SDSU RISING!
LAVIN CENTER & FOWLER COLLEGE OF BUSINESS WIN NATIONAL AWARDS

“Don’t just work for money. Rather, do what you LOVE.”
-Tony Hawk

HIGHLIGHTS
Lavin Entrepreneurs Stretch Beyond the Classroom
PAGE 15
Growing Students Through Local Startup Internships
PAGE 16
Lavin Center Expanding Study Abroad Courses
PAGE 25

LAVIN ENTREPRENEURSHIP CENTER EARNS GLOBAL AWARD
Excellence in Cross-Disciplinary Entrepreneurship
PAGE 63

FOWLER COLLEGE OF BUSINESS RECOGNIZED National Model Undergraduate Entrepreneurship Program of the Year
PAGE 63

TONY HAWK, ENTREPRENEUR Speaks on SDSU Campus
PAGE 43

ANNUAL REPORT

2017

SAN DIEGO STATE UNIVERSITY
Lavin Entrepreneurship Center
Fowler College of Business
2 LETTER FROM THE EXECUTIVE DIRECTOR
3 LAVIN ENTREPRENEURSHIP CENTER OVERVIEW AND STAFF
5 LETTER FROM STEVEN OSINSKI
6 LAVIN ENTREPRENEURSHIP CENTER ADVISORY BOARD
7 VENTURESTART
   • Lavin VentureStart Program and Lavin Entrepreneur Program
   • Lavin Entrepreneurs
   • Lavin Mentors
   • 2016 - 2017 Lavin Entrepreneur Special Events
   • Lavin VentureStart Competition
17 LAVIN ENTREPRENEURSHIP CENTER INTERNSHIP PROGRAMS
   • Lavin Entrepreneurship Center Corporate Internship Program
   • Lavin Entrepreneurship Center Qualcomm Social Entrepreneurship Internship Program
21 UNDERGRADUATE ENTREPRENEURSHIP EDUCATION
   • Entrepreneurship Specialization in the Management Major
   • Music Entrepreneurship Specialization
   • International Entrepreneurship Explorations
   • International Entrepreneurship Highlights
   • Graduate Entrepreneurship Education
29 SOCIAL ENTREPRENEURSHIP
   • Alleviating World Hunger
   • Entrepreneur Initiatives
33 ENTREPRENEUR DAY
35 ENTREPRENEUR SOCIETY
37 OTHER INTERCOLLEGIATE STUDENT ENTREPRENEURSHIP COMPETITIONS
   • Entrepreneur Competitions
40 LAUNCHIN
42 L. ROBERT PAYNE LECTURE SERIES
   • Tony Hawk
44 WE INSPIRE - WOMEN IN ENTREPRENEURSHIP LECTURE SERIES
46 CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE
50 ZAHN INNOVATION PLATFORM LAUNCHPAD
   • ZIP Launchpad Teams
54 GIFTS AND SCHOLARSHIPS
   • Larry and Madeline Petersen Gifts
   • Ron Fowler Scholarships
57 GRANTS
   • San Diego Regional Innovation Cluster
   • Other Grants
61 OTHER ACTIVITIES, INITIATIVE, & HIGHLIGHTS
   • SDSU College Of Business Receives $25 Million Endowment
   • Awards
   • Leadership Transitions
   • Global Leadership and Innovation
   • Next Generation Summit
   • Engineering and Interdisciplinary Sciences Complex
69 SPONSORS
It is always with great pleasure when I take the time to reflect back on our annual accomplishments at the Lavin Entrepreneurship Center. As the school year winds down and before we start planning our programming for the new year, we have the opportunity to capture the defining moments of the past year that reflect our unique journey. In 2008, we shared our vision with Dr. Leonard H. Lavin, founder of the Alberto Culver Company. He, in turn, provided us with resources and challenged us to build an environment where students from diverse cultural and academic backgrounds can have a chance to develop competencies and networks necessary to pursue an entrepreneurial career path. Since that time, we have continued to design, implement, and experiment with new programs that engage all of our stakeholders, including students, faculty, staff, and the business community.

In the pages that follow, we describe each of our major programs and identify the students, faculty, business community members, and other stakeholders who either directly or indirectly benefitted from engagement with us. Highlights from the year include hosting Tony Hawk as our speaker in the L. Robert Payne Lecture Series and receiving a gift from Karen Castles Gray to establish the Women in Entrepreneurship Speaker Series. It also includes the honors we received from the Global Consortium of Entrepreneurship Centers (GCEC) and the United States Association for Small Business and Entrepreneurship (USASBE).

As always, I wish to take this opportunity to wish our graduating student interns at the Lavin Entrepreneurship Center well as they leave us and chart the next steps in their future endeavors. By helping to make us stronger as a high impact organization, they better prepare themselves to be value added contributors in whatever organizations they choose to affiliate with in the future.

I want to thank our advisory board members and event sponsors for believing in us and enabling us to continue offering the very best in programming and opportunities for our students. The endowed gift to the Fowler College of Business of $25 million from Ron Fowler and his wife, Alexis, will, among other things, provide scholarships and professorships, develop a lecture series, provide international experiences and expand programs for SDSU business students. I particularly want to recognize our board chairman, Steven Osinski, as he is stepping down as chairman, for his tireless efforts in support of the Lavin Entrepreneurship Center mission.

I also want to welcome the Thomas and Evelyn Page dean of the Fowler College of Business, Lance Nail. I want to thank George Belch for supporting the center as our interim dean during the transition. Lastly, I want to wish President Elliot Hirshman great success as he ends his tenure at SDSU and embarks on the next chapter in his life.

And so with an eye towards a bright future for the Lavin Entrepreneurship Center, I invite you to celebrate with us as we reflect on our accomplishments of the past year. Let the journey continue.

ALEX F. DE NOBLE
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 entrepreneurship curriculum, workshops, internships, resources, and events.

PRIMARY PURPOSES OF OUR CENTER

1. To inspire entrepreneurial behavior across a culturally and economically diverse student population on campus, and enable students to develop the entrepreneurial competencies necessary to compete in a global economy through experiential learning programs.

2. To support research initiatives of faculty and other stakeholders 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 which enhance entrepreneurial business acumen and support entrepreneurial business efforts.

Bernhard Schroeder is the director of Lavin Entrepreneurship Center Programs and part-time clinical faculty within the Fowler College of Business at SDSU. He is responsible for the center’s marketing on both the SDSU campus and in the San Diego community. Bernhard brings over 20 years of marketing and entrepreneurship experience. He received a B.A. in business administration from Walsh College and a MBA in marketing from SDSU.

Beryl Prattts is the Lavin Entrepreneurship Center senior finance and programs analyst. Prior to working at the center, Beryl worked a variety of accounting positions with Sempra Energy, San Diego Gas and Electric, and Southern California Gas Companies. She graduated with a degree in business administration, accounting major from Loyola University in New Orleans, Louisiana.

“Being able to teach and support entrepreneurial students is such a privilege and honor.”

— Bernhard Schroeder,
Director, Lavin Entrepreneurship Center Programs

Alex F. DeNoble is the executive director of the Lavin Entrepreneurship Center and a professor of management and entrepreneurship in the Fowler College of Business at SDSU. In 2016 he served as immediate past-president of the United States Association for Small Business and Entrepreneurship (USASBE), and is a board member of the International Council for Small Business (ICSB). He has conducted research in entrepreneurship, corporate innovation, technology commercialization, and strategic management. 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.
The following consists of undergraduate and graduate SDSU students from all seven colleges. Their contributions to the Lavin Entrepreneurship Center are greatly appreciated. The Lavin Entrepreneurship Center wishes all graduating student staff the best in their future endeavors! We congratulate you on the completion of your degrees, and hope you achieve success in your careers!
Dear friends, for the past two and a half years, I have had the privilege to serve as the chairperson for the Lavin Entrepreneurship Center advisory board. Our mission is to provide outside business, strategic and fiscal guidance and support to the Lavin Entrepreneurship Center’s staff and students. We also partner closely with SDSU’s student Entrepreneurship Society.

Lavin board members are involved in a variety of educational and social activities with students, faculty and among ourselves. These events have proven to not only be educational, beneficial and stimulating, but also a lot of fun.

2018 will be a very exciting year for entrepreneurship at SDSU. The Lavin Center will be moving into a new location and one of our chief missions will be to expand and extend entrepreneurship throughout our campus.

You don’t need to be an Aztec alumnus to join our board. Many of us, including myself are not. What you do need is a strong belief and recognition in the importance of teaching entrepreneurship to young people and a willingness and desire to give of yourself in helping to make their futures brighter. Trust me, you will be well rewarded for your efforts.

If you’re looking for a fulfilling experience where you can really make a difference in someone’s’ life, please contact me at sosinski@mail.sdsu.edu and let’s schedule some time to talk.

Best Regards

STEVEN F. OSINSKI
Board Chairman,
Lavin Entrepreneurship Center
A hallmark of a well-run organization is a proactive and efficient advisory board. This year, we were excited to instate eight additional members to the Lavin Entrepreneurship Center advisory board.

The board consists of highly experienced entrepreneurs, investors, and professional service providers. This diverse group of leaders is influential in assisting with the future direction of the Lavin Entrepreneurship Center. They use their years of experience to provide strategic and tactical support, fundraising, increase collaborations within the community, and maintain the center’s renowned reputation.

STEVEN OSINSKI
Lecturer, Marketing, Fowler College of Business, SDSU

MATTHEW O. JONES
CEO, Van Law Foods, Inc.

SANFORD EHRLICH
Partner, Hall & Ehrlich, LLC

ALEX F. DE NOBLE PH.D.
Executive Director, Lavin Entrepreneurship Center

MICHELLE HON DONOVAN
Partner, Duane Morris LLP

STEVE CUSATTO
Formerly Senior Vice President, City National Bank

DAVID SHADI
Entrepreneur Society President, 2016 - 2017

MITCH PATRIDGE
CEO, ClearBalance

STEVE HOFFMAN
CEO, Modern Postcard

GAIL NAUGHTON
CEO & Founder of Histogen

NICK SLETTENGREN
Founder, Power Digital Marketing

TAMARA ROMEO
CEO, San Diego Office Design

KEVIN POPOVIC
Director of IdeaLab, Zahn Innovation Platform, SDSU

ROBERT MENDRALL
CEO, RM Enterprises

TATIANA SARIBEKIAN
CEO, Domain Russia Investments

LARRY PETERSEN
Founder, LP Marketing

ROBERT WILCOX
CEO, Precision Label

ZEYNEP ILGAZ
Founder, Confirm BioSciences
VENTURE START
The very generous gift from Dr. Leonard H. Lavin supports the Lavin VentureStart Program. Dr. Lavin founded his company, Alberto Culver, in 1955. His instinct-driven vision led him to build the Alberto-Culver Corporation from a tiny beauty supply company into a revered Fortune 500 business. It is through Dr. Lavin’s support that the Lavin Entrepreneurship Center was able to fund our Lavin VentureStart Program. Dr. Lavin helped to create this program with the intention of giving students the option and support to pursue their entrepreneurship passions. The Lavin VentureStart Program consists of two programs, the Lavin Entrepreneur Program and the VentureStart Competition.

**Lavin Entrepreneur Program**

Dr. Leonard H. 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 honor 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 eighth iteration of the program. Established in 2008, the Lavin Entrepreneur Program has progressed from a one year experience to a two year undergraduate program. This two year program has afforded an invaluable experience for students by helping them develop their entrepreneurship competencies and professional networks.

The participants in the program learn how to identify and evaluate new business opportunities, gain an understanding in the roles and responsibilities of being 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 regards to the high level of exposure the students have to the local entrepreneurship ecosystem. Students receive one-on-one mentorship from an assigned successful entrepreneur or professional service provider whose interaction is crucial in providing the students with examples and guidance on how to achieve their individual goals.

Throughout their time as Lavin Entrepreneurs, students meet weekly as part of the academic component of the program to discuss their assigned entrepreneurship readings and relevant course content. To complete 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 of the program serves as an integration of all pragmatic and academic lessons, in addition to providing students with the challenging experience of selling products to customers.

"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, Alberto Culver
The next generation of Lavin Entrepreneurs have been recruited, selected, and will be the next cohort to participate in the two year program. The required classes and curriculum for the Lavin Entrepreneur Program are as follows:

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

BUSINESS ADMINISTRATION 312, LAVIN ENTREPRENEUR II SEMINAR
Lavin Entrepreneurs will continue to build their entrepreneurial competencies and mindset, utilize entrepreneurship frameworks for business opportunity assessment, ideation, feasibility analysis techniques in ventures, and how to interact and negotiate with strategic partners.

BUSINESS ADMINISTRATION 411, LAVIN ENTREPRENEUR III SEMINAR
Lavin Entrepreneurs will focus on implementing learned entrepreneurial competencies into refined business models, refining start-up opportunities through customer iteration and development. Students will develop an understanding of data metrics, successful customer interaction, and how to pivot the business model toward success.

BUSINESS ADMINISTRATION 412, LAVIN ENTREPRENEUR IV SEMINAR
Lavin Entrepreneurs will focus on company creation activities. Building upon the “iterated” business model canvas developed during 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 Lavin Entrepreneur Program is a great asset to students of all majors on campus, the directors and mentors in the program are really dedicated to helping students reach their goals and potential.”

– Tiffany Huang,
Fowler College of Business, 2016 – 2018 Cohort

Entrepreneurship class at SDSU
<table>
<thead>
<tr>
<th>Name</th>
<th>College</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASHLEY HINOJOS</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>DYLAN KIRCHHOFER</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>ERIC BIRKEMEIE</td>
<td>College of Professional Studies and Fine Arts</td>
</tr>
<tr>
<td>ERIC JIMENEZ KEARNEY</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>ERICA MANGIONE</td>
<td>College of Professional Studies and Fine Arts</td>
</tr>
<tr>
<td>ERIK SKOBLAR</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>JACK DOHENY</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>JACOB ORY</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>JAKE BEDARD</td>
<td>College of Sciences</td>
</tr>
<tr>
<td>MADISYN PRIOR</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>MADISYN PRIOR</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>MILAD HASSIBI</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>MILOVAN SIMIC</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>MONIQUE OFFORD</td>
<td>College of Engineering</td>
</tr>
<tr>
<td>YANIV FISHEL</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>AIDAN CURRY</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>ALECSMITH</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>ALEXANDER GRAY</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>ALICIA RABADON</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>AUSTIN KENNEDY</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>CARLOS CORTES</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>CHRISTOPHER STONE</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>CORTNEY HYDE</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>DAVID SHADI</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>DREW KESKE</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>EDEN COOPER</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>HAYDEN COUNTS</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>JOEL LOPEZ</td>
<td>College of Professional Studies and Fine Arts</td>
</tr>
<tr>
<td>KELSEY WEEKS</td>
<td>Fowler College of Business</td>
</tr>
<tr>
<td>KOREY MCKEOWN</td>
<td>Fowler College of Business</td>
</tr>
</tbody>
</table>
2016 - 2018 LAVIN ENTREPRENEURS

LUCIEN AYMERICK ELOUNDOU
College of Professional Studies and Fine Arts

MARCHELLA MARCONI
Fowler College of Business

NATHAN VILLARREAL
Fowler College of Business & College of Arts and Letters

NICK MILSNER
Fowler College of Business

REGINA GIZATULLINA
Fowler College of Business & College of Arts and Letters

SARAH SCHUELZLE
Fowler College of Business

STELLEN BYRD CHRISTENSEN
Fowler College of Business & College of Arts and Letters

STEVEN O’SULLIVAN
Fowler College of Business

SUSANA PARTIDA GALVAN
Fowler College of Business

TIFFFANY HUANG
Fowler College of Business

TYLER ADKISON
Fowler College of Business

TYLER JOHNSON
Fowler College of Business

TYRELLE ADAMS
Fowler College of Business
2015 - 2017 LAVIN MENTORS

ADAM WEILER
Co-Founder, Strongvolt (SDSU Alum)

CAROLYN CROWLEY
President, Myriad Software

GREG CRISCI
Senior Product Manager, NetSpend (SDSU Alum)

IRA CAMMEYE
CEO & Founder, Harbor Healthcare Consultants

JEFF GRAD
Owner & Co-Founder, Eyes Of The World (SDSU Alum)

JENNY AMARANENI
CEO & Co-Founder, SOLO Eyewear (SDSU Alum)

JIM MATTEO
CEO & Founder, Bird Rock USA

KEVIN GELFAND
CEO & Co-Founder, Shake Smart (SDSU Alum)

LANCE HOFFMAN
Co-Founder, Mamma Chia

MARK SCHMID
Owner & Founder, Art Function Group of Companies (SDSU Alum)

MICHELLE WEINSTEIN
CEO & Founder, Fitzee Foods

MITCH PATRIDGE
CEO, Clear Balance (SDSU Alum)

NICK RHEA
President & Founder, Lunatec Gear (SDSU Alum)

PARKER HARRIS
Founder & President, Junto Global (SDSU Alum)

ROBERT WILCOX
CEO & Founder, Precision Label Inc. (SDSU Alum)

STEVE CUSATO
Senior Vice President, City National Bank (SDSU Alum)

2016 - 2018 LAVIN MENTORS

ADAM WEILER
Co-Founder, Strongvolt (SDSU Alum)

BERNHARD SCHROEDER
Director of Programs, Lavin Entrepreneurship Center (SDSU Alum)

BOB NASCENZI
CEO, Supramed

BRAYDON MORENO
CEO & Founder, ROBO 3D (SDSU Alum)

CHRISTOPH BEAU
CEO & Founder, M2 Ingredients

CRAIG STEVENS
CEO & Founder, Sea Pointe Adventures (SDSU Alum)

DUNCAN MCCLAREN
CEO & Founder, Difference Labs

GAIL NAUGHTON, PHD.
CEO & Founder, Histogen

JENNIFER BARNES
Founder, The Escrow Firm

JIMMY HENDRICKS
CEO & Founder, Deal Current Network

JON TUCKER
CEO & Founder, Compete Marketing Group (SDSU Alum)

JULIEN BRANDT
CEO, OrganikSEO.com (SDSU Alum)
2016 - 2018 LAVIN MENTORS

KRISTIAN RAUHALA
CEO & Founder, PEAR Sports LLC (SDSU Alum)

LARRY PETERSEN
CEO & Founder, LP Marketing (SDSU Alum)

MATT DECELLES
CEO & Founder, William Painter (SDSU Alum)

MICHAEL MILLITELO
CEO & Founder, Waltco Lift Corp.

MICHAEL TREZZA
CEO & Founder, LITHYEM

MICHELLE HON DONOVAN
Partner, Duane Morris, LLC

MIKE STANICEK
CEO & Founder, Retail Inkjet Solutions (SDSU Alum)

NII A. AHENE
CEO & Founder, CPC Strategy

RICH CHRISTIANSEN
Associate, Killpatrick Townsend

ROBERT SCHULTZE
CEO & Founder, Strassa (SDSU Alum)

RYAN SHORTIL
CEO & Founder, Positive Adventures

SARAH HARDWICK
CEO & Founder, Zenzi

TIM GARRETT
CEO & Founder, Laird Apparel (SDSU Alum)

TIM KING
CEO & Founder, Tim King Photography (SDSU Alum)

YUKON PALMER
CEO & Founder, Field Logix (SDSU Alum)

ZACK PARKER
CEO & Founder, Zack Parker Consulting (SDSU Alum)

ZEYNEP ILGAZ
CEO & Founder, Confirm BioSciences (SDSU Alum)
2016 - 2017 LAVIN ENTREPRENEUR SPECIAL EVENTS

LAVIN MENTOR BREAKFAST
September 2016
This annual event afforded Lavin Entrepreneur students the opportunity to connect with their mentors over breakfast. There were 31 mentees who met with their individual mentors. These mentors consisted of established entrepreneurs, founders of organizations, and senior executives in the San Diego community.

SDSU FOOTBALL GAME & LAVIN TAILGATE
November 2016
Lavin Entrepreneur students and mentors joined together before the SDSU homecoming football game to socialize and network during a tailgate event in the stadium parking lot.

LAVIN AT THE LANES
January 2017
First and second year Lavin Entrepreneur students came together and met up at Aztec Lanes, the campus bowling alley. The cohorts socialized and networked with one another. This was a chance for many of these students to meet others who were not in their cohort.

ENTREPRENEUR DAY
March 2017,
Lavin Entrepreneur students seek to gain goals, mindsets, and pivot their ideas into a real life product. This annual spring semester event serves as an opportunity for Lavin Entrepreneur students to showcase and sell products they have developed or acquire for this event.

GRADUATING LAVIN ENTREPRENEUR BREAKFAST
May 2017,
Graduating Lavin Entrepreneur students in the 2015-2017 cohort were honored for completion of the Lavin Entrepreneur program at a breakfast celebration. Each graduating Lavin Entrepreneur student was given a sash to wear at commencement and a commemorative award.

COMMUNITY EVENTS
Throughout the academic year, Lavin Entrepreneur students we regularly invited to participate in a wide variety of community events focused on entrepreneurship and the entrepreneurial process.

ENTREPRENEUR GUEST SPEAKERS
Throughout the academic year, Lavin Entrepreneur students had the opportunity to meet and interact with numerous entrepreneur guest speakers during their classroom sessions.
During both the fall and spring semesters the Lavin Entrepreneurship Center hosted the stimulating Lavin Venture-Start Competition. A multitude of SDSU students from freshman to Ph.D. candidates took part in this ideation and business model competition. Students utilized their creativity to form ideas for potential business ventures. Initially, the competitors attended VentureStart workshops to prepare for the event and then submitted an initial business model based on their ideas. After interacting with consumers, groups modified their initial business models to reflect consumer input. Five teams were selected to compete in the Lavin VentureStart Competition and presented their business ideas to a panel of three entrepreneur judges. The first, second, and third place winners received cash awards. In all, more than 200 students participated in this competition.

PROGRAM STRUCTURE

For the 2016–2017 school year, the structure of the Lavin VentureStart Competition focused primarily on providing students with the tools necessary to develop a strong business canvas and adjust business models based on consumer feedback. During both the fall and spring semesters, the program consisted of two workshops led by Bernhard Schroeder, director of programs at the Lavin Entrepreneurship Center. The first workshop focused on identifying trends and gaps in the market, in addition to developing a canvas to map out business ideas. The second workshop shifted focus to gaining an understanding of how to use consumer interactions to pivot an initial idea.

“The VentureStart Competition taught me how to transform an idea into a business pitch, which then gave me the tools and confidence to gain a lot more funding.”

– Chad Vardas, Vardas Solutions
FALL 2016 LAVIN VENTURESTART COMPETITION

WORKSHOPS
“Information, Ideation & Trendspotting”
September 21, 2016

“Business Model Iteration”
October 5, 2016

COMPETITION FINALS
October 26, 2016

WINNERS
• 1st place – Christian McGlade, Travis Pied, Joseph Shapiro (SAVY)
• 2nd place – Austin Witte, Victor Sanchez (Her Box)

JUDGES
• Boian Spassov – Founder, Locbit, SDSU Alum & Former Lavin Entrepreneur
• Jenny Amaraneni – Co-Founder, SOLO Eyewear, SDSU Alum
• Jon Tucker – Founder, HelpFlow, SDSU Alum and Former Lavin Entrepreneur

“I learned a lot from the experience itself. I learned that you could have a good idea sitting in your back pocket that just needs to be flushed out, or maybe pivoted; this pitch competition is designed to give students an opportunity to better themselves, not to tear people down.”

– Talena Handley
Founder, The Farewell Guide

SPRING 2017 LAVIN VENTURESTART COMPETITION

WORKSHOPS
“Information, Ideation & Trend Spotting”
February 15, 2017

“Business Model Iteration” Workshop
March 1, 2017

COMPETITION FINALS
March 22, 2017

WINNERS
• 1st place – Chad Vardas, David Shadi (Vardas Solutions)
• 2nd place – Talena Handley (The Farewell Guide)
• 3rd place – Christopher Oyuela, Alex Jones (Chris’ Pantry)

JUDGES
• Jesse Villanueva – Co-Founder & Director of Business Development at Mercato, SDSU Alum and Former Lavin Entrepreneur
• Sean Dreiling – Founder of Restoar, SDSU Alum and Former Lavin Entrepreneur
• Drew Haines – Founder of DevCo/Hours-Logger/Soxy, SDSU Alum and Former Lavin Entrepreneur
Focusing on supporting local start-ups and young and growing ventures, as well as our students, the Lavin Entrepreneurship Center provides students with internship opportunities to enhance their skills and bolster their resumes. Qualified undergraduate and graduate students are individually matched with companies to ensure a mutually beneficial relationship.

The internship program includes for-profit and nonprofit companies to give students multi-faceted business learning experiences. Students engage in various projects ranging from operations, finance, and management to business development, research, communication, and marketing. The Lavin Entrepreneurship Center hosts mid-semester meetings and end of semester briefings with the interns to monitor their progress with their client companies and track the completion of student learning objectives.

**PROJECT TOPICS**

- Traditional Marketing
- Online Marketing
- Data Mining
- Social Media Marketing
- Market Research
- Communication
- Computer Coding
- Accounting
- Risk Assessment
- Web Development
- Financial Analysis

*Students networking with companies at LaunchIn*
The Lavin Entrepreneurship Center corporate internship program for undergraduate and graduate students provides opportunities for knowledgeable candidates to apply tools, concepts, and techniques learned in a classroom setting to a particular business context. All interns are paired with projects based on their field of study, work experience, and areas of expertise. In 2016–2017, students teamed with companies in the following industries:

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

### FALL 2016 INTERNSHIPS

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>STUDENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Histogen</td>
<td>Inigo Lombrano</td>
</tr>
<tr>
<td>HNM Systems</td>
<td>Kelsey Weeks</td>
</tr>
<tr>
<td>Navigate HRC</td>
<td>Hayden Counts</td>
</tr>
<tr>
<td></td>
<td>Stellan Christiansen</td>
</tr>
</tbody>
</table>

### SPRING 2017 INTERNSHIPS

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>STUDENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrowhead Wholesale Insurance Services</td>
<td>Sammon Emami</td>
</tr>
<tr>
<td>Histogen</td>
<td>Inigo Lombrano</td>
</tr>
<tr>
<td>Lucky Line Productions</td>
<td>Lucien Eloundou</td>
</tr>
<tr>
<td>NetBurner</td>
<td>Ankit Shrivastava</td>
</tr>
<tr>
<td>OptiFuse</td>
<td>Oihane Fernandez</td>
</tr>
<tr>
<td>De Retana Ponti</td>
<td>De Retana Ponti</td>
</tr>
<tr>
<td>Soccer Loco</td>
<td>Swapnil Bhamare</td>
</tr>
<tr>
<td></td>
<td>David Smiddy</td>
</tr>
<tr>
<td></td>
<td>Joy B. Leifer</td>
</tr>
<tr>
<td></td>
<td>Martin Gabreil</td>
</tr>
<tr>
<td></td>
<td>Sydney Williams</td>
</tr>
<tr>
<td>Zeek Media</td>
<td>Asha Bailey</td>
</tr>
</tbody>
</table>
In 1999, the Ewing Marion Kauffman Foundation provided the Lavin Entrepreneurship Center with seed money to launch an entrepreneur internship initiative. This initiative helped found the Qualcomm Lavin Entrepreneurship Center Social Entrepreneur Internship Program. The program 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 related business analysis, and develop a substantive report. SDSU faculty advisors act as facilitators and Qualcomm employees advise the interns to enable agency implementation of recommended courses of action. Interns gain an array of skills and experiences in the various areas of marketing, risk management, IT analysis, social media marketing, business analytics, and fundraising.

This year, the Lavin Entrepreneurship Center placed 11 interns in non-profit organizations throughout San Diego County. During each semester, the interns, non-profits, and the Lavin Entrepreneurship Center directors met to discuss each project’s progress and brainstorm ideas to propel activities forward.

**INTERNSHIPS FALL 2016**

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>INTERN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts for Learning San Diego</td>
<td>Matthew Sallis</td>
</tr>
<tr>
<td>Building A Miracle</td>
<td>Cassandra Matter</td>
</tr>
<tr>
<td>Epilepsy Foundation San Diego</td>
<td>Aditya Shah</td>
</tr>
<tr>
<td></td>
<td>Charles Moore</td>
</tr>
<tr>
<td></td>
<td>Neena Kandasamy</td>
</tr>
<tr>
<td>Mountain Lion Foundation</td>
<td>Ankit Shrivastava</td>
</tr>
<tr>
<td>Promise2Kids</td>
<td>Natalie Pease</td>
</tr>
</tbody>
</table>

**INTERNSHIPS SPRING 2017**

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>INTERN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts for Learning San Diego</td>
<td>Matthew Sallis</td>
</tr>
<tr>
<td>Classroom of the Future</td>
<td>Kassandra Gessele</td>
</tr>
<tr>
<td>Promise2Kids</td>
<td>Natalie Pease</td>
</tr>
<tr>
<td>The Butterfly Project</td>
<td>Kaustubh Kalambe</td>
</tr>
</tbody>
</table>
UNDERGRADUATE
ENTREPRENEURSHIP
EDUCATION
With the right blend of university curriculum and experiential learning, the Lavin Entrepreneurship Center has emerged as an entrepreneurial leader. In January, SDSU was recognized by the United States Association for Small Business and Entrepreneurship (USASBE) as the National Undergraduate Model Entrepreneurship Program for 2017. In October, the Global Consortium of Entrepreneurship Centers (GCEC) presented the Lavin Entrepreneurship Center with the Exceptional Activities in Entrepreneurship Across Disciplines award.

San Diego State University provides a variety of undergraduate programs dedicated to entrepreneurship education. In the fall of 2013, we launched the entrepreneurship minor on the campus. It provides students the opportunity to learn how to think innovatively and creatively about problems and solutions in their chosen field.

As of the spring 2017 semester, there were approximately 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 them to put what they learn in the classroom to practical use. Students have the opportunity to complete the experiential component through a variety of options including participating in business competitions, internships, participation with the Zahn Innovation Platform Launchpad, work study with the Lavin Entrepreneurship Center, and a number of other programs involving entrepreneurship oriented activities.

STUDENT LEARNING OUTCOMES

- Identify possible sources and characteristics of business opportunities.
- Evaluate the feasibility of potential business opportunities and ventures.
- Identify alternative business models.
- Assess human, information, and financial resource requirements associated with business models.
- Identify various approaches (such as bootstrapping, guerrilla skills, and fund-raising) for creatively leveraging resources.
- Communicate a vision for the pursuit of opportunity to various stakeholders such as business investors and team members.

ENTREPRENEURSHIP MINOR FOR NON-BUSINESS MAJORS

This is a specialized path for students outside of the Fowler College of Business. It consists of the following coursework: a three unit accounting course, 12 units of upper-division entrepreneurship coursework, a capstone course, and participation in at least one unique enrichment activity.

ENTREPRENEURSHIP MINOR FOR BUSINESS MAJORS

This path is designed for students majoring in business, hospitality and tourism, and 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.
The entrepreneurship specialization is crafted specifically for students who wish to take a deeper dive into the entrepreneurship process. This specialization complements management concepts and strategies introduced in the management department’s core classes and integrates an innovation and entrepreneurship mindset to the existing framework. In this specialization, students explore the ins-and-outs of family business, franchising, international and social ventures, as well as creativity and innovation.

For 2016-17, there were over 400 students enrolled in the management major with an entrepreneurship specialization.

**GENERAL BUSINESS AND MANAGEMENT STUDENT LEARNING OUTCOMES**

- Identify the cultural dimensions that distinguish different countries on work related attitudes.
- Explain how business practices vary in different countries.
- Identify and apply relevant concepts, frameworks, and techniques in order to identify opportunities and problems of firms competing in a global business context.
- Formulate and implement appropriate strategies in numerous business scenarios.
- Identify and address strategic business issues from a general management perspective cutting across functional areas.
- Apply 4-6 ethical theories to current business situations.
- Explain the philosophical arguments for 4-6 ethical theories, including their pros and cons.
- Analyze the applicability of leadership skills and practices in different situations.
- Describe and apply leadership theories.

**ENTREPRENEURSHIP SPECIALIZATION SPECIFIC STUDENT LEARNING OUTCOMES**

- Identify possible sources of new business opportunities.
- Articulate new business opportunities based on perceived market trends.
- Identify the key characteristics of a potentially viable business opportunity.
- Articulate underlying assumptions of a business model.
- Design meaningful experiments to test the underlying assumptions of a business model.
- Create a business model based on validated learning.
- Project the resource requirements associated with launching and growing a new venture.
- Differentiate between alternative funding sources for a new venture.
- Analyze the financial sustainability of a new venture.

**2017 VALEDICTORIAN OF FOWLER COLLEGE OF BUSINESS**

DAVID JONATHAN HITZHUSEN
Business Management, Entrepreneurship Specialization
In Fall 2014, San Diego State University launched the music entrepreneurship and business program. This program is open to all undergraduate students in music disciplines. This partnership was developed between SDSU’s College of Professional Studies and Fine Arts, the Lavin Entrepreneurship Center, and the management department in the Fowler College of Business. Students who complete this program are awarded 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. The program is now in its fourth year. There are currently 11 admitted students from different musical backgrounds including vocal, saxophone, classical flute, jazz bass, drumset, and oboe. Looking to the future, the primary goal is to continue developing the degree in order to increase enrollment and expand the program’s reach throughout the College of Professional Studies and Fine Arts.

**PROGRAM OVERVIEW**

The music entrepreneurship and business program offers the opportunity for musically inclined individuals with a passion for entrepreneurship to nurture their artistic talents while simultaneously developing an entrepreneurial mindset. This specialization was designed to include coursework coupled with an experiential component to help students identify how they can translate their artistic talents into the pursuit of continued entrepreneurial experiences using music as a foundation. 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 both funding and marketing. Additionally, each student completes an internship to fulfill the experiential component and gain hands-on experience.

“I just thought it was a better, safer option as far as making a career. There’s so many possibilities for employment in the arts. You don’t have to just be a performer. I really see my skill set aligning with the business.”

— Paige Kobdish, Graduating Senior, Music Entrepreneurship Program

**2016-2017 MUSIC ENTREPRENEURSHIP STUDENTS**

<table>
<thead>
<tr>
<th>STUDENT</th>
<th>SPECIALTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dominic Calgaro</td>
<td>Jazz Bass</td>
</tr>
<tr>
<td>Dean Caniban</td>
<td>Drumset</td>
</tr>
<tr>
<td>Geraldine Chau</td>
<td>Violin</td>
</tr>
<tr>
<td>Natea Cooke</td>
<td>Voice</td>
</tr>
<tr>
<td>Cash Globe</td>
<td>Jazz Piano</td>
</tr>
<tr>
<td>Nicholas Hoo</td>
<td>Saxophone</td>
</tr>
<tr>
<td>Andres Jaramillo</td>
<td>Voice</td>
</tr>
<tr>
<td>Paige Kobdish</td>
<td>Oboe</td>
</tr>
<tr>
<td>Emily Persinko</td>
<td>Flute</td>
</tr>
<tr>
<td>Malaika Richardson</td>
<td>Flute</td>
</tr>
<tr>
<td>Kevin Seymour</td>
<td>Voice</td>
</tr>
</tbody>
</table>
The International Entrepreneurship Exploration program was introduced four years ago to provide students with the opportunity to gain exposure to different entrepreneurial and cultural environments. This 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 students’ interest in entrepreneurship on a global level and complete coursework while immersed in an international setting. During the experience, students enroll in a three-unit faculty-led immersive course 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.

Students are able to supplement their coursework 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 simultaneously gaining course credit and expanding their social networks. Students are expected to complete a number of in-class activities designed to analyze business opportunities. Outside of the classroom, they meet and interact with local entrepreneurs to garner insight into their entrepreneurial mindsets.

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. These 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 Fowler College of Business will work to develop and expand the program in order to continue offering a diverse group of destinations for students to explore entrepreneurship in different cultural settings.

“**Our entrepreneurship courses taught in study abroad move way beyond the classroom. We also introduce students to the local entrepreneurship ecosystem of incubators, entrepreneurs and investors.**”

– Bernhard Schroeder, Director, Lavin Entrepreneurship Center Programs

*Joint class with SDSU students in an incubator in Alcalá, Spain*
During the 2016-2017 academic year the Lavin Entrepreneurship Center and Fowler College of Business offered two opportunities for students to study abroad while enrolled in entrepreneurship courses. One of the International Entrepreneurship Explorations was held during the winter 2017 break, with the other hosted during June 2017.

ROME, ITALY
December 31, 2016–January 14, 2017

Lavin Entrepreneurship Center director of programs and SDSU lecturer, Bernhard Schroeder, led a group of 17 undergraduate students through the Fundamentals of Entrepreneurship course (MGT 358) while studying abroad in Rome, Italy.

Not only did students get a full three credits for Fundamentals of Entrepreneurship (MGT 358), but they also visited the key incubators in Rome. Students also stretched their perspective of the world and got a new point of view with a rich set of new experiences. Students were part of case-study based classes that focused on topics such as domains of group formation, market and industry analysis, business forecasting, and target segment benefits. Students engaged with seven business founders and through their interactions with the different individuals they were able to acquire an understanding of the local environment in terms of entrepreneurship. Students also had two free weekends for side trips to Athens, London, Madrid or Barcelona. All intended to give the students a deep immersion into entrepreneurship in Rome, this course gave students a very solid blend of academic and experiential learning.

“This course in Rome— where we also met with local entrepreneurs— completely opened my eyes to what it actually takes to be an entrepreneur.”

– Nathan De Carvalho,
Business Administration Management Major

SDSU students at the largest start-up accelerator in Rome
ALCALÁ, SPAIN  
June 25–July 5, 2017

Held in partnership with the University of Alcalá in Spain and CETYS University in Baja California, Mexico, the Lavin Entrepreneurship Center executive director, Dr. Alex DeNoble, accompanied 14 SDSU students enrolled in Fundamentals of Entrepreneurship (MGT 358) to Spain. During this 10 day intensive program, students took advantage of an opportunity to study entrepreneurship in a cross-cultural setting from the unique perspective of the Spanish and Mexican cultures.

This culturally diverse and interdisciplinary program gave students the opportunity to work with their counterparts from the University of Alcalá and CETYS University. The trip consisted of two courses from SDSU: a climate change and sustainability class led by the SDSU dean of College of Sciences, Dr. Stanley Maloy, assistant vice president of international programs and physics professor, Dr. Alan Sweedler, and psychology professor Dr. Nancy Marlin; and an entrepreneurship class led by Dr. Alex DeNoble, Dr. Eduardo Durazo Watanabe from CETYS University and various professors from the University of Alcalá. During the trip, both classes came together for an all-day design thinking workshop. Together they analyzed emerging business trends, designed a business model and evaluated the viability of the business in Spanish, Mexican, and U.S. contexts. Students also had the opportunity to visit Telefonica, a state of the art co-working space for local entrepreneurs. At the end of the course, all SDSU students were presented with certificates of completion in the 500-year-old Cervantes Room on campus where the Cervantes Prize is awarded, the most prestigious prize in Spanish language literature.

“This provided a diverse and global perspective for students. Developing globally competitive students is essential.”

– Dr. Fernando León García,  
President of CETYS University System

“This program was international, interdisciplinary and intercultural. We must cross boundaries, cross disciplines and cross cultures in order to gain a deeper understanding of one another.”

– Dr. Alan Sweedler,  
Assistant Vice President of International Programs & Professor of Physics, SDSU

“We are very happy these courses have come together to create a beautiful experience for students. It was a pleasure to have SDSU and CETYS University on our campus.”

– Dr. Fernando Galvan,  
President of University of Alcalá

SDSU students with their course completion certificates and sashes in Spain
The Masters of Business Administration entrepreneur-ship specialization provides an academic curriculum that focuses on preparing students for a future as an entrepreneur. Students will master core theory and concepts of entrepreneurship, the financing of emerging enterprises, and business model development. Students will also have the opportunity to take additional courses that will allow them to tailor their education to the specific contexts most relevant to their entrepreneurial interests.

MASTERS OF BUSINESS ADMINISTRATION, ENTREPRENEURSHIP CONCENTRATION

Student learning outcomes for the Master of Business Administration entrepreneurship specialization are to:

- Evaluate the health of an organization.
- Effectively communicate - in media appropriate to purpose, occasion and audience - ideas and arguments associated with business issues.
- Evaluate the challenges and opportunities presented by the global business environment.
- Evaluate legal compliance, ethical concerns of stakeholders, and social responsibility in terms of their impact on the conduct of business.
- Deliver effective business solutions.

For the Master of Business Administration entrepreneurship specialization, graduate students are required to take 12 units of entrepreneurship courses (three required courses and one additional selected course).

“Coming to SDSU was the best decision I ever made. The MBA program gave me incredibly valuable skills to prepare me for my career. It led me to become a member of VCIC, which has allowed me to meet many entrepreneurs and investors. Coupled with working in the Lavin Entrepreneurship Center, it has given me the best possible MBA experience.”

– Cyrus Mostashari, SDSU MBA Candidate
SOCIAL ENTREPRENEURSHIP
San Diego State University continues to pursue innovative solutions to social problems. Students have been working hard to contribute and develop critical life-changing ideas. Lecturer 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, Sloan has been sharing his expertise in social entrepreneurship with over 50 students in his social entrepreneurship course each year in the Fowler College of Business. With over ten years of experience in the social entrepreneurship field, Sloan is an expert in leading this new initiative across the SDSU campus. He is also a social entrepreneur currently working with poor farmers in Ethiopia to build an extremely affordable farm implement that will increase grain production and economic development throughout the country.

STUDENT ENTREPRENEUR INITIATIVES AT SDSU

Liban Sheikh is a senior computer science major at SDSU and social entrepreneur who is interested in emerging technologies. He and two friends formed a team called Genius and developed a Brain-Computer Interface (BCI), a device that can interpret electrical signals that emanate from someone’s brain. The BCI allows people with severe physical disabilities to “type” with their mind. These devices have been the subject of study in research labs across the world for decades. They spent months developing and testing the BCI with individuals with various physical disabilities. Liban uses evidence-based testing not just for building better businesses but for finding ways to create value and address problems more effectively. Liban and his team, Genius, are a part of the Zahn Center and also participated in this year’s International Business Model Competition (IBMC).

“The BCI allows people with severe physical disabilities to “type” with their mind.”

– Liban Sheikh,  
Senior Computer Science major
SDSU students Kristian Krugman and Reyanne Mustafa created a startup company through the Zahn Innovation Platform Launchpad with the goal of feeding impoverished areas. While working as servers at a restaurant, they grew tired of watching mass amounts of untouched food being discarded every night. This inspired them to create SoulMuch, a superfood protein product line dedicated to providing nutrient-rich products that are not only healthy but also good for the environment by reducing food waste and minimizing our carbon footprint.

Mustafa and Krugman presented their idea in the “How Green is Your Idea” challenge held by the Commission for Environmental Cooperation, a tri-nation organization working to protect the environment in North America. They were selected as one of three semifinalists from the United States to present their ideas to at CEC Youth Innovation Challenge in Charlottetown, Prince Edward Island, Canada. With the support of the Lavin Entrepreneurship Center, Mustafa and Krugman were able to attend the competition. They had the opportunity to meet Canadian Environment and Climate Change Minister Catherine McKenna and other government officials from Mexico and the U.S. SoulMuch became one of the three winning project teams of the international competition and have already partnered with two large-volume restaurants and two juice bars. Mustafa and Krugman hope SouMuch will bridge the gap between food waste and food insecurity.

"The opportunity to have Reyanne and I attend the CEC conference to talk to business leaders as well as government officials was an opportunity for which we will forever be grateful."

– Kristian Krugman, Environmental Science Major at SDSU, Co-Founder of SoulMuch

Kristian and Reyanne (far right) at the CEC Youth Innovation Challenge
Social entrepreneurship takes on increased importance in an environment of diminishing participation from government and nonprofits to solve the world’s most serious social problems.

– Michael Sloan,
Lecturer, Management Department

W.E. Do Good partners with New School of Architecture & Design

W.E. Do Good founders and former students from Lecturer Michael Sloan’s management 455 course, Darla Rossi and Robert Schneider developed an extremely affordable and durable mechanical thresher to improve harvesting time for farmers in Ethiopia. W.E. Do Good previously took their idea and participated in University of San Diego’s Social Innovation Challenge. This year, they partnered with students from the New School of Architecture and Design to create models for the Simbo Health Clinic and Educational Center in Ethiopia. There is no running water or electricity provided to the village currently and as a result, individuals have to go to nearby water stations carrying jugs. The models developed by the students are intended to solve this agriculture issue.

Social Entrepreneurs Help Local School

San Diego State University students enrolled in Michael Sloan’s management 455 course helped out at local High Tech Middle Media Arts School. Nick Gierut and Justin Mitchell participated in Jordan Templeton’s 7th grade class that was doing a semester long project on the topic of racism. The project description was for the students to create merchandise that would encourage productive dialogue about race and racism. Sloan brought both Gierut and Mitchell to visit Jordan’s classroom and help evaluate and provide feedback for the students’ projects. Sloan’s students sat with each team and critiqued what they had, and helped give ideas for improvement. The SDSU students spoke highly of the level of ambition and innovative ideas the High Tech Middle Media Arts students showed, and spoke of how inspiring it was to see young students attacking a social injustice.

“Social entrepreneurship takes on increased importance in an environment of diminishing participation from government and nonprofits to solve the world’s most serious social problems.”

– Michael Sloan,
Lecturer, Management Department

“Social entrepreneurs help local school”

“...”

– Justin Mitchell,
Business Management Major

High Tech Middle Media Arts students preparing their project

“...”

– Justin Mitchell,
Business Management Major
ENTREPRENEUR DAY
Entrepreneur Day is an annual spring event that celebrates SDSU students, alumni-founded companies, and entrepreneurial efforts. Participants promote their brand, sell their products, and energize the campus community with the spirit of entrepreneurship. Entrepreneur Day sends the message that with a unique idea, hard work, and determination anything is possible.

Each year, the Lavin Entrepreneurship Center sets up a unique entrepreneurial village on SDSU’s Centennial Walkway to showcase student and alumni companies and projects. This year 45 student and alumni-companies were represented. There was a variety of companies who participated and sold their products including Pura Vida, a bracelet and clothing company with SDSU roots. In addition to apparel, other companies at Entrepreneur Day offered products like iPhone apps and healthy food options. Shake Smart, a company that sells protein shakes and other healthy foods at SDSU also attended the event.

These fledgling and established businesses sold their goods and services to SDSU students, faculty, and staff, along with other members of the San Diego community. The ZIP Launchpad was highlighted at the event, providing attendees with the opportunity to learn more about the projects and entrepreneurial ideas supported by their on-campus incubator. Entrepreneur Day inspires our students to think creatively and pursue future business ideas.

This year, Entrepreneur Day took place on March 1st, 2017 on the Centennial Walkway with over 15,000 students, staff, and community members in attendance.

2017 ENTREPRENEUR DAY PARTICIPANTS

LEAD SPONSORS
- SDSU Associated Students

ALUMNI COMPANIES
- Chase Fisher – Blenders Eyewear
- David Elliott – SOVRN Republic
- Doug Palladini – VANS
- Estella Hadjis – Oggi’s Pizza and Brewing Company
- John Lococo – Soccer Loco
- John Wilson – Stance
- Kevin Gelfand and Martin Reiman – Shake Smart
- Matt Weilbacher – Cali Trend
- Paul Goodman and Griffin Thall – Pura Vida Bracelets

Entrepreneur Day featured booths including the ZIP Launchpad, the Entrepreneur Society, and the Lavin Entrepreneurship Center.
The Entrepreneur Society is a recognized student organization on campus and its purpose is to help students transition from the study of entrepreneurship to its practice. It encourages student involvement in the Lavin Entrepreneurship Center and ZIP Launchpad programs. This society 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 to be keynote speakers, hosts workshops and networking events, and builds relationships between students and community organizations who are focused on entrepreneurship.

2016-2017 ENTREPRENEUR SOCIETY

OFFICERS
David Shadi President
Rommel Cabel Vice President of Operations
Christian McGlade Vice President of Finance
Marchella Marconi Vice President of Events
Drew Keske Vice President of Membership
Emma Curry Vice President of Public Relations
Shayan Shahanigan Vice President of Marketing
Marchella Marconi Vice President of Information

2016-2017 FEATURED COMPANIES

NAME COMPANY EVENT
Doug Palladini Vans Fall Kickoff Event
Griffin Thall Pura Vida Creating a Multi-Million Dollar Business
Paul Goodman SPARK Finance & PRIMA Cinema Speaker Event
Omar Sayyad Ties.com & Scarves.com Speaker Event
Randy Zimnock Realty National & CT Homes Real Estate Investing & Running a Brokerage
Gal Winrebe Jewish Agency Panel of International Entrepreneurs
Manuel Anaya Israel Fellow BD Entrepreneurs
Greg Head New Avenue Speaker Event
Thom McElroy Volcom Spring Kickoff Event
Oriana Leo TILT Fitness Entrepreneur
Nii Ahene CPC Strategy Amazon Workshop
Adam Weiler Sunken Stone
Ryan Craft Westpak, Inc. Speaker Event
Kevin Popovic Idea Lab Design Thinking Work shop

"This year has been nothing short of incredible for the Entrepreneur Society. We consistently had spectacular events and hosted guest speakers like, Tony Hawk and Doug Palladini. In return we have 260 members, which makes us by far the biggest organization on campus, have received media attention on and off campus, and look forward to much more!"

– David Shadi, Entrepreneur Society President 2016-2017
OTHER INTERCOLLEGIATE STUDENT ENTREPRENEURSHIP COMPETITIONS
VENTURE CAPITAL INVESTMENT COMPETITION

The Venture Capital Investment Competition (VCIC), hosted by the University of North Carolina Chapel Hill (UNC), is the nation’s premiere strategy competition for investor-minded MBA students. This is a high-speed strategy competition designed to give 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 2017 Regional Venture Capital Investment Competition (VCIC) held at the University of Colorado at Boulder. Our team was selected for the Entrepreneur’s Choice award.

Our team was judged by professional venture capitalists and many of these judges praised the strong effort put forward. The team worked diligently in the months leading up to the competition by 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.

LEARNING OUTCOMES

- Evaluate real business plans presented by entrepreneurs seeking VC funding
- Collaborate with other driven, investor-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

VCIC COMPETITION

SDSU 2017 TEAM MEMBERS:
- Alex Hoffman
- Darshit Thakkar
- Kendrick Wong
- Luiz Scheidt
- Sami Tissaoui

COACHES AND MENTORS
- Dara Greaney, CEO of BuyAutoParts.com, SDSU Alum
- John McMillan, CEO of Assistant MBA, SDSU Alum

JUDGES
- Brad Bickerton, SkiPodz
- Jeff Schreier, Flashback Technologies
- Karl Maier, Boulder Ventures
- Kirk Holland, Access Venture Partners
- Lindsey Jensen, Parkifi
- Jason Mendelson, Foundry Group
- Nicole Glaros, Techstars

"The interactions and relationships we had with entrepreneurs and venture capitalists provided an unmatched real-world experience."

– Kendrick Wong,
VCIC 2017 Team Member
“REAL” ELEVATOR PITCH COMPETITION

The ‘Real’ Elevator Pitch Competition, hosted by the John Cook School of Business at Saint Louis University, is unique with a twist on the classic elevator pitch competition. Participants competing in the ‘Real’ Elevator Pitch Competition give their pitch on real elevators in the second tallest building in Missouri, the One Met Square, which is 40 stories tall. Students competing have a chance to pitch their idea while riding the elevator with 30+ real investors. The combined net worth of these investors was $2.2BB.

Monique Offord, a member of the Lavin Entrepreneur 2015–2017 cohort, attended the ‘Real’ Elevator Pitch Competition on December 4th, 2016. Offord was selected by a panel of judges as a finalist in the competition and was able to participate in the elevator pitches. She was able to deliver her idea for an agricultural drone project with several 45 second pitches while riding the elevator banks. At the end of the competition, several judges expressed interest in Offords project.

BYU – INTERNATIONAL BUSINESS MODEL COMPETITION

The 2017 International Business Model Competition (IBMC) was hosted by the Computer History Museum, located in the heart of Silicon Valley on May 11-12. This competition is sponsored by the Kevin and Debra Rollins Center for Entrepreneurship & Technology in the Marriott School of Management at Brigham Young University. The IBMC is the first and largest lean startup competition in the world. The competition’s primary aim is to educate and inspire smarter entrepreneurs who, in turn, launch more successful ventures. The competition requires active identification and validation of crucial business model hypotheses rather than the writing of a static business plan, talking to customers outside the building rather than gathering secondary data inside the building, applying customer development rather than relying on product development, and “pivoting” or changing course rather than executing on the plan.

Liban Sheikh is a senior computer science major at SDSU and 2017 IBMC participant. Liban and two friends formed their team, Genius, and developed a Brain-Computer Interface (BCI), a device that can interpret electrical signals that emanate from someone’s brain. They spent months developing and testing the BCI with individuals with various physical disabilities. Dr. Mujtaba Ahsan, Assistant Professor of Management at SDSU, and Dr. Alex DeNoble worked closely with Genius in applying the business model canvas. Genius and their BCI invention caught the eye of several judges and won the Walmart Innovation Prize, beating out 40 other teams for the title of the Most Innovative Company.
LaunchIn is a startup entrepreneur event that happens during both 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 San Diego State University students from across the campus.

LAUNCHIN
Fall 2016

Fall’s entrepreneur panel featured Boian Spassov (founder of Locbit), Jenny Amaraneni (founder of Solo Eyewear), and Jon Tucker (founder of HelpFlow). The students then interacted with the entrepreneur panel during a Q&A session where they asked engaging questions. This event attracted over 150 students to Templo Mayor in the Conrad Prebys Aztec Student Union.

LAUNCHIN
Spring 2017

In the spring, LaunchIn began with a panel of three entrepreneurs, including Cody Barbo (co-founder of Industry), Jeff Gordon (founder of Tap Hunter), and Michelle Weinstein (founder of Fitzee Foods). Students also networked with local start-up companies who were looking to hire students into paid internships. It was a successful event with 24 companies attending and 18 students hired for jobs and internships.

COMPANIES AT SPRING 2017 LAUNCHIN

- Antsle
- Bird Rock Systems
- Cali Trend
- Clearpath
- Confirm BioSciences
- CPC Strategy
- Doctible
- Dream Dinners
- Field Logix
- Footwear etc.
- Fresco Data
- Gometa
- Industry
- Keller Williams
- Launch Boom
- Lead Crunch
- Learn Academy
- Mamma Chia
- Mapigator
- Pacific Benders
- Peach Jar
- Pinnaband
- Tap Hunter
- Triumph

"The LaunchIn event was a welcome reminder that SDSU will always be one of the first places I look to when seeking fresh, top-quality talent."

– Mark Pecota,
COO & Co-Founder, Launch Boom, SDSU Alumnus

"We had an amazing time and collected about 50 plus resumes of students that we would be interested in bringing on. I personally emailed each one of them and told them to keep in touch upon graduation. Our team is already 50% Aztecs."

– Cody Barbo,
Founder & CEO, Industry, SDSU Alumnus
L. ROBERT PAYNE LECTURE SERIES: TONY HAWK
On Wednesday March 14th, 2017, more than 500 SDSU students joined the Lavin Entrepreneurship Center to hear Tony Hawk speak. While most know of Tony Hawk as the famed skateboarder, he was invited to speak on his success as an entrepreneur. During his skating career in 1992 Hawk co-founded his first company Birdhouse Projects, now known as Birdhouse Skateboards. Since then, he has gone on to found several companies including: Hawk Clothing, Tony Hawk’s Pro Skater Video Franchise, Tony Hawk Signature Series, and his charity the Tony Hawk Foundation. Hawk gave the students insights into what enabled him to turn his love for skateboarding into successful businesses. He spoke on the importance of being passionate about what you are doing, having a supportive team of people you trust, and how critical it is to control your brand with a long-term view.

Hawk’s lecture was a part of the annual L. Robert Payne Speaker Series in which distinguished entrepreneurs are invited to campus to share their insights. This lecture series was established in 1996 with a gift from SDSU alumnus L. Robert Payne. Mr. Payne is a successful entrepreneur and long-time supporter of San Diego State University.

PAST SPEAKERS

- John Wilson – Co-Founder of Stance
- Kurt Listug – CEO and Co-Founder of Taylor Guitars
- Thom McElroy – Co-Founder of Volcom
- Jeff Church – Co-Founder of NIKA water
- Norm Brinker – Former Chairman of Brinker International
- Jim Sinegal – Co-Founder & Former CEO of Costco
- John Moores – Founder of Peregrine Systems & Former Chairman of the San Diego Padres
- John Sarkisian – Co-Founder, Pat & Oscar’s Restaurants
- Dr. Irwin Jacobs – Founder of Qualcomm
- Robert J. Nugent – Former Chairman & CEO of Jack in the Box
- Russell Lewis – Founder and CEO of Rhino Linings
- Dr. Robert Beyster – Founder of SAIC
- Ron Fowler – Chairman & CEO of Liquid Investments, Inc. & Executive Chairman of the San Diego Padres

“Do what you love and follow your dreams. Learn everything about your craft and the business. The goal should not always be money, your goal should be quality of life and enjoying what you do.”

– Tony Hawk,
Professional Skateboarder,
Co-Founder, Birdhouse Skateboards
The Karen Castles Gray Women in Entrepreneurship Lecture Series hosted its inaugural WE Inspire event on February 9th, 2017. WE Inspire was established with the purpose of bringing outstanding women entrepreneurs on campus to inspire students. This lecture series was established in the summer of 2016 through a generous gift by Karen Castles Gray, a Fowler College of Business board member and current SDSU parent. Castles Gray is the founder, president, and creative director of Authentic Lifestyle Products, which designs and manufactures apparel, footwear and accessories.

The inaugural event presented SDSU students with the opportunity to listen to three women entrepreneurs provide insights on their journey in the business world. Among the three women speakers was keynote Lonnie Ali, an entrepreneur, philanthropist, business woman, and wife of the late Muhammad Ali. Ali was joined by Ann Marie Griffith and Margaret “Marjy” Stagmeier; both of whom had more than a quarter century of exceptional leadership experience. Griffith is a managing director for APG Asset Management and Stagmeier is the founder of TriStar Real Estate investment and president of TI Asset Management. All of the women had helpful advice and optimism to share with the student attendees. Following the panel discussion, there was an hour of networking. Fifteen entrepreneurs from San Diego led student discussions at their tables encouraging them to ask any questions they had about starting a business and being successful.

**TABLE DISCUSSION LEADERS**

- Aarthi Shankar – Senior Principal Engineer at Solar Turbines, Inc.
- Amy Shelby – Vice President of Digital Marketing at Warner Bros., CW Network
- Anna Crowe – Founder & CEO of Crowe PR
- Cathy Pucher – Executive Director of Zahn Innovation Platform Launchpad
- Congcong Zheng – Entrepreneurship Professor and Management Faculty at SDSU
- Felena Hanson – Founder of Hera Hub
- Ingrid Liggayu – Communication Manager at Pura Vida Bracelets
- Jodi Smith – Partner at Ernst & Young
- Lisa Haddock – Consumer Behavior Specialist and Marketing Faculty at SDSU
- Martina Musteen – Entrepreneurship Professor and Management Faculty at SDSU
- Michelle Hon Donovan – Partner, Duane Morris LLP
- Nichole MacDonald – Founder & CEO at Sashbag
- Nikki Grandics – Founder and Lead Designer at Enji Studio Jewelry
- Steven Osinski – Board Chairman, Lavin Entrepreneur Day
- Tamara Romeo – Founder of San Diego Office Design
- Victoria Lakers – President at Frank Marketing and Communications

“All you really need is someone to believe in you and to help you learn how not to let fear of the unknown get in the way of your dreams. This event will help accomplish just that.”

– Karen Castles Gray

Fowler College of Business Board Member
Driven by the theme of Creativity and Innovation, the Lavin Entrepreneurship Center hosted the third annual California Entrepreneurship Educators Conference on March 9–11, 2017. Held at the Parma Payne Goodall Alumni Center on the SDSU campus, the program featured an energetic gathering of educators and thought leaders who discussed the future and cutting edge of entrepreneurship research and pedagogy.

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

This year we worked to further develop the program, which consisted of extending it into a two-and-a-half-day interactive event with a number of top entrepreneurship faculty serving as speakers and session leaders. A day full of events preceded the conference covering topics on university incubators, 3D printing, and design thinking. These sessions allowed attendees to see a glimpse into the wide range of experiential entrepreneurship opportunities offered to SDSU students. Sessions on the second day of the conference were dedicated to discussing the future of entrepreneurship research. These first two days included evening receptions where participants had the opportunity to network and socialize, building cross-campus connections. The last day shifted focus to entrepreneurship pedagogy. The conference agenda included keynote speakers, an entrepreneurship research panel, and an international breakout exercise with thought leaders from around the world. In these sessions attendees actively engaged and collaborated with each other.

Throughout the conference attendees received valuable insight from leading entrepreneurship researchers and educators. Attendees participated in collaborative sessions and workshops, sharing and exchanging ideas to implement on their respective university campuses. Over 85 entrepreneurship researchers and educators attended the conference from 40 different institutions across the United States, and six different countries. Conference attendees voiced their satisfaction with the quality of the program, indicating they left feeling excited and eager to implement what they learned to better serve their students.

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

**PRE-CONFERENCE ACTIVITIES**

**CETYS UNIVERSIDAD NEW PROGRAM ANNOUNCEMENT**
- Dr. Jorge A. Wise & Dr. Ricardo Alvarez – CETYS Universidad

**CREATING EFFECTIVE FACULTY & STUDENT ENGAGEMENT**
- Kevin Popovic – Director of ZIP Idea Lab, Founder of Ideahaus
- Ryan Vanshur – Co-Founder of CourseKey

**AN INTRODUCTION TO THE IDEATOR PLATFORM**
- Thomas Schutz – Vice President Business Development & Sales of Ideator

**ZAHN INNOVATION PLATFORM LAUNCHPAD OVERVIEW**
- Cathy Pucher – Director of I.P. Launch Pad

**3D WORKSHOP**
- Kyle Kitzmiller – H.G. Fenton Lab Manager of ZIP Launch Pad, San Diego State University

**DESIGN THINKING WORKSHOP**
- Kevin Popovic – Director of ZIP Idea Lab, Founder of Ideahaus

**BUILDING MENTOR PROGRAMS**
- Alex DeNoble – San Diego State University
- Jeffrey Hornsby – University of Missouri - Kansas City
CONFERENCE SESSIONS

RESEARCH: KEYNOTE WHAT & HOW?
• Ron Mitchell – Texas Tech University

ENTREPRENEURSHIP EDUCATION: RESEARCH PANEL
• Craig Galbraith – University of North Carolina, Wilmington
• Jeffrey Hornsby – University of Missouri - Kansas City
• Jill Kickul – University of Southern California

INTERNATIONAL RESEARCH EXERCISE
• Gary Knight – Willamette University

PITCH PRESENTATIONS: JUDGES PANEL
• Siri Terjesen – Indiana University, Bloomington - Associate Editor, Academy of Management Learning & Education
• Lois Shelton – California State University, Northridge - Associate Editor, International Journal of Entrepreneurial Behavior & Research
• Martina Musteen – San Diego State University - Senior Editor of the Journal of World Business

PEDAGOGY KEYNOTE SOCIAL ENTREPRENEURSHIP
• Jill Kickul – USC

CLOSING THE GAP OF INTERNATIONAL ENTREPRENEURSHIP: SESSION LEADERS
• Dante Di Gregorio – California State University, Monterey Bay
• Martina Musteen – San Diego State University

INTERNATIONAL PARTICIPANTS
• Breda Kenny – Cork Institute of Technology, Ireland
• Richard Tusnal – Leeds University Business School, United Kingdom
• Emilee Simmons – Leeds University Business School, United Kingdom

ASSESSING THE EFFECTIVENESS OF ENTREPRENEUR PROGRAMS
• Jeffrey Hornsby – University of Missouri, Kansas City
• Alex DeNoble – San Diego State University

TECHNOLOGY COMMERCIALIZATION
• Craig Galbraith – University of North Carolina, Wilmington

GETTING COMFORTABLE WITH BEING UNCOMFORTABLE
• Jeffrey Stamp – University of North Dakota.

UNIVERSITIES REPRESENTED
• American University
• Azusa Pacific University
• California Polytechnic State University, Pomona
• California State University, Los Angeles
• California State University, Monterey Bay
• California State University, San Bernardino
• CETYS Universidad Baja California, Mexico
• Cork Institute of Technology, Ireland
• Delta University
• GRGSMS, India
• Idaho State University
• Illinois Wesleyan University
• Loyola Marymount University
• Massachusetts Institute of Technology

Conference guests at ZIP Idea Lab at SDSU
• Mexico City University
• Mt. San Jacinto College
• Orange Coast College
• Pepperdine University
• Royal Roads University, Canada
• San Diego State University
• San Francisco State University
• Santa Clara University
• Sonoma State University
• Southwestern Community College
• Texas Tech University
• University of Leeds, England
• University of North Carolina - Wilmington
• University of Guam
• University of Missouri - Kansas City
• University of San Diego
• University of Southern California
• Weber State University
• Willamette University

HIGH SCHOOLS REPRESENTED

• School for Entrepreneurship and Technology

CONFERENCE SPONSORS

• SDSU Center for International Business Education and Research (CIBER)
• United States Association for Small Business and Entrepreneurship
• CourseKey
• Ideator
• California State University, Los Angeles
• University of Southern California, Marshall School of Business

CONFERENCE PARTNERS

• Bold Thinking Inc
• California State University, Monterey Bay
• University of Missouri, Kansas City
• University of North Carolina, Wilmington
• University of Southern California
• Texas Tech University
• Willamette University

“It was amazing to see the long list of ideas generated through the session and I look forward to working with new and existing colleagues to implement some of these with our students and educators across Europe, USA and beyond.”

– Breda Kenny,
Board Member, European Council for Small Business & Entrepreneurship
ZAHN
INNOVATION
PLATFORM
LAUNCHPAD
The Zahn Innovation Platform Launchpad (ZIP Launchpad) is an incubator that supports SDSU innovators and aspiring entrepreneurs. This launchpad welcomes students, faculty, and staff from any department on campus. Its focus is to help transform ideas into companies. The ZIP Launchpad provides a collaborative working space for admitted teams at no expense to them. In addition, this platform provides mentorship and business acumen. These services are provided by collaboration between the Lavin Entrepreneurship Center, the Fowler College of Business, engineering services through our HG Fenton Company Idea Lab for rapid prototyping, and necessary community connections needed to help start-ups develop new products and launch new businesses with the intention of creating new jobs.

The Moxie Foundation, led by Irwin and Peter Zahn, is the foremost sponsor of the ZIP Launchpad. The Zahn’s support has helped with the ZIP Launchpad setup and funding, in addition to providing services and advice to the Launchpad and its teams. It is through Irwin Zahn’s vision that the entire enterprise was started. Irwin continues to be a strong voice for the development and implementation of the center, its guidelines, and operating policies. Irwin and Peter are San Diego-based businessmen and philanthropists, and always believe the combination of hard work and entrepreneurship is a great model for success. Irwin claims, “Entrepreneurship is about developing and utilizing individual talent without a limit until you arrive beyond your destination.”

Cathy Pucher is the executive director of SDSU’s ZIP Launchpad. Prior to leading the on-campus incubator, she was the founding executive director of EvoNexus which is a San Diego, and Irvine, based incubator. After six years of operations, the graduating companies from EvoNexus have been responsible for raising over $1 billion in funding. Pucher earned a Bachelor of Science in electrical engineering at the University of California, San Diego. She also serves on the volunteer board for the Solana Beach Foundation for Learning. This foundation supports local public schools with fundraising for instructors of art, science, physical education, and technology.

“We believe that entrepreneurial thought and action extend far beyond starting a venture; it’s a critical skill set that we want every member of the SDSU community equipped with...”

– Irwin Zahn
Founder, Moxie Foundation
As of the past year, the ZIP Launchpad housed 34 teams comprised of 50 students representing all seven colleges on campus. ZIP Launchpad teams have raised over $3.95M in early stage funding and completed four successful Kickstarter campaigns. Since the ZIP Launchpad was founded in 2012, 154 student teams have been accepted into the program.

STUDENT TEAMS

ALIMINATION
- Alim Khan – Fowler College of Business

AURALIUM
- Karah Hui – College of Sciences
- Kyle Norquist – College of Professional Studies and Fine Arts

BLITZ TRAINING DEVICES
- Andrew Brigel – Fowler College of Business
- Branden Drebing – Fowler College of Business

BOLD BREW COFFEE
- Jack Doheny - College of Engineering
- Jake Solomon - College of Engineering

CHIPPR APP
- Carlos Hernandez – Fowler College of Business

CHRYSALSIS
- David San Juan – Fowler College of Business
- Josue Campos – College of Engineering

CICATRIX
- Sehaj Kasture – Fowler College of Business

CROWDCAST
- Loren Pearlman - College of Arts and Letters

EASYSURF
- Chi Hsin Chou – Fowler College of Business

GLIDE
- Caselle Reinke – College of Professional Studies and Fine Arts

GLOBOFUND
- Griffin Greene – Fowler College of Business
- Pranav Palasamudram – Fowler College of Business

HONEST GOV
- Andrea Mitchell – College of Arts and Letters

HYDURO
- Miles Bowles – College of Sciences

INSTALIGHT
- Julie Pinto – School of Art and Design

JSD INDUSTRIES
- Michael A Simonetti – College of Education

JSTICK
- Ganesh Jaikumar – College of Engineering
- Soroush Tamizi – College of Engineering
- Seyed Hani Masoumi – College of Engineering

KIDDIE COMMUTE
- Shawnie Lopez – College of Professional Studies and Fine Arts

LACUNA LOGISTICS
- Griffin Gilmore – Fowler College of Business
- Nick Milsner – Fowler College of Business

LG FRESH BOX
- Louis Glover – Fowler College of Business

MUA INDUSTRIES
- Petra Winnwalker – College of Professional Studies and Fine Arts

NUTRIMENT
- Hanifo Mohamed – College of Health and Human Services
- Zakiyya Shaheed – College of Health and Human Services

ORDERBOT
- Alexander Jones – College of Sciences

PALMLINE SPEAKERS
- Logan Conzalves – Fowler College of Business
- Rainer Wulf – College of Engineering
PERSONA
• Monique Offord – College of Engineering

POCKET POSTURE
• Daniel Voelker – Fowler College of Business
• Stephanie Voitzwinkler – Fowler College of Business

RECYCLINATOR
• Matthew Penning – College of Engineering
• Sean Bennett – College of Engineering

SCUNDO TECH
• Shirzad Zarei – College of Engineering

SOULFULL
• Kristian Krugman – College of Sciences
• Reyanne Mustafa – College of Health and Human Services

SUNNERS
• Chong Zhang – Fowler College of Business
• Christopher Evans – Fowler College of Business

SWIFT CHANGE
• Andre Hale – College of Arts and Letters

TEAM RECYCLINATOR
• Jordan Custodia – College of Engineering

THE SECURE WAY
• Louis Olmed Rodriguez – College of Sciences
• Matthew Crosby – Fowler College of Business

TOOL
• Frederick Smith – College of Engineering
• Jesus Perez – College of Engineering

TUNNEL VISION
• Cody Russell – Fowler College of Business

WELLWARE
• Josh Munoz – Fowler College of Business

PROJECTS FOR THE 2016–2017 SCHOOL YEAR
• Office hours in financial modeling, investor strategy, and customer discovery test development
• Workshops in legal, banking and HR 101 for start-ups
• Makefest: 3D printing, laser cutting, or Arduino Microcontroller Workshops
• Pitchfest events
• Shark Tank™ events
• “Think Outside the Potato” Challenge
• Clean Transportation Challenge
• Entrepreneurship speakers
• Entrepreneurship Day
GIFTS AND SCHOLARSHIPS
In 2013, the Lavin Entrepreneurship Center launched the Larry and Madeline Petersen Scholarship for San Diego State University students in the Lavin Entrepreneur program, business majors with a specialization in entrepreneurship, and those 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.

Larry Petersen graduated from San Diego State University with a bachelor’s degree in marketing (class of 1971). He is the Founder and President of LP Marketing, a sales and marketing organization in California for major consumer and professional electronics manufacturers. He is also a founder of Bayview Distributing and Development. The Petersons have been supporting and nurturing the Lavin Entrepreneurship Center’s young entrepreneurs for many years.

Larry and Madeline Petersen

“**It is the right thing to do and the right time to do it. 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.**”

– Larry Petersen
Founder and President of LP Marketing

SUSANNA KASS
Head of Innovation and Sustainability Strategy at BASELAYER

BRIAN DOVEY
Partner at Domain Associates LLC

ENTREPRENEUR-IN-RESIDENCE

More than a decade ago, a gift from Larry Petersen and his wife, Madeline, created SDSU’s Entrepreneur-in-Residence program, which first brought Alberto Culver CEO Leonard Lavin to campus. When Mr. Petersen was a student at SDSU, he enjoyed listening to lectures from guest speakers in his classes. On one occasion, Mr. Petersen met Robert L. Payne and was inspired by him to create a program that enabled us to bring great entrepreneurs to campus and interact with students. This generous gift has allowed the Lavin Entrepreneurship Center to host influential speakers to many entrepreneurship classes. For the past few years, we have had the opportunity to host receptions for Mr. Brian Dovey, a senior partner at Domain Associates, a nationally known Venture Capital Firm. Mr. Dovey typically brings along his partners to campus once a year to interact with students. Another frequent visitor of the classes is Ms. Susanna Kass, a tech entrepreneur from the Bay Area.
Thanks to the support of Larry and Madeline Petersen as well as, Ron and Alexis Fowler, the Lavin Entrepreneurship Center is able to provide SDSU students with scholarships and awards. The Larry and Madeline Petersen Scholarship is awarded to a Lavin Entrepreneur student to enable them to pursue their entrepreneurial dreams. The Ron Fowler Intern Award is presented to a student intern for their contributions to the Lavin Entrepreneurship Center that exceeds the expectations set forth by their job description.

2017 RECIPIENT OF THE LARRY & MADELINE PETERSEN SCHOLARSHIP

Samantha C. Salgado is currently majoring in business management and minoring in finance. Living in La Mesa, California, Samantha is working towards her dream of owning her own crocheting business. She will be studying abroad in Japan this upcoming year to broaden her business knowledge and gain a global perspective.

PAST RECIPIENTS
- 2016 – Dylan Kirchhofer
- 2015 – Ruth Tadesse
- 2014 – Raul Hernandez
- 2013 – Andrew Haines

2017 RECIPIENT OF THE RON FOWLER SCHOLARSHIP

Kathryn graduated in May of 2017 from San Diego State University with a master’s degree in business administration (MBA) with a marketing specialization. She was honored with this award for her commitment and dedication to the programs she ran while working at the Lavin Entrepreneurship Center. Prior to pursuing her MBA, Kathryn also completed her undergraduate degree at San Diego State University, graduating with a B.S. in psychology. She will now be pursuing a career in content marketing.

PAST RECIPIENTS
- 2016 – Sean Pierce
- 2015 – Amy Checho
- 2014 – Alissa Thompson
The San Diego Regional Innovation Cluster (SDRIC) is a collaboration between the Lavin Entrepreneurship Center, the San Diego Research Foundation, and a wide range of San Diego area stakeholders. SDRIC is one of only three U.S. Small Business Administration supported clusters in the country created to assist defense and homeland security businesses. This cluster helps these businesses succeed by facilitating the process of delivering needed products and services to the Navy, first responders, and other Department of Defense agencies.

There are currently 120 small businesses enrolled to receive SDRIC business development services. The companies are focused around computing, communications, cyber security, autonomous systems, and advanced energy technologies. This 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.

**SDRIC CLUSTER EXECUTIVE BOARD**

- Lou Kelly – Chair & Program Director, CCAT, SDSU
- Dr. Alex DeNoble – Lavin Entrepreneurship Center, SDSU
- Andrew Spector – SAIC
- Barry Janov – San Diego State University Research Foundation
- Benito Hobson – Armed Forces Communications and Electronics Association
- Bruce Roberts – Cubic, EVONEXUS
- Del Kintner – SWIC
- Faye Esaias – SPAWAR
- Jeff Nagle – San Diego State University Research Foundation
- Jeff Rice – BAE Systems
- Joe Celano – AUVSI
- Jon Berg-Johnsen – Lockheed Martin and NDIA
- Linda Kusumoto – SSC Pacific
- Martin Kleckner – Small Business Development Center
- Michael Sovacool – Small Business Association
- Rachel Fischer – PTAC
- Steve Hoey – CONNECT
- Steve Sutherland – Leidos
- Terry Downing – Raytheon
- Tim Hushen – SDSU Research Foundation
- Tim Orlando – Tech Coast Angels
- Ward Wilson – Boeing

**PROGRAM STAFF**

- Lou Kelly – Program Director
- Barry Janov – Program Manager
- Dr. Steve Welter – Co-Principal Investigator
- Jeff Nagle – Project Coordinator
- Dr. Alex DeNoble – Co-Principal Investigator
CLIENTS

- Accord Solutions
- Admiral Fluidics
- AgilisIT
- Ai-one
- American Lithium Energy Corp.
- ATA Engineering
- Creative Electron
- DreamHammer
- ENT Technologies
- ESTA Corporation
- Fuse Integration
- GattaCo, LLC
- Geodetics
- Gnostech Inc.
- Innovation Digital
- Instrumart
- Integrated Consultants, Inc.
- Knowledge Made Solutions
- Metron, Inc.
- Micro USA Inc.
- Nu-Trek, Inc.
- Ocean Aero, Inc.
- Pacific Blue Innovations
- Pixon Imaging, Inc.
- SciFly, LLC
- Seacoast Science, Inc.
- Space Micro
- Spectral Labs Incorporated
- TETAC, Inc.
- Trabus Technologies
- Veracity Security Systems
- Vision Robotics Corporation

"Our goal is to foster an environment where small, high growth firms can flourish."  

– Karen Mills,  
Administrator, Small Business Administration
SUSAN M. BAXTER, EXECUTIVE DIRECTOR, CSUPERB

Susan M. Baxter has served as executive director of the California State University (CSU) Program for Education and Research in Biotechnology (CSUPERB) since March 2007. In this role, she is responsible for strategic planning and new initiatives related to the life sciences across the 23 campuses of the CSU system. She coordinates a system-wide biotechnology community that involves over 600 faculty and students annually, administers seed grant, scholarship and award programs for CSU faculty and students, organizes the annual CSU biotechnology symposium, develops new research and educational program opportunities, and serves as a liaison for the CSU with life sciences industry, government, philanthropic and educational partners. In addition, Baxter manages the National Science Foundation-funded CSU Innovation Corps (I-Corps), a system-wide entrepreneurship education program. Currently, she serves on boards at Biocom Institute and the California Life Sciences Institute, the nonprofit arms of two California biotechnology industry associations.

NATIONAL SCIENCE FOUNDATION CSU I-CORPS BIOLOGICAL SCIENCES SITE PROGRAM

The Lavin Entrepreneurship Center partners with the College of Sciences to promote success and build entrepreneurial bridges across campuses. 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 National Science Foundation (NSF) funding.

The Fall 2016 CSU Innovation Corps (I-Corps™) cohort was exclusively for California State University student teams. Both undergraduates and graduate students participated. Teams start with a biotechnology research-based idea, interview potential customers and partners, and apply creative thought to find a problem-solution fit based on their idea. Teams attended webinars to learn about the customer discovery process, business model canvas concepts, business communications, legal considerations, as well as regulatory and reimbursement issues. Webinars were taught by experienced life science entrepreneurs, industry professionals, and faculty associated with CSU I-Corps.

CSU I-CORPS COLLABORATIVE LEADERSHIP TEAM

- Susan Baxter – Executive Director, CSUPERB
- Stanley Maloy – Dean, College of Sciences, SDSU
- Alex DeNoble – Professor, Management, San Diego State University & Executive Director, Lavin Entrepreneurship Center
- Cathy Pucher – Executive Director, Zahn Innovation Platform Launchpad, SDSU
- Tommy Martindale – Director, Technology Transfer Office, SDSU Research Foundation
OTHER ACTIVITIES, INITIATIVES, & HIGHLIGHTS
In October 2016, San Diego State University announced the largest philanthropic gift in the history of the university. Local philanthropist and San Diego Padres executive chairman Ron Fowler and his wife, Alexis, have pledged a $25 million endowment gift to SDSU’s College of Business Administration that will provide scholarships and professorships, develop a lecture series, and provide international experiences and expanded programming for SDSU business students. In honor of their years of support for and commitment to the university and its students, the college has been renamed the Fowler College of Business, marking the first time a college at SDSU has been named.

This endowed gift to the Fowler College of Business will create a number of new opportunities for students, including The Fowler Scholars Program, which will provide scholarship and programmatic opportunities for students who have an interest in entrepreneurship, innovation and economic development. These experiences will include internships, entrepreneurial ventures, student research opportunities and international experiences. The Fowler Professorships will be used to recruit faculty members who bring innovative perspectives to the college’s entrepreneurship, innovation and economic development programs. The Fowler Lectureship Series will host the Fowler Fellow, a visiting faculty member who will spend a week on campus interacting with students and faculty in classroom and informal settings. The Fowler Fellow will present the annual Fowler Lecture to the campus community. Additionally, the Fowler International Experience endowment will assist students interested in international business and comparative economic systems to participate in international internships and study abroad.

“I think the business school needs a boost. And what does it need? It needs funds for scholarships. It needs money to help attract and retain quality faculty. And we’re doing it in the form of a challenge.”

— Ron Fowler, Executive chairman and co-owner of San Diego Padres, CEO of Liquid Investments, Inc

“Ron and Alexis’ gift will transform our College of Business Administration. In naming our first academic college, we recognize that the Fowlers’ legacy will benefit students, faculty and staff for generations to come. All of us at San Diego State are blessed to have the Fowlers’ friendship, support and guidance.”

— Elliot Hirshman, Former SDSU President
San Diego State University’s Lavin Entrepreneurship Center is honored to have been recognized by the Global Consortium of Entrepreneurship Centers (GCEC) and the United States Association for Small Business and Entrepreneurship (USASBE).

**EXCEPTIONAL ACTIVITIES IN ENTREPRENEURSHIP ACROSS DISCIPLINES AWARD**

In September 2016, the Global Consortium of Entrepreneurship Centers (GCEC) awarded San Diego State University for our cross-campus entrepreneurship programs and activities. The GCEC was established in 1997, and today stands as the premier leadership organization addressing emerging topics of importance to the nation’s university-based centers for entrepreneurship. This organization allows for universities to network, benchmark, and explore how to best promote entrepreneurship education and new venture creation. The GCEC currently has more than 225 university-based entrepreneurship centers in membership, including the Lavin Entrepreneurship Center.

This year the annual International GCEC Conference was held in Rochester, New York and co-hosted by the University of Rochester and Rochester Institute of Technology. Each year the organization recognizes the top entrepreneurship program in eight different categories. There were 92 competitive entries. We are extremely proud and honored that the Lavin Entrepreneurship Center was presented with the 2016 Exceptional Activities in Entrepreneurship Across Disciplines award! Receiving this recognition from peers in the entrepreneurship center community is very rewarding given that spreading entrepreneurship across the campus has been one of the top strategic goals set forth by former SDSU president, Elliot Hirshman.

**NATIONAL MODEL UNDERGRADUATE PROGRAM OF THE YEAR**

In January 2017, the United States Association for Small Business and Entrepreneurship (USASBE) awarded SDSU with the Excellence in Entrepreneurship Education - National Model Undergraduate Program Award. USASBE is a professional organization “dedicated to advancing the discipline of entrepreneurship” through education, research, outreach and public policy. The organization is rooted in the 1957 founding of the International Council for Small Business (ICSB), which was formed as a “comprehensive organization of outstanding researchers, scholars, teachers, administrators and public policy makers interested in entrepreneurship and small business.”

The USASBE Excellence in Entrepreneurship Education - National Undergraduate Model Program award is given annually to colleges and universities that have developed and currently still offer high quality and innovative programs, the purpose of which is to educate and train future generations of entrepreneurs.

“SDSU’s extensive track record of offering consistently innovative educational opportunities to future entrepreneurs should be considered a model for other colleges and universities to emulate.”

– Patrick Snyder, Executive Director at USASBE
Leadership is about impact, influence, and inspiration. We thank the following leaders for always supporting the center and creating opportunities for all students. We wish great success to president Elliot Hirshman as he ends his tenure after six years at SDSU. We are also excited to have Lance Nail as our dean and we look forward to working with him as the college continues its growth as a world-class business college. Lastly, we are delighted to have Tamara Romeo as the new board chair of Lavin Entrepreneurship Center.

PRESIDENT HIRSHMAN’S LASTING LEGACY AT SDSU
Since Hirshman’s arrival in 2011, SDSU has launched and completed several major infrastructure projects, its graduation rate has hit 74 percent, its ranking in US News & World Report has shot up about 35 points and a recently completed 10-year campaign raised $800 million. Under Hirshman’s leadership, SDSU has implemented an integrated budget and financial strategy, created a new strategic plan, and raised more than $785 million in private philanthropy for scholarships and new initiatives.

FOWLER COLLEGE OF BUSINESS WELCOMES NEW DEAN
Lance Nail has been named the Thomas and Evelyn Page dean of San Diego State University’s Fowler College of Business. Nail previously served as dean of the business schools at both Texas Tech University and the University of Southern Mississippi. He earned his Ph.D. in finance at the University of Georgia and his B.S. in finance at the University of Alabama. While at Texas Tech, Nail increased annual philanthropic giving from an average $5.9 million per year to more than $16 million. While at Southern Miss, he grew the college endowment by more than 10 percent and successfully raised $36 million.

TAMARA ROMEO NAMED BOARD CHAIR OF LAVIN ENTREPRENEURSHIP CENTER
Romeo is a proud alumna of SDSU’s School of Communication and is also a graduate of the Goldman Sachs 10,000 Small Business Program. Her knowledge and entrepreneurial expertise have led to the success of her thriving business. In 2010, Romeo founded San Diego Office Design, an award-winning commercial interior design firm specializing in creating highly branded interiors. Her expertise has been recognized by Entrepreneur Magazine, San Diego Magazine, and The San Diego Business Journal.

“I believe in the vision of the Fowler College of Business and look forward to supporting our students, faculty and staff as we look to grow our programs and lead an already excellent business school to achieve even greater success.”

– Lance Nail,
Dean of the Fowler College of Business
BUILDING CROSS-CAMPUS CONNECTIONS

The Lavin Entrepreneurship Center believes that the embodiment of a global perspective is imperative to modern leadership, and in support of this belief it provides outstanding and unique opportunities for students all over the world. The Lavin Entrepreneurship Center and College of Extended Studies partnered with PSGR Krishnammal College for Women at Coimbatore, India in collaboration with the GRG Educational Institutions. The GRG Educational Institutions signify excellence in education in South India and is currently home to over 13,000 students pursuing a wide spectrum of studies. In the summer of 2017, SDSU had 19 students from PSGR Krishnammal College for Women. Students had the opportunity to visit and learn about various places including the International Student Center and the Women’s Resource Center.

“I learned a lot from the cross cultural interactions, from the other professors and the students. I really appreciate the amazing, innovative design of this program.”

– Marcos Bosquetti,
Visiting SDSU Professor and Professor of Management at Federal University of Santa Catarina, Brazil

“This opportunity to collaborate with students from another country has really opened my panorama of how to interact with other cultures.”

– Brenda Maria Cortes Garcia,
Engineering Major, CETYS University

Studying abroad students from PSGR Krishnammal College for Women
The students from PSGR Krishnammal College also participated in a joint session with students from CETYS University, Baja California, Mexico, that were led by engineering professor Dr. Luis Basaca. This session was designed by the Lavin Entrepreneurship Center and College of Extended Studies to enhance education and foster students’ interest in global entrepreneurship. These classes were taught by Dr. Marcos Bosquetti, professor of management at Federal University of Santa Catarina in Brazil, Dr. Lois Olson, lecturer at SDSU in the Fowler College of Business, and Kimberly Davis King, SDSU lecturer of management. During this session, the students role played different business scenarios on negotiation across cultures. Students learned the educational and practical implications of cultural diversity and globalization issues. In addition, the group of students from both universities attended a memorable dinner at the Royal India Restaurant in downtown San Diego, along with SDSU staff and professors.

Upon completion of their study abroad program, the Lavin Entrepreneurship Center and College of Extended Studies recognized each student with a certificate of completion. Students and professors from both PSGR Krishnammal College and CETYS University spoke very highly of their experiences. They described the program as dynamic, informative, and eye-opening. Students had the opportunity to gain new perspectives and build cross-campus connections. Some students even shared their social media accounts to keep in touch after the program. More than simply understanding entrepreneurship, leadership, and business, this global study experience promotes the desire and effort to understand different ways of viewing the world, and being human.

As entrepreneurs, I believe this cross-cultural experience will definitely help us when doing business with other cultures.

– Priyadarshini Vediarasampalayam, Student at PSGR Krishnammal College for Women

I found the students to be very creative, innovative, and hardworking. This experience was very unique and is something that should continue in other groups, not just from India, but worldwide.

– Kimberly Davis King, SDSU Lecturer, Management
The SDSU Entrepreneur Society hosted the fifth annual Next Generation Summit on April 7th, 2017. The Next Generation Summit is a conference dedicated to the advancement of student entrepreneurship in Southern California. With the theme of The Future of Business, 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 and two workshop sessions led by successful entrepreneurs. Each keynote speaker spoke about their journey from their earlier years to the present, along with giving invaluable business advice pertaining to the theme of the conference. Students also had the opportunity to choose between two different workshop sessions per breakout. Each session encouraged peer-to-peer learning as the attendees shared ideas around innovative solutions to various social issues. Participants spoke highly of the event. They voiced their satisfaction with keynote speakers, session leaders, and the networking opportunities available with both their peers and established successful entrepreneurs.

**NEXT GENERATION SUMMIT AGENDA**

**FEATURED KEYNOTE SPEAKERS**
- Boian Spassov – Founder of Locbit - Internet of Things
- Braydon Moreno – Founder of ROBO 3D - 3D Printing
- Adam Weiler – Founder of Sunken Stone Inc. - Amazon PPC

**BREAKOUT WORKSHOP LEADERS**
- Austin Randall – Director of Paid Media at Power Digital Marketing - Digital Marketing
- Tiamo De Vettori – Award Winning Singer/Song Writer - Public Speaker

“We strongly believe in the value of the exchange of ideas and the formation of relationships among our next generation leaders.”

– David Shadi
Entrepreneur Society President, 2016 – 2017
The Engineering and Interdisciplinary Sciences (EIS) Complex is the newest project at San Diego State University scheduled for completion in 2018. The vision of the EIS complex is to create collaborative collisions of STEM disciplines and entrepreneurship efforts through turning interdisciplinary research into real-world solutions. This complex will house state-of-the-art scientific and industrial machines, cutting-edge labs, working spaces, and classrooms. To help bring the products created to market, the EIS complex will house the William E. Leonhard Entrepreneurship Center including housing the ZIP Launchpad and the Lavin Entrepreneurship Center. The complex will also host several other established research centers like, the ZIP Idea Lab and H.G. Fenton Idea Lab. Just as the Conrad Prebys Aztec Student Union kept environmental concerns in mind, the EIS complex will also be LEED certified.

The Engineering and Interdisciplinary Sciences (EIS) complex will house the Lavin Entrepreneurship Center.

“The new complex will allow us to increase our capacity by 200 students and in addition, the new state-of-the-art facilities are going to allow us to continue to recruit top SDSU faculty and students.”

– Morteza Mehrabadi, Dean of the SDSU College of Engineering

“The EIS complex will create a crossroads for the STEM disciplines and a focal point for our entrepreneurship efforts—a place to meet, to team up and to dream.”

– Elliot Hirshman, Former SDSU President
The Lavin Entrepreneurship Center wishes to thank the following 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 individual 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 and individuals:

FINANCIAL SUPPORT

INDIVIDUAL DONORS
- Dr. Leonard H. Lavin
- Steven Osinski

PROGRAM AND EVENT SPONSORS
Social Entrepreneurship Program:
- Qualcomm

ENTREPRENEUR DAY
Lead Sponsors:
- SDSU College Program Foundation

CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE
Conference Sponsors:
- SDSU Center for International Business Education and Research
- United States Association for Small Business and Entrepreneurship
- CourseKey
- Ideator
- California State University, Los Angeles
- University of Southern California, Marshall School of Business

Conference Partners:
- Texas Tech University
- University of Missouri - Kansas City
- University of North Carolina, Wilmington
- Willamette University
- California State University, Monterey Bay
- University, Monterey Bay

GRANTS
- I-Corps
- Qualcomm Social Entrepreneurship Internship Program
- San Diego Regional Innovation Clusters

ALUMNI GIFTS
- Alissa Thompson
- Boian Spassov
- Charlton Clemens
- Eugene Roytman
- Gabriella Jaya
- Karen Gilbert
- Howard Haimsohn
- Justin Kwong
- Kristen Clemens
- Kristi Kirkpatrick
- Margret Hardardottir
- Matthew Callahan
- Matthew Lamb
- Michael Hall
- Raymond Amador
- Thamer Albanawi
- Thomas Franklin
- Sierra Bernal
- Vincent Meade
- William Tomp
BOARD OF DIRECTOR GIFTS

- Stephen Osinski
- Eric Rudney
- Gail Naughton
- Kevin Popovic
- Larry Petersen
- Matthew Jones
- Michelle Donovan
- Mitch Patridge
- Nick Slettengren
- Robert Mendralla
- Robert Wilcox
- Sanford Ehrlich
- Stephen Cusato
- Steve Hoffman
- Tamara Romeo
- Tatiana Sarabekian
- Zeynep Ilgaz

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

– Dr. Leonard H. Lavin
Founder, Alberto Culver
As we prepare to go to press with this edition of our annual report, we were saddened to learn of the passing of our great friend, benefactor and the namesake for our center, Dr. Leonard H. Lavin. Leonard was a man of many talents: World War II naval hero, entrepreneur, visionary, family man and philanthropist. Leonard touched the lives of so many people through his business acumen, his generosity and most of all through his friendship. Leonard had a passion for life and the wisdom to share his good fortune in ways that will last far into the future.

Lavin was born in Chicago in 1919 and grew up during the Great Depression. At the age of 35, Lavin bought a regional beauty supply manufacturer and turned it into a market leader with a presence in more than 100 countries. Under his direction, the Alberto Culver Company became an international Fortune 1000 company—a manufacturing and marketing powerhouse that achieved annual sales of more than $3.5 billion. The company earned a reputation for innovation, both in new product development and in television advertising. Lavin is credited with developing television’s first 15- and 30-second commercials, despite network opposition. Today, they are the broadcast standard.

We at the San Diego State University Lavin Entrepreneurship Center are especially grateful to have had the opportunity to meet and interact so intimately with this great man. Leonard loved visiting our campus. He was a frequent speaker in our classes and an active participant in many university events. He especially enjoyed meeting with our students. They would pitch new business ideas and he would challenge them to justify their business assumptions with the fire and wit that he was so well known to exhibit. When he was no longer able to travel to campus, we brought the students to him. In his more comfortable surroundings, Leonard continued putting on a clinic that these students will never forget. The university awarded him an honorary degree in 2012.

Leonard, you have entrusted us to build world class programming designed to prepare the next generation of entrepreneurs. We will honor that trust and continue to be inspired by your values and actions. Many future generations of San Diego State University students will benefit from the time and energy you spent engaging with us.

So, to the Lavin family, we extend our deepest sympathy and heartfelt thanks for sharing this great man with us.
The formula for my success can be the formula for yours as well. Determination. Pride. Vision. And, above all, a competitive streak that will never allow you to settle for second best because.... winners make it happen.

-Leonard H. Lavin