SDSU Ranked 18th in USA by Forbes

45 Start-ups on Campus for LaunchIn

CEO of Taylor Guitar at SDSU

Educators Unite at California Conference

2015 ANNUAL REPORT
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Dear Lavin Entrepreneurship Center Friends, it is with great pleasure that I present the Lavin Entrepreneurship Center’s 2014-2015 Annual Report. This past year has been another filled with exciting events for the Center, and I am extremely excited about the strides we continue to make with positioning San Diego State University as a leader in entrepreneurship education. As we continually assess the value we bring to students and the community, it is reassuring when we are recognized for our commitment to entrepreneurship. I am honored to announce that in 2014, SDSU was ranked the number 18 Top American Entrepreneurial University by Forbes. It is due to the support of individuals such as Dr. Leonard H. Lavin, founder of the Alberto Culver Company that the Lavin Entrepreneurship Center has been able to work persistently towards developing the next generation of entrepreneurs.

In early March, we hosted Entrepreneurship Week on the SDSU campus, which consisted of different events celebrating the entrepreneurial spirit that is prevalent at the University. The week-long undertaking proved to be extremely successful, featuring a variety of interactive programs such as Bowling with Entrepreneurs, the Zahn Challenge, Entrepreneur Day, the California Entrepreneurship Educators Conference, and the LeanModel™ Competition. We were excited by the positive feedback we received in relation to the events held throughout the week.

This year, we held the sixth annual Entrepreneur Day, which featured over 40 SDSU student and alumni-run companies selling products and services along Centennial Walkway. The event attracted a large number of community members to the campus and was featured in various local news outlets.

The California Entrepreneurship Educators Conference this year was extended to a two-day event uniting an energetic group of leading educators and thought leaders discussing the future of entrepreneurship research and education. Over 80 individuals attended from more than 40 different institutions across the United States and seven different countries.

We also continued our synergistic partnership with the Zahn Innovation Center, working together to uphold SDSU’s reputation as an innovative institution and strengthen the entrepreneurship brand at the University. We held the third annual LeanModel™ Competition in collaboration with the Zahn Challenge Finals, making for a spectacular student start-up and community experience. The showcase and exhibit featured teams from across the nation presenting and competing to win cash and in-kind prizes. The energy at the event from both the students and the attending community members was electric.

One of the components we pride ourselves on at the Lavin Entrepreneurship Center is social entrepreneurship. It is a testament to the success of our center when students find a social problem and can create a solution. This year the W.E. Do Good social venture company, created by SDSU student Gemechu Abraham under the tutelage of Michael Sloan, won first place at the Texas Christian University’s (TCU) fifth annual Richards Barrentine Values and Ventures® Business Plan Competition. They were awarded approximately $100,000 in support for their outreach efforts to supply farmers in Ethiopia with a more efficient human powered machine to harvest grain. This type of innovation and collaboration is a great example of how faculty and students can work together.

This year, we also witnessed an impressive uptick in the success of our Internship Programs. Our staff effectively worked to double the number of student placements between the 2013/2014 and the 2014/2015 academic years. Another program that demonstrated a noticeable growth was the International Entrepreneurship Explorations. We worked to expand the winter and summer opportunities, offering students the chance to enroll in an entrepreneurship course and
earn credit while immersed in an international setting. During the 2014/2015 year, we sent groups of students to different regions in China, France, Israel, and Spain. We are extremely proud of these notable achievements.

As the Lavin Entrepreneurship Center continues to grow and develop, the leadership on our Board of Advisors has followed suit. This year we welcomed Steven Osinski, founder and CEO of 3 Hour Learning, to the Lavin Entrepreneurship Center as the Chairman of the Board. Steven has a long-time commitment to entrepreneurship and currently teaches marketing courses at San Diego State University in Direct Marketing and Sales. We are extremely pleased to have Steven join the Center in this capacity and lend his expertise and experience to the Advisory Board.

Lastly, I would like to extend a fond farewell to our departing Lavin Entrepreneurship Center staff. We have exceptional undergraduate and graduate students who are responsible for running many of our programs. While we are pleased to have them work with us, we are even more excited when they can take the skills they acquire during their time with us and apply them in their future careers. We bid them farewell and wish them all the best.

In conclusion, I am very pleased with the progress the Lavin Entrepreneurship Center has made in the past year. We have introduced many new initiatives while continuing to successfully execute our established programs. I am proud of our various accomplishments and our ability to position San Diego State University as a leader in entrepreneurial education. I truly believe we will continue to encourage and nurture young entrepreneurs across the campus, enhancing their experiences at the University. We look forward to another year of promoting an entrepreneurial atmosphere at SDSU!

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

The Lavin Entrepreneurship Center at San Diego State University serves students, entrepreneurs, and business leaders through its entrepreneurial curriculum, workshops, internships, resources, and events.

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 the entrepreneurial processes.

3. To engage the local, regional, and global communities with education, service activities, and programs that enhance entrepreneurial business acumen and support entrepreneurial business efforts.

Alex F. DeNoble is a Professor of Management and Executive Director of the Lavin Entrepreneurship Center in the College of Business at San Diego State University. He also currently serves as president-elect of the United States Association for Small Business and Entrepreneurship (USASBE). Dr. DeNoble’s primary areas of expertise include entrepreneurship, corporate innovation, technology commercialization, and strategic management. He has conducted research in these areas and has taught related classes in the University’s undergraduate, graduate and executive MBA programs. He received a B.S. in Accounting from Monmouth University in 1975, a M.S. in Accounting from Virginia Tech in 1977, and a Ph.D. in Strategic Management from Virginia Tech in 1983.

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 in 2007.

I owe where I am today to the Lavin Program.

- Jesse Villanueva
Lavin Entrepreneur Alum 2012
Economics
Michael L. Sloan
Director, Social Entrepreneurship Program

Frank Steensnaes
Lavin Entrepreneurship Center Grants Manager

Beryl Pratts
Finance & Programs Analyst

Alissa Thompson
Program Manager

Amy Checho
Program Manager

Constantino Sismanis
Internship Coordinator

Deion Reynolds
Accounting Support

Gichuhi Kamau
Communications Specialist

Jeffrey Perido
Accounting Support

Joshua Shaw
Internship Coordinator

Madisyn Prior
Program Manager

Sara Sica
Internship Coordinator

Satya Srinivas Vema
Web Technologist

Sean Pierce
Internship Coordinator

Zach Stevens
Graphic Designer
Dear Friends, on behalf of the members of the Lavin Entrepreneurship Center Advisory Board, thank you for your support of our wonderful students. Our Board bears a tremendous responsibility. We are charged with providing outside guidance to the Lavin Entrepreneurship Center.

In addition to helping with various fundraising efforts, participation in numerous campus programs, and providing mentoring to our students, it is the Board that diligently assists the Lavin Entrepreneurship Center staff with advice on various strategic, legal, and professional issues that enable them to optimize our business and leadership expertise.

Board members come from a variety of professions including entrepreneurs, lawyers, bankers, venture capitalists, and professors. Our commonality is our loyalty to San Diego State University and our sincere wish to help the next generation of student entrepreneurs succeed. The average millennial will have 12 to 15 different jobs over their career, so teaching them self-sufficiency and entrepreneurial skills are essential.

We are always looking for new members to assist us in this challenging mission. We would welcome your support. Please feel free to email me at sosinski@mail.sdsu.edu for more information.

Very truly yours,

Steven F. Osinski
Board Chairman – Lavin Entrepreneurship Center Advisory Board
A hallmark of a well-run organization is a proactive and an efficient Advisory Board. This year, we were excited to welcome Steven Osinski, CEO of 3 Hour Learning, as the Chairman of the Lavin Entrepreneurship Center Advisory Board.

The board consists of some of San Diego’s most prominent business leaders. This diverse group of thinkers 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.
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 students 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 iteration 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. The multifaceted Lavin Entrepreneur Program is nationally renowned for its uniqueness in the level of exposure the students receive to the entrepreneurial world. Students receive one-on-one mentorship with an assigned successful local entrepreneur, whose interaction is crucial in providing the students with examples and guidance on how to achieve their individual goals. All of the meetings provide the Lavin Entrepreneurs with opportunities to network with community leaders, potential investors, and serial entrepreneurs.

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

A unique component offered with this program is mentorship. Through the Lavin Entrepreneurship Program, each student is introduced to an accomplished member of our business community who then serves as the student’s mentor throughout the program. This type of relationship offers students great insight into how to become successful after graduating and expands their entrepreneurial network.

"The Lavin Entrepreneur program is where I fell in love with entrepreneurship. Because of my experience with the program, I was able to confidently work in the start-up world right out of college. I now own and run my own demolition company."

- Tisza Lorincz
Lavin Entrepreneur Alum 2011, Political Science
Last year saw the adoption of the Lavin Entrepreneur Program into San Diego State University'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 continue to build their entrepreneurial competencies and mindset. The class emphasizes the utilization of entrepreneurship frameworks for business opportunity assessment. Ideation and feasibility analysis techniques in ventures and how to interact and negotiate with strategic partners will also be highlighted.

**Business Administration 411, Lavin Entrepreneur 3**

Lavin Entrepreneurs will focus on implementing learned entrepreneurial competencies into refined business models, understanding startup opportunities through customer iteration and development. Students will 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 will focus on company creation activities. Building upon the "iterated" business model canvas produced at the end of BA 411, students are exposed to the types of challenges, issues, and decisions that must be made while formulating their launch plan. By the end of this course, students will 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 fourth cohort to participate in the two-year program.
2013-2015 Lavin Entrepreneurs

Alicia Roberts  
College of Business Administration
Andrew Halsch  
College of Business Administration
Brittney Franks  
College of Sciences
Daniel Dossegger  
College of Business Administration
Darryl Grier  
College of Professional Studies and Fine Arts
David Kormandel  
College of Business Administration
Fletcher Struye  
College of Business Administration
John Saunders  
College of Business Administration
Nick Herrera  
College of Sciences
Nolan Rakow  
College of Business Administration
Raul Hernandez Ochoa  
College of Business Administration
Sean Dreiling  
College of Business Administration
Sumesh Jagtani  
College of Business Administration

2014-2016 Lavin Entrepreneurs

Aaron Ovadia  
College of Business Administration
Cassandra Wessel  
College of Business Administration
Charlie Heller  
College of Business Administration
Jason Peretz  
College of Business Administration
John Walsh  
College of Arts and Letters
Josh Houghton  
College of Business Administration
Justine Smith  
College of Arts and Letters
Lauren Noelle Malindzak  
College of Business Administration
Lucas Sophinos  
College of Professional Studies and Fine Arts
Maria Carmen Huerta  
College of Professional Studies and Fine Arts
Matthew Meech  
College of Business Administration
Richard L’Heureux  
College of Sciences
Ruth Tadesse  
College of Sciences
Shane Luna  
College of Sciences
Soumetha Sounevongsa  
College of Business Administration
Tom Bachar  
College of Business Administration
Tom Coleman  
College of Business Administration
Wesley Episcopo  
College of Engineering
## 2013-2015 Lavin Mentors

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adam Weiler</td>
<td>Co-Founder, StrongVolt/Co-Founder, CablesForCauses</td>
</tr>
<tr>
<td>Craig Stevens</td>
<td>Co-Founder &amp; CEO, Sea Pointe Partners, Inc. (SDSU Alum)</td>
</tr>
<tr>
<td>Cassidy Brady</td>
<td>Strategic Marketing &amp; Business Development Consultant</td>
</tr>
<tr>
<td>Jason Kirby</td>
<td>President &amp; Founder, Snap Photo Tours/LLC &amp; Co-Founder, Togally (Former Lavin Entrepreneur)</td>
</tr>
<tr>
<td>Jenny Amaraneni</td>
<td>CEO &amp; Co-Founder, SOLO Eyewear (SDSU Alum)</td>
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<tr>
<td>Jon Tucker</td>
<td>Founder &amp; CEO, Help Flow/CEO, Compete Marketing Group (Former Lavin Entrepreneur)</td>
</tr>
<tr>
<td>Leeann Iacino</td>
<td>Founder, Senior VP, Coldwell Banker</td>
</tr>
<tr>
<td>Matt DeCelles</td>
<td>Founder, Greeks Love (Former Lavin Entrepreneur)</td>
</tr>
<tr>
<td>Joe Magee</td>
<td>Vice President, Rally Bound (SDSU Alum)</td>
</tr>
<tr>
<td>Parker Harris</td>
<td>Founder, Junto Global (Former Lavin Entrepreneur)</td>
</tr>
<tr>
<td>Robert Schulte</td>
<td>President &amp; CEO, Zurple</td>
</tr>
<tr>
<td>Ryan Ross</td>
<td>General Manager Restaurants (SDSU Alum)</td>
</tr>
<tr>
<td>Scott Carrington</td>
<td>Digital Marketing, Nixon &amp; Patagonia (SDSU Alum)</td>
</tr>
<tr>
<td>Nicholas Slettengren</td>
<td>Founder, Power Digital Marketing Inc. (Former Lavin Entrepreneur)</td>
</tr>
<tr>
<td>Thom McElroy</td>
<td>Co-Founder, Volcom, Design &amp; Brand Expert (SDSU Alum)</td>
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## 2014-2016 Lavin Mentors

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stephen Cusato</td>
<td>Senior VP, City National Bank</td>
</tr>
<tr>
<td>Brian Ramphal</td>
<td>Founder &amp; CEO, Mango Automation, Inc.</td>
</tr>
<tr>
<td>Carlos Gutierrez</td>
<td>Principal, Senior Real Estate Executive (SDSU Alum)</td>
</tr>
<tr>
<td>Cary Mack</td>
<td>Southwest Value Partners, Torrey Pines Bank</td>
</tr>
<tr>
<td>Doug Wall</td>
<td>Founder and Managing Director of WIN (SDSU Alum)</td>
</tr>
<tr>
<td>Duncan McLaren</td>
<td>Founder, Difference Lab, Inc. (SDSU Alum)</td>
</tr>
<tr>
<td>Felena Hanson</td>
<td>Founder, Hera Hub</td>
</tr>
<tr>
<td>Gail Naughton</td>
<td>Founder &amp; CEO, Histogen (Former SDSU Dean)</td>
</tr>
<tr>
<td>Jose J. Doval</td>
<td>Founder &amp; CEO, Xband Technology Corporation</td>
</tr>
<tr>
<td>Julien Brandt</td>
<td>CEO, OrganikSEO.com (SDSU Alum)</td>
</tr>
<tr>
<td>Kim Folsom</td>
<td>Founder &amp; CEO, Reel Qualified (SDSU Alum)</td>
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</table>
Entrepreneurs Visiting the Lavin Entrepreneurship Center

Chase Fisher and Blake Jensen, Co-Founders, Blenders Eyewear

Nick Slettengren, Founder, Power Digital Marketing

Duncan McLaren, Founder, Difference Lab

Lambert Ninteman, Team Captain, SDSU X-Prize Team

Mark Schmid, CEO, Art Function Group of Companies

Zach Hamilton, Founder, Airfoil Creative

Stuart Sorenson, Partner, Duane Morris, LLP

Tom Franklin, Partner, Kilpatrick Townsend & Stockton

Jenny Amaraneni, Founder, SOLO Eyewear, SDSU Alum

Martin Reiman, Founder, Shake Smart, SDSU Alum

Adam Weiler, Co-Founder, StrongVolt & Co-Founder at CablesForCauses

Michael Librizzi, Founder, ecoATM, SDSU Alum

SDSU/Community Events (number of occurrences)

Zahn Innovation Center Tour (1)

L. Robert Payne Lecture Series - Kurt Listug (1)

Lavin VentureStart Competition (2)

LeanModel Competition (1)

Entrepreneur Day (1)

San Diego Venture Group Meetings (5)

FieldLogix Company Tour (1)

Lunches with Dr. Leonard H. Lavin (5)

Mentor and Lavin Entrepreneurs Network Events (3)

Lavin Entrepreneur Graduation Celebration (1)
Participating in the VentureStart Program gave me the edge I was seeking to obtain. It challenged me to rise out of my comfort zone and tested my ability to combine business model development with presenting in front of an audience. VentureStart gave me the confidence to take my skillset in entrepreneurship to the next level.

- Brittney Franks
Lavin Entrepreneur Alum 2015, Kinesiology
**Fall 2014 Lavin VentureStart Competition**

Workshops by Bernhard Schroeder,  
Director of the Lavin Entrepreneurship Center Programs

“Information, Ideation & Trendspotting” Workshop  
October 9, 2014

“Business Model Iteration” Workshop  
October 30, 2014

Fall 2014 VentureStart Competition Finals  
November 20, 2014

Winners  
1st place – Andrew Halsch, Brandon Carroll, Josh Houghton (Hype Audio)  
2nd place – Aron Kuisch and Sami Hamoudi (Wanderlust)  
3rd place – Donna Soumetha Sounevongsa, Lauren Noelle Malindzak, Maria Carmen Huerta (Kibble Kick)

Judges  
Abel Tadesse, KPMG Advisory, SDSU Alum and Former Lavin Entrepreneur  
Jon Tucker, Founder & CEO, Help Flow, SDSU Alum and Former Lavin Entrepreneur  
Nicholas Slettengren, Founder, Power Digital Marketing, SDSU Alum and Former Lavin Entrepreneur

**Spring 2015 Lavin VentureStart Competition**

Workshops by Bernhard Schroeder,  
Director of the Lavin Entrepreneurship Center Programs

“Information, Ideation & Trend Spotting” Workshop  
February 18, 2015

“Business Model Iteration” Workshop  
March 11, 2015

Spring 2015 VentureStart Competition Finals  
April 9, 2015

Winners  
1st place – Brittney Franks (Aroma Balm)  
2nd place – Sean Dreiling (Restoar)  
3rd place – Kellen Hernandez and Meri Birhane (Go Ryder)

Judges  
Jason Kirby, Co-Founder, Togally.com, SDSU Alum and Former Lavin Entrepreneur  
Kevin Gelfand, President/CEO, Shake Smart, Inc., SDSU Alum and Former Lavin Entrepreneur  
Greg Crisci, CEO, Tip Network, Inc., SDSU Alum and Former Lavin Entrepreneur
Internship Programs
Focusing on supporting local start-ups as well as our students, the Lavin Entrepreneurship Center provides students internship opportunities to enhance their skills and bolster their resumes. Qualified undergraduate and graduate students are individually matched up with companies to ensure a mutually beneficial relationship.

The internship program includes both for-profit and non-profit companies to give students a multi-faceted business learning experience. One unique opportunity is through the WebCompass program which gives students the opportunity to design or upgrade a company’s website. In addition to web development, the interns created short and long-term business strategies, 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 mining
- social media marketing
- market research
- communication
- computer programming
- accounting
- risk management
- web technology

"\[\text{The Lavin Center is a great resource for finding an internship. All internships are paid, challenging, and rewarding. I guarantee that you will learn a lot.}\]

- Brandon Carroll
  Bachelor in Business Administration, Finance

Interns working at FieldLogix

"\[\text{The Lavin Entrepreneurship Center is a great place to find an internship in your career choice to start your journey.}\]

- Madison Greene
  Bachelor in Journalism, Media Studies & Public Relations
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 all paid and require 150 hours of work over each semester. All interns are paired with projects based on their field of study, work experience, and areas of expertise. During the 2014-2015 year, students teamed with companies in the following industries:

- Content Media
- Food Service
- Staffing and Management Services
- Marketing
- Event Planning
- Intelligence
- Financial Services

**Summer 2014**

- Loma Media Partners: Nicholas Herrera
- RW Smith and Co.: Nicole McCabe

**Fall 2014**

- AMN Healthcare: Joseph Thomas
- AMN Healthcare: Arathi Lakshman
- MCV Microwave: August Iwdal
- Clearbalance: Ali Nezambadi
- Elite Business Ventures, Inc.: Lillian Safarian
- SDSU - Interwork Institute: Brandon Arias

**Spring 2015**

- AMN Healthcare: Joseph Thomas
- AMN Healthcare: Arathi Lakshman
- CDC loans: Mohammed Rahil
- Clearbalance: Victoria Cherkashina
- Counter Crop: Brandon Caroll
- Counter Crop: Josh Houghton
- Mobivity: Isha Gautam
- Telletopia: Madison Greene
- Telletopia: Alex Goldsmid
- Vanorsdale Insurance: Hugo Mejia

**Summer 2015**

- Telletopia: Bhavishya Narapareddy
- Telletopia: Lauren Wood
- Semantic Research: Bharathi Krishnamurthy
- Semantic Research: Monali Mishra
- ToeJoez: Josh Houghton

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“Working directly with the executive director of a non-profit was eye opening to me. It was good insight to the various responsibilities that you take on as a director of a special foundation.”

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

This year, the Lavin Entrepreneurship Center secured 14 internships in non-profit organizations throughout San Diego County. During each semester, the interns, non-profits, and Lavin Entrepreneurship Center directors met to discuss the project’s progress and brainstorm ideas to propel activities forward. Selected employees from the non-profits, the interns, and Qualcomm mentors met for a final lunch at the end of the spring semester to debrief the experience.

### Fall 2014

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<thead>
<tr>
<th>Company</th>
<th>Intern</th>
<th>Mentor</th>
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<tbody>
<tr>
<td>Classroom of the Future Foundation</td>
<td>Paul Lamb</td>
<td>Vishal Kanodia</td>
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<tr>
<td>The National MS Society</td>
<td>Daniel Romero</td>
<td>Reza Langari</td>
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<td>Intelligent Light Source</td>
<td>Josh Houghton</td>
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<td>Intelligent Light Source</td>
<td>Brandon Carroll</td>
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<td>Intelligent Light Source</td>
<td>Lucas Fernandez</td>
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### Spring 2015

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<tr>
<td>Miracle Babies</td>
<td>Giselda Johnson</td>
<td>Adelina Dequito</td>
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<td>Computers 2 SD Kids</td>
<td>Sameep Kodia</td>
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### SDSU Faculty Mentors 2014-2015

<table>
<thead>
<tr>
<th>Faculty Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Don Sciglimpaglia</td>
<td>Professor of Marketing</td>
</tr>
<tr>
<td>Massoud Saghafi</td>
<td>Professor of International Marketing</td>
</tr>
</tbody>
</table>
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 collaborating on a single project. 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 company’s website, and to utilize their knowledge in social media. 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.

2014-2015

John G. Watson Foundation

The Lavin Entrepreneurship Center collaborated on an exciting project with the John G. Watson Foundation, a non-profit organization in the San Diego region dedicated to funding activities that promote entrepreneurship in Southern California. The students identified were tasked with developing a website to increase visibility for the John G. Foundation. The team worked on the layout and design of the website, writing content, search engine optimization (SEO), and social media tool integration.

John G. Watson Foundation
http://www.johngwatsonfdn.com

Project Manager: Gichuhi Kamau
Graphic Design: Zach Stevens
Web Developer: Satya Vema

The WebCompass project for the John G. Watson Foundation was extremely beneficial. I gained valuable experience, particularly with project management and SEO content writing.

- Gichuhi Kamau
Master’s in Mass Communication & Media Studies
Amazing SD

Students from the Lavin Entrepreneurship Center worked alongside the Economic Development Corporation (EDC) to create a website catered to a young demographic that informs visitors and locals about everything that San Diego has to offer. The site includes attractions, dining and local information about places to live and work. A team of SDSU students wrote up the content, came up with the photographs and incorporated social media in order to develop an easy to use website in 10 weeks.

Amazing SD
http://www.amazingsd.com

Project Manager: John Saunders
Graphic Design: Amy Wong
Web Developer: Aditya Kappagantula & Satya Vema

Working on a WebCompass project really pushed me outside of my comfort zone. I was able to broaden my horizons beyond the creation of print materials and learn to develop design content for the web.

- Zach Stevens
Bachelor of Arts in Graphic Design
Curriculum
San Diego State University provides a variety of undergraduate programs dedicated to entrepreneurship. We offer specific business majors and in the fall of 2013, the Management Department in the College of Business Administration and the Lavin Entrepreneurship Center launched the 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 2015 semester, there were close to 400 students enrolled in one of our various undergraduate offerings. Along with the courses, students engage in an experiential component to fulfill the requirements of the program which 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 many other programs involving entrepreneurship.

The program is designed to accommodate both students matriculating within the College of Business Administration, as well as students enrolled in the six other colleges at San Diego State University.

**Business Minor**

This path is designed for students majoring in Business, Hospitality and Tourism, or International Business. The path consists of 15 units of upper-division entrepreneurial coursework, a Capstone Course requiring students to develop a viable business model and launch plan, and participation in at least one unique experiential activity.

**Non-Business Minor**

This is a specialized path for students outside the College of Business Administration consisting of a 3 unit accounting course and 12 units of upper-division entrepreneurial coursework, a Capstone Course, and participation in at least one unique enrichment activity.

Both the Business and non-Business minor include five unique tracks to allow students from different academic backgrounds to pursue a package of courses that is tailored specifically to suit their interests. The five tracks include:

* Art and Design Track
* International Track
* Social Entrepreneurship Track
* Technology and Science Track
* Traditional Track
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 & respond with entrepreneurial business models
- Seek and analyze opportunities in international markets
- Maximize SDSU's available entrepreneurial resources

The Lavin Program was the most hands-on learning I received at SDSU. It prepared me for the real world more than any other class, and I would recommend the program to everyone with an interest in entrepreneurship. From personal mentors to in class guest lectures, you are learning something new every week that is integral to know for all entrepreneurial endeavors.

- Daniel Dossegger
  SDSU Alumi, 2015
In fall 2014, San Diego State University launched the Music Entrepreneurship and Business Program open to undergraduate students in all music disciplines. Developed as a partnership between SDSU’s College of Professional Studies and Fine Arts, the Lavin Entrepreneurship Center, and the College of Business Administration, the Music Entrepreneurship and Business program is a professional Bachelor of Music degree with a specialization in entrepreneurship.

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 four current SDSU music students were accepted into the specialization. The first cohort included students from different musical backgrounds including voice, piano, and oboe. Looking to the future, the main goal is to continue developing the degree to increase enrollment and expand the program’s reach across the SDSU campus.

Program Overview

The Music Entrepreneurship and Business Program offers the opportunity for artistically talented individuals with a passion for entrepreneurship to nurture their musical talents, while simultaneously developing comprehensive entrepreneurial skillsets. This specialization 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 their musical backgrounds.

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 side, the program embeds 15 units of entrepreneurship courses that teach students 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.

San Diego State University prides itself on the entrepreneurial spirit that can be found across campus and it is so exciting for us to be able to bring this experience to music students.

- Dr. Alex DeNoble
  Executive Director, Lavin Entrepreneurship Center

This program will empower these music majors to be leaders and have the confidence — and practical skills — to be successful entrepreneurs, opening more doors to them as they pursue their love of music.

- Donna Conaty
  Associate Dean, College of Professional Studies and Fine Arts
The International Entrepreneurship Exploration program was introduced three 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 foster student’s interest in entrepreneurship on a global level and complete coursework while immersed in an international setting. During the experience, students enroll in a 3-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 period of time.

Students are able to supplement their course with exposure to diverse cultural environments. This program offers a unique perspective on entrepreneurship and affords students the ability to gain insight into entrepreneurship on a global scale while gaining course credit, and expanding their social networks. Students are expected to complete many in-class activities designed to analyze a business opportunity, while outside the classroom they meet and interact with local entrepreneurs to provide them with insight into their entrepreneurial mindsets.

2014/2015 Program Highlights

During the 2014-2015 academic year the Lavin Entrepreneurship Center and the College of Business Administration offered four opportunities for students to study abroad while enrolled in entrepreneurship courses. Three of the International Entrepreneurship Explorations were held during the winter 2014 break, with one other hosted during June 2015.

Paris, France
December 27– January 16, 2015

A group of undergraduate SDSU students, led by Lavin Entrepreneurship Center Director of Programs, Bernhard Schroeder, completed the Fundamentals of Entrepreneurship (MGT 358) course during a three-week International Entrepreneurship Exploration in Paris, France. Students attended lectures that focused on topics such as opportunity recognition, team aspirations, market and industry analysis, business forecasting, and target segment benefits. Students also completed ideation exercises, individual and group case studies, and a group presentation project. In addition, a professor from the Sorbonne University presented trends and culture insights about the French marketplace.

Outside of the classroom students had the opportunity to engage with seven business founders ranging from a tea and pastry shop, to a chain of brewpubs, to a $1.4 billion e-commerce company. The group visited two of the
seven regional incubators supported by the French government and attended presentations from several startup companies.

Shanghai, China
January 2 – January 15, 2015

Dr. Lois Olson, SDSU Management Department Professor, accompanied a select group of San Diego State University students enrolled in International Entrepreneurship (MGT 355) as they traveled to Shanghai, China. Before arriving in Shanghai, students completed 12 hours of online lectures and assignments in preparation for the international experience.

Class lectures were held in the mornings and early afternoons at the East China Normal University and were followed by company and market visits. The International Entrepreneurship Exploration allowed students to gain an understanding of foreign market entry modes, to learn how to identify and assess business opportunities in an international context and provided them with comprehensive hands-on experience.

"The most rewarding thing about study abroad was meeting people from all over the world. I met people from Russia, Brazil, Spain, talking to them and sharing my experiences and my aspirations and listening to their experiences and aspirations was a great conversation!"

- Javon Obide

"The most amazing part about the study abroad experience was that I was able to immerse in another culture in a short amount of time and really appreciate the differences that the program had to offer.

- Danielle Vargas
Jerusalem, Israel

January 4 – January 11, 2015

Dr. Martina Musteen, SDSU Management Department Professor, led a group of both undergraduate and graduate level students through the International Entrepreneurship course (MGT 355 and MGT 748) while simultaneously allowing them to gain exposure to entrepreneurship in an international context. The experience focused particularly on entrepreneurship in the Israeli context.

The trip combined classroom lectures with visits to Israeli startup companies, incubators, venture capitalists, research and development centers, as well as cultural sites in Jerusalem, Tel Aviv, and Haifa. This opportunity offered students a unique blend of both strong academic and experiential components.

Alcalá, Spain

June 6 – June 28, 2015

Held in partnership with the University of Alcalá, Lavin Entrepreneurship Center Executive Director, Dr. Alex DeNoble accompanied SDSU students enrolled in Fundamentals of Entrepreneurship (MGT 358) to Spain. During the ten day intensive program students took advantage of an opportunity to study entrepreneurship in a cross-cultural setting from the unique perspective of the Spanish culture.

In addition to various guest lecturers from Spanish professors throughout the week, the hosts at the University of Alcalá set up several cultural, historical, and company tours in Alcalá, Madrid, and Segovia. This International Entrepreneurship Exploration afforded students the opportunity to work with their counterparts from the University of Alcalá, where they analyzed emerging business trends and were tasked with designing a business model based on perceived opportunities. At the end of the course, each team evaluated the viability of the business in both Spanish and U.S contexts. Students also had the opportunity to visit Googles brand new Campus Madrid, a state of the art co-working space for local entrepreneurs.

Participants of the International Entrepreneurship Explorations voiced their satisfaction with the program with many listing their time abroad as one of the most rewarding experiences of their academic careers. The students had the opportunity to gain a global perspective on entrepreneurship and engage with company founders from countries around the world. The Lavin Entrepreneurship Center and the College of Business Administration will work to develop and expand the program to continue offering a diverse group of destinations for students to explore entrepreneurship in different cultural settings.
The Life Sciences Entrepreneurs Certificate program was an intensive two-week summer program held July 8 through July 18, 2014, strategically designed to provide participants with a comprehensive overview of business matters related to the life science and technology industries. Participants were exposed to the tools necessary to become part of the technology workforce and received the proper guidance to become the next group of leading entrepreneurs in their respective fields. Through a well-balanced curriculum comprised of in-class material supplemented with pragmatic learning opportunities focused on the industry, participants were taught to:

- Distinguish distinct roles and requisite skills of different employees
- Evaluate opportunities for business improvement
- Identify and create value for their companies
- Develop cash-flow metrics to track business processes
- Develop marketing strategies targeted at creating a strong brand
- Describe key regulatory agencies and basic laws
- Develop an understanding of international business regulations

The Life Sciences Entrepreneurship Certificate program was hosted by the College of Sciences and the Lavin Entrepreneurship Center for the Universidad Autonoma de Baja California (UABC). Thirty students from UABC and three students from the country of Georgia participated in the two week program.

During the two-week program, participants engaged in group lectures, panel discussions, presentations from BioTech entrepreneurs and Venture Capital investors in life sciences, and visits to local companies. Participants from UABC and Georgia formed study groups to generate ideas for new business opportunities and collaboratively refine their presentations in preparation for a final presentation at the end of the program.

Faculty Included

Dean Stanley Maloy  Program Founder and Lecturer
Dr. Alex DeNoble  Program Founder and Lecturer
Dean Dennis Cradit  Welcome Reception
Dr. Gail Naughton  The Road to Product Development & Commercialization
Beth Chung  Personal Capabilities
Lambert Ninteman  E-Prize Team Presentation
Susan Baxter  Unique Challenges in Life Sciences & Tech Industries
Cathy Pucher  Panel Moderator
In addition to daily lectures, the students were able to visit life sciences companies and incubators throughout the San Diego region. Companies included:

- Althea
- The Maritime Alliance
- Seabotix
- The San Diego Zoo
- Illumina
- Zahn Innovation Center
- EvoNexus
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.

As a lecturer in SDSU’s Management Department, Professor 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, Professor 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, Michael Sloan is an expert in leading this initiative across the SDSU campus.

2014-2015 Social Entrepreneurship Programs

The U.S.-Middle East Partnership Initiative (MEPI)

The U.S.-Middle East Partnership Initiative (MEPI) of the State Department offers assistance, training, and support to groups and individuals striving to create positive change in the society. MEPI works in 18 countries and territories, partnering with civil society organizations (CSOs), community leaders, youth and women activists, and private sector groups to advance their reform efforts. MEPI’s approach is bottom-up and grassroots, responding directly to local interests and needs.

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
Alum ’14, College of Business Administration

Professor Sloan thanked with smiles and a vibrant MEPI t-shirt
This summer Professor Michael Sloan hosted a day long workshop for 24 students involved with the MEPI program through the University of Delaware. The students participating in the workshop were from 13 different regions in the Middle East, each with a specific goal they hoped to achieve. During the program Professor Sloan educated the students on social entrepreneurship to assist them in the creation of social ventures in their native countries. This was the second consecutive year that he hosted the workshop. The program included students from the following countries:

- Algeria
- Bahrain
- Egypt
- Gaza Palestine
- Iraq
- Israel
- Jordan
- Kuwait
- Lebanon
- Morocco
- Palestine
- Saudi Arabia
- Tunisia

**W.E. Do Good**

World Entrepreneurs (W.E.) Do Good is a social venture aimed to assist Ethiopian villages with human powered threshers. San Diego State University alum, Gemechu Abraham formed the idea for a threshing machine that will allow low-income villages to utilize their harvest time more efficiently. Abraham, 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. After the prototype had been tested on teff grown on campus, Abraham returned to Ethiopia to field test it in three villages over six weeks early this year. Currently, SDSU mechanical engineering students are working on building a new versatile version of the machine that will be larger and uses fewer parts.

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**Embrace the challenges that come with being an entrepreneur and don’t be too quick to crumble or give up.**

- Gemechu Abraham
Alum ’12, College of Business Administration

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The plan calls for the thresher to be ready for production in Ethiopia by the end of the year. In the first year, the SDSU alumni-run company targets to sell 250 to 350 threshers to Ethiopian women for about $200 using microloans aimed at supporting entrepreneurship and alleviating poverty. These women will then rent this equipment to about 3,000 farmers. This project will benefit Ethiopia on many levels. This type of innovation and collaboration is precisely what entrepreneurship is about, recognizing a problem and finding a solution.

**W.E. Do Good 2015 Team**

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
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<tbody>
<tr>
<td>Gemechu Abraham</td>
<td>Founder, SDSU College of Business Administration Alumni ’12</td>
</tr>
<tr>
<td>Peter Morrill</td>
<td>Project Manager, SDSU College of Business Administration</td>
</tr>
<tr>
<td>Alex Davila</td>
<td>Engineering Team Member, SDSU College of Engineering</td>
</tr>
<tr>
<td>Bobby Baker</td>
<td>Engineering Team Member, SDSU College of Engineering</td>
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<tr>
<td>Dominick Polese</td>
<td>Engineering Team Member, SDSU College of Engineering</td>
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<tr>
<td>Mo Brimo</td>
<td>Engineering Team Member, SDSU College of Engineering</td>
</tr>
<tr>
<td>Nader Alshanneri</td>
<td>Engineering Team Member, SDSU College of Engineering</td>
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**University of San Diego Social Innovation Challenge**

This year, 18 teams from San Diego State participated in the Social Innovation Challenge hosted by the University of San Diego. Of the 18 entrants, seven advanced to the semifinal rounds and two teams advanced further to the finals where they won overall. The East African Fellowship Program by C.U.R.E. Africa team was awarded a prize of $5,000 while The Free Artists Network team was awarded $10,000 to invest in their social ventures.
USD Social Innovation Challenge  
SDSU Participants:

1. **Aye! Que Rico!** (Joel Lopez) is an Authentic Hispanic fruit and refreshment stand dedicated to promoting cultural awareness on college campuses and within local communities.

2. **Course Key** (Luke Sophinos, Ryan Vanshur, Fadee Kannah) is an app designed to boost student participation, attendance, and social learning while eliminating a substantial amount of paper in higher education.

3. **Earth Conscious Energy** (Camilo Girgado, Anthony Piazza) is dedicated to identifying new ways to produce clean, reusable energy.

4. **Haweier** (Boyao Xu) is a platform designed to help Chinese students integrate into American/Western society so that they can get the most out of their experiences abroad.

5. **HoopStar** (Jason Mallari) is an application designed to unite the pick-up basketball community and make the process of connecting with other individuals looking to play basketball more efficient and fun.

6. **Intelligent Burn Company** (Diego Segovia) is a social venture that actively pursues a double bottom line promoting better health, providing a quality product, increasing international burn prevention, and by donating 20% of our profits to help burn survivors get the treatments they need.

7. **L’avenir** (Shannon Callahan) is a company working to develop technology that would have the ability to interpret American Sign Language into spoken language and spoken language into text, so as to break down communication barriers between the deaf and hearing communities.

8. **RAKcity Give to Give** (Elijah Elliott) is a people-centric movement created as a way to connect charitable individuals who wish to give to others but may not have the means to do so with charitable individuals who have the financial resources but may lack the time to physically contribute.

9. **SPAIRE** (Raul Hernandez Ochoa, Jessica Cho) is a service that provides a micro-crowdfunding solution to allow users to round up every purchase they make to the nearest dollar and donate the rounded amount to high impact individuals.

10. **What's Free App** (Peter Salas, Jeanine Salas) is an application designed to notify users, primarily college students who cannot afford food and are carrying the burden of food insecurity, of student organizations offering free food on university campuses.

11. **Work with No Boundary** (Boyao Xu) is an organization dedicated to assisting homeless people in the U.S. get out of poverty by connecting them with jobs overseas teaching English as a second language.

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*Professor Sloan inspired me to think more social than profitable.*

- Peter Morrill  
  Project Manager, SDSU College of Business Administration

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Raul Hernandez Ochoa gives a presentation about his startup: Spaire
Program Overview

The Music Entrepreneurship and Business Program offers the opportunity for artistically talented individuals with a passion for entrepreneurship to nurture their musical talents, while simultaneously developing comprehensive entrepreneurial skillsets. This specialization 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 their musical backgrounds.

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Semifinalists:

1. **11:eleven Apps** (Daniel Esposito, Elias Atalah, Kevin McHale, Daniel Park) is a mobile platform that allows users to create, manage, and communicate about events with ease and efficiency. It aims to bridge the gap between social media and being social.

2. **Poetic Youth** (Theodore Bruni, Garrett Bryant, Nia Hilton, Simon Shieh,) is a team comprised of undergraduate students, graduate students, professors, and community volunteers that seek to bring social innovation to communities in San Diego utilizing creative writing.

3. **San Diego Butterfly Zoo** (Royce Cumming, Mary Beth Bilder) is a sole-proprietorship dedicated to financing butterfly farming in the third-world, creating a sustainable income for farmers and reducing the effects of deforestation.

4. **SnapCards** (Asha Abdullahi, Rachael Nomburg) is a flashcard study app for students dedicated to donating a percentage of their revenue earned towards higher education programs for low-income students in the San Diego region.

5. **STAY LOCAL** (Tiernan Seaver, Pablo Gutierrez, Laura Dick, Dara Pastor, Lindsay Usher, Jess Ponting, Tom Packard) promotes responsible tourism and economic development while helping to preserve local cultures, communities, and environments.

Finalists:

1. **East African Fellowship Program by C.U.R.E. Africa** (Fnann Keflezighi, Mohamed Ahmed, Yousef Abraham) is a community-based scholars program designed to curb the challenges facing East Africans in San Diego by bolstering college preparatory support among middle school youth.

2. **The Free Artists Network (FAN) - freeartists.NET** (Krisha Moeller) is an art education web platform and e-learning network that bridges the gap between arts-based education and contemporary art careers for creative students.

"Giving someone hope, challenging the status quo, and making the world a better place is why social entrepreneurship is important."

- Diego Segovia
Alum ’15, College of Business Administration
This year, the Lavin Entrepreneurship Center hosted the third annual LeanModel™ Competition on March 6 and 7, 2015 on the SDSU campus. For the first time the competition was open to student teams from all four-year universities worldwide, making it the most competitive it has ever been. Nineteen student teams from eleven universities across the nation were selected to compete, pitching their business ideas to experienced entrepreneurs. Before the competition, teams were encouraged to come prepared to pitch in any scenario.

Partnering with the Zahn Innovation Center, the two-day event kicked off on March 6, with the Zahn Challenge Finals and the LeanModel team showcase and exhibit, which made for an outstanding student start-up and community experience. The afternoon began with 34 teams from both the Zahn Challenge and LeanModel™ Competition presenting at the showcase to community members and judges. Following the showcase, Zahn Challenge winners were announced and then the LeanModel Aztec Tank Pitch event took place. The Aztec Tank Pitch event involved four teams selected by judges during the showcase. Both Zahn Challenge and the LeanModel Aztec Tank Pitch competitions were executed successfully with a room filled with over 150 community members, including SDSU President Hirshman.

The semi-finals and finals of the LeanModel™ Competition were held the following day on March 7. Teams pitched to four judges in their assigned track and teams were given the opportunity to interact with the judges to gain feedback on their products and presentations. The top three winning teams selected were from San Diego State University, Brigham Young University, and California Polytechnic University- San Luis Obispo.

Universities represented (left to right): University of Arizona, San Diego State University, California Polytechnic University - San Luis Obispo, and Brigham Young University.
2015 LEANMODEL™ COMPETITION WINNERS

Overall Competition Winners:

1st place: Course Key, San Diego State University - $7,500
2nd place: IllumiBowl, Brigham Young University - $4,500
3rd place: Poly Labs, California Polytechnic University San Luis Obispo - $2,500

2015 ADDITIONAL EVENT WINNERS

Best First Impression Award & Aztec Tank Winner:

InHouse, University of Arizona - $1,500

Pitch Event Winners:

SoniPed, Brigham Young University - $500
Infinurja, University of Arizona - $500

Universities Represented:

- Arizona State University
- Brigham Young University
- California Polytechnic University, San Luis Obispo
- Drexel University
- San Diego State University
- University of Arizona
- University of California, Irvine
- University of California, San Diego
- University of Iowa
- University of Louisville
- University of San Diego

SPONSORS

Platinum Sponsor:
Torrey Pines Bank

Gold Sponsors:
Ernst & Young
Union Bank
Pitch the Investor Judges

- Michael Librizzi  
  Board of Directors, 
  Telletopia Foundation

- Steven Cox  
  CEO & Founder, Takelessons.com

- Kim Folsom  
  Co-Founder, President & 
  CEO, FundAthena

- Doug Galloway  
  President, Vanorsdale 
  Insurance Services

- Tal Moore  
  Founder & CEO, SoftyWipes

- Matthew Jones  
  Owner, Van Law Foods Inc

Aztec Tank Judges

- Jerry Halamuda  
  CEO & President, Color Spot 
  Nurseries Inc.

- Yukon Palmer  
  CEO, FieldLogix

- Ruprecht Von Buttlar  
  Vice President, Business Creation & 
  Development, CONNECT

Semifinalist Judges

- Kristian Rauhala  
  President, PEAR Sports

- Scott McMillin  
  Chairman, McMillin Realty

- Angela Hill  
  CEO, Incitrio

- Thomas Clancy  
  Director, WineDirect

- Jim Matteo  
  CEO, Bird Rock Systems

- Kevin Popovic  
  Founder & CEO, Ideahaus

- Brian Dovey  
  Partner, Domain Associates, LLC

- Duncan McLaren  
  CEO, My Total Health

- James Holland  
  Business & Financial Consultant

- Adam Weiler  
  Co-Founder, StrongVolt

- Julien Brandt  
  CEO, OrganikSEO.com

- Mark Schmid  
  CEO, ArtFunction Group of Companies

Visiting Teams making the most of their time networking with others

Lavins Josh Houghton and Drew Halsch showcasing their product: Hype Audio
### Finalist Judges

<table>
<thead>
<tr>
<th>Name</th>
<th>Position and Organization</th>
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<tbody>
<tr>
<td>Peter Shaw</td>
<td>Director, Shaw Management Advisors, Int’l LLC, (SMAI)</td>
</tr>
<tr>
<td>Larry Peterson</td>
<td>Founder &amp; President, LP Marketing</td>
</tr>
<tr>
<td>Thomas Franklin</td>
<td>Partner, Kilpatrick Townsend &amp; Stockton LLP</td>
</tr>
<tr>
<td>Dr. Gail Naughton</td>
<td>CEO &amp; Chairman, Histogen, Inc.</td>
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</table>

*From left to right: Thomas Franklin, Dr. Gail Naughton, Larry Peterson, and Peter Shaw*
Entrepreneur Day
Entrepreneur Day is an annual spring event that celebrates SDSU student and alumni founded companies. Companies promote their brand, sell their products, and energize customers with the spirit of entrepreneurship. Entrepreneur Day sends the message that with a unique idea, hard work, and determination anything is possible.

This year, a unique entrepreneurial village was set up on SDSU’s Centennial Walkway showcasing 45 student and alumni companies. The fledgling and established businesses sold their goods and services to SDSU students, faculty, and staff, along with outside members of the San Diego community. The Zahn Innovation Center was highlighted at the event, providing attendees with the opportunity to learn more about the projects and entrepreneurial ideas funded by the on-campus incubator. Entrepreneur Day inspired the campus to think creatively and pursue future business ideas.

**Details:**

Date: March 4, 2015  
Location: Centennial Walkway  
Attendance: Over 10,000 students, staff, and community members

**2015 Entrepreneur Day Participants**

**Lead Sponsors**  
SDSU College Program Foundation, Torrey Pines Bank, and Union Bank

**Alumni Companies**

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<thead>
<tr>
<th>Alumni Companies</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chase Fisher</td>
<td>Blenders Eyewear</td>
</tr>
<tr>
<td>George Hadjis</td>
<td>Oggi's Pizza and Brewing Company</td>
</tr>
<tr>
<td>Kevin Gelfand and Martin Reiman</td>
<td>ShakeSmart</td>
</tr>
<tr>
<td>Jenny Amaraneni</td>
<td>Solo Eyewear</td>
</tr>
<tr>
<td>John Wilson</td>
<td>Stance Socks</td>
</tr>
<tr>
<td>Sam Ley</td>
<td>Pawtec</td>
</tr>
<tr>
<td>Darryl Anunciado, Dhore Anunciado and Sherdellah Anunciado</td>
<td>Action Drone USA</td>
</tr>
<tr>
<td>Paul Goodman and Griffin Thall</td>
<td>Pura Vida Bracelets</td>
</tr>
</tbody>
</table>

"We’ve created an entrepreneurial village on the campus and it’s fascinating to see these twentysomethings selling their own products."

- Bernhard Schroeder  
  Director of Programs,  
  Lavin Entrepreneurship Center
Student Companies

Matt Weilbacher  
Cali Trend

Mana Elya, Sharleen Shayan, and Deborah Tosifno  
Set Three

Joseph Villarreal, Nathan Villarreal and Matthew Villarreal  
Kingship Co

Cole VanMiddlesworth and Jin Salamack  
Journey On

Raechel Stewart  
The Emerging Artist Co-op

Marcus Papazian, Cowan, and Taylor Davis  
State Collegewear

Tyler Hadzicki and Joe Hadzicki  
Leaux Racing Trikes

Zach Rosas and Jake Ory  
Your Sneaker Source

Lavin Entrepreneurs 2013-2015

Alicia Roberts  
VavaVida

Drew Halsch & Josh Houghton  
Hype Audio

Brittney Franks  
Aroma Balm

Daniel Dossegger  
RaD Co

Darryl Grier  
Talisman Accessories

David Kormandel  
Upright Style

Fletcher Struye  
PopVision

Nick Herrera & John Saunders  
Brightside

Nolan Rakow  
Gym Accessories

Raul Hernandez Ochoa  
Room Freshies

Sean Dreiling  
Restoar

Sumesh Jagtani  
Sensual Scents

Entrepreneur Day teaches students to engage and take measured risks as well as understand how the sales process goes...how to prospect and how to get someone to buy your product.

- Raul Hernandez-Ochoa

Lavin Entrepreneur 2013-2015
### Lavin Entrepreneurs 2014-2016

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aaron Ovadia</td>
<td>Mobile Connection</td>
</tr>
<tr>
<td>Cassandra Wessel</td>
<td>Crown Yourself</td>
</tr>
<tr>
<td>Jason Peretz</td>
<td>BHEESTIE</td>
</tr>
<tr>
<td>Lauren Noelle Malindzak</td>
<td>The Krunch!</td>
</tr>
<tr>
<td>Luke Sophinos</td>
<td>NL Custom Candles</td>
</tr>
<tr>
<td>Maria del Carmen</td>
<td>Nailed It!</td>
</tr>
<tr>
<td>Matthew Meech</td>
<td>Get Charged</td>
</tr>
<tr>
<td>Richard L’Heureux</td>
<td>StartupstoStudents</td>
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<tr>
<td>Ruth Tadesse</td>
<td>TECRA</td>
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<tr>
<td>Shane Luna</td>
<td>Love, Haight, &amp; Ashbury</td>
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<tr>
<td>Soumetha Sounevongsa</td>
<td>The Beauty Booth</td>
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<tr>
<td>Tom Bachar</td>
<td>iStickers.tk</td>
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<td>Tom Coleman</td>
<td>TCD</td>
</tr>
<tr>
<td>Wesley Episcopo</td>
<td>Buddy PowerPack</td>
</tr>
</tbody>
</table>

**Featured booths included the Zahn Innovation Center, Entrepreneur Society, and the Lavin Entrepreneurship Center students**
Entrepreneur Society
A recognized student organization within the College of Business Administration, the Entrepreneur Society helps students transition from the study to the practice of entrepreneurship. It encourages student involvement in Lavin Entrepreneurship Center programs and is open to all majors from undergraduate to Ph.D. The Entrepreneur Society provides assistance with creating workable goals to pursue entrepreneurial objectives, helps members find mentors, invites successful entrepreneurs as keynote speakers, hosts workshops and networking events, and builds relationships between students and community organizations focused on entrepreneurship.

2014-2015 Entrepreneur Society Officers

Thomas Coleman    President
Paul Johnson    Vice President of Operations
Jacob Atlas    Vice President of Finance
Carolyn Smurthwaite    Vice President of Events
Evonte Jina    Vice President of Membership
Bryce Hamlin    Vice President of Public Relations
Tomi Kapoor    Vice President of Marketing
Pedro Vargasdiaz    Advisory Board Coordinator
Malin Ouk    Annotator
Guadalupe Ruiz    Social Media Manager
Lena Huebscher    Executive Assistant Intern

The Entrepreneur Society has provided me with an amazing first step on my entrepreneurial journey.

- Bryce Hamlin
Entrepreneur Society 2014-2015
Vice President
Program Overview

The Music Entrepreneurship and Business Program offers the opportunity for artistically talented individuals with a passion for entrepreneurship to nurture their musical talents, while simultaneously developing comprehensive entrepreneurial skillsets. This specialization 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 their musical backgrounds.

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 side, the program embeds 15 units of entrepreneurship courses that teach students 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.

2014-2015 Entrepreneur Society Guest Speakers

- Griffin Thall  Pura Vida Bracelets  Fall Kickoff Event
- Arman Assadi  Why I Left Google  General Meeting (Open House)
- Jim Matteo  Bird Rock Systems  General Meeting
- Nii Ahene  CPC Strategy  “How to Build the Right Team” (Member Exclusive)
- Parker Harris  Junto Global  Reaching your Maximum Potential (Member Exclusive)
- Michael Sloan  Social Entrepreneurship Professor, SDSU  General Meeting
- Wing Lam  Wahoo’s Fish Taco  Spring Kickoff Event
- Marcus Cowan  State College Wear  Student Showcase
- Sean Dreiling  Restoar  
- Jenny Amaraneni  Solo Eyewear  Next Generation Summit
- Sara Schairer  CompassionIt  
- Matthew Wayne  Art Without A Roof  
- Kunal Mehta  Disruptors  
- Craig Stevens  Sea Pointe Partners  
- Peter Shaw  Shaw Management Advisors  “Meet the Experts” (Member Exclusive Event)
- John Tucker  HelpFlow  
- Nick Slettengren  Power Digital Marketing  
- Jeremy Sanders  Ideator  
- Joel Runyon  Impossible HQ  

"The Entrepreneur Society has introduced me to the startup community in San Diego and has helped me develop the confidence to start my own business."

- Tom Coleman
Entrepreneur Society 2014-2015, President
The Venture Capital Investment Competition (VCIC) hosted by the University of North Carolina (UNC), is the nation’s premiere strategy competition for venture-minded and entrepreneurial MBA students. The competition is designed to give the 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 San Diego State University team proved to be well-prepared for the duration of the 2015 Regional Venture Capital Investment Competition (VCIC) held at University of Colorado, Boulder. The team took home the Entrepreneurs’ Choice Award as a result of the strong pitches they delivered to the judges during the event. The Venture Capital Investment Competition 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 praised 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 2015 Team Members:

• Brett Bettesworth
• Hunter Reed
• Ian Winfield
• Kyle Smith
• Mariya Smolkin

Coaches and Mentors

John McMillan
SDSU Alum

David Titus
President San Diego Venture Group

Peter Shaw
Managing Director at Shaw Management Advisors, International, LLC

VCIC was the most valuable component of my MBA experience. The opportunity to work with seasoned venture capitalists and a diverse team of highly motivated students has thoroughly prepared me for employment in a biotechnology start-up. I use the skills developed during VCIC on a daily basis and wholeheartedly recommend VCIC to all MBA students.

- Hunter Reed
2015 Team Member
In May 2015, the Course Key team consisting of San Diego State University students Luke Sophinos and Ryan Vanshur, accompanied by Lavin Entrepreneurship Executive Director, Alex DeNoble attended the annual International Business Model Competition sponsored by Brigham Young University. At the event, student teams were judged on utilizing the Business Model Canvas to transform their idea into a market-ready venture through their ability to pivot in response to consumer input. More than 3,800 teams from 15 different countries competed in this year’s competition.

Out of the thousands of team submissions, Course Key was selected as one of the 42 quarterfinalists. The team progressed through the quarterfinals into the semifinal round where they placed in the top 10 and received an honorable mention. Following the event, the team expressed their pride in having the opportunity to represent SDSU, Ryan said, “We have come a long way and are now recognized as a top 10 student company in the world. Out of over 3,800 teams, from 15 countries, to place in the top 10 after only 8 months is just incredible!”

Course Key is a software application that allows professors who teach large classes the ability to take attendance, offer on-the-fly classroom polling or quizzes, and allows students and professors the ability to interact in and outside of class via smartphone, tablet or laptop. The systems works when students log on by using their smartphone to read a QR code shown on the front screen of the classroom, or by typing a code into the Course Key homepage on their laptop or tablet that is announced by the professor at the beginning of each class. Upon activation, the software ensures the student is within the parameters of the classroom through GPS and Wi-Fi recognition.

“After struggling in multiple large-lecture classes at SDSU my freshman year, I started to explore why classroom interaction was so limited in college,” said Luke Sophinos.
Founder & CEO at Course Key, Luke Sophinos when discussing how the idea came about. Since January, the user-friendly app is currently being used in three large SDSU classrooms with close to 1000 users.

Currently, the team is targeting to reach roughly 10,000 users on the SDSU campus by spring semester of 2016. They are also making plans to move beyond San Diego State University with their novel approach to academic management systems and have already laid the ground work for their first round of financing.
College students from 49 universities across the U.S. and around the world attended Texas Christian University’s fifth annual Richards Barrentine Values and Ventures® Business Plan Competition held in Fort Worth on April 10-11, 2015. At the competition teams presented plans that demonstrated a societal or environmental need to be filled, as well as the profitability of their business. More than 80 business leaders served as judges and mentors, to provide a solid base of knowledge about the viability of startup businesses.

The W.E. Do Good™ team, consisting of SDSU alumnus Gemechu Abraham, current management student Peter Morrill, and faculty advisor Michael Sloan, secured the first place victory and were awarded $25,000 at the annual TCU competition. W.E. Do Good™ showcased their low-cost, human-powered threshing machine that efficiently processes teff grain. The machine is designed to improve agronomic practices and impact poverty in Ethiopia and other countries that currently harvest the teff grain through demanding, unsanitary and unhealthy means.

The teff grain is a critical part of the Ethiopian diet and is currently harvested by having either animals or humans stomp on the grass until the grain drops on the ground. SDSU management student, Peter Morrill discussed the efficiency of their machine saying “It takes approximately 14 hours, five humans and several livestock animals to produce two pounds of teff. Our threshing machine can produce 7.5 pounds of grain in the same amount of time using only two humans. Plus the grain is cleaner and without the dirt and debris that accumulates on it when it is swept up off the ground.”

A prototype of the threshing machine was tested earlier this year in Ethiopia with much success. The Ethiopian test group offered suggestions for improvements to the machine which the team will incorporate into their third prototype. That prototype is expected to be complete and ready for testing.

Winning the TCU Values and Ventures Competition provides the W.E. Do Good social venture with critical resources and invaluable relationships. Their dream to substantially reduce poverty and have a significant social impact for farmers and women in Ethiopia will now become a reality.

- Michael Sloan
Professor SDSU Department of Management
by the end of this year. The Teff Thresher is affordable, durable, portable, and requires no fuel or electricity. “Our business plan calls for allowing Ethiopian women the ability to purchase the threshing machines with low interest loans,” said founder, Gemechu Abraham. “These entrepreneurial women would then rent the machines to farmers providing cash to the women and their families and giving the farmers a more cost effective method of processing their grain before it goes to market,” he continued.

In addition to the $25,000 cash award, the team also received in-kind support of $75,000 of marketing/advertising services from Warren Douglas; $15,000 of social media, consulting or video services from Splash Media; three hours of legal consulting services from Winstead PC; one month of services from LobbyIt.com; four hours of IT consulting services from Comport Consulting and one year co-working membership with IDEA Works FW.
Previously known as Start-Up @ State, this year we reintroduced the program as LaunchIn. LaunchIn is a startup entrepreneur event that happens both during the fall and spring semesters. In the fall, LaunchIn consists of a panel featuring successful entrepreneurs. At the event students have the opportunity to ask any questions they have relating to the panelists experiences starting their companies. In the spring, LaunchIn is not only a panel but also a hiring event focused on connecting local startups and growing companies in San Diego with driven SDSU students from across the campus.

**LaunchIn – Fall 2014/Spring 2015**

Fall’s entrepreneur panel featured Nick Slettegren, Founder/CEO of Power Digital Marketing; Todd Durkin, Founder/CEO of Fitness Quest 10; and Adam Weiler, Co-founder/CEO of StrongVolt. Each entrepreneur had two minutes to provide students with an overview of their companies and their entrepreneurial journey. The students in the room then interacted with the entrepreneur panel during the Q&A session, where they asked engaging questions for over an hour. Fall’s event attracted over 150 students to the Ron Fowler Auditorium on October 14, 2014.

In the spring, LaunchIn took place on April 22, 2015. The event began with a panel of four entrepreneurs in the Ron Fowler Auditorium. Michelle Weinstein, Founder and CEO/President of Fitzee Foods; John Lococo, CEO/Co-founder of Soccerloco; Mitch Patridge, CEO of ClearBalance; and Adam Riggs-Zeigen, Co-founder/CEO of Rock My Run discussed their entrepreneurial experiences and answered questions posed by students in attendance. Once the panel ended, the students moved over to the Parma Payne Goodall Alumni Center to begin networking with local companies who were hiring. This year 37 companies participated and over 300 students were in attendance. Companies were looking to hire students with a variety of skills in areas such as graphic design, marketing, finance, and software engineering. The diverse student population was a good representation of the various companies’ needs. LaunchIn 2015 was an extremely successful event with 57 students hired for internships, full-time, and part-time positions.
Companies Represented at the Spring 2015 LaunchIn

1. Alliant Consulting, Inc.
2. Alpine Science, Inc.
3. Benefunder
4. Blenders Eyewear
5. Circa Interactive
6. CleanSpark
7. Cognuse
8. Counterflow
9. CPC Strategy
10. The Crowdfund Mafia
11. The D&D Group Wares
   The More d/b/a
12. Dizzle
13. DOL Burn Foundation
14. Energen Grid Maximizer
15. Fanzeal
16. FieldLogix
17. Geek Girl
18. Locbit Inc.
19. Lunatec Gear
20. Mamma Chia
21. Mapigator, Inc.
22. MOGL
23. PartySpark
24. Pluralsight
25. Power Digital Marketing
26. Pura Vida Bracelets
27. ROBO 3D
28. SimpleLims.Com
29. Soccerloco
30. Solcius
31. Spritzr
32. StartMEUpLive
33. StrongVolt, Inc.
34. Tower Paddle Boards
35. TVPage, Inc.
36. Underground Elephant
37. UNION COWORK

Gold Level Sponsors

1. Torrey Pines Bank
2. Union Bank

SDSU Alumni at Field Logix made sure to attend LaunchIn

LaunchIn Activities
Program Overview

The Music Entrepreneurship and Business Program offers the opportunity for artistically talented individuals with a passion for entrepreneurship to nurture their musical talents, while simultaneously developing comprehensive entrepreneurial skillsets. This specialization 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 their musical backgrounds.

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This year, the College of Business Administration and the Lavin Entrepreneurship Center were proud to host the 2015 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 “2015 Economic Forecast: Insights, Experts and Trends.” The event featured four high-profile local business leaders who discussed the economic forecasts of their respective industries.

For the second speaker series event, students had the pleasure of listening to San Diego State University’s Head Basketball Coach, Steve Fisher, who focused his discussion on teamwork and leadership. At the event, Coach Fisher offered advice to students to “treat the job you have now as the most important in the world,” as he shared his personal experiences of leading the SDSU’s Men’s Basketball team. He discussed how individuals should all identify their leadership style making use of their strengths.

The forum was moderated by Todd Poling, President of series sponsor Vantage Point Advisors, Inc. The panel included Robert H. Gleason, President and CEO of Evan’s Group; Jerry Sanders, former Mayor and current President and CEO of the San Diego Regional Chamber of Commerce; Jim Ryan, Executive Vice President of Associated General Contractors of San Diego; and Rick Valencia, Senior Vice President and General Manager of Qualcomm Life.

The first event welcomed more than 200 business executives, community members, and SDSU faculty.

With the success of the event, the next events will be organized by San Diego State University’s College of Business Administration.

Sponsors for the 2014-2015 Business Forum Speaker Series were Duane Morris LLP, City National Bank, Moss Adams LLP and Vantage Point Advisors, Inc.
Executive Director Alex DeNoble addressing event attendees

(Lef to right) Jim Ryan, Jerry Sanders, Robert H. Gleason, Rick Valencia, and Todd Poling

Business Forum Activities
L. Robert Payne Lecture Series
On Tuesday, February 12, 2015, more than 200 San Diego State students, faculty, and local entrepreneurs joined the Lavin Entrepreneurship Center to hear Kurt Listug, the co-founder of Taylor Guitars, share the story of his path to success. Kurt Listug, a SDSU alum, spoke about his experiences as a successful entrepreneur and the risks and rewards of the journey.

Taylor Guitars was established in 1974 by Bob Taylor and Kurt Listug and has evolved into one of the world’s leading manufacturers of premium acoustic and electric guitars. Their artist roster numbers in the thousands, and includes the likes of Taylor Swift, Prince, Jason Mraz, and Zac Brown, among many others.

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. Kurt Listug discussed how Taylor Guitars was built from the ground up and the lessons they learned when creating a multi-million dollar company.

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

### Past Lecturers

<table>
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<tr>
<th>Lecturer</th>
<th>Title and Company</th>
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<tbody>
<tr>
<td>Thom McElroy</td>
<td>Co-Founder, Volcom</td>
</tr>
<tr>
<td>Jeff Church</td>
<td>Co-Founder, NIKA Water</td>
</tr>
<tr>
<td>Norm Brinker</td>
<td>Former Chairman, Brinker International</td>
</tr>
<tr>
<td>Jim Sinegal</td>
<td>President &amp; CEO, Costco</td>
</tr>
<tr>
<td>John Moores</td>
<td>Founder of Peregrine Systems &amp; former Chairman, San Diego Padres</td>
</tr>
<tr>
<td>John Sarkisian</td>
<td>Co-Founder, Pat &amp; Oscar’s Restaurants</td>
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<tr>
<td>Dr. Irwin Jacobs</td>
<td>Chairman &amp; CEO, QUALCOMM</td>
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<tr>
<td>Robert J. Nugent</td>
<td>former Chairman &amp; CEO, Jack in the Box</td>
</tr>
<tr>
<td>Russell Lewis</td>
<td>Founder and CEO, Rhino Linings</td>
</tr>
<tr>
<td>Dr. Robert Beyster</td>
<td>Founder, SAIC</td>
</tr>
<tr>
<td>Ron Fowler</td>
<td>Chairman &amp; CEO, Liquid Investments, Inc.</td>
</tr>
</tbody>
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**Not quitting and being smart can get you to where you can make a living and have a nice little business.**

- Kurt Listug
CEO & Co-Founder of Taylor Guitars
Josh Houghton received a free Taylor Guitar during an event raffle.

“You only have so much money; you have to find the smartest way to deploy that money to use that resource and that’s really the challenge all along.”

- Kurt Listug
CEO & Co-Founder of Taylor Guitars
California Entrepreneurship Educators Conference
Driven by the theme of Creativity and Innovation, the Lavin Entrepreneurship Center hosted the second annual California Entrepreneurship Educators’ Conference on March 5-6, 2015. Held at the Parma Payne Goodall Alumni Center on the SDSU campus, the program featured an energetic gathering of educators and thought leaders discussing the future of entrepreneurship research and pedagogy.

The primary mission of the California Entrepreneurship Educators’ Conference is to unite entrepreneurship educators, staff, and thought leaders to facilitate sharing, and the formulation of new ideas that can be implemented on university campuses to provide students the best possible entrepreneurship education and experiences.

This year, we worked to develop further the program, extending it into a two-day interactive event with a number of top entrepreneurship faculty serving as speakers and session leaders. Sessions on the first day were dedicated to discussing the future of entrepreneurship research, with the second day shifting focus to entrepreneurship pedagogy. The agenda included keynote speakers, an entrepreneurship research panel, as well as hands-on breakout and classroom sessions in which attendees actively engaged and collaborated with each other. Additionally, each day included an evening reception where participants had the opportunity to network and socialize, building cross-campus connections.

Over the course of the two days, attendees received valuable insight from leading entrepreneurship researchers and educators, participated in collaborative sessions and workshops, and shared and exchanged ideas to implement on their respective university campuses. Over 80 entrepreneurship researchers and educators attended the conference from more than 40 different institutions across the United States and seven different countries. Conference attendees voiced their satisfaction with the quality of the program, indicating they left feeling challenged to consider how to effectively approach entrepreneurship education to best serve their students.

The Lavin Entrepreneurship Center looks forward to the continued development and expansion of the program in the coming years.

The California Educators’ Conference brought together a unique and interesting blend of scholarly teachers and researchers who shared a common and deep commitment to learn more about entrepreneurship!

- R. Duane Ireland
University Distinguished Professor
Conference Sessions:

Entrepreneurship as a Research Domain
- Duane Ireland, Texas A&M University

The Future of Entrepreneurship Research Panel
- Candida Brush, Babson College
- Hamid Etemad, McGill University
- Jeff Hornsby, University of Missouri - Kansas City
- Michael Morris, University of Florida

Entrepreneurship Program Framework
- Michael Morris, University of Florida

Innovation in Entrepreneurship Education
- Ted Zoller, University of North Carolina at Chapel Hill

Designing the Entrepreneurship Course of the Future
- Alex Bruton, Mount Royal University

Teaching Entrepreneurship: A Practice Based Approach
- Candida Brush, Babson College

A Springsteen cover band entertained educators at the end of the conference.

Rachel DeNoble provided her 3H Business Model: the hipster, the hacker, and the hustler.

Educator’s Conference Activities
Universities Represented:

- Arizona State University
- Azusa Pacific University
- Babson College
- Bowling Green State University
- Brigham Young University-Idaho
- Cal Poly San Luis Obispo
- California State University, Chico
- California State University, Fullerton
- California State University, Los Angeles
- California State University, Monterey Bay
- California State University, Northridge
- California State University, San Bernardino
- CETYS Universidad Baja California - Mexico
- Cuesta College
- Fort Hays State University
- Henan University of Science and Technology - China
- Loyola Marymount University
- Michigan State University
- McGill University, Canada
- Mount Royal University, Canada
- Northern Arizona University
- Point Loma Nazarene University
- Rutgers University
- Saddleback College
- San Diego Mesa College
- San Diego Miramar College
- San Diego State University
- Southwestern College
- Texas A&M University
- Texas A&M University Corpus Christi

"The California Entrepreneurship Educators’ Conference has emerged as a critically important and valuable platform for sharing leading edge ideas and advancing university entrepreneurship."

- Michael Morris
Academic Director, Entrepreneurship Center for Entrepreneurship & Innovation, Warrington College of Business Administration, University of Florida
• Texas State University
• University of Alabama
• University of California San Diego
• University of Florida
• University of Guam
• University of Illinois
• University of Lausanne - Switzerland
• University of Minnesota
• University of Missouri-Kansas City
• University of North Carolina at Chapel Hill
• University of Port Harcourt, Nigeria
• University of Redlands
• University of Southern California

Conference Sponsors:

Platinum Level Sponsor:

Union Bank

Gold Level Sponsor:

Torrey Pines Bank

Silver Level Sponsor:

SDSU CIBER

Conference Partner:

USASBE

Supporting Sponsors:

Entrepreneurship Theory and Practice
Texas A&M University Center for New Ventures & Entrepreneurship
UMKC Henry W. Bloch School of Management
UNC Kenan–Flagler Center for Entrepreneurial Studies
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 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 major entrepreneurship events were held during the 2014-2015 school year.

• San Diego’s $300M Startup was a speaker event presented by Mark Bowels, the founder of EcoATM. Mark Bowels spoke on his experience and how to start with an idea, build a prototype, and launch a startup.

• Financial Analysis with David Newton, was presented by renowned professor David Newton. He demonstrated a quick and easy method for startups to estimated their financial potential and make better financial decisions.

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 2014-2015 school year.

• $25,000 awarded during Zahn Challenge
• Build Anything Prototyping Workshop
• Idea Generation Workshop
• Make a Difference with Social Entrepreneurship Workshop
• Trademark Workshop by IP Attorney, Thomas Franklin, from The Kilpatrick Townsend law firm
• Prototype development for Entrepreneurial Projects
• Financial Office Hours by Professor David DeBoskey
• Market Assessment Office Hours by Professor John Francis
• Team Dynamics Office Hours by Professor Beth Chung
• Intellectual Property and Incorporation Office Hours by the Mintz Levin law firm
• Banking Workshop with Bank of America
• Insurance Workshop with Barney & Barney
• Fall 2013 RUSH Week workshops and PitchFest
• Spring 2014 RUSH Week workshops and PitchFest
• Monthly speakers
• Marketing Studies conducted by MBA students
• Access to 3D printing for entrepreneurial projects

**As the Zahn Innovation Center continues to expand this year they introduced new projects and services.**

• Zahn Innovation Center Success Fund started spring 2015 to award the most promising Z.I.C. teams up to $5,000 in funding for zero equity.
• The Z.I.C. moved to an office space twice the size of the previous location. It features an office plan with configurability.

The Zahn Innovation Center is currently incubating 41 companies. Companies vary in development stage and industry but share a major technological component.

<table>
<thead>
<tr>
<th>Developers</th>
<th>Technology Commercialization Project Team</th>
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<tbody>
<tr>
<td>Drew Page</td>
<td>ShredLights</td>
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<tr>
<td>Matt Hannula</td>
<td>Water Weight</td>
</tr>
<tr>
<td>Carlos Munoz</td>
<td>Collapsi-Goals</td>
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<tr>
<td>Keith Walsh</td>
<td>Stickir</td>
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<tr>
<td>Dan Barnett</td>
<td>JoinMe</td>
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<tr>
<td>David Elliott</td>
<td>SOVRN Republic</td>
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<tr>
<td>Lloyd (Pete) Coulter</td>
<td>Repeat Station Imaging (RSI)</td>
</tr>
<tr>
<td>Doug Stow</td>
<td>Repeat Station Imaging (RSI)</td>
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<tr>
<td>Sean Dreiling</td>
<td>Restoar</td>
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<tr>
<td>James Thai</td>
<td>Boron Labs</td>
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<td>Jeremy Barr</td>
<td>ProPopulate</td>
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<td>Josh Houghton</td>
<td>Hype Audio</td>
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<td>Kyle Foletta</td>
<td>Refuel Automation</td>
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<tr>
<td>Lauren Noelle Malindzak</td>
<td>KibbleKick</td>
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<tr>
<td>Liban Sheikh</td>
<td>Genius</td>
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Meri Birhane
Nicole Campbell
Lambert Ninteman
Owen Moberg
Jon Weilbacher
Omar Miyazaki
Kee Moon
David Wizer
Joseph Comeau
Joel Lopez
Jonah Ortiz
Michael Sloan
Mugilan Kopperuman
Renee Konstantine
Ryan Fuller
Shannon Callahan
Tiernan Seaver
Whitney Mullen
Yousef Abraham
Asha Abdullahi
Ashley Rodriguez
Christina Holub
Kyle Gutzmer
Ken Arnold
Hillary Petersen
Jareb Fohne
My5Valet
NGS Movement
X Prize Team
D.E.E.S.
H.Y.P.E.
Impavid
KeeMoon Team
MyPandry
Yelo
Aye! Que Rico!
Kickit
W.E. DO GOOD
MugiAd
SMART S.T.A.R.
Lynk
L’avenir
Stay Local
Soft Chomp
C.U.R.E. Africa
Snapcard
Enroot
Cogtoolz
When Cancer Calls
HiTech Edventures
W.E. DO GOOD
Loxie

Soft Chomp Founder with Peter Zahn and President Hirschman

Students working within the Zahn Innovation Center
Cathy Pucher

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

Mrs. Pucher earned a B.S. in Electrical Engineering at the University of California, San Diego. She enjoys spending time with her husband, two kids and two dogs. She also serves on the volunteer Board of the Solana Beach Foundation for Learning supporting her local public schools with fund raising activities for their instructors of art, science, P.E. and technology.

Peter & Irwin Zahn

The Moxie Foundation, the foremost sponsor of 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 the 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 the combination of hard work and entrepreneurship is 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.”

We are proud of our team’s success this year. Softchomp and Art without a Roof both launched their companies after successfully completing their kickstarter campaigns. ToviFit raised $100k from a prominent angel investment and months later raised another $400k. We have several other teams well on their way and look forward to a very successful year ahead.

- Cathy Pucher
  Executive Director, Zahn Innovation Center
Gifts and Scholarships
Larry and Madeline Petersen’s goal to support the College of Business Administration’s Lavin Entrepreneurship Center continues to live on. In 2013, the Lavin Entrepreneurship Center launched a scholarship for San Diego State University students either in the Lavin Entrepreneur program or enrolled as a business major with a specialization in entrepreneurship or enrolled in the entrepreneurship minor.

The Larry and Madeline Petersen Scholarship provides support to an upper division full-time student, encouraging them to pursue their entrepreneurial dreams and learn how to transform their ideas and inventions into profitable businesses. “It is the right thing to do and the right time to do it,” Mr. Petersen said. “The students should be able to control their own destiny in their professional lives. That is why it is so important for them to start gaining entrepreneurial skills while they are in college.”

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.

The 2015 Larry and Madeline Petersen Scholarship in Entrepreneurship recipient, Ruth Tadesse, is an undergraduate student majoring in computer science and a current member of the Lavin Entrepreneur Program. The scholarship will assist her as she continues to pursue her entrepreneurship education journey.

Ruth expressed that she had always been attracted to the idea of pursuing entrepreneurial endeavors. “I was drawn to the Lavin Entrepreneurship Program because I saw it as an opportunity to learn about not just one aspect of entrepreneurship, but multiple aspects,” said Ruth. “I have always been business oriented. My parents started their own business, and I have always been inspired by that,” she continued. As a member of the Lavin Entrepreneur Program and a Computer Science major, Ruth says she is learning how to recognize potential gaps in the technology marketplace that she may be able to fill with her own service or product.

Outside of the classroom, Ruth is an active member of the San Diego State University Entrepreneur Society and has a keen interest in Web and mobile app development. She previously worked for the Bioinformatics lab at SDSU where she helped develop an Android app that serves as a guidebook for marine biologists that can be found in the Google Play store. This summer Ruth interned as an Engineering IT Developer at Hewlett-Packard in Sacramento.

Looking to the future, Ruth says she is interested in building her own software service or platform to satisfy a need in the marketplace. “I would like to develop the skill set to notice a problem and then be able to solve it,” she said.
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 University students. This year, the Ron Fowler Intern Award recipient was Amy Checho.

Amy Checho is currently pursuing her Master’s of Arts in Mass Communications and Media Studies, with a concentration in Public Relations. Her interests within the discipline are brand recognition and digital social media. She was honored with the award for her commitment and dedication to the programs she runs at the Lavin Entrepreneurship Center. Since starting during the fall of 2013, she has managed The Business Forum Speaker Series, Entrepreneur Day, the L. Robert Payne Lecture Series, and the Lavin Entrepreneur Program. Previously, Amy completed her Bachelor of Science in Journalism at California Polytechnic State University, San Luis Obispo.
In 2014, renowned San Diego entrepreneur and philanthropist, Conrad Prebys donated $20 million to San Diego State University in support of student scholarships. Thanks to Mr. Prebys, now more than 150 scholarships are offered annually to student veterans and students in bio-medical research, the creative and performing arts, the Guardian Scholars program, entrepreneurship, leadership, and the SDSU Honors program. Recognizing the impact of Mr. Prebys’ donation, SDSU President Elliot Hirshman said, “The endowed scholarships Conrad is creating will transform our campus, providing support for programs throughout the university. We are deeply grateful for this gift and Conrad’s profound commitment to our students and their futures.”

In honor of his gift, the student union was named the Conrad Prebys Aztec Student Union. Prebys is a well-known philanthropist in San Diego for his support of the Old Globe Theatre, the San Diego Zoo, Scripps Health, and other organizations. Prebys studied economics at the University of Indiana and is the founder of Progress Construction and Management Co. in San Diego.

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,” he said. Having never previously supported student scholarships, Prebys also voiced his excitement stating, “This is a first for me. That was the real hook, and that’s why I want to get really involved in it. I want to learn, and I want to be involved with the students. So this is a new adventure for me.”

During the 2014-2015 academic year, five entrepreneurship focused students were identified as scholarship recipients. A onetime scholarship was awarded to the students who demonstrated excellent 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 2015-2016 academic year.

Not having to stress out about paying tuition has given me the ability to focus on my first startup. I’ve made more progress in the last 2 months with the company than I have in the past 3 years trying to create something. I wouldn’t be making the strides I am now if I didn’t receive the Conrad Prebys scholarship. I am more than grateful because this has changed my life, without exaggeration.

- Madisyn Prior
2015 Award Recipient
The 2014 Strategic Growth Planning for Entrepreneurs program was held October 10 through October 25 to assist participants in growing their diverse business enterprises through strategic growth planning sessions and hands-on business improvement projects. The 2014 program was strategically reconfigured into two intense weekends to serve the business professionals attending. Participants worked with SDSU faculty and staff to prepare strategic growth plans for their companies after the two weekends of intensive business coursework. The coursework was designed specifically to help them focus on the creation and execution of their 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. The Strategic Growth Planning for Entrepreneurs Program is a 32 hour course for DBE’s, which includes owners and senior managers of women, minority, and service disabled veteran-owned businesses in Southern California who wish to develop tactical objectives to improve and grow their businesses.

Since this unique program kicked off in 2010, 80 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 32 College of Business Administration faculty engagements and 27 SDSU graduate student engagements. Attending employees from SDG&E were Sydney Furbush, Jaymee Lomax, and Yan Fei.

2014-2015 Company Participants:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Name</th>
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<tbody>
<tr>
<td>Aqual Corp</td>
<td>Ricardo McAfee</td>
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<tr>
<td>American Integrate Services, Inc.</td>
<td>Josh Whittaker</td>
</tr>
<tr>
<td>BayWay SD Inc.</td>
<td>Melissa Santich</td>
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<tr>
<td>California Power Law Groups</td>
<td>Gwenneth O’Hara</td>
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<tr>
<td>DW Training and Development</td>
<td>Debbie Wooldridge</td>
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<tr>
<td>Farley Interlocking Paving</td>
<td>Charissa Farley</td>
</tr>
<tr>
<td>Green Clean Water &amp; Waste Services, Inc.</td>
<td>Frank Celindo</td>
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<tr>
<td>Ground Service Technology</td>
<td>Jennifer Erler</td>
</tr>
<tr>
<td>Insignia Environmental</td>
<td>Alex McGraw</td>
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<tr>
<td>Larrabee Albi Coker LLP</td>
<td>Diana Vellos Coker</td>
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<tr>
<td>Pacific Aerospace Consulting</td>
<td>Eric Rambow</td>
</tr>
<tr>
<td>Pacheco Utility Line Builders, Inc.</td>
<td>Robert Pacheco &amp; Vince Borrelli</td>
</tr>
<tr>
<td>PromoVentures, Inc.</td>
<td>Lisa Davis</td>
</tr>
<tr>
<td>T3W Business Solutions, Inc.</td>
<td>Holly Andrews &amp; Lisa Carman</td>
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</tbody>
</table>
Course Schedule and Instructors:

October 10, 2014: Understanding Current Strategic Position
- Alex DeNoble, Ph.D. – Lavin Entrepreneurship Center Executive Director

October 10, 2014: Developing Capabilities in Leadership and Change Management
- Beth Chung, Ph.D. – Professor of Management, CBA

October 11, 2014: SWOT Analysis
- Martina Musteen, Ph.D. – Associate Professor of Management, CBA

October 11, 2014: Improving Financial Controls, Metrics, and Relationships
- Frank Ryan – Adjunct Professor of Finance, CBA

October 24, 2014: Improving Sales and Marketing Capabilities
- Bernhard Schroeder – Lavin Entrepreneurship Center Director of Programs

October 24, 2014: Legal Issues for Entrepreneurs
- William Eigner, J.D. – Partner, Procopio

October 24, 2014: Building Your Strategic Growth Plan for Business Improvement
- Alex DeNoble, Ph.D. – Lavin Entrepreneurship Center Executive Director
- Kamal Haddad, Ph.D. – Professor of Finance, CBA

October 25, 2014: Building Operational Capabilities
- Doug Wall – Entrepreneur, Author, & Philanthropist

October 25, 2014: Ceremony and Closing Reception
- Alex DeNoble, Ph.D. – Lavin Entrepreneurship Center Executive Director
- Kamal Haddad, Ph.D. – Professor of Finance, CBA

Program Organizer:
- Alissa Thompson, MBA – Lavin Entrepreneurship Center Marketing Specialist
Center for Commercialization of Advanced Technology (CCAT)

The Lavin Entrepreneurship Center, the SDSU Research Foundation, CONNECT, and SPAWAR Systems Center Pacific joined 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 have accelerated or fast-tracked technology into government and commercial markets, the program today is headed by Lou Kelly.

CCAT has offered 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 have reached 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 Domestic Preparedness Support Initiative. This solicitation funded three technologies to meet urgent requirements.

CCAT has had a large impact on the SDSU campus. In all, 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 third party investments, and $92 million in mergers and acquisitions.

During the 2015 fiscal year, the following technologies have been awarded grant funding from CCAT:

**ArchieMD, Inc.**
(PI: Robert Levine) Mobile Virtual Patient Training Technology for EMS First Responders

**Luna Innovations Incorporated**
(PI: Michael J. Danilich) Advanced Hemorrhage Control Training Materials

**Applied Research Associates**
(PI: Jennifer Congdon) High-Fidelity Passive Hearing Protection for First Responders
The San Diego Regional Innovation Cluster (SDRIC), the Lavin Entrepreneurship Center and the San Diego Research Foundation partner with a wide range of San Diego area stakeholders to provide the most beneficial and effective cluster program for San Diego. SDRIC is one of three U.S. Small Business Administration supported clusters in the country created to assist defense and homeland security businesses to succeed by doing better to deliver needed products and services for the Navy, First Responders, and other Department of Defense agencies.

There are currently 47 small businesses enrolled to receive SDRIC business development services. The companies are focused around computing, communications, cyber security, autonomous systems, and advanced energy technologies. The Cluster helps companies, among other things, to identify customers and funding opportunities, create teams and partnerships, develop proposals, put on technology and product demonstrations, create marketing materials, and provide individual and group training.

Program Participant Highlights

**SPAWAR Systems Center Pacific** in Point Loma partnered with SDRIC in March 2015, for an event where ten small businesses in the Cluster had the opportunity to meet and make presentations to the key SPAWAR technology leaders in a group SPAWAR calls the Portfolio Council. The eight Council Portfolios represent segments of the SPAWAR Systems Center Pacific technology interests and needs. Each company made a presentation about their technology and products, and then set up a table displaying products and handouts, and providing the opportunity for one-on-one conversations with Navy personnel.

The event took more than a year of planning and cultivation. Along with representatives of the eight Portfolios, the SPAWAR Systems Center Pacific Commanding Officer invited all personnel to attend. All the participating small businesses had active interactions with Navy attendees and came away with contacts and opportunities for follow-up interactions. The San Diego Regional Innovation Cluster will help the small businesses make the most of the follow-up activities, and will continually help all Cluster companies market their products and services.
# SDRIC Cluster Executive Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Lou Kelly</td>
<td>CCAT, SDSU</td>
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<tr>
<td>Alex DeNoble</td>
<td>Lavin Entrepreneurship Center, SDSU</td>
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<tr>
<td>Charles Hubbard</td>
<td>SPAWAR Systems Center Pacific</td>
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<tr>
<td>June Chocheles</td>
<td>Foundation for Enterprise Development</td>
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<tr>
<td>Ruben Garcia</td>
<td>Small Business Administration</td>
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<tr>
<td>Benito Hobson</td>
<td>Armed Forces Communications and Electronics Association</td>
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<tr>
<td>Cliff Hudson</td>
<td>Emerging Technology Ventures</td>
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<td>Tim Hushen</td>
<td>San Diego State University Research Foundation</td>
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<td>John Schiltz</td>
<td>National Defense Industrial Association</td>
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<td>Brian Suh</td>
<td>SPAWAR Systems Center Pacific</td>
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<td>Ruprecht von Buttlar</td>
<td>CONNECT</td>
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<td>Faye Esaias</td>
<td>SPAWAR</td>
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<tr>
<td>Barry Janov</td>
<td>San Diego State University</td>
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<tr>
<td>Ruben Garcia</td>
<td>Small Business Association</td>
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<tr>
<td>Rosa Rodarte</td>
<td>SBA</td>
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<td>Rachel Fischer</td>
<td>PTAC</td>
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<td>Mary Ann Beyster</td>
<td>Foundation for Enterprise Development</td>
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<td>Joe Celano</td>
<td>AUVSI</td>
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# Program Staff

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<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Lou Kelly</td>
<td>Program Director</td>
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<tr>
<td>Barry Janov</td>
<td>Program Manager</td>
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<tr>
<td>Dr. Alex DeNoble</td>
<td>Co-Principal Investigator</td>
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<tr>
<td>Steven Welter</td>
<td>Co-Principal Investigator</td>
</tr>
<tr>
<td>Jeff Nagle</td>
<td>Project Coordinator</td>
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<tr>
<td>Susan Pernia</td>
<td>Project Coordinator</td>
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The Energy Innovations Small Grant Tech 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 have successfully proven through trials that their innovative energy technologies have the potential to save costs for California ratepayers. Services provided during FY2015 included:

- Company outreach and partnering search
- Market research
- 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. The electricity program ended on June 30, 2015. The electricity program contract term ends June 30, 2015.

IEEE Event

The EISGTTP hosted a joint presentation to the IEEE San Diego Power & Energy and Power Electronics Societies entitled “Entrepreneurship and technology commercialization: Experiences and best practices from SDSU programs” on April 21, 2015. The purpose of hosting this event at SDSU was to demonstrate SDSU's significant experience with new energy technologies and dedication to commercialization programs to potential future partners. The event was held on the SDSU campus in the Extended Studies building with about 50 attendees. The SDSU IEEE student society led by Sam Bustillos assisted with the logistics.

Energy Showcase

The EISGTTP participated in the SDG&E 10th Annual Energy Showcase (Booth #210) at the San Diego Convention Center on June 18, 2015. Three program technologies were highlighted: NEXT Energy Technologies, One-Cycle Control, and Composite Support & Solutions (CSSI). TIP sheets were available for all EISG Tech Transfer program participants.

NEXT Energy Technologies Co-founder, Arnold Tamayo operated three window-mounted PV cell demonstration units. One-Cycle Control was represented by licensee Dr. Edward Liang of MCV Energy. A rack-mounted OCC inverter was also on display along with spec sheets. Finally, CSSI was represented with a product sample section of the firewall. Product specification sheets were available for all highlighted technologies.

EISG Video

The program also developed a promotional video featuring the following program technologies: Composite Support & Solutions, Clean Energy Systems, NEXT Energy Technologies, Primus Power, One-Cycle Control, and Vigilent. The video also featured, California Energy Commission Chair Robert B. Weisenmiller. The video is available on the California Energy Commission YouTube channel.

Program Staff

- Frank Steensnaes, Program Administrator
- Priya Varma, Technology Marketing Specialist, Graduate Student Assistant
- Rashmi Ranganath, Technology Marketing Specialist, Graduate Student Assistant
The California State University (CSU) I-Corps Biological Sciences Site program supports the commercialization of biotechnologies developed by CSU students and faculty. The program promotes nascent entrepreneurship in CSU organizations and provides commercialization training, mentorship, follow-on grant support, and $2,500 microgrants to awardees/program participants. Graduates of this I-Corps Site program are eligible for follow-on NSF funding.

The program started in fall 2014 with a cohort of CSU student-led teams and was followed by a spring 2015 cohort of CSU faculty-led teams. Additionally, a fall 2015 student-led cohort has been recruited. The mandatory five-session training program is designed to conform to the Lean LaunchPad (LLP) curriculum. The classes are delivered via an online platform. Program participants are assigned homework and provided with additional study resources including online videos and literature. The faculty cohort kicked off with a one-day on-site meeting and completed with four online sessions.

CSU I-Corps Collaborative Leadership Team:

- Susan Baxter (co-PI), Executive Director, CSUPERB
- Alex DeNoble (co-PI), Professor, Management, San Diego State University & Executive Director, Lavin Entrepreneurship Center
- Stanley Maloy, Dean, College of Sciences, San Diego State University
- Cathy Pucher, Executive Director, Zahn Innovation Center, San Diego State University

Fall 2014 San Diego State University Teams

- Boron Labs, Alyssa Kim, Ramya Sreekumar, James Thai, and Stephanie Pinedo
- Ultra Probe, Jean Sebastien Pradel, Himika Rastugi, and Marcel Heto

Spring 2015 San Diego State University Teams

- Cellulay, Roland Wolkowica, Cameron Smurthwaite, and Stewart Noble
- ProPopulate, Forest Rowher, Jeremy Barr, and Mark Surber
Through a synergistic partnership, the Lavin Entrepreneurship Center and the San Diego State University Small Business Consulting Center collaborated with the Local Initiatives Support Corporation (LISC) to perform a market analysis and training workshop project for the Greater Logan Heights community to help move the area forward entrepreneurially.

LISC is America's largest community development support organization dedicated to helping transform neighborhoods into healthy and sustainable communities with varying opportunities for business development and growth. LISC provided funding to the Lavin Entrepreneurship Center, San Diego State University to allow the undertaking of the project intended to support the Logan Heights community.

The project was headed by Lavin Entrepreneurship Center Director of Programs, Bernhard Schroeder and SDSU Professor of Marketing, Donald Sciglimpaglia, who oversaw a team of SDSU students working in the Greater Logan Heights community. The student team consisted of Jesse Robels and Raul Hernandez Ochoa, both bilingual undergraduate business students and MBA student Alissa Thompson, all having previously completed small business consulting programs as part of their coursework. The research and content development team worked to research the businesses in the area and Zach Stevens, an undergraduate graphic design student, worked to develop an English and Spanish guidebook to help locals interested in starting their own businesses.

"We plan to reach out to businesses in the Greater Logan Heights community to better determine their needs and offer them business assistance," said Schroeder when discussing the project. "We are looking to make a positive impact by providing the selected business owners with the necessary tools to encourage a more entrepreneurial climate in the neighborhood," he continued. Upon completion of the program, the team presented on business opportunities and tips to residents of the Logan Heights community, providing them with copies of the finished workbook.

**Program Managers:**

- Bernhard Schroeder, Director of Programs, Lavin Entrepreneurship Center
- Donald Sciglimpaglia Ph.D., CBA Professor of Marketing

**Student Team**

Research and Content Development

- Alissa Thompson, MBA
- Jesse Robles, Business Administration
- Raul Hernandez Ochoa, Business Administration

Graphic Design

- Zach Stevens, Graphic Design
Other Lavin Entrepreneurship Center Activities And Initiatives
In 2015, USASBE President and Lavin Entrepreneurship Center’s Executive Director, Dr. Alex DeNoble worked to develop a consortium of universities and institutions to submit a bid proposing San Diego as the location of the 30th Annual USASBE Conference. Dr. DeNoble united the group including, San Diego State University, Point Loma Nazarene University, Cetys Universidad, Baylor University, the Moxie Foundation, and the University of Missouri, Kansas City. With all members of the consortium committing to financial and logistical support, the bid was accepted and the USASBE Conference Planning Committee voted in favor of holding the event in San Diego.

Dr. DeNoble spoke avidly about hosting the conference in San Diego saying, “As it was recently ranked the best city to launch a start-up in the U.S. by Forbes, San Diego was an obvious choice.” He also voiced his belief that the group will work tirelessly to deliver a stellar program stating, “The consortium represents a collection of institutions that are committed to entrepreneurship and are continually active in their respective communities. This group is dedicated to providing the USASBE membership the most entrepreneurial and innovative conference in USASBE history.” The conference is scheduled for January 9 through 12, 2016, with the theme of Entrepreneurship Everywhere: Across Campuses, Across Communities, Across Borders.
The 2015 San Diego Startup Weekend: Women’s Edition was held May 1 through May 3, at San Diego State University. Community members gathered on the SDSU campus to participate in the weekend-long event targeted at uniting entrepreneurs and aspiring entrepreneurs to share ideas, form teams, build products, and launch startups. The event was packed with education, innovation, entrepreneurship, and hands-on experience, with attendees working together to build an idea from concept to launch in only 54 hours.

The goal of Startup Weekend: Women’s Edition was to focus primarily on women entrepreneurs and provide them with the opportunity to drive the energy and direction of the program, whereas they tend to be underrepresented at similar events. Though the event was open to anyone, special consideration was given to ensure Startup Weekend was representative of women’s business pursuits and entrepreneurial interests.

The event kicked off with open mic pitches on Friday evening, where participants proposed various ideas to the group. Attendees then voted and teams were formed to work on executing the most popular ideas. Over the next two days the teams focused on customer development, validating their ideas, practicing LEAN Startup Methodologies, and building a minimal viable product. On Sunday evening, the teams demoed their prototypes and received valuable feedback from a panel of judges. The judges then awarded prizes to the teams with the best-formulated ideas to help them potentially launch their startups.

A number of local tech and startup leaders participated in Startup Weekend as speakers, judges, coaches, and mentors, giving attendees the opportunity to get face-to-face time with successful entrepreneurs in the community. Among the featured speakers was Bernhard Schroeder, Lavin Entrepreneurship Center Director of Programs. The event provided a great opportunity for attendees to step outside of their comfort zones and creatively challenge themselves while gaining tactile experience.

### Pitch Event Judges

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silvia Mah</td>
<td>CEO, Hera Labs</td>
</tr>
<tr>
<td>Stephanie Burns</td>
<td>Founder, Chic CEO &amp; creator of Top 3 for Entrepreneurs Podcast</td>
</tr>
<tr>
<td>Ryan Kuder</td>
<td>Managing Director, Qualcomm Robotics Accelerator, powered by Techstars</td>
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</table>
Two major entrepreneurship events were held during the 2014-2015 school year.

• San Diego’s $300M Startup, was a speaker event presented by Mark Bowels, the founder of EcoATM. Mark Bowels spoke on his experience and how to start with an idea, build a prototype, and launch a startup.

• Financial Analysis with David Newton, was presented by renowned professor David Newton. He demonstrated a quick and easy method for startup to estimated their financial potential and make better financial decision.

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Coaches & Mentors

Skyler McCurine
Founder, Le Red Balloon

Misty Birchall
Founder, PubCakes

Barbara Murphy
Intellectual Property Guru

Karen Knight
Previous Startup Weekend Winner & Owner of Blue Wolf Associates

Ha Phan
UX Designer at GoPro, Product Strategist, & Information Architect

Carol Naslund Willing
Geek in Residence at Fab Lab SD and Owner of Willing Consulting

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Featured Speakers

Lori Steele Contorer
Founder and CEO, Everyone Counts

Martha Barnette
Host of NPR’s “A Way with Words”

Felena Hanson
Founder, Hera Hub

Ann Marie Houghtailing
Founder, The Millionaire Girls Movement

Bernhard Schroeder
Director, Lavin Entrepreneurship Center
The SDSU Entrepreneur Society hosted the third annual Next Generation Summit on February 8, 2015. The Next Generation Summit is a conference dedicated to the advancement of student entrepreneurship in Southern California. With the theme of Social Innovation and Entrepreneurship, the event united young entrepreneurs, leaders, and innovators from the region on the San Diego State University campus to network and discuss topics surrounding the theme.

This year, the day-long event featured three inspirational keynote speakers from local organizations who shared their experiences of how they are working to transform the landscape of social entrepreneurship. Founders from local companies dedicated to social entrepreneurship also facilitated interactive breakout sessions throughout the day. Students had the opportunity to choose between two different sessions per breakout, with each session encouraging peer-to-peer learning as the attendees shared ideas around innovative solutions to various social issues. Participants spoke highly of the event, voicing their satisfaction with the keynote speakers and session leaders, and the networking opportunities with both their peers and established successful entrepreneurs.

### Featured Speakers

**Michael Sloan**  
Program Director,  
SDSU Social Entrepreneurship

**Jenny Amaraneni**  
CEO & Co-Founder, SOLO Eyewear

**Kunal Mehta**  
Founder, Unfold and Author of  
Disruptors: Entrepreneurs & the Escape from Corporate America

### Breakout Workshop Leaders

**Sara Schairer**  
Founder/Executive Director,  
COMPASSION IT

**Sylva Dvorak**  
Executive Director, I AM Foundation

**Christopher Apple**  
President, Engineers Without Borders SLO

**Jared Becker**  
Engineers Without Borders SLO

**Matt Wayne**  
CEO, Art Without A Roof
In 2014, FORBES released its annual list of the Most Entrepreneurial Universities in the United States, naming San Diego State in the No. 18 spot. FORBES ranked the research universities based on their entrepreneurial ratios, comparing the number of alumni and students who have identified themselves as founders and business owners against the school’s total undergraduate and graduate student body. The ranking placed San Diego State University in the company of other top entrepreneurial universities, such as Yale, Stanford, Princeton, University of Southern California, and Harvard.

One pillar of SDSU’s Strategic Plan is dedicated to developing programs and resources geared toward entrepreneurship and improving student preparation for an innovation-based economy by fostering entrepreneurial experiences. The focus on entrepreneurship at SDSU encourages students to adopt innovative thinking and prepare them for success upon graduation. The 2014 FORBES ranking recognizes the increased interest in and commitment to entrepreneurship on the SDSU campus.

\[\text{\textit{The Forbes ranking is recognition of the efforts of many people across campus to embed entrepreneurship into the DNA of SDSU.}}\]

- Bernhard Schroeder  
  Director of Programs,  
  Lavin Entrepreneurship Center

We are proud of the heritage and rich tradition for supporting entrepreneurial behavior on the SDSU campus. Our alumni entrepreneurs serve as inspiration for the next generation of entrepreneurs currently studying on our campus.

- Alex DeNoble  
  Executive Director, Lavin Entrepreneurship Center
On November 3, 2014, 85 students, alumni, and community members gathered on the gorgeous greens of the Pauma Valley Country Club to participate in the first annual Next Generation Invitational Golf Tournament. The tournament is one of the Lavin Entrepreneurship Center’s annual fundraising events held to generate revenue directed towards the support of various Center programs targeted at developing students into the next generation of entrepreneurs.

Following the golfing portion of the event, the alumni, students, and community members attended a dinner where they were provided with the opportunity to hear about the impact the Lavin Entrepreneurship Center has on the SDSU campus and within the community, as well as various student success stories. Adam Weiler, Co-Founder & CEO of StrongVolt, and Yukon Palmer, Founder of FieldLogix, shared their experiences of how they used what they learned from the programs and mentorship offered by the Lavin Entrepreneurship Center during their time at SDSU to launch and grow their successful enterprises upon graduation.

The fundraising golf committee of Gary Cady, CEO Torrey Pines Bank; Don Mitchell, Managing Principal at Cresa San Diego; and Robert Payne, President & CEO Multi-Ventures, Inc. coordinated an amazing outreach effort. This year’s tournament generated approximately $30,000 in revenue for the Lavin Entrepreneurship Center.

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![](torrey_pines_bank.png)

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- The Zappas Family
The Lavin Entrepreneurship Center wishes to thank the individuals and organizations for their generous support. It is through your commitment to entrepreneurship education that we have created a growing community of innovative entrepreneurs. The collective belief that preparing young students for the world through entrepreneurship has created a positive experience each student will take with them for the rest of their lives. Building this community has been made possible by the ongoing support from the following organizations:

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- Steve Brown

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- **Center for Commercialization of Advanced Technology**
- **San Diego Regional Innovation Clusters**
- **Energy Innovations Small Grant Technology Transfer Program**
- **Local Initiatives Support Corporation**
- **Qualcomm Social Entrepreneurship Internship Program**
  - I-Corps
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