentureStart Finals
“How to Utilize your Network as an Entrepreneur”
“The Bumpy Road of Entrepreneurship”
Pitchfest
The Coming Crowd Equity Funding Revolution,
How It Will Change the Way Start-Ups Are Funded
Connecting in 90 seconds or less / General Meeting
VentureStart Workshop #1 & Steve Futrell, “From 2.7 GPA to $2.7 Million”
Entrepreneur Day
VentureStart Workshop #2 & Founders of ShakeSmart, “Create Your Future”
Tai Lopez: Millionaire Mentor, Investor, Entrepreneur, & Author
Open House (Pizza, Raffle) and Success Workshop
“The Women Do the Talking”
San Diego Startup Scene

SPEAKERS
Zach Luczynski
Kyle Ballarta
Chandler Perog
Jon Margalit
Natalie Susi
Andrew Ferebee
Jeff Adler
Gregg Anderson
Bernhard Schroeder
Jon Margalit
Natalie Susi
Andrew Ferebee
Jeff Adler
Gregg Anderson
Bernhard Schroeder
JD Esajian
Sarah Schairer
Mark Chassman
Gregg Anderson
Raj Lahoti
Bernhard Schroeder
Nathaniel Broughton
Brian Smith
Jonathan Medved
Liz Miedema
Steve Futrell
Kevin Gelfand
Martin Reiman
Tai Lopez
Andrew Ferebee
Allison Andrews
Jen Amos
Samantha Godfrey
Tim Ryan
Austin Neudecker
Marco Soto
Liz Miedema
Steve Futrell
Kevin Gelfand
Martin Reiman
Tai Lopez
Andrew Ferebee
Allison Andrews
Jen Amos
Samantha Godfrey

COMPANY
William Painter
LifeProof
Self-employed
Zahn Innovation Center
Lavin Entrepreneurship Center
Towelmate
Bare Brands LLC
Knowledge For Men
Dlush Beverages
Anderson Marketing Consulting
Lavin Entrepreneurship Center
CT Homes, Fortune Builders
Compassion It
Social Leadership Academy, Facebook’s 43rd employee
Anderson Marketing Consulting
DMV.org
Lavin Entrepreneurship Center
Spread Effect
UGG Australia
Zahn Innovation Center
OurCrowd
LEAD at SDSU
Technology Solutions LLC
Lavin Entrepreneurship Center
ShakeSmart
ShakeSmart
tailopez.com
Knowledge for Men
Fashion Week San Diego
Social Turtles Marketing
Pharmly
ValuNetwork
Membright
Startup Weekend Tijuana
Relay For Life at SDSU
Lavin Entrepreneurship Center
Junto Global
“Being a part of VCIC was a life-changing opportunity. Not only did the program expose me to two areas I am passionate about—entrepreneurship and finance. It provided me with the invaluable opportunity to meet, interact, and establish long-lasting connections with stunning personalities from all over the globe.”

—David Duwe, MBA Student, VCIC 2014 Team Member
OTHER INTERCOLLEGIATE STUDENT ENTREPRENEURSHIP COMPETITIONS
The San Diego State University team proved confident and well prepared for the duration of the 2014 Regional Venture Capital Investment Competition (VCIC) held at USC. The team secured the second place award overall, finishing only one point behind the first-place team. The graduate level VCIC is a high-speed strategy competition designed to give MBA students the opportunity to emulate the behaviors of venture capitalists by acting as investors, reviewing plans submitted by actual entrepreneurial companies, and seeking funding.

The team was judged by professional venture capitalists, many who voiced their praise of the strong effort put forward by the team. The team worked diligently in the months leading up to the competition, holding mock sessions on weekends. The sessions provided them with the opportunity to practice and fine-tune their skills, as well as grade business plans and interact with experienced venture capitalists.

The VCIC Competition provides MBA students the opportunity to:
- Evaluate real business plans presented by entrepreneurs seeking VC funding
- Collaborate with other driven, venture-minded MBA students
- Interview CEOs and hear them pitch potential ideas
- Navigate the entire venture capital investment process
- Compete in a high-speed venture capital environment
- Make critical business decisions
- Emulate the life of venture capitalists
- Receive one-on-one feedback from successful venture capitalists

SDSU 2014 TEAM MEMBERS
Casey Covey
David Duwe
Lauren Fraser
Greg Robertson
Topher Williams

COACHES AND MENTORS
John McMillan
SDSU Alum

David Titus
President, San Diego Venture Group

Peter Shaw
Managing Director, Shaw Management Advisors, International, LLC
SpyneTech, San Diego State University's team, was selected as one of the 40 semifinalists for the annual Business Model Competition (BMC) sponsored by Brigham Young University. More than 2,200 schools competed in the 2014 BMC. Student teams were judged on their ability to utilize the Business Model Canvas to transform their idea into a market-ready venture by pivoting in response to consumer input.

SpyneTech’s revolutionary back brace is redefining their industry. The current competitors in the marketplace require user input when engaging the product, leaving risk for human error and increased injury. SpyneTech’s brace responds when the individual engages in movement. If the user starts to lift incorrectly using their back SpyneTech’s brace automatically tightens to protect the user’s lower back. SpyneTech’s comfortable fitting brace was designed to automatically adjust to a user’s movements and give support when needed most.

[SpyneTech presenting at the annual Business Model Competition in Utah]

“With more than 2,400 applicants we found ourselves among some of the best and brightest minds in the world. Having the support and guidance from Bernhard Schroeder we preformed and represented SDSU to the best of our abilities and it was a positive, life-changing event.”

— Philip Berry, Co-Founder, SpyneTech
We were blown away by the Start-Up @ State event. It was great to network and see the enthusiasm the students were showing towards Blenders EyeWear and how interested they were in getting involved with our brand.

— Chase Fisher, Co-Founder, Blenders EyeWear
START-UP @ STATE
### START-UP @ STATE

#### ABOUT START-UP @ STATE
Start-Up @ State is a two-part event taking place in both the fall and spring semesters on the San Diego State University campus. The fall event involves a panel of entrepreneurs who come to the campus to share their experiences with students. The spring semester includes a different panel of entrepreneurs, as well as a career fair dedicated to connecting start-up companies with students seeking paid internships, part-time, and full-time jobs.

#### START-UP @ STATE- FALL 2013/SPRING 2014
This fall, the Lavin Entrepreneurship Center and the Entrepreneur Society hosted the third Start-up @ State event. Four founders: Stephan Aarstol from Tower Paddle Boards, Zeynep Ilgaz from Confirm Biosciences, Robert Schulte from Zurple, and Jeff Bagby from Bagby Beer, spoke to students about starting and growing their businesses. Students also had the opportunity to directly interact with the founders during a question and answer session. More than 100 students attended the event.

For the spring semester, the panel of entrepreneurs featured a different group of start-up founders. The five entrepreneurs were David Hammel, Co-Founder of Vooizer; Dan Gibbs, Co-Founder and CEO of Home Town Farms; Steven Cox, Co-Founder and CEO of TakeLessons; Sandeep Shah, Founder and CEO of eFinancial Communications; and Julien Brandt, Founder and CEO of Organik SEO. After students listened to their valuable insights, they networked with companies offering paid internships, part-time, and full-time jobs. More than 300 students attended the event, which featured 20 start-up companies from the San Diego area. Companies included TakeLessons, Formula PR, Organik SEO, Housecall, and Blenders Eyewear, to name a few. Companies were extremely pleased with the number of students who attended and the enthusiasm they showed.

---

**Panelists talk with students at Spring event**

**Spring 2014 Start-Up @ State activities**
2014 START-UP @ STATE COMPANIES

1. AnaZana, Inc.
2. Blenders Eyewear
3. Community Boost Consulting
4. CuraCoffee
5. FieldLogix
6. Filtration Energy Solutions
7. Focal Point Energy, Inc.
8. Formula PR, Inc.
9. HipTraveler
10. HouseCall
11. Linkoto
12. Local Photo Classes
13. Manly Distribution
14. Organik SEO
15. Power Digital Marketing Inc.
16. Pura Vida Bracelets
17. Refashion.co
18. StrongVolt
19. Surf Park Central
20. TakeLessons
Everybody knows the collective power of support systems; to have a cohesive support system like the Business Forum in San Diego strengthens our community by offering opportunities for businesses to thrive and grow.

— Susan McBeth, Founder of Adventures By the Book, Business Forum Speaker Series Attendee
BUSINESS FORUM SPEAKER SERIES
This year, the College of Business Administration and the Lavin Entrepreneurship Center proudly announced the 2014 quarterly Business Forum Speaker Series.

The Business Forum Speaker Series addresses topics of interest and concern to CEOs, business owners, and senior executives of growing businesses in the Southern California region.

In January, the series kicked off with the first event titled “Economic Outlook: A San Diego Business Perspective.” The event featured four high-profile local business leaders who discussed the economic forecasts of their respective industries.

The forum was moderated by Stuart Sorenson, of Duane Morris LLP, the series’ sponsor. The panel included George Hadjis, Founder and CEO of Oggi’s Pizza and Brewing Company; David Marino, Executive Vice President of Hughes Marino; Susan Salka, CEO, President, and Director of AMN Healthcare Systems Inc.; and Jerry Sanders, former Mayor and current President and CEO of the San Diego Regional Chamber of Commerce.

“Our inaugural speaker series event was a major success in bringing together the top leaders from the local business community to exchange ideas, information, and strategies,” said Dr. Alex DeNoble, Executive Director of the Lavin Entrepreneurship Center and SDSU professor of management and entrepreneurship.

The first event welcomed more than 200 business executives, community members, and San Diego State University faculty.

The second event, in May, featured Stedman Graham, entrepreneur, leadership guru, and life success expert. Graham led a discussion titled “Maximizing Your Leadership and Life Potential.”

Stedman Graham spoke to more than 200 business executives about the key to maximizing their potential. Graham shared his advice with the attendees stating, “Everybody is born with nothing and leaves with nothing. What matters is what you build between the time you’re born and the time you leave. And that’s based on you.” He discussed that what is important is how you define yourself and love yourself.

With the success of the first two events, the next two events were announced for September and December.

Sponsors for the 2014 Business Forum Speaker Series were Duane Morris LLP, City National Bank, Moss Adams LLP, and Vantage Point Advisors, Inc. Additional sponsors for the Stedman Graham event were The San Diego Foundation and the San Diego Business Journal.
When you can take education and resources and make them actionable to your core base, and focus on love, you won’t have any problems becoming whoever you want to become.

— Stedman Graham, Business Forum Speaker Series
The wealth of wisdom and insights this conference provided have been of incalculable benefit as we launch new entrepreneurship endeavors.

– Dr. Lois M. Shelton, Associate Professor, Nazarian College of Business and Economics, California State University, Northridge
CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE
The Lavin Entrepreneurship Center held the inaugural California Entrepreneurship Educators Conference with a mission to connect California and Baja California leaders in entrepreneurship education and serve as a springboard for the sharing of entrepreneurial initiatives taking place on California campuses. By attending the conference, universities throughout California and Baja California became part of a growing network of entrepreneurship educators and were able to walk away with techniques and tools that could be implemented into their university’s entrepreneurship curriculum and campus.

The California Entrepreneurship Educators Conference’s primary focus is to increase the interaction between university thought leaders. The conference was designed in a way that each session focused on engaging interaction between conference participants through panel discussions.

REPRESENTATIVES ATTENDED FROM THE FOLLOWING SCHOOLS

California Polytechnic State University, Pomona
California Polytechnic State University, San Luis Obispo
California State University, Chico
California State University, Monterey Bay
California State University, Northridge
California State University, San Bernardino
California State University, San Marcos
California State University, Fresno
Cetys Universidad
Chapman University
Concordia University, Irvine
Loyola Marymount University
Marymount California University
Napa Valley College
Pepperdine University
Saddleback College
San Diego Mesa College
San Diego State University
Santa Clara University
Sonoma State University
University of California, San Diego
University of California, Santa Barbara
University of California, Irvine
University of California, Los Angeles
University of Florida
University of San Francisco
University of Southern California
University of Tampa

CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE

SPONSORS

[Keynote Luncheon Speaker Rebecca White]

[“Incubators, A Hot Spot for Student Start-Ups” Panelists]
PANELS AND PRESENTERS

UNDERGRADUATE AND GRADUATE ENTREPRENEURSHIP CURRICULUM
- Dr. Carolyn Stephens, Chapman University
- Dr. Mark Cannice, University of San Francisco
- Dr. Elissa Grossman, University of Southern California
- Moderator: Dr. Ben Galvin, San Diego State University

INCUBATORS, A HOT SPOT FOR STUDENT START-UPS
- David Rahn, California State University, Chico
- Dr. Jay Kunin, University of California, San Diego
- Dr. Jonathan York, California Polytechnic University, San Luis Obispo
- Moderator: Cathy Pucher, San Diego State University

SOCIAL ENTREPRENEURSHIP
- Dean Margaret Weber, Pepperdine University
- Keith Warner, Santa Clara University
- Moderator: Dr. Martina Musteen, San Diego State University

KEYNOTE LUNCHEON SPEAKER
- Rebecca White, James W Walter Distinguished Chair of Entrepreneurship and Entrepreneurship Center, University of Tampa, and Former USASBE President

SPECIALTY PROGRAMS CONNECTING DIVERSE POPULATIONS OF STUDENTS
- Bernhard Schroeder, San Diego State University
- Doug Lynch, University of California, Santa Barbara
- Dr. Timothy Stearn, California State University, Fresno
- Moderator: Dr. Mujtaba Ahsan, San Diego State University

ASSURANCE OF LEARNING AND BUILDING ENTREPRENEURIAL COMPETENCIES
- Dr. Alex DeNoble, San Diego State University
- Dr. Michael Morris, University of Florida
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, Founder, Moxie Foundation
THE ZAHN INNOVATION CENTER
The Zahn Innovation Center, 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 Innovation Center provides a collaborative working space for admitted teams at no expense to them. In addition, the Zahn Innovation 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 Innovation Center are selected through a collaborative decision by Zahn Innovation Center Director, Cathy Pucher; Lavin Entrepreneurship Center Executive Director, Alex DeNoble; and Lavin Entrepreneurship Center Director of Programs, Bernhard Schroeder.

Two renowned entrepreneurship faculty visited campus during this year to hold workshops with Lavin Entrepreneurs and teams in the Zahn Innovation Center:
- **Professor David Newton** - Topic: Developing a business model through testing financial assumptions
- **Professor Alex Bruton** - Topic: Design Thinking

The Zahn Innovation 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 2013-2014 school year.
- $50,000 awarded during Zahn Challenge
- Fall 2013 RUSH Week workshops and PitchFest
- Spring 2014 RUSH Week workshops and PitchFest
- Monthly speakers
- Mobile App workshop by Craig Lauer
- Trademark Workshop by IP Attorney, Greg Bradford, from The Muller Law Office
- Faculty "office hours” to support teams
- Marketing Studies conducted by MBA students
- 3D printing for entrepreneurial projects
- Prototype development for entrepreneurial projects
- College of Business Entrepreneurship course offered to engineering students

This year, the Zahn Innovation Center introduced new projects and services.
- Established the H.G. Fenton Company Idea Lab
- Started accepting social enterprises as well as commercial enterprises
- Hired two part-time staff members to assist with student prototypes

The Zahn Innovation Center is currently incubating 43 companies. Companies vary in development stage and industry but share a major technological component.

The Zahn Innovation Center is led by Irwin and Peter Zahn. Their support has helped with the Zahn Innovation Center setup, funding, and to provide services and advice to the Center and its teams. It is through Irwin Zahn’s vision that the entire enterprise was started. Mr. Zahn continues to be a strong voice for the development and implementation of the Center, its guidelines, and operating policies. San Diego-based businessman and philanthropist Irwin Zahn has always believed in the combination of hard work and entrepreneurship as a great model for success. “It’s about developing and utilizing individual talent without a limit until you arrive beyond your destination,” Zahn says. “To achieve your goals and then share that success with others.”
CATHY PUCHER

Cathy Pucher is the Executive Director of SDSU’s Zahn Innovation Center. 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.

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 fundraising activities for their instructors of art, science, P.E., and technology.

ZAHN INNOVATION CENTER COMPANIES

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<th>PROJECT TEAM</th>
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The Lavin Entrepreneurship Center is dedicated to enhancing entrepreneurship education for all students across the San Diego State University campus. With the help of generous donors, The Lavin Entrepreneurship Center and the Zahn Innovation Center were able to provide six students the opportunity to continue their entrepreneurship education by awarding them scholarships for the academic school year.

– Dr. Alex DeNoble, Executive Director, Lavin Entrepreneurship Center
GIFTS AND SCHOLARSHIPS
RON FOWLER INTERN AWARD

Each year the Lavin Entrepreneurship Center identifies one student as the Ron Fowler Intern. The student intern receives this award for their contribution to the Lavin Entrepreneurship Center that has exceeded the expectations set forth by their job description. This intern has shown drive and dedication to support the launch of new programs that impact the lives of San Diego State students. The 2013 – 2014 Ron Fowler Intern this year was Alissa Thompson.

Alissa Thompson is a Master in Business Administration student. She has added tremendous value to the Lavin Entrepreneurship Center since the fall of 2013 and was honored with the award for her commitment and dedication to driving programs to new levels. She was responsible for managing the LeanModel Competition, SDG&E Strategic Growth Planning for Entrepreneurs Program, California Entrepreneurship Educators Conference, and Start-up @ State. Thompson is studying marketing and entrepreneurship at San Diego State University. She earned her bachelor’s in science at Michigan State University.

“Ron Fowler was one of the original visionaries for an entrepreneurship center at SDSU. His early dedication and commitment of our efforts led to the establishment of what is the Lavin Entrepreneurship Center today. This award honors one of our students that made a significant contribution to our programs this year.”

— Dr. Alex DeNoble, Executive Director, Lavin Entrepreneurship Center
Larry and Madeline Petersen’s goal to support the College of Business Administration’s Lavin Entrepreneurship Center continues to live on. Last year, the Lavin Entrepreneurship Center launched a new scholarship for San Diego State University students either in the Lavin Entrepreneur program, enrolled as an entrepreneurship business major, or enrolled in the new entrepreneurship minor.

The Larry and Madeline Petersen Scholarship provides support to an upper division, full-time student, encouraging them to pursue their entrepreneurial dreams. “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.”

Mr. Larry Petersen graduated from SDSU with a master’s degree in marketing. He is a 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 Lavin Entrepreneurship Center’s young entrepreneurs throughout the years.

This year’s recipient of the Award, Raul Hernandez Ochoa, is a business major and member of the Lavin Entrepreneur Program. His education has been funded by financial aid thus far and this $1,200 scholarship will help him continue his journey in education and entrepreneurship.

Through the Lavin Entrepreneur Program and other Lavin Entrepreneurship Center initiatives, Hernandez Ochoa has learned how to apply the entrepreneurial skills needed to identify opportunities and build these ideas into real companies. He was inspired to major in business after he recognized it was a part of every industry. His interest in entrepreneurship was sparked when he learned about SOLO Eyewear, a SDSU student-founded company. “I was amazed that students can and were starting companies and creating an impact at the same time.” One of the most important developments for Hernandez Ochoa came from the Lavin Entrepreneur Program. “It has helped me to develop the mindset of an entrepreneur. I’m breaking away from the idea of having to work for someone else and am better at taking risks, which has given me the confidence that I need to take a new product to market,” Hernandez Ochoa adds, “It is an amazing journey.”

Raul Hernandez Ochoa is also a member of the Entrepreneur Society, Education Without Borders, the Business Honors Program, and Mortar Board. Hernandez Ochoa was drawn to this field for a number of reasons. “It incorporates design thinking for cross-industry problem solving, as well as product and service ideation.”

"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."

— Larry Petersen, Founder and President, LP Marketing
Conrad Prebys, the renowned San Diego entrepreneur and philanthropist, donated $20 million to San Diego State University this past year to support student scholarships. Thanks to Mr. Prebys, now more than 150 scholarships will be offered to students in performing arts, bio-medical research, leadership, and entrepreneurship. Prebys is a well-known philanthropist in San Diego for his support of the Old Globe Theatre, the San Diego Zoo, the Scripps Health and other organizations. Prebys studied economics at University of Indiana and is the founder of Progress Construction and Management Co. in San Diego. In honor of his gift, the new student union has been named the Conrad Prebys Aztec Student Union.

Prebys understands the importance of higher education and acknowledges the burden many students face financially. “The idea of scholarships for students intrigued me, because I know how difficult it is going to college right now,” Prebys said.

Part of his donation has been awarded to four entrepreneurial focused students. A one-time scholarship was awarded to students who have demonstrated significant propensity for entrepreneurial achievement and a passion for entrepreneurship in their education and extracurricular activities. Each student was selected through a nomination process by either professors from the College of Business Administration or by directors of the Lavin Entrepreneurship Center and the Zahn Innovation Center. Each student was awarded $4,000 for the upcoming 2014 – 2015 academic year.

The students selected for their excellence in entrepreneurship achievement were: Caitlin Rethwish, Madisyn Prior, Nolan Rakow and Spencer Koroly.
Caitlin Rethwish is a business management senior and has been working on Simply Volunteer with the help of the Zahn Innovation Center. Simply Volunteer is a website that connects high school students with volunteer opportunities that match their skills and interests. The website helps students find and record their volunteering hours for their graduation requirement. Through the help of the Zahn Innovation Center, Rethwish "went from having an idea for a class project to possibly starting my own business in the span of just a few months. A lot of things are possible, but you’ll never know unless you go for them."

Madisyn Prior is a third year business management major with an emphasis on entrepreneurship. She loves entrepreneurship because “the possibilities are endless. You can succeed in any industry as long as you can define a problem and create a solution, if not improve one that already exists.” Prior has been a member of Entrepreneur Society where she was Vice President of Membership for this past year. She has also interned for companies such as Barnana, Tired Coast Publishing, FieldLogix, and Organik SEO.

Nolan Rakow is a professionally driven information systems junior, with a strong enthusiasm for business and entrepreneurship. He is additionally pursuing a marketing minor to better understand how data and analytics will continue to affect the future of marketing. Rakow is interested in how rising levels of technology will increase the efficiency and effectiveness of business operations. He has gained professional experience though several internships, involvement as President of the SDSU Entrepreneur Society, and participation in the Lavin Entrepreneur Program.

Spencer Koroly is senior at SDSU majoring in Mechanical Engineering. Koroly is a member of the Zahn Innovation Center on campus, and has interned at UTC Aerospace Systems for the past two years. His startup company Manis, through the Zahn Innovation Center, is developing a modern, low profile safety equipment for skateboarders and the action sports industry. Koroly stated he is “honored to be one of the first to have received a scholarship from Conrad Prebys,” and is “excited to see what the future holds for entrepreneurs like me.”

"The possibilities are endless. You can succeed in any industry as long as you can define a problem and create a solution, if not improve one that already exists."  

— Madisyn Prior,  
College of Business Administration
What I love about entrepreneurship is the sense of freedom and accomplishment it gives me as well as how I can use it to make an impact in other people’s lives.

– Spencer Koroly, Conrad Prebys Scholarship Recipient
The 2013 Strategic Growth Planning for Entrepreneurs program was held October 11 through November 16, 2013 to assist participants in growing their diverse business enterprises through strategic growth planning sessions and hands-on business improvement projects. Participants were prepared to present their strategic growth plan for their company after three weekends of intensive business coursework, specifically designed to guide them through an effective creation and execution of their very own strategic plan. The purpose of this program is to provide Diverse Business Enterprises (DBE’s) with the tools necessary to successfully navigate the difficulties of business growth and alignment with SDG&E requirements.

The Strategic Growth Planning for Entrepreneurs Program was funded through a grant from SDG&E, which covered two cohorts of the program. Strategic Growth Planning for Entrepreneurs is a 40 hour course for DBE’s, which includes owners and senior managers of women, minority, and service disabled veteran-owned businesses who wish to develop tactical objectives to improve and grow their businesses.

Since this unique program kicked off in 2010, 66 small business owners have spent early mornings and weekends in class sessions building their strategic growth plans and improving their businesses. Their efforts have been supported by multiple College of Business Administration faculty engagements and more than 27 San Diego State University graduate student engagements. Each year, MBA students act as consultants and assist in the preparation of the strategic growth plan, while coaching the company’s delivery of the plan as requested by participants. MBA students meet regularly with their clients to support the development of their strategic growth plans and business improvement projects.

This year, attending employees from SDG&E were Lana Radchenko, Sydney Furbush, Jaymee Lomax, and Yan Fei.

SDG&E has renewed their generous grant which will enable The Lavin Entrepreneurship Center to hold two future cohorts of the Strategic Growth Planning for Entrepreneurs Program during the fall of 2014 and 2015, respectively.

### COURSE SCHEDULE AND INSTRUCTORS

**OCTOBER 11, 2013**
- Understanding Current Strategic Position
  - Alex DeNoble, Ph.D.- Executive Director, Lavin Entrepreneurship Center
- Conducting a SWOT Analysis
  - Martina Musteen, Ph.D.- Associate Professor of Management, SDSU

**OCTOBER 22, 2013**
- Improving Sales and Marketing Capabilities
  - Bernhard Schroeder- Director of Programs, Lavin Entrepreneurship Center

**OCTOBER 25, 2013**
- Improving Financial Controls, Metrics, and Relationships
  - Damon M. Fleming, Ph.D.- Associate Professor of Accounting, SDSU
- Building Operational Capabilities
  - Doug Wall- Entrepreneur, Author, Philanthropist

**OCTOBER 26, 2013**
- Legal Issues for Entrepreneurs
  - William Eigner, J.D.- Partner, Procopio

**NOVEMBER 15, 2013**
- Developing Capabilities in Leadership & Change Management
  - Ben Galvin, Ph.D.- Assistant Professor of Management, SDSU

**NOVEMBER 19, 2013**
- Building Your Strategic Growth Plan for Business Improvement
  - Alex DeNoble, Ph.D.- Executive Director, Lavin Entrepreneurship Center
  - Kamal Haddad, Ph.D.- Professor of Finance, SDSU
CAPSTONE SEMINAR

On May 19, 2014 SDG&E and the Lavin Entrepreneurship Center were pleased to offer an exclusive one-day seminar aimed at reconnecting the DBE’s who attended the Strategic Growth Planning for Entrepreneurs program since its launch in 2010. The seminar was designed to assist program participants with fine-tuning their strategic growth plan and improving their business relationships with SDG&E. The event was held at the San Diego Gas & Electric Innovation Center allowing participants to engage with more than 20 SDG&E employees that directly assist DBE’s in winning contracts with SDG&E.

The event hosted a series of panels representing SDG&E employees, prime contractors, and DBE’s who have successfully developed lasting contractual relationships with SDG&E. The SDG&E panel highlighted the upcoming big spend areas for the company allowing participants to gain insight on future opportunities. The SDG&E representatives in attendance included:
- Norm Kohl’s- Construction Services
- Nancy Clancy- Environmental
- Andrew Kwok- PSEP Engineering
- Eric Thomason- Information Technology
- Kelly Hunt- Sustainability

Following this panel, two prime contractors shared with the participants the opportunities within their companies and offered advice on how to win contracts with prime contractors. The panel was made up of:
- Kevin Narcomey- President and Owner, Osceola
- Mikhail Ogawa- President and Owner, Mikhail Ogawa Engineering

The event was rounded out with a panel of three DBE’s who have successfully won multiple contracts with SDG&E. They provided fellow participants guidance and advice on their experience going through the process. The companies represented on this panel included:
- Gail McMorran- AirX Utility Surveyors
- Jerome Toliver- RMJ Technologies
- George Booner- Phazer Electric

Companies that attended the capstone program were able to further expand their network within SDG&E as well as within their own professional field.
The Lavin Entrepreneurship Center, the San Diego State University Research Foundation, CONNECT, and SPAWAR Systems Center Pacific joined together, in 2001, to form the Center for Commercialization of Advanced Technology (CCAT) to administer multi-million dollar Department of Defense (DOD) and Department of Homeland Security (DHS) sponsored technology commercialization programs. These programs accelerate 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 have been funded by three sponsoring government organizations: DHS TechSolutions, DoD Domestic Preparedness Support Initiative, and U.S. Army Rapid Equipping Force. The latest national solicitation offered by CCAT was for the Army’s Rapid Equipping Force. This solicitation funded two technologies in the area of power processing and storage to meet urgent U.S. Army requirements.

Since its founding in 2001, CCAT has funded 322 semester-long MBA and graduate engineering student engagements and 48 College of Business Administration faculty engagements for scientists and technology developers at federal labs, universities, and high-tech companies located in the U.S. 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. Specifically, the program has provided $51.4 million in commercialization support for 238 product development and demonstration grants and 225 marketing and business development plans resulting in $80 million in new product sales, $222 million in 3rd party investments, and $92 million in mergers and acquisitions.

During 2014, SDSU Professor Lois Bitner Olson supported by graduate students Brody Burns and Christina Gramatikova completed a market study for Christine Wireless for the company’s Conventional Fixed Station Interface.

**PROGRAM PARTICIPANT HIGHLIGHTS**

NoFoam System of La Jolla, CA is a “green technology” company providing proprietary equipment and technical information for regulatory compliance testing of fire-fighting foam systems. Used in the testing and certification of airport rescue and fire fighting vehicles and airport hangar firefighting equipment thereby eliminating fire foam pollution and associated cleanup costs. NoFoam System has since sold its trailer-mounted foam testing equipment to airport fire departments in the U.S. and abroad.

Industrial Video and Control and Digital Barriers Services Limited located in Newton, MA and Arlington, VA, have partnered to meet DHS requirements for an IP video camera for low light surveillance with built-in encoding capabilities. Both technologies were funded by CCAT in 2012. A prototype was produced and underwent operational testing in 2013. Sales are expected to reach $8 million for 2014.

Advanced EMS Designs of Gallatin, TN has developed a disposable cover that fits over rigid backboards. First responders use these backboards to carry injured people in who need to be stabilized. The cover prevents contamination from reaching the injured. The company has sold over two thousand units to more than 60 agencies.
This year, the Lavin Entrepreneurship Center was pleased to partner with the California State University Program for Education and Research in Biotechnology (CSUPERB) in obtaining a prestigious I-Corps™ Biological Sciences Site Grant from the National Science Foundation (NSF).

The California State University (CSU) I-Corps will support the commercialization of biotechnologies developed by CSU student and faculty researchers. The program will promote nascent entrepreneurship across the CSU system by providing commercialization training, mentorship, follow-on grant support, and $2,500 in microgrants.

The program builds on CSUPERB’s and the Lavin Center’s experience working with academic entrepreneurs and their existing networks of life science industry experts. NSF support will be used to build an even more responsive network of alumni, campus partners, industry professionals, and biotechnology experts to support CSU researchers interested in biotechnology commercialization. CSU I-Corps awardees will become eligible for follow-on NSF funding.

This National Science Foundation Site grant has a performance period of three years, starting in May 2014. The first cohort will consist of CSU student-led teams, and the second cohort will consist of CSU faculty-led teams.

CSU I-Corps Team:
- Susan Baxter (PI)- Executive Director, CSUPERB
- Alex De Noble (co-PI)- Professor, Management, SDSU & Executive Director, Lavin Entrepreneurship Center
- Stanley Maloy- Dean, College of Sciences, SDSU
- Cathy Pucher- Executive Director, Zahn Innovation Center, SDSU
- Mike Rondelli- Director of Technology Transfer and Commercialization, SDSU

“I can’t wait to see the CSU I-Corps grow these next three years—we’re already overwhelmed with the number of applications from student teams this fall! We all hope that these immersive experiences will set researchers up for future success—whether it’s licensing out a promising idea, finding additional financing, taking a job at a startup company, or deciding more research is needed before moving forward.”

— Susan Baxter, Executive Director, CSUPERB and PI, CSU I-Corps
SAN DIEGO REGIONAL INNOVATION CLUSTER

Through the San Diego Regional Innovation Cluster (SDRIC), the Lavin Entrepreneurship Center and San Diego State University Research Foundation seek to boost local companies in the defense and homeland security industries by partnering with local academic, government, and commercial organizations to win federal contracts.

The SDRIC works with a cluster of small businesses to help bring their product or service into the defense-related marketplace.

SDRIC also hosts the Network for Enabling Small Business Teaming (NEST) to help small businesses identify large federal procurement opportunities, form teams, and submit winning proposals.

PROGRAM PARTICIPANT HIGHLIGHTS

Micro USA of Poway, CA, provides design, engineering, and manufacturing for military communications and imaging requirements, including the support of so-called legacy systems no longer supported by the original contractor. In January 2014, Micro USA learned they had won a contract with a potential value of $17.6 million to supply the Navy with navigation systems hardware. This is the biggest sale in the company’s history. SDRIC helped the company by identifying the opportunity and bringing it to Micro USA’s attention, and by helping with proposal development and requirements verification.

Novus Origo is a small business in Vista, CA that provides information technology, business process, change management, and program management services. In November, the company learned they had won a $5 million contract from the US Department of Transportation to help operate the Volpe National Transportation Systems Center. SDRIC helped the company with requirements analysis, proposal development and creating partnerships with team members.

Creative Electron located in San Marcos, CA is a small business and the sole American manufacturer of x-ray inspection systems for electronic parts such as phones. The company can play an important role in the supply chain management of parts and equipment for defense applications. SDRIC is helping the company receive a GSA listing to improve government sales. This spring, Creative Electron asked for help to find an undergraduate to assist with software development. Working with the College of Engineering, the Cluster is promoting Creative Electron’s job description and will pay the student out of the small business development contract the Cluster has with the Small Business Administration. This is just the latest example of the Cluster helping small businesses recruit and fund SDSU student interns.

SDRIC BOARD MEMBERS

Ruprecht von Buttlar
CONNECT

June Chocheles
Foundation for Enterprise Development

Alex DeNoble, Ph.D
Lavin Entrepreneurship Center, SDSU

Ruben Garcia
Small Business Administration

Benito Hobson
Armed Forces Communications and Electronics Association

Charles Hubbard
SPAWAR Systems Center Pacific

Cliff Hudson
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Brian Suh
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Lou Kelly
Program Director, CCAT, SDSU

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National Defense Industrial Association

PROGRAM STAFF

Alex DeNoble, Ph.D
Principal Investigator

Barry Janov
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Lou Kelly
Program Director

Jeff Nagle
Project Coordinator

Susan Pernia
Consultant
The Energy Innovations Small Grant Technology Transfer Program (EISGTTP) supports bringing new energy efficient and environmentally preferred technologies into the marketplace. The program 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 2014 included:

- Market studies
- Intellectual property pipeline evaluations
- Follow-on funding searches
- Business development and transition assistance

The technology portfolio includes over 100 technologies in the areas of energy efficiency, renewable energy technologies, and environmentally preferred technologies. The program technologies are developed for electricity, natural and biogas, and transportation industries.

**PROGRAM PARTICIPANT HIGHLIGHTS**

Dr. Zhongli Pan of The University of California, Davis and USDA, Agricultural Research Service was first funded by EISG in 2005 for a fast drying process for fruits and vegetables and in 2010 for the drying and sorting of walnuts. The walnut drying technology could achieve over 40 percent energy savings during the drying process. The technology was licensed to Innovative Foods Inc. Dr. Pan has since been awarded several follow-on grants from the California Energy Commission, California League of Food Processors, California Department of Food Agriculture and other food industry partners to develop sustainable alternatives to the peeling process of fruits and vegetables using infrared technology. In March 2014, Dr. Pan won $2 million in California Energy Commission grants to ready the Energy Efficient Walnut drying technology for commercial implementation, and to produce healthier dried fruit and vegetable snacks with the infrared drying technology.

Clean Energy Systems was first funded by EISG in 1999 to demonstrate feasibility of using high pressure/high temperature steam and drive gas generators utilizing proprietary rocket-engine combustion principles. Headquartered in Rancho Cordova, the company operates two power plants in Kimberlina and Placerita. After years of research, the company now has four commercial-ready products.

Gridtential Energy, has developed a proprietary technology for an advanced lead-acid battery that replaces the metal grid in current lead-acid battery designs with a silicon substrate. The Gridtential technology yields higher energy density, longer life cycle and deeper depth-of-discharge than incumbent products. The company was founded in 2010 and funded by EISG, and has raised $1.5 million in seed funding from the venture capital firm Roda Group to scale up the technology and construct production ready units. The company is working with leading battery companies in the U.S. to bring its technology to market.

**PROGRAM STAFF:**

Frank Steensnaes  
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I always tell people that I realize the world doesn’t need another line of sunglasses. But what the world does need are more environmentally and socially conscious brands that care about the world and the people in it. And that’s what we do.

– Jenny Amaraneni, CEO, SOLO Eyewear, SDSU Alum
OTHER LAVIN ENTREPRENEURSHIP CENTER ACTIVITIES, INITIATIVES, AND HIGHLIGHTS
L. ROBERT PAYNE LECTURE SERIES

On Tuesday October 22, 2013, more than 300 San Diego State University students, faculty, and local entrepreneurs joined the Lavin Entrepreneurship Center to hear Thom McElroy, co-founder of Volcom, speak. Thom McElroy is a SDSU alum who graduated in 1985 with a degree in graphic communications and successfully helped build Volcom into a $400 million company. A passionate entrepreneur, McElroy built Volcom on the ideals of self-expression and individualism. He designed the face of Volcom, their distinctive stone-shaped logo, and positioned the brand’s culture as an anti-establishment surf and skate company. The lecture was a part of the annual L. Robert Payne Speaker Series, in which distinguished entrepreneurs are invited to campus to share their insights and lessons learned. McElroy shared his thoughts on how to develop a career based on following your passion. He also discussed the process of building a company, from gaining funding to building a brand. “You will see great success if you go all in,” McElroy said. “Be prepared to fail. I have failed miserably over the years, but it’s how you react, that is critical.”

The lecture series was established in 1996 with a gift from SDSU alum Bob Payne, a successful entrepreneur and long-time supporter of the Lavin Entrepreneurship Center. Past lecturers include:

- Dr. Robert Beyster- Founder, SAIC
- Norm Brinker- former Chairman, Brinker International
- Jeff Church- Co-Founder, NIKA water
- Ron Fowler- Chairman & CEO, Liquid Investments, Inc.
- Dr. Irwin Jacobs- Chairman & CEO, QUALCOMM
- Russell Lewis- Founder & CEO, Rhino Linings
- John Moores- Founder, Peregrine Systems; former Chairman of the San Diego Padres
- Robert J. Nugent- former Chairman & CEO, Jack in the Box
- John Sarkisian- Co-Founder, Pat & Oscar’s Restaurants
- Jim Sinegal- President & CEO, Costco

“Be prepared to fail. I have failed miserably over the years, but it’s how you react, that is critical.”

— Thom McElroy,
Founder, Volcom, SDSU Alum ’85

[More than 300 students came to hear Thom McElroy speak]
In 2014, Lavin Entrepreneurship Center Executive Director, Dr. Alex DeNoble and Program Director, Bernard Schroeder co-authored a case study that was published in the *Journal of Organization Design* (JOD). The JOD is an official publication of the Organizational Design Community, with the mission of publishing theoretical and practical articles on all aspects of organization design.

The case study authored by the two Center directors addressed the topic of designing a triple bottom line organization using the example of SOLO Eyewear, a startup founded by San Diego State University alumna, Jenny Amaraneni. The company creates a line of handcrafted sunglasses made with recycled bamboo, with each pair purchased funding eye care for people in need. The company was selected because of the Lavin Entrepreneurship Center directors’ involvement with the organization’s development.

Jenny developed the concept for SOLO Eyewear during her time as a MBA student at SDSU while enrolled in the graduate International Entrepreneurship course. Jenny was assigned to read Paul Polak’s *Out of Poverty*. The book, which focuses on how social entrepreneurship can be used to benefit those in need, inspired her to develop a company that would not only generate profit, but would positively impact people. Since launching in 2011, SOLO has restored vision for over 9,094 people in need across 19 countries, with the goal for 2013 to restore vision for 12,000 people in need by funding prescription eyeglasses and cataract surgeries.

The case study outlined how the company stayed true to the mission and vision of the CEO despite numerous initial challenges. The organizational and managerial processes that were used to build and grow SOLO Eyewear offered a set of practical guidelines that can be used by future designers of triple bottom line organizations.

Publication in the JOD provides visibility for the Lavin Entrepreneurship Center and SDSU as a whole by highlighting the social entrepreneurship that students and alumni from the University are participating in and the positive impact they are making on a global level.
On March 26, 2014, students in Dr. Alex DeNoble’s MBA class, “Managing the Growing Entrepreneurial Firm,” had the pleasure of sitting in on a Domain Associates Partners meeting. Domain Associates is a venture capital firm, based in Princeton, New Jersey with offices in San Diego, specializing in healthcare with more than $2.7 billion in capital raised and involvement with the formation of 250 companies since 1988. The partners meeting took place in the Weber Boardroom within the Parma Payne Goodall Alumni Center with a full room of students for the eighth year in a row. Partners, Brian Dovey and Jim Blair, led the meeting as students listened to how the VC firm makes decisions on investing in companies overseas. Students were able to engage with the partners and ask questions following the conclusion of the meeting.

“Having the partners’ board meeting in the presence of SDSU students is always a highlight of the year. We get to share our knowledge with future venture capitalists and entrepreneurs.”

– Brian Dovey, Partner of Domain Associates
This year saw the Lavin Entrepreneurship Center’s Executive Director, Dr. Alex DeNoble, elected to the office of president-elect for the United States Association for Small Business and Entrepreneurship. The selection of Dr. DeNoble is noteworthy because USASBE is billed as the largest independent, professional, academic organization in the world dedicated to advancing the discipline of entrepreneurship by providing a network to increase knowledge and foster business development through entrepreneurship education and research.

The position, which is a three-year commitment, will see Dr. DeNoble serve as the organization’s president-elect through January 2015, during which time he will be groomed to take on the responsibilities of the role of president. As of January 2015, he will step into the role of president until the following year. In his final year, Dr. DeNoble will serve as immediate past president, assisting in the transition of the newly placed president and president-elect.

Current USASBE president, Dr. Pat Dickson voiced his approval for the selection stating, “Alex has built an international reputation as one of the top thinkers and leaders in the fields of entrepreneurship education and research. The world-class programs he has helped build while at SDSU are evidence of his vision and leadership.” Dr. DeNoble also expressed his enthusiasm by stating “I am honored to have been elected to head one of the world’s leading entrepreneurship research and teaching organizations. I look forward to my role in furthering USASBE’s outreach to universities, professionals, and public institutions as we continue to provide guidance and information to established and aspiring entrepreneurs.”

SDSU FINALIST FOR NATIONAL MODEL UNDERGRADUATE PROGRAM

Lavin Entrepreneurship Center executive director, Alex DeNoble and program director, Bernhard Schroeder nominated the San Diego State University undergraduate entrepreneurship program along with the Lavin Entrepreneur program for the USASBE “National Model Undergraduate Program Award” and “Outstanding Specialty Entrepreneurship Program Award” respectively. The nominations outlined the legacy of entrepreneurship at the university, goals and student learning outcomes of the program, unique experiential opportunities offered to students, and the impact and positive outcomes of the program.

SDSU was identified as a finalist in both categories for the “Excellence in Entrepreneurship Awards,” which were established by USASBE to recognize excellence in entrepreneurship education at the programmatic level. Since a university is only allowed to participate as a finalist in one award category in any given year, the Lavin Entrepreneurship Center opted to pursue the “National Model Undergraduate Program Award.” SDSU competed against three other nationally-ranked programs for the award.

Dr. Alex DeNoble, along with other SDSU entrepreneurship faculty and students, attended the 2014 USASBE conference in Fort Worth, Texas, where Dr. DeNoble presented to a panel of judges and audience members. His presentation highlighted the innovative and comprehensive nature of the undergraduate entrepreneurship program at SDSU. Though SDSU did not win, Dr. DeNoble received positive feedback on the achievements and direction of the program. He stated, “We are truly honored that we received this national recognition from USASBE. Being identified as a finalist from a pool of many outstanding submissions demonstrates the quality and strength of our program.”
This year, the San Diego State University entrepreneurship program was selected for inclusion in the first *Annals of Entrepreneurship Education & Pedagogy* to be released through the United States Association for Small Business and Entrepreneurship (USASBE). The SDSU entrepreneurship program is to be included in the second section of the report, which provides an overview of award-winning model academic programs in entrepreneurship at five different universities and a collection of real-world examples of teaching innovations, unique approaches to experiential learning and high-impact community engagement initiatives.

The five universities identified as having model entrepreneurship programs in the United States to be featured are:
- Indiana University
- Babson College
- University of Florida
- Texas Christian University
- San Diego State University

The report will serve to disseminate materials on entrepreneurial education to those interested in developing similar programs. The intent is to capture the richest insights and best practices in teaching entrepreneurship, building entrepreneurship curricula, and developing educational programs. The section submitted on San Diego State University’s entrepreneurship program provides an inside look at how the program is designed at the graduate and undergraduate level, the logic behind the design, and how the program manages to be high impact. The report also discusses the innovativeness, sustainability, and transferability of the program.

Being featured in the Annals of Entrepreneurship Education & Pedagogy will serve to bring further visibility and demonstrate the quality of the program at SDSU by highlighting the mission, philosophy, and curriculum of the entrepreneurial coursework.

"This book offers cutting edge perspectives from expert educators and thought leaders on best practices in teaching entrepreneurship, building curricula and developing educational programs."

— Dr. Michael H. Morris, Editor, Annals of Entrepreneurship Education and Pedagogy
During the fall semester, Jonathan Medved returned to the San Diego State campus after his visit in the fall of 2012 to share his insights on the future of crowd funding. The future is in crowd “equity” funding—the dynamic alternative to standard venture capital and angel investing. As Mr. Medved stated, “Crowd funding is the crazy idea that by the wisdom of the crowd you can do things that you could never do before.” As platforms such as Kickstarter, LendingClub, and GoFundMe have increased in popularity, crowd funding has become a widely used tool for many start-ups. However, with new regulations, the future of crowd funding is expanding with options to raise more money and offer equity to investors. Mr. Medved shared his insights to an audience of more than 200 students.

Jonathan Medved is the founder and CEO of OurCrowd, a new crowd funding equity platform for accredited investors and according to Forbes “one of the largest crowd funding organizations on the planet,” having raised over $34M for 33 portfolio companies. Medved, a serial entrepreneur, has invested in over 130 Israeli start-up companies and was the founder and CEO of Vringo and the Co-Founder of the Israel Seed Partners venture capital fund. In 2008, Medved was named by the NY Times Supplement “Israel at 60” as one of the “top 10 most influential Americans who have impacted Israel.”

“Crowd funding is the crazy idea that by the wisdom of the crowd you can do things that you could never do before.”

— Jonathan Medved, Founder, OurCrowd
FACULTY RESEARCH FORUMS

This year the Lavin Entrepreneurship Center hosted two faculty research forums in an effort to stimulate entrepreneurship research. The two forums invited entrepreneurship faculty to discuss current research topics in entrepreneurship. The first forum, “Available Databases for Research,” introduced several databases associated with commercialization of advanced technologies. Over the past decade there has been an increase of large proprietary data sets related to technology commercialization activity in defense, homeland security, and alternative energy. These databases can provide researchers with unique information for future research. The second forum, “Possible Research Opportunities with Local Incubators,” had several directors and managers provide faculty researchers an overview of operations. The incubation context is an emerging interest for entrepreneurial research and through the expansion of the Zahn Innovation Center on the SDSU campus we have been able to increase relations with a number of local incubators.

At each forum a number of guest speakers were invited to discuss relevant topics:

AVAILABLE DATABASES FOR RESEARCH
- Barry Janov - SDSU Research Foundation
- Susan Pernia - SDSU Research Foundation
- Frank Steensnaes - Lavin Entrepreneurship Center Grants Manager

POSSIBLE RESEARCH OPPORTUNITIES WITH LOCAL INCUBATORS
- Vice Admiral Walter J. Davis - EvoNexus
- Maggey Felix - CyberHive
- Jay Kunin - Moxie Center for Student Entrepreneurship at UCSD
- Cathy Pucher - The Zahn Innovation Center at SDSU
- Robert Reyes - StartUp Circle

“The Research Forum provided a collaborative platform for local incubators to share and discuss how local organizations can better support and prepare startup companies and entrepreneurs for success.”

– Maggey Felix, CyberHive

[Five local incubators provided faculty researchers with an overview of their operations]
Dr. Alex DeNoble, was honored as this year’s recipient of the Karl Vesper Entrepreneurship Pioneer Award. Dr. DeNoble, Executive Director of the Lavin Entrepreneurship Center at SDSU, was presented with the award on September 28, 2013. The award is one of the most prestigious in the field of entrepreneurship education.

Now in its fourth year, the Karl Vesper Entrepreneurship Pioneer Award is given to the “individual who has demonstrated the entrepreneurial spirit in overcoming obstacles while implementing significant contributions that have been instrumental in the ongoing development of entrepreneurship as a field of study and research.” The award was named after Dr. Karl Vesper, professor emeritus at the Foster School of Business at the University of Washington, and a pioneer in the field of entrepreneurship research and education.

Of the 10 nominees this year—representing some of the top experts in the entrepreneurship field—Alex DeNoble was the unanimous choice for the award.

The award selection committee is headed by Dr. Michael H. Morris, academic director for entrepreneurship at the University of Florida. “Alex represents the very best in our field: he is an innovator in the classroom and in program building, and has overcome significant obstacles in moving the field forward,” Morris explained. “He is also a caring, humble and giving educator who believes in the entrepreneurial potential of each of his students.”

Dr. DeNoble was presented with the award by Dr. Vesper himself during the Experiential Classroom program held at the University of Florida. The program brings together world-renowned experts in the field of entrepreneurship with junior faculty from around the world in order to share best practices in entrepreneurship education.

Dr. DeNoble has taught entrepreneurship management at SDSU for the past 30 years.

“Alex represents the very best in our field: he is an innovator in the classroom and in program building, and has overcome significant obstacles in moving the field forward.”

– Dr. Michael H. Morris, Academic Director for Entrepreneurship, University of Florida
SPEAKING ENGAGEMENTS

In addition to the many programs the Lavin Entrepreneurship Center implemented this year, directors Alex DeNoble and Bernhard Schroeder had the opportunity to speak globally to multiple organizations on entrepreneurship.

ALEX DENOBLE'S SPEAKING ENGAGEMENTS IN MEXICO
Alex DeNoble was honored as a keynote speaker for CETYS University, Centro de Enseñanza Técnica y Superior, located in the State of Baja California, Mexico during their first MBA Entrepreneurship Symposium: ‘Entrepreneurship: Challenges and Achievements in New Ventures Creation.’ The event was held on May 23rd & 24th at the World Trade Center in Tijuana, Baja California, Mexico. Dr. DeNoble’s talk addressed some of the challenges that future entrepreneurs will need to take into consideration when starting a new venture. Certain challenges and topics like mobile technologies, Web 3.0, assisted healthcare, big data, emerging economies, and other related trends were discussed. Dr. DeNoble spoke to more than 300 entrepreneurship educators and students on “The Evolution of Entrepreneurship: Changes and Future Trends.”

Dr. DeNoble continued his global tour when he was invited to speak to the American Chamber of Commerce in Guadalajara and to the faculty and students of Tech de Monterrey, Guadalajara, Mexico.

ALEX DENOBLE PANELIST FOR DESHPANDE FOUNDATION
Later in the year, Dr. DeNoble was invited to the Deshpande Foundation for their 3rd Annual Deshpande Symposium for Innovation and Entrepreneurship in Higher Education on June 11, 2014. Dr. DeNoble was on a panel with three other professors to discuss University-Catalyzed Startup Ecosystems: Partnerships, Collaborations & Security Clearances. The panel lectured on strategies that college and university leaders may employ to broker boundaries and forge partnerships between regional startup supporters, regardless of location or access restrictions.

BERNHARD SCHROEDER TEDX TALK ON FAILING FAST
On March 15, 2014, Bernhard Schroeder had the opportunity to speak at a TEDx event. Schroeder’s talk discussed Educating Entrepreneurs for the 21st Century. Schroeder presented the audience with a “Fail Fast” perspective. For example, don’t sit on the sidelines of a potential opportunity. It is better to “jump in” and learn from the marketplace than to simply never get started. In the 21st century you cannot wait for the perfect conditions to start a company. He demonstrated a startup framework model and the mentality entrepreneurs should utilize to move faster.

Schroeder’s marketing and entrepreneurship background includes growing and taking a company public through an IPO and ultimately creating a company with more than 10,000 employees and $1.2 billion in revenue. In addition, he currently assists more than 20 local startups either as a supporter, adviser, or mentor to the founders.
On behalf of the Lavin Entrepreneurship Center and the students of San Diego State University, we would like to thank our generous individual donors that have made many of these programs possible. It is the support of our community that allows the Lavin Entrepreneurship Center and SDSU to provide students the opportunities to enhance their academic careers.

**GRANTS**

Strategic Growth Planning for Entrepreneurs Program  
Center for Commercialization of Advanced Technology  
National Science Foundation California State University I-Corps Biological Sciences  
San Diego Regional Innovation Clusters  
Energy Innovations Small Grant Technology Transfer Program  
Qualcomm Non-Profit Internship Program
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.

– Dr. Leonard H. Lavin, Founder and Chairman Emeritus, Alberto-Culver Company