



A global leader in entrepreneurship

ANNUAL REPORT

 **SAN DIEGO STATE UNIVERSITY**

Lavin Entrepreneurship Center
Fowler College of Business



CO-FOUNDER OF STANCE AT SDSU



SDSU RANKED 8TH ENTREPRENEURIAL UNIVERSITY BY U.S. NEWS & WORLD REPORT



24 COMPANIES ON CAMPUS FOR LAUNCHIN



LAVIN

ENTREPRENEURSHIP

CENTER

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LETTER FROM THE EXECUTIVE DIRECTOR



Dear friends of the Lavin Entrepreneurship Center, it is with distinct honor and pleasure that I present to you our 2015–16 Annual Report. The Lavin Entrepreneurship Center's motto is that "We are in the business of preparing the next generation of entrepreneurs." We must identify those programs and activities that enable our students to acquire entrepreneurial competencies, gain confidence, develop professional networks, and learn how to leverage those networks in the pursuit of their entrepreneurial dreams.

At the Lavin Entrepreneurship Center we provide a wide array of programs that allow students from across the campus to experience various aspects of the entrepreneurial process. We infuse them into the community through internships and mentorships. We challenge their thinking through competitions and hands on interactions with experienced entrepreneurs. Additionally, when we identify students who truly want to start a business, we call upon our SDSU partners at the Zahn Innovation Platform Launchpad to provide them with an entrepreneur's co-working space and prototyping facility.

As you look through the pages of this annual report, you will see the wide array of programs that we offer to students on a regular basis throughout the school year. Each section of this report provides an overview of the highlighted program, and then identifies the students, faculty, community members, and organizations that we were able to touch and inspire during the year.

Of course, we could not hope to accomplish all of these wonderful activities without the help of our dedicated staff and student interns working here at the Center. Each year we recruit a new crop of students to work with us in offering and running our many programs. These students gain invaluable experience working in a professional organization before they move on in their careers after graduation.

I also want to recognize our many financial supporters. Various community members have supported us through amazing philanthropy for scholarships, sponsorships of our events, fees for participating in our programs, and most importantly, dues for the privilege of serving on our Lavin Entrepreneurship Center Advisory Board. Under the leadership of our Board Chairman, Steven Osinski, we have recruited a number of new members who bring tremendous entrepreneurial experiences, knowledge, and energy to guide us in creating something special here on campus.

Finally, I would like to thank our dear friend and benefactor, Dr. Leonard H. Lavin. Five years ago, he engaged with us in creating a vision for a world-class program to help educate and prepare the next generation of entrepreneurs. It is through his generosity, that we have been able to offer our students such a rich array of programs and opportunities. Leonard celebrated his 96th birthday this year. His zest for life, business acumen, engaging personality, and his fiery spirit inspire us every day to seek out new opportunities and push the envelope to its absolute limit. Leonard, I hope that we have made you proud and I can assure you that we have only just begun!

A handwritten signature in black ink that reads "Alex F. DeNoble". The signature is written in a cursive, flowing style.

ALEX F. DENOBLE
EXECUTIVE DIRECTOR, LAVIN ENTREPRENEURSHIP CENTER

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

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

The primary purposes of the Lavin Entrepreneurship Center are:

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

The Entrepreneurship Program provides the fusion of contemporary entrepreneurship courses with the 'learn by doing' model of the enrichment activities offered through the Lavin Entrepreneurship Center. This combination of coursework and experiential learning enables students to customize their programs in order to develop the kinds of competencies they will need to compete in today's business environment.

MICHAEL MORRIS

AUTHOR, ENTREPRENEURSHIP PROGRAMS AND THE MODERN UNIVERSITY & PROFESSOR, UNIVERSITY OF FLORIDA



ALEX F. DENOBLE

The Executive Director of the Lavin Entrepreneurship Center and a Professor of Management in the Fowler College of Business at San Diego State University. He currently serves as Immediate Past-President of the United States Association for Small Business and Entrepreneurship (USASBE) and as a member of the Board of Directors for the International Council for Small Business (ICSB). Dr. DeNoble's primary areas of expertise include entrepreneurship, corporate innovation, technology commercialization, and strategic management. He has conducted research in these areas and has taught related classes in SDSU's undergraduate, graduate and executive MBA programs. He received a B.S. in Accounting from Monmouth University in 1975, a M.S. in Accounting from Virginia Tech in 1977, and a Ph.D. in Strategic Management from Virginia Tech in 1983.



BERNHARD SCHROEDER

The Director of Lavin Entrepreneurship Center Programs. He is responsible for the Lavin Entrepreneurship Center's marketing on the SDSU campus and in the San Diego community. He is a part-time Clinical Faculty of Entrepreneurship within the Fowler College of Business at San Diego State University. Bernhard brings over 20 years of marketing and entrepreneurial experience both as a senior partner in a leading global marketing agency and as a former Chief Marketing Officer on the client side. He received a BA in Business Administration from Walsh College and a MBA in marketing from San Diego State University.

LAVIN ENTREPRENEURSHIP CENTER STAFF



MICHAEL L. SLOAN
DIRECTOR, SOCIAL ENTREPRENEURSHIP
PROGRAM



ABHISHEK PANDEY
WEB TECHNOLOGIST



MADISYN PRIOR
MARKETING SPECIALIST



FRANK STEENSNAES
LAVIN ENTREPRENEURSHIP CENTER
GRANTS MANAGER



DEION REYNOLDS
FINANCE & ACCOUNTING SPECIALIST



SARA SICA
INTERNSHIP COORDINATOR



BERYL PRATTS
SENIOR FINANCE & PROGRAMS ANALYST



KATHRYN BOYLES
MARKETING SPECIALIST



SEAN PIERCE
INTERNSHIP COORDINATOR



ZACH STEVENS
GRAPHIC DESIGNER



Dear friends, for the past two years, I have had the honor to serve as the Chairperson for the Lavin Entrepreneurship Center Advisory Board. Our mission is to provide outside business, strategic, and leadership guidance to the Lavin Entrepreneurship Center's staff and students.

Our members passionately support the university and its entrepreneurship programs via participation in campus events and mentoring students. We are also involved in a variety of educational and social activities with students, faculty, and among ourselves, which have proven to be both stimulating and fun.

The past year has been an exceptional one for the Advisory Board. We have added eight prominent entrepreneurs from throughout California. Board members, who not only share our commitment towards SDSU and its students, bring an enhanced level of expertise to the university within the design, financial services, healthcare, life-sciences, manufacturing, and marketing industries.

When I recruit new members, I emphasize how rewarding it is to "give back" and to have an influence on today's students and tomorrow's leaders.

If you're looking for a wonderfully fulfilling experience where you can really make a difference, 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

LAVIN ENTREPRENEURSHIP CENTER ADVISORY BOARD

A hallmark of a well-run organization is a proactive and an efficient Advisory Board. This year, we were excited to 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, fund raising, increase collaborations within the community, recruit investors, and maintain the Center's renowned reputation.



STEVEN OSINSKI
CEO, 3HR LEARNING;
LECTURER, MARKETING
DEPARTMENT, FCB,
SDSU



LARRY PETERSEN
FOUNDER, LP MARKETING



ROBERT MENDRALLA
CEO, RM ENTERPRISES



ALEX F. DENOBLE
PH.D.
EXECUTIVE DIRECTOR,
LAVIN ENTREPRENEURSHIP
CENTER



LOU DINARDO
CEO & PRESIDENT, EXAR
CORPORATION



ROBERT WILCOX
CEO, PRECISION LABEL



STUART SORENSEN
PARTNER, DUANE MORRIS
LLP



BRYCE HAMLIN
ENTREPRENEUR SOCIETY
PRESIDENT, 2015-2016



MATTHEW O. JONES
CEO, VAN LAW FOODS,
INC.



SANFORD EHRLICH
FORMER EXECUTIVE
DIRECTOR, LAVIN
ENTREPRENEURSHIP
CENTER; PARTNER, HALL
& EHRLICH, LLC



TAMARA ROMEO
CEO, SAN DIEGO
OFFICE DESIGN



GAIL NAUGHTON
FORMER DEAN, FCB,
SDSU; CEO & FOUND-
ER OF HISTOGEN



**MICHELLE HON
DONOVAN**
PARTNER, DUANE MORRIS
LLP



STEPHEN CUSATO
SENIOR VICE PRESIDENT,
CITY NATIONAL BANK



TATIANA SARIBEKIAN
CEO, DOMAIN RUS-
SIAN INVESTMENTS



KEVIN POPOVIĆ
FOUNDER, IDEAHAUS;
LECTURER, MARKETING
DEPARTMENT, FCB,
SDSU



NICK SLETTENGREN
FOUNDER & DIRECTOR OF
MARKETING STRATEGY,
POWER DIGITAL
MARKETING



STEVE HOFFMAN
CEO, MODERN POSTCARD



ZEYNEP ILGAZ
FOUNDER, CONFIRM
BIOSCIENCES

A photograph of a lecture hall or classroom. In the foreground, several students are seated in rows of chairs, viewed from behind. They are looking towards the front of the room. At the front of the room, a man in a light-colored shirt is standing next to a large screen displaying a presentation. The room has a wooden floor and recessed ceiling lights. The text "LAVIN VENTURE START PROGRAMS" is overlaid in large, bold, black letters with a slight shadow effect across the center of the image.

LAVIN VENTURE START PROGRAMS

LAVIN VENTURESTART PROGRAMS



Student company selling on Entrepreneur Day

My sophomore year I decided to get involved in the Lavin Entrepreneurship Program because I wanted to be able to relate to somebody who actually had the real life experiences and also the lessons to be learned in the field of business as well. I would honestly highly recommend the Lavin Entrepreneurship Program. It is the most valuable thing I have joined in my college career.

MILAD HASIBI
2015-2017 LAVIN ENTREPRENEUR

The very generous gift from Dr. Leonard H. Lavin supports the Lavin VentureStart Program. Dr. Leonard H. 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 bear his name and share his vision. Lavin Entrepreneurs are an elite group of undergraduate students who are exposed to a rigorous entrepreneurial experience. This year marked the 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 whose interaction is crucial in providing the students with examples and guidance on how to achieve their individual goals. All of the meetings provide the Lavin Entrepreneurs with opportunities to network with community leaders, potential investors, and serial entrepreneurs.

Throughout their time as Lavin Entrepreneurs, students meet weekly as part of the academic component of the program to discuss their assigned 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 real world experience of selling products to customers.



Students pitching their idea at the Lean Model Competition

The reason I joined the program was because I thought it was really valuable to have somebody who's been in the industry that I'm interested in, who's grown a company, and been through all of the same hardships that I've had.

BRENNAN WEHRLE
2015-2017 LAVIN ENTREPRENEUR

The required classes and curriculum for the 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 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 understand data metrics, successful customer interaction, and how to pivot the business model toward success.

The next generation of Lavin Entrepreneurs have been recruited, selected, and will be the fifth cohort to participate in the two-year program.

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 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.

LAVIN ENTREPRENEURS & MENTORS

2014-2016 LAVIN ENTREPRENEURS

Cassandra Wessel	FOWLER COLLEGE OF BUSINESS
Josh Houghton	FOWLER COLLEGE OF BUSINESS
Justine Smith	FOWLER COLLEGE OF BUSINESS
Richard L' Heurreux	COLLEGE OF SCIENCES
Ruth Tadesse	COLLEGE OF SCIENCES
Shane Luna	COLLEGE OF SCIENCES
Soumetha Sounevongsa	FOWLER COLLEGE OF BUSINESS
Tom Bachar	FOWLER COLLEGE OF BUSINESS
Tom Coleman	FOWLER COLLEGE OF BUSINESS
Wesley Episcopo	COLLEGE OF ENGINEERING

2015-2017 LAVIN ENTREPRENEURS

Ashley Hinojos	FOWLER COLLEGE OF BUSINESS
Brennan Wehrle	FOWLER COLLEGE OF BUSINESS
Dominic Purpura	FOWLER COLLEGE OF BUSINESS
Dylan Kirchhofer	COLLEGE OF SCIENCES
Eric Birkemeier	COLLEGE OF PROFESSIONAL STUDIES AND FINE ARTS
Eric Jimenez Kearney	FOWLER COLLEGE OF BUSINESS
Erica Mangione	COLLEGE OF PROFESSIONAL STUDIES AND FINE ARTS
Erik Skoblar	FOWLER COLLEGE OF BUSINESS
Garrett Wilson	FOWLER COLLEGE OF BUSINESS
Gregory Papadin	COLLEGE OF PROFESSIONAL STUDIES AND FINE ARTS
Jack Doheny	COLLEGE OF ENGINEERING
Jacob Ory	FOWLER COLLEGE OF BUSINESS
Jake Bedard	COLLEGE OF SCIENCES
Madisyn Prior	FOWLER COLLEGE OF BUSINESS
Milad Hassibi	FOWLER COLLEGE OF BUSINESS
Milovan Simic	FOWLER COLLEGE OF BUSINESS
Monique Offord	COLLEGE OF ENGINEERING
Nathaniel Cohen	FOWLER COLLEGE OF BUSINESS
Yaniv Fishel	FOWLER COLLEGE OF BUSINESS

2014-2016 LAVIN MENTORS

Brian Ramphal	CEO & FOUNDER, MANGO AUTOMATION, INC.
Carlos Gutierrez	PRINCIPAL, SENIOR REAL ESTATE EXECUTIVE (SDSU ALUM)
Doug Wall	FOUNDER & MANAGING DIRECTOR, WIN (SDSU ALUM)
Duncan McClaren	FOUNDER, DIFFERENCE LABS, MOBILE APPS (SDSU ALUM)
Felena Hanson	FOUNDER, HERA HUB
Gail Naughton	CEO & FOUNDER, HISTOGEN (FORMER SDSU DEAN)
Jose J. Doval	CEO & FOUNDER, XBAND TECHNOLOGY CORPORATION
Michael Librizzi	BOARD DIRECTOR & CFO, TELLETOPIA FOUNDATION (SDSU ALUM)
Robert Reyes	FOUNDER, START-UP CIRCLE
Tim Garrett	PRESIDENT OF LAIRD APPAREL, LLC (SDSU ALUM)

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 Cammeyer	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)
Steven Osinski	CEO & FOUNDER, 3HR LEARNING
Thom McElroy	CO-FOUNDER, VOLCOM (SDSU ALUM)

2015-2016 LAVIN ENTREPRENEUR SPECIAL EVENTS

AUGUST 2015, SURFING WITH ENTREPRENEURS

Over the summer, incoming Lavin Entrepreneurs were given the opportunity to meet and mingle over entrepreneurial conversation while also surfing with cool entrepreneurs such as Craig Stevens, Michelle Weinstein, Thom McElroy, and Chase Fisher.

SEPTEMBER 18TH 2015, LAVIN MENTOR BREAKFAST

This annual event afforded Lavin entrepreneur students the opportunity to connect with their mentees over breakfast. There were 22 mentees who meet with their individual mentors, totaling 22 mentors in all. These mentors consisted of established entrepreneurs, founders of organizations, and senior executives in the San Diego community.

NOVEMBER 2015 - EO GSEA EVENT COMPETITION

A handful of Lavin Entrepreneurs were allowed into this exclusive members only event held by the Entrepreneurs' Organization (EO). Lavin Entrepreneurs were invited to observe student teams from local colleges pitch business ideas for the opportunity to win this regional GSEA competition and go to nationals. EO is a global organization of over 10,000 entrepreneurs. The San Diego chapter of EO has just over 100 entrepreneurs and founders of companies. During this private event, Lavin Entrepreneurs got the chance to meet some amazing entrepreneurs, network, and watch live pitches.

MARCH 2016 - LEE ASHER EVENT

San Diego's Entrepreneur Organization teamed up with the Entrepreneur Society and the Lavin Entrepreneurship Center to bring Lee Asher, a peak performance strategist, to the campus in a private event. Lee brought forth the same strategies, leadership, and communication skills used by the world's top achievers to attain outstanding success and fulfillment in life. At this event there were over 40 entrepreneur students, in addition to over 60 CEO's and founders of companies whose worth range from 5 to 40 million dollars.

APRIL 2016 - BASEBALL OUTING W/ ENTREPRENEURS

Mentors and board members of the Lavin Entrepreneurship Center were invited to celebrate the end of the year with Lavin Entrepreneurs over baseball and hotdogs at Tony Gwynn Stadium. This time was used to establish ways to improve as individuals and as Lavin Entrepreneurs. While students engaged in business building conversations, they were also able to root on their fellow Lavin Entrepreneur, Dominic Purva, who pitched for the Aztecs in route to a victory!



Entrepreneurs talking with incoming Lavin Entrepreneurs at the beach

First Year Class Visits:

SEPTEMBER 14TH, JON TUCKER: USING TRENDS TO START A COMPANY

OCTOBER 26TH, ADAM WEILER: SELLING ON AMAZON

NOVEMBER 16TH, MARK SCHMID: KICKSTARTER & PRODUCT DEVELOPMENT

MARCH 2ND, LAMBERT NINTEMAN: SELLING PRODUCTS ON ENTREPRENEUR DAY

Second Year Class Visits:

OCTOBER 26TH, RYAN VANSBUR: MY LIFE'S JOURNEY TO ENTREPRENEURSHIP

FEBRUARY 8TH, THOMAS FRANKLIN: LEGAL FORMS OF ORGANIZATION, PROTECTING IP, & TAXES

FEBRUARY 29TH, MATT CLIFFORD: BOOTSTRAPPING YOUR BUSINESS AND GUERRILLA MARKETING

MARCH 7TH, MARK SCHMID: CROWDFUNDING TALK

MARCH 14TH, ADAM WEILER: NEW PRODUCT LAUNCH

During both the fall and spring semester the Lavin Entrepreneurship Center hosted the stimulating Lavin VentureStart 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 a total of \$900 in cash awards. In all, more than 200 students participated in this competition.

PROGRAM STRUCTURE:

For the 2015-2016 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 on how to use consumer interactions to pivot an initial idea.



Students pitching ideas to judges



Student participants of Lavin VentureStart Competition

It's such a great opportunity for students all across the campus to have an opportunity to really learn about being an entrepreneur.

CATHY PUCHER
EXECUTIVE DIRECTOR, ZIP LAUNCHPAD



Students discussing marketing trends at VentureStart workshop

FALL 2015 LAVIN VENTURESTART COMPETITION

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

SEPTEMBER 23, 2015

“Information, Ideation & Trendspotting” Workshop

OCTOBER 7, 2015

“Business Model Iteration” Workshop

OCTOBER 27, 2015

Fall 2015 VentureStart Competition Finals

WINNERS

1st place – Jake Bedard, Milad Hassibi (ToolD)

2nd place – Zarina Munshi, Alexander Jackson, Jason Peretz (Laser Clean)

3rd place – Brennan Wehrle, Dylan Kirchoffer (Park It Market)

JUDGES

Brandon Stapper – Co-Founder, 858 Graphics (SDSU Alum)

Grayson Lafrenz – Co-Founder, Power Digital Marketing (SDSU Alum)

Jason Kirby – Founder, Togally & Former Lavin Entrepreneur (SDSU Alum)

SPRING 2015 LAVIN VENTURESTART COMPETITION

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

FEBRUARY 17, 2016

“Information, Ideation & Trendspotting” Workshop

MARCH 2, 2016

“Business Model Iteration” Workshop

MARCH 17, 2016

Spring 2016 VentureStart Competition Finals

WINNERS

1st place – Jacob Ory (Tranquili Tea)

2nd place – Marchella Marconi, Blake Meyers (Lao Links)

3rd place – Ryan Chacon (Millennia)

JUDGES

Jennifer Barnes – CEO & Co-Founder, Pro Back Office LLC (SDSU Alum)

Julien Brandt – Founder & CEO, Organik SEO (SDSU Alum)

Ryan Ross – Manager, Fiesta de Reyes (SDSU Alum)

Sean Dreiling – Founder, Restoar & Former Lavin Entrepreneur (SDSU Alum)



INTERNSHIP PROGRAMS

LAVIN ENTREPRENEURSHIP CENTER INTERNSHIP PROGRAMS

Focusing on supporting local start-ups, as well as our students, the Lavin Entrepreneurship Center provides students with internship opportunities to enhance their skills and bolster their resumes. Qualified 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 a multi-faceted business learning experience. Students experience various projects ranging from operations, finance, and management to business development, research, communication, and marketing. The Lavin Entrepreneurship Center hosted mid-semester meetings and end of semester briefings with the interns to monitor their progress with the company and track the completion of student learning objectives.

Interns focused on projects concerning:

- Traditional Marketing
- Online Marketing
- Data Mining
- Social Media Marketing
- Market Research
- Communication
- Computer Programming
- Accounting
- Risk Management
- Web Technology

Supporting entrepreneurship at SDSU means that you're investing in the future with students that are creative, that are passionate, that are going to really help to transform our economy and take things to levels we never expected.

GAIL NAUGHTON
FOUNDER, HISTOGEN & BOARD MEMBER,
LAVIN ENTREPRENEURSHIP CENTER



Lavin Entrepreneurship Center

Entrepreneurship to me means being in control of your own destiny, how hard you work, and how determined you are to reach your goals is how far you're going to end up.

JACOB ORY
2014-2016 LAVIN ENTREPRENEUR

The Lavin Entrepreneurship Center for-profit internship program for undergraduate and graduate students provides opportunities for knowledgeable candidates to apply information learned in a classroom setting to a particular business context. All interns are paired with projects based on their field of study, work experience, and areas of expertise. In 2015-2016, students teamed with companies in the following industries:

- Content Media
- Foodservice
- Staffing and Management Services
- Marketing
- Event planning
- Intelligence
- Financial Services

INTERNSHIPS

SUMMER 2015

Company

AMN Healthcare
Semantic Research

Telletopia

ToeJoz

Intern

Arathi Lakshman
Bharati Krishnamurthy
Monali Mishra

Alex Goldsmid
Bhavishya Narapareddy
Lauren Wood

Josh Hughton

FALL 2015

Company

AMN Healthcare
Telletopia
ToeJoz

Intern

Arathi Lakshman
Lauren Wood

Josh Hughton

SPRING 2016

Company

AMN Healthcare

Intern

Arathi Lakshman
Julee Jenkins

LAVIN ENTREPRENEURSHIP CENTER QUALCOMM NON-PROFIT INTERNSHIPS

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 4 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 the project's progress and brainstorm ideas to propel activities forward.



INTERNSHIPS

SUMMER 2015

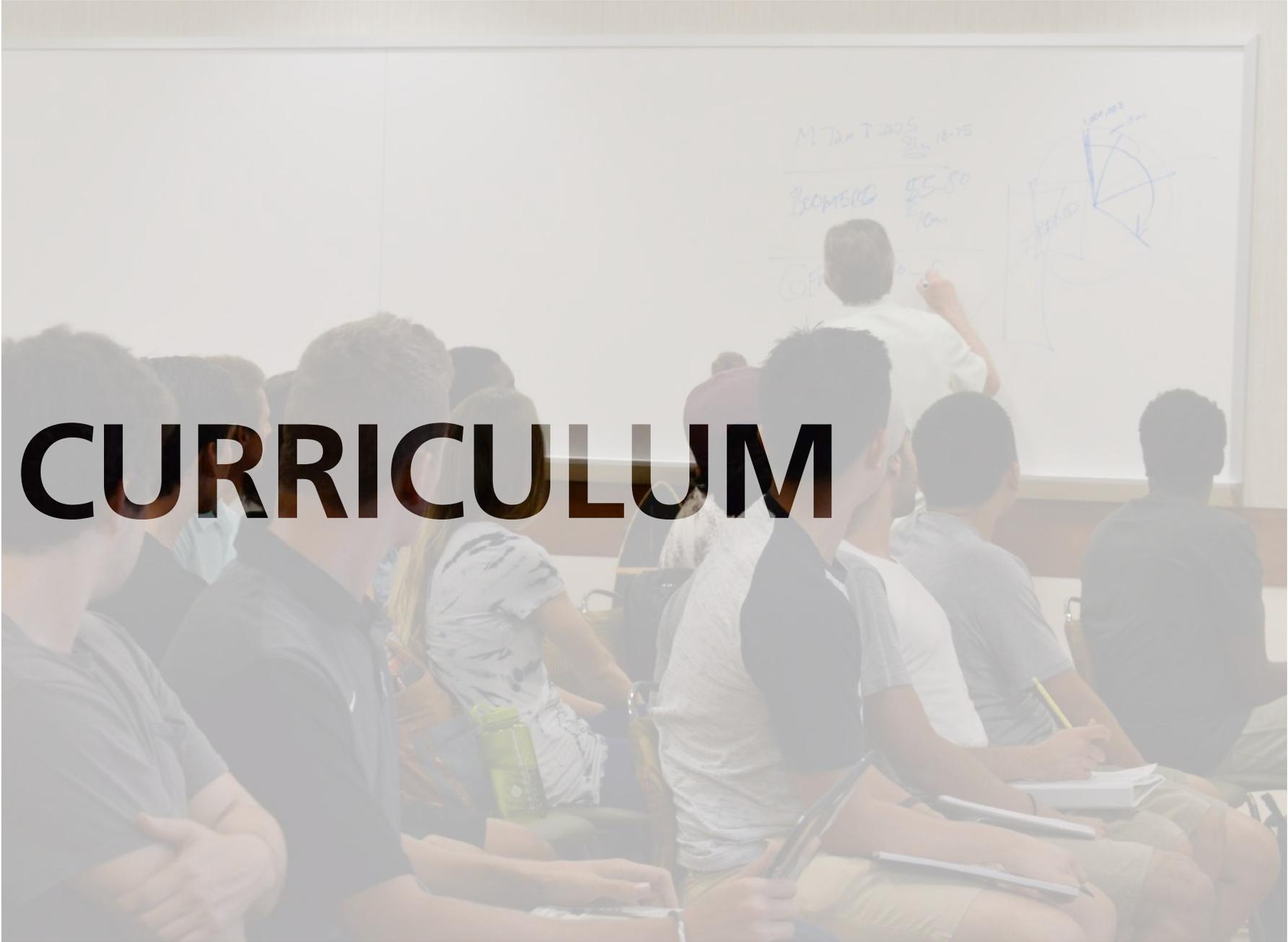
Company	Intern
Mission Edge	Frank Quattrocchi
Support The Enlisted Project	David Falappino
The USS Midway Museum	Paul Lamb

FALL 2015

Company	Intern
Banyan Tree Educational Services	Knut Hoiem

SPRING 2016

Company	Intern
Banyan Tree Educational Services	Knut Hoiem



CURRICULUM

ENTREPRENEURSHIP SPECIALIZATION IN THE MANAGEMENT MAJOR

The Entrepreneurship Specialization is crafted specifically for Management majors in the Fowler College of Business. This specialization complements management theories and strategies learned in the Management program's core classes, and integrates an innovational 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 2015-16, there were over 300 students enrolled in the Management Major with an Entrepreneurship Specialization.



Students at VentureStart workshop

Student Learning Outcomes for the Entrepreneurship Specialization include:

1. Identify the cultural dimensions that distinguish different countries on work related attitudes.
2. Explain how business practices vary in different countries.
3. Identify and apply relevant concepts, frameworks, and techniques in order to identify opportunities and problems of firms competing in a global business context. In addition, formulate and implement appropriate strategies in numerous business scenarios.
4. Identify and apply relevant concepts, frameworks, and techniques to identify and address strategic business issues from a general management perspective cutting across functional areas.
5. Apply 4-6 ethical theories to current business situations.
6. Explain the philosophical arguments for 4-6 ethical theories, including their pros and cons.
7. Analyze the applicability of leadership skills and practices in different situations.
8. Describe and apply leadership theories.
9. Identify possible sources of new business opportunities.
10. Articulate new business opportunities based on perceived market trends.
11. Identify the key characteristics of a potentially viable business opportunity.
12. Design a business model suitable for pursuing a potentially viable business opportunity.
13. Articulate underlying assumptions of a business model.
14. Design meaningful experiments to test the underlying assumptions of a business model.
15. Create a business model based on validated learning.
16. Project the resource requirements associated with launching and growing a new venture.
17. Differentiate between alternative funding sources for a new venture.
18. Analyze the financial sustainability of a new venture.

For the Entrepreneurship Specialization in the Management Major, undergraduate students must complete a total of 120 units for the degree. These units include the following courses:

REQUIRED BUSINESS ADMINISTRATION CORE COURSES

The following courses are required as part of the core business education:

- Ethical Decision Making in Business (BA 300)
- Fundamentals of Finance (FIN 323)
- Introduction to Operations Management (MIS 302)
- Management & Organizational Behavior (MGT 350)
- Marketing (MKTG 370)
- Statistical Analysis for Business (MIS 301)
- Business Ethics & Corporate Governance (MGT 444)

REQUIRED FOUNDATION ENTREPRENEURSHIP COURSE

- Fundamentals of Entrepreneurship (MGT 358)

REQUIRED MANAGEMENT DEPARTMENT COURSE

- Business Ethics & Corporate Governance (MGT 444)

REQUIRED ENTREPRENEURSHIP CAPSTONE COURSES

- Business Internship (MGT 401)
- Business Plan Development (MGT 460)
- Leadership in Organizations (MGT 475)

ENTREPRENEURSHIP ELECTIVES

The Specialization in Entrepreneurship requires three of the following elective courses (totaling nine units):

- Family Business Management (MGT 452)
- Creativity & Innovation (MGT 453)
- Social Entrepreneurship (MGT 455)
- International Entrepreneurship (MGT 456)
- Franchise Management (MGT 459)
- Investigation & Report (MGT 498)
- Entrepreneurial Finance (FIN 328)



Students discussing entrepreneurship strategies

Entrepreneurship to me is the freedom to pursue my own idea and build a business around it. I came up with the idea for our company SOLO Eyewear while here at San Diego State University. I was enrolled in an international entrepreneurship course and in that course I was inspired with the idea for our company.

JENNY AMARANENI
CEO/Co-FOUNDER, SOLO EYEWEAR

UNDERGRADUATE ENTREPRENEURSHIP EDUCATION

San Diego State University provides a variety of undergraduate programs dedicated to entrepreneurship. We offer entrepreneurship specializations in several majors. In the fall of 2013, the Management Department in the Fowler College of Business and the Lavin Entrepreneurship Center launched the Entrepreneurship Minor. The minor is open to all majors. 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 2016 semester, there were close to 400 students enrolled in one of our various undergraduate offerings. Along with the courses, students engage in an experiential component to fulfill the requirements of the program which allows 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.

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

BUSINESS MINOR:

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.

NON-BUSINESS MINOR:

This is a specialized path for students outside of the Fowler College of Business. It consists of the following coursework: a 3-unit accounting course, 12 units of upper-division entrepreneurship coursework, a Capstone Course, and participation in at least one unique enrichment activity.

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

- Art and Design
- International
- Social Entrepreneurship
- Technology and Science
- Traditional

Student Learning Outcomes:

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

I'm much more fulfilled everyday because I decided to choose this path. I didn't start off on an entrepreneurship path. I was in corporate America and caught an Ellen episode, actually, that inspired me to create Compassion It.

SARA SCHAIRER

FOUNDER/EXECUTIVE DIRECTOR, COMPASSION IT

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 Fowler College of Business. This program, the Music Entrepreneurship and Business Program, is a professional Bachelor of Music degree with a specialization in entrepreneurship.

Associate Dean of the College of Professional Studies and Fine Arts, Donna Conaty, serves as the program advisor and oversees auditions and recruitment. The program is now in its third year. This year, of the 19 students who auditioned to be in the specialization, 9 were admitted. The third cohort included students from different musical backgrounds including vocal (4), saxophone (2), classical violin (1), jazz piano (1), and percussion (1). 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.

Just knowing that I might not be able to make it in the performing world, but my skill-sets and my passions for administration and delegating things can definitely be applied in the business world. I'm really excited about it.

PAIGE KOBDISH
SENIOR, SAN DIEGO STATE UNIVERSITY



PROGRAM OVERVIEW

The Music Entrepreneurship and Business Program offers the opportunity for musically inclined individuals with a passion for entrepreneurship to nurture their talents while simultaneously developing comprehensive entrepreneurial skillsets. 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.

INTERNATIONAL ENTREPRENEURSHIP EXPLORATIONS

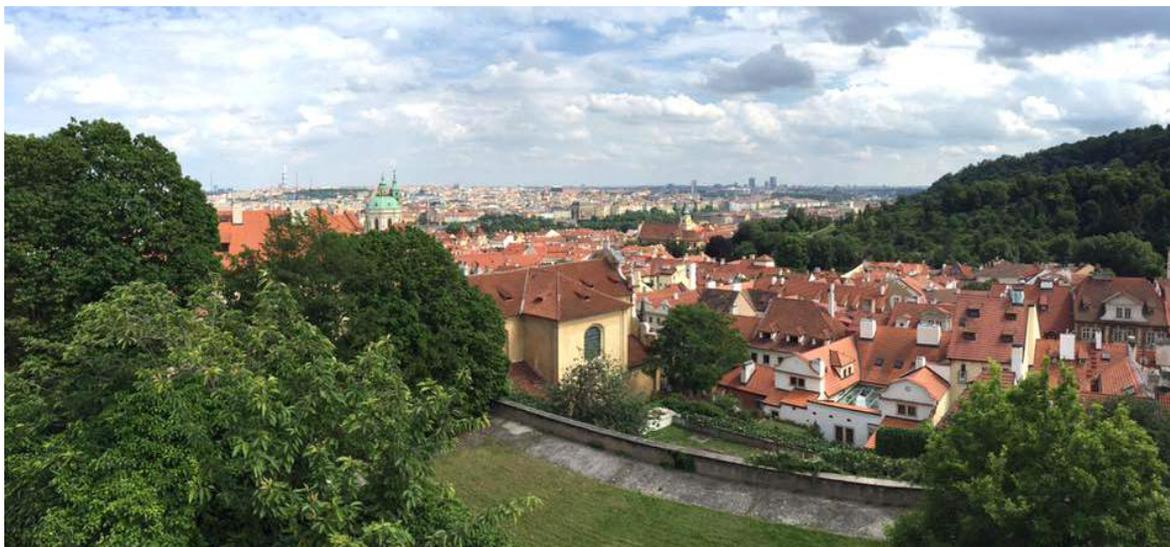
The International Entrepreneurship Exploration program was introduced four years ago to provide students with the opportunity to gain exposure to different entrepreneurial and cultural environments. This unique blend of coursework, co-curricular activities, and international travel is open to all students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

The experience is designed to foster students' interest in entrepreneurship on a global level and to complete coursework while immersed in an international setting. During the experience, students enroll in a 3-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 course with exposure to diverse cultural environments. This program offers a unique perspective on entrepreneurship and affords students the ability to gain insight into entrepreneurship on a global scale while 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.



Students in Toledo, Spain



City of Prague, Czech Republic

At San Diego State University we feel it's very important for our students to travel to other countries to understand entrepreneurship around the world.

ALEX DENOBLE

EXECUTIVE DIRECTOR, LAVIN ENTREPRENEURSHIP CENTER



During the 2015-2016 academic year the Lavin Entrepreneurship Center and the Fowler College of Business offered three opportunities for students to study abroad while enrolled in entrepreneurship courses. One of the International Entrepreneurship Explorations was held during the winter 2015 break, with the two others hosted during June 2016.

LISBON, PORTUGAL

December 27, 2015 – January 16, 2016

Lavin Entrepreneurship Center Director of Programs and SDSU Lecturer, Bernhard Schroeder, led a group of 16 undergraduate students through the Fundamentals of Entrepreneurship course (MGT 358) while studying abroad in Lisbon, Portugal, during a recent winter break study abroad program.

Not only did students get a full three credits for Fundamentals of Entrepreneurship (MGT 358), but they also visited incubators and met with company founders in the afternoons. The group was also invited to a reception at the US Ambassador's house to celebrate entrepreneurship in the Lisbon region. Highlights of the trip included meeting the founders of TalkDesk and UniPlaces. These companies combined received more than \$50 million in funding in 2015.



Top: Bernhard Schroeder and students in Lisbon
Bottom: Dinner with the US Ambassador

PRAGUE, CZECH REPUBLIC

May 28 – June 11, 2016

Kevin Popović led a group of undergraduate students through the Creativity and Innovation course (MGT 353), while simultaneously allowing them to gain exposure to entrepreneurship in an international context. The experience focused particularly on entrepreneurship in the Czech context. Kevin Popović is a lecturer at San Diego State University, a board member for the Lavin Entrepreneurship Center, a published author, and the Founder of Ideahaus®.

The trip combined classroom lectures with visits to local businesses, startup incubators, as well as cultural sites in Prague, Karlovy Vary, and Terezin. Students went on guided tours of the Becherovka Distillery and Skoda car factory. Students also visited the startup incubators NOD5 and IdeaSense in Prague. This opportunity offered a unique blend of both strong academic and experiential components.



Left: Kevin Popović & students in Czech Republic
Right: The Prague Astronomical Clock

ALCALÁ, SPAIN

June 25 – July 6, 2016

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 11 SDSU students enrolled in Fundamentals of Entrepreneurship (MGT 358) to Spain. During this ten day intensive program students took advantage of an opportunity to study entrepreneurship in a cross-cultural setting from the unique perspective of the Spanish and Mexican cultures.

In addition to various guest lecturers from Spanish and Mexican professors throughout the week, the hosts at the University of Alcalá set up several cultural, historical, and company tours. Students had the opportunity to visit Teckfinica, a state of the art co-working space for local entrepreneurs. In addition, students were able to tour the historic city of Toledo, Spain. The International Entrepreneurship Exploration afforded students the opportunity to work with their counterparts from the University of Alcalá and CETYS University. Together they analyzed emerging business trends and were tasked with designing a business model based on perceived opportunities. At the end of the course, each team evaluated the viability of the business in Spanish, Mexican, and U.S contexts.

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.



*Top: Professors & students outside the Universidad de Alcalá
Bottom: Students playing music on streets of Spain*

This course has arisen as the result of an idea we had in the Enterprise School together with the Vice Rectorate of International Relations and San Diego State University of holding a course where we could put students together to acquire enterprise skills and know-how.

FERNANDO CRECENTE
COURSE DIRECTOR, UNIVERSIDAD DE ALCALÁ



Sunrise in Lisbon, Portugal

MASTERS OF BUSINESS ADMINISTRATION: ENTREPRENEURSHIP SPECIALIZATION

The Master of Business Administration Entrepreneurship 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.

Student Learning Outcomes for the Master of Business Administration Entrepreneurship Specialization are:

1. Develop a solid foundation in theoretical concepts and managerial skills needed to lead business organizations.
2. Develop an awareness of the legal, ethical, and technological environment in which managers make and implement decisions.
3. Develop an awareness of economic and cultural environments in which managers make and implement decisions.
4. Acquire the capacity to formulate and communicate strategies to solve business problems and pursue opportunities.



When you love what you're doing, and as an entrepreneur you certainly have to love what you're doing, you work very hard and it doesn't even feel like you work hard because you love it.

ZEYNEP ILGAZ

SDSU ALUMNI ('00, MBA), Co-FOUNDER,
CONFIRM BIOSCIENCE, & BOARD MEMBER, LAVIN
ENTREPRENEURSHIP CENTER

For the Master of Business Administration Entrepreneurship Specialization, graduate students are required to take 12 units of entrepreneurship courses (3 required courses and 1 additional selected course).

REQUIRED COURSES:

- MGT 724 – Entrepreneurship
- FIN 641 – Financing the Emerging Enterprise
- MGT 743 – Business Plan Development

ENTREPRENEURSHIP ELECTIVE COURSES:

- MGT 744 – Managing the Growing Firm
- MGT 745 – Corporate Innovation & Entrepreneurship
- MGT 747 – Managing Technology Commercialization
- MGT 748 – International Entrepreneurship
- MGT 749 – Family Business Management
- MKTG 761 – Product Innovation Management
- BA 780 – Field Studies in Business



SOCIAL ENTREPRENEURSHIP

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

As a lecturer in SDSU's Management Department, Professor Sloan has been sharing his expertise in social entrepreneurship with SDSU students through his social entrepreneurship course in the Fowler College of Business. In addition, Professor Sloan continues to provide entrepreneurial training and mentoring for small businesses in low-income communities throughout the country. Michael is a proven leader and has over ten years of experience in the social entrepreneurship field.



Social Entrepreneurship continues to gain traction on the SDSU campus as is evident by the number of our students from all disciplines entering social venture competitions around the country. It is particularly gratifying to see students explore career opportunities in this field upon graduation. What was once a fringe area of study has gone mainstream with direct links to major corporations needing to differentiate themselves in the marketplace.

MICHAEL SLOAN
DIRECTOR, SOCIAL ENTREPRENEURSHIP
PROGRAM



Wearable sensor (quarter shown for scale)

SOCIAL ENTREPRENEURSHIP COMPETITIONS

TEXAS CHRISTIAN UNIVERSITY VALUES AND VENTURES COMPETITION:

Genius™, a student venture, entered the Texas Christian University Values and Ventures Competition in the Spring of 2016 and was one of nine finalist out of 47 national and international universities. The Values and Ventures Competition is for undergraduate students worldwide to pitch their plans for businesses, products, or services that can make a profit while also benefiting the environment, the community, or a specific population. Genius™ was awarded \$2,500 cash and \$25,000 in in-kind marketing and advertising services from the Fort Worth based Warren Douglas Advertising Agency. Genius™ creates wearable sensors that allow people with severe disabilities to use computers with just their thoughts. This product assists individuals with employment and education endeavors. The company has focused their initial target market on assisting disabled veterans. The founders include undergraduate students Liban Abdullahi, Joseph Homayouni, David Barnes, and Shane Foster. Each student in the team represented different departments from campus including: Computer Sciences, Electrical and Mechanical Engineering, and Business Management.



The Values and Ventures Competition helped my team understand the importance of embedding social entrepreneurship into our venture. This method of thinking gave us new insights into our customers needs and helped us maximize the impact our product can have on people's lives.

LIBAN ABDULLAHI
SDSU SOPHOMORE & CO-FOUNDER, GENIUS™

UNIVERSITY OF SAN DIEGO SOCIAL INNOVATION CHALLENGE:

Havel™, a student social venture, entered the University of San Diego Social Innovation Challenge where they won \$2,500 for second place. Havel™ offers a portable bed that converts into a functional backpack to improve the quality of life for people suffering from horrible sleeping conditions in India. Dennis Donchev and Sanhitha Sanugula, founders of Havel™, are both Fowler College of Business students graduating in May, 2016.

The greater value was having access to the Zahn center. From here, we were able to build a network of people to give us advice on a weekly basis.

DENNIS DONCHEV
SDSU ALUMNUS ('15), BUSINESS MANAGEMENT & CO-FOUNDER, HAVEL™



LEAN MODEL COMPETITION

LEANMODEL™ COMPETITION

This year, the Lavin Entrepreneurship Center hosted the fourth annual LeanModel™ Competition on March 4th and 5th, 2016, on the San Diego State University campus. Twenty student teams from fifteen universities across the nation were selected to compete, pitching their business ideas to experienced entrepreneurs. Prior to the competition, teams were encouraged to come prepared to pitch in any scenario.

The LeanModel™ Competition began on March 4th, 2016, with the first event, "Pitch the Investor." This event consisted of twelve rapid back-to-back rounds, with five teams pitching at a time. In each round, student teams had three minutes to pitch their business idea and answer questions from their judge. Judges evaluated the teams on how well they conveyed their business in the short time span. From the "Pitch the Investor" event, the three teams with the highest scores advanced into the "Aztec Tank." These teams were then given six-minutes to pitch to a panel of three judges in front of an audience. Ultimately, the judges chose one team as the "Aztec Tank" winner.

The semi-finals and finals of the LeanModel™ Competition were held the second day of the event, March 5th. Each team had ten minutes to give their presentation to three judges in their assigned track with six minutes for questions and answers. Teams also had the opportunity to interact with the judges to receive feedback on their products and presentations. The winners from each of the five tracks went on to compete in the finals round.



Students pitching their idea to judges



2016 LEANMODEL™ COMPETITION WINNERS

OVERALL COMPETITION WINNERS:

- 1st place: Sensytec, University of Houston – \$10,000
- 2nd place: SwineTech, University of Iowa – \$3,500
- 3rd place: Bold Diagnostics, Northwestern University – \$1,500

2016 SMALL EVENT WINNERS

PITCH EVENT WINNER & AZTEC TANK WINNER:

SwineTech, University of Iowa – \$1,500

PITCH EVENT WINNER:

- Milo, University of California Santa Barbara – \$500
- Twine, Loyola Marymount University – \$500

The LeanModel competition brings in student entrepreneurs from around the country with great schools that are training our students to continue to build our economy for the future.

ALEX DENOBLE

EXECUTIVE DIRECTOR, LAVIN ENTREPRENEURSHIP CENTER



Aztec Tank judges

SPONSORS

Platinum Sponsors:

TORREY PINES BANK



Gold Sponsors:

ERNST & YOUNG
UNION BANK



Universities Represented:

BRIGHAM YOUNG UNIVERSITY
CALIFORNIA POLYTECHNIC UNIVERSITY, POMONA
CALIFORNIA POLYTECHNIC UNIVERSITY, SAN LUIS OBISPO
LOYOLA MARYMOUNT UNIVERSITY
NORTHWESTERN UNIVERSITY
SAN DIEGO STATE UNIVERSITY
SAN JOSE STATE UNIVERSITY
UNIVERSITY OF ARIZONA
UNIVERSITY OF ARKANSAS
UNIVERSITY OF CALIFORNIA, IRVINE
UNIVERSITY OF CALIFORNIA, SANTA BARBARA
UNIVERSITY OF HAWAII
UNIVERSITY OF HOUSTON
UNIVERSITY OF IOWA
WILFRID LAURIER UNIVERSITY, ONTARIO

2016 SMALL EVENT JUDGES CONT.

SEMIFINALIST JUDGES

Bob Nascenzi – CEO, Supramed
Dara Greaney – CEO, BuyAutoParts.com
Greg Crisci – Senior Product Manager, NetSpend
Jim Hendricks – CEO & Founder, Lightpost Digital & Deal Current Network
Jeff Grad – Co-Founder, Eyes of the World
Ken Gerdau – Founder, Pacifica Foods, LLC
Ken Johnson – Partner, Churn Buster
Mark Schmid – CEO, Art Function Group of Companies
Nii Ahene – Co-Founder, CPC Strategy
Nir Benzvi – Strategic Advisor, TVPage, Inc
Ricardo dos Santos – Director, 4iNNO
Rich Christiansen – Associate, Kilpatrick Townsend
Stephen Cusato – Senior VP, City National Bank
Steven Osinski – CEO, 3Hr Learning

FINALIST JUDGES

Alexandra Johnson – Founder & Managing Director, Global Technology Capital
Michel Kripalani – President & CEO, Oceanhouse Media, Inc.
Tatiana Saribekian – CEO, Domain Russian Investments

It was actually our first business plan competition outside of our own program so it was super exciting to meet all of the different companies and networking with them.

KEVIN CHO
Co-FOUNDER, SENSYTEC

2016 SMALL EVENT JUDGES

PITCH THE INVESTOR JUDGES

Boian Spassov – Founder & CEO, Locbit
Brian Dovey – Partner, Domain Associates
Carolyn Crowley – Founder & CEO, Myriad Software
Kevin Popović – Founder & CEO, Ideahaus
Kristian Rauhala – Co-Founder & President, PEAR Sports

AZTEC TANK JUDGES

Boian Spassov – Founder & CEO, Locbit
Craig Stevens – Co-Founder & CEO, Sea Pointe Partners, Inc.
Kevin Popović – Founder & CEO, Ideahaus



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 customers with the spirit of entrepreneurship. Entrepreneur Day sends the message that with a unique idea, hard work, and determination anything is possible.

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

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



View of E-Day from the Conrad Prebys Aztec Student Union

DETAILS:

Date: March 10th, 2016
 Location: Centennial Walkway
 Attendance: Over 15,000 students, staff, and community members

For us, it was how we sell on a college campus that dives into several categories. Thankfully, the Zahn Innovation Platform Launchpad provided mentorship, milestones and guidance to help us get to where we are today.

JOEL LOPEZ
 SDSU JUNIOR, INTERNATIONAL BUSINESS &
 FOUNDER/CEO, AY, QUE RICO!

2016 ENTREPRENEUR DAY PARTICIPANTS

LEAD SPONSORS

SDSU Associated Students
 Torrey Pines Bank
 Union Bank



ALUMNI COMPANIES

Antoine Didiene – VavaVida
 Chase Fisher – Blenders Eyewear
 Chris Clark – Shaper Studios
 Christopher Lynch – Everyday California
 Estella Hadjis – Oggi's Pizza and Brewing Company
 John Wilson – Stance Socks
 Kevin Gelfand & Martin Reiman – Shake Smart
 Paul Goodman & Griffin Thall – Pura Vida Bracelets

STUDENT COMPANIES

David Elliott – SOVRN Republic
 Joel Lopez – Ay, Que Rico!
 Matt Weilbacher – Cali Trend
 Ryan Beal – Triio
 Sean Dreiling – Restoar

FACULTY COMPANIES

Andre Branch – Rural Backpacks
 Christina Holub – Cogtools



Ashley's Candles and Jewelry



Pura Vida bracelets

2014-2016 LAVIN ENTREPRENEURS

Cassandra Wessel	SUEDE
Josh Houghton	FLANNELS&JORTS.COM
Justine Smith	THE BANANA ICECREAM CO
Richard L' Heureux	RICHARD L'HEUREUX INC.
Ruth Tadesse	TECTRA
Shane Luna	OH GEEZ! APPAREL
Soumetha Sounevongsa	SOLELY POSITIVE
Tom Bachar	SET THREE JEWELRY
Tom Coleman	GOTIME
Wesley Episcopo	TERRAMADE

LAVIN ENTREPRENEURS 2015-2017

Ashley Hinojos	ASHLEY'S CANDLES AND JEWELRY
Bradley Smith	VIP PACKAGES
Brandon Williams	NATURE'S MIX
Brennan Wehrle	GOOGLE CARDBOARD SDSU
Dylan Kirchofer	GIRL WITH THE TEMPORARY TATTOO
Eric Birkemeier	SHREDLIGHTS
Eric Jimenez Kearney	ERIC VENTURES
Erica Mangione	STUDENT STYLING BY EM MAVEN
Garrett Wilson	AZTECH PROTECT
Jack Doheny	ACTIVE CARRY
Jacob Ory	CROSSOVER CASES
Jake Bedard	LIGHTNING CABLES
Madisyn Prior	KYOORIAS
Milad Hassibi	UPPER CLASSMEN
Milovan Simic	MILOVAN'S WALLET
Monique Offord	ENIGMA
Nathaniel Cohen	SET THE SCENE
Ryan Fuller	SOLO EYEWEAR
Yaniv Fishel	CHARGE UP



ENTREPRENEUR SOCIETY

ENTREPRENEUR SOCIETY

The Entrepreneur Society is a recognized student organization within the Fowler College of Business 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 Zahn Innovation Platform 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 as keynote speakers, hosts workshops and networking events, and builds relationships between students and community organizations who are focused on entrepreneurship.



2015-2016 ENTREPRENEUR SOCIETY

Officers	Position
Bryce Hamlin	President
Cole Ghidella	Vice President of Operations
Louis Rinn	Vice President of Finance
Meghan Andrade	Vice President of Events
Malin Ouk	Vice President of Membership
David Shadi	Vice President of Public Relations
Ryan Fuller	Vice President of Marketing
Drew Keske	Vice President of Information



2015-2016 ENTREPRENEUR SOCIETY GUEST SPEAKERS

Name	Company	Event
Brian Smith	UGG Australia	Fall Kickoff Event
Erik McKenzie	San Diego Padres	Petco Park Tour
Cody Barbo	The Industry	SDSU Alumni
Nicholas Slettengren	Power Digital Marketing	Entrepreneur Panel
Alex Martinez	Growth Partner	
Nii Ahene	CPC Strategy	E-commerce Workshop (Member Exclusive)
Gary Ware	BreakthroughCocktail.com	"How to Get What You Desire Post-Graduation" (Member Exclusive)
Jenny Aramareni	SOLO Eyewear	Spring Kickoff Event
Sara Schairer	Compassion It	
Michael L. Sloan	Social Entrepreneurship Professor, SDSU	Engaging in Social Entrepreneurship
Brian Traichel	Sales Consultant, Executive Coach & Strategist	LinkedIn Workshop
Craig Stevens	Seapointe Partners	Next Generation Summit
Amish Shah	Deep Origins	
Tony Finn	Liquid Force Wakeboards	
Cody Barbo	The Industry	
Lance Hoffman	MammaChia	Spring Finale



**OTHER
INTERCOLLEGIATE
STUDENT
ENTREPRENEURSHIP
COMPETITIONS**

VENTURE CAPITAL INVESTMENT COMPETITION



SDSU 2016 Team Members

IRENA BOOSTANI

MATT NEAULT

NADIM AHMED

PAUL LAMB

TIM FRIGON

Coaches & Mentors

PETER SHAW – MANAGING DIRECTOR AT SHAW
MANAGEMENT ADVISORS, INTERNATIONAL, LLC

DAVID TITUS – PRESIDENT SAN DIEGO VENTURE GROUP

JOHN McMILLAN – SDSU ALUM

The Venture Capital Investment Competition (VCIC) hosted by the University of North Carolina (UNC), is the nation's premiere strategy competition for investor-minded MBA students. This competition 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 2016 Regional Venture Capital Investment Competition (VCIC) held at the University of Colorado, Boulder.

The team was judged by professional venture capitalists; many of these judges praised the strong effort put forward by the team. 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.

The VCIC Competition provides MBA students the opportunity to:

- 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.

Every entrepreneur has to be able to connect with a capital provider and give a pitch that contains a compelling vision of what they are trying to do and their path to profitability.

SANDFORD EHLRICH

FORMER EXECUTIVE DIRECTOR, LAVIN ENTREPRENEURSHIP CENTER

The Global Student Entrepreneur Awards Competition (GSEA) hosted by Entrepreneurs' Organization (EO) is the premier global competition for undergraduate students who own and operate a for-profit business while attending college or university. The GSEA Competition gives student entrepreneurs the opportunity to accelerate their success, challenge the status quo, connect to an instrumental peer group and make the greatest impact possible in their community. The GSEA supports student entrepreneurs who require much needed mentorship, recognition and connections to take their businesses to the next level of success.

Local EO chapters hosted live competitions at the local, regional, and national level, which served as qualifying events for the 2016 GSEA Competition Finals held in Bangkok, Thailand. Two teams from San Diego State University, Vena Water and Course Key, won first place in their respective local competitions and at the regional level. They also represented SDSU at the national level.

This year we've seen such a wide variety of student businesses competing in the U.S. We're so impressed by the ambition and drive of these young CEO's.

MARK SANNA
CHAIR, EO U.S. GSEA

People are dying from water contamination and dehydration, and by 2020, 4 billion people will lack access to potable water. This is a fantastic opportunity to propel this technology and get the seed money we need to get it off the ground.

JOHN WALSH
SDSU SENIOR, FINANCE & FOUNDER, VENA WATER



John Walsh (right) from Vena Water



Luke Sophinos (3rd from left) from Course Key

Investors, professors and developers all expect us to come out with the next amazing app, and I believe we can do it.

ALEX SALERNO
SDSU SENIOR, COMPUTER SCIENCE & PROGRAMMER, COURSE KEY



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.

Gold Level Sponsors

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Students in line to talk with representatives from Power Digital Marketing Co.

Companies Represented at Spring 2016 LaunchIn

- BEKKER'S CATERING
- BIRD ROCK SYSTEMS
- BLENDERS EYEWEAR
- BRAND VALUE ACCELERATOR
- BRIGHT IDEAS LIGHTING SOLUTIONS
- CALI TREND
- CIRCA INTERACTIVE
- COGNUSE
- COURSE KEY
- CPC STRATEGY
- DEEP ORIGINS
- ELIGIBILITY.COM
- EVERYDAY CALIFORNIA
- FIELD LOGIX
- IDEATOR
- INOVA DRONE
- MAPIGATOR
- NOTE VAULT
- NOVASYTE
- ORGANIK SEO
- PARAGUAY INCLUSION PROJECT
- POWER DIGITAL MARKETING
- PRO BACK OFFICE LLC
- SOCCERLOCO

We have met nothing but wonderful candidates and it's been an awesome experience. We're going to be making a lot of calls and getting a lot of people joining our team.

MORGAN SMITH
CO-FOUNDER, BRIGHT IDEAS LIGHTING SOLUTIONS

So far today, we have met a ton of really great candidates for a couple of our positions. It seems like there's great interest and the kids here are all really smart, really motivated and I feel like we might be able to hire one or more of them.

NICOLE McCABE
PRODUCT MANAGER, NOTE VAULT



Students talking with different company spokespeople

LAUNCHIN – FALL 2015/SPRING 2016

Fall's entrepreneur panel featured Christopher Lynch (Co-Founder of Everyday California), Lance Hoffman (Co-Founder of Mamma Chia), and Nick Rhea (Founder of Lunatec Gear). Each entrepreneur had two minutes to provide students with an overview of the company and their entrepreneurial journey. The students in the room then interacted with the entrepreneur panel during a Q&A session where they asked engaging questions for over an hour. This event, hosted on October 20th, 2015, attracted over 150 students to the Ron Fowler Auditorium at SDSU.

In the spring, LaunchIn took place on April 7, 2016. The event began with a panel of three entrepreneurs in the Aztec Student Union Theatre. These entrepreneurs included Alex Martinez (managing member at Growth Partner Capital, LLC), Kevin Gelfand (President, CEO, and Co-Founder of Shake Smart), and Bob Dalton (Founder of Sackcloth and Ashes). They discussed their entrepreneurial experiences and answered questions posed by students in attendance. Once the panel ended, students moved over to Montezuma Hall in the Conrad Prebys Aztec Student Union to begin networking with local start-up companies. These companies were looking to hire students into paid internships for both part-time and full-time positions. This year, 24 companies participated and over 200 students were in attendance. Companies were looking to hire students with a variety of skills in areas such as graphic design, marketing, finance, and software engineering. The diverse student population was a good representation of the various companies' needs. LaunchIn Spring 2016 was a successful event with more than 20 students hired for internships that were a combination of full-time and part-time positions.

This has been an awesome experience. We're trying to build a culture of entrepreneurs and creative individuals and the people that we've come across here have been some phenomenal, open-minded, entrepreneurial, creative individuals that we'd be happy to be part of our team.

ALEX KAMERGORODSKY
CO-FOUNDER, BRIGHT IDEAS LIGHTING SOLUTIONS



Bernhard Schroeder and the panel of entrepreneurs

We got to scope new talent, fresh graduates, people that are interested in digital marketing for all of our different channels so it was a great experience. We highly recommend attending and scoping out some great new hires.

SAM WORMSER
PUBLIC RELATIONS COORDINATOR, POWER DIGITAL MEDIA



L. ROBERT PAYNE
LECTURE SERIES

L. ROBERT PAYNE LECTURE SERIES



John Wilson discussing the importance of culture

Our culture embodies the values and behaviors that contribute to the unique social and physical environments of our company.

JOHN WILSON
CO-FOUNDER, STANCE

On Thursday April 21st, 2016, more than 250 San Diego State students, faculty, and local entrepreneurs joined the Lavin Entrepreneurship Center to hear John Wilson, the Co-Founder of Stance, share the story of his path to success. John Wilson, an SDSU '93 alum, spoke about his experiences as a successful entrepreneur and the risks and rewards of the journey.

Since Stance was founded in 2009, the company has attracted \$86 million in funding, including a \$50 million series C round in March. Initial investments were made from celebrities such as Will Smith and Dwyane Wade. Stance also signed a deal in April 2015 as the NBA's official on-court sock. Stance has ignited a movement of art and self-expression that has drawn athletes, performers and iconic cultural influencers to the brand—a group they refer to as their "Punks & Poets." By underpinning its creative roots with a relentless focus on technical innovation, Stance is now found in over 40 countries on the feet of those who dare to be different.

John'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. He discussed how the culture of your company is vital to your success. He shared how the founders of Stance created their company culture around the idea, "when you are free to perform, accountability naturally follows."

The 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 the Lavin Entrepreneurship Center. Past lecturers include:

- Kurt Listug – CEO & 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



Students listening to John Wilson



**CALIFORNIA
ENTREPRENEURSHIP
EDUCATORS
CONFERENCE**

CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE

Driven by the theme of Creativity and Innovation, the Lavin Entrepreneurship Center hosted the third annual California Entrepreneurship Educators Conference on March 10-12, 2016. 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 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 with 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 panel preceded the conference on university incubators. This session allowed for educators and program directors to learn about the pros and cons of having on-campus incubators and the effects on the student body. 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 connection. The last day shifting focus to entrepreneurship pedagogy. The conference agenda included keynote speakers, an entrepreneurship research panel, and a hands-on breakout with classroom sessions. 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 100 entrepreneurship researchers and educators attended the conference from 49 different institutions across the United States, including seven 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.

I think we just had a meeting of the minds. It's been fabulous because I'm going back packed with new ideas. I just like the notion that we can share openly and experiment, and that's just going to make my teaching a whole lot better.

PETER KELLY

PROFESSOR OF PRACTICE, AALTO UNIVERSITY



Top: Keynote speaker Howard E. Aldrich
Bottom: Entrepreneurship research panel & their gifts

CONFERENCE SESSIONS:

Getting into Print

HOWARD ALDRICH – UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL

Entrepreneurship Education: The Mindset & Practice

HEIDI NECK – BABSON COLLEGE

Incubators: Useful and Needed or Moneypit?

JONATHAN YORK – CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO

GLORIA NEGRETE – UNIVERSITY OF CALIFORNIA, SAN DIEGO

OLLI VUOLA – AALTO UNIVERSITY, HELSINKI FINLAND

Ask the Journal Editors: Research Day Panel

GEORGE SOLOMON – GEORGE WASHINGTON UNIVERSITY & EDITOR-IN-CHIEF, JOURNAL OF SMALL BUSINESS MANAGEMENT

JAMES COMBS – UNIVERSITY OF CENTRAL FLORIDA & EDITOR, ENTREPRENEURSHIP: THEORY & PRACTICE

LOIS SHELTON – CALIFORNIA STATE UNIVERSITY, NORTHRIDGE & ASSOCIATE EDITOR, INTERNATIONAL JOURNAL OF ENTREPRENEURIAL BEHAVIOR & RESEARCH

SIRI TERJESEN – INDIANA UNIVERSITY, BLOOMINGTON & ASSOCIATE EDITOR, ACADEMY OF MANAGEMENT LEARNING & EDUCATION

Business, Innovation, and Entrepreneurship at UCSB

JOHN GREATHOUSE – UNIVERSITY OF CALIFORNIA, SANTA BARBARA

Technology in the Classroom

ELISSA GROSSMAN – UNIVERSITY OF SOUTHERN CALIFORNIA

Discovering Your “Design” Voice

PETER KELLY – AALTO UNIVERSITY, HELSINKI FINLAND

The Act of Converting Ideas into Opportunities: Helping your Students Experience Their Creativity

JEFFREY STAMP – UNIVERSITY OF NORTH DAKOTA

I came to this particular conference to learn hands-on techniques that I could take back into my classroom. I just gave a talk and I think I ended up learning a lot more than the people in the audience did.

JOHN GREATHOUSE

PROFESSOR OF PRACTICE, UCSB & CO-FOUNDER, REVUPNET



I come to conferences like the California Entrepreneurship Educators Conference because we can never stop learning how to teach and so I come to places like this just to keep learning, to keep me vibrant, and to keep me relevant.

HEIDI NECK

DIRECTOR, BABSON ENTREPRENEUR EXPERIENCE LAB

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AND RESEARCH
JOURNAL OF SMALL BUSINESS MANAGEMENT
WHOVA
UNIVERSITY OF CALIFORNIA, SANTA BARBARA
USASBE



Universities Represented:

AALTO UNIVERSITY, HELSINKI, FINLAND
ARIZONA STATE UNIVERSITY
BABSON COLLEGE
CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS
OBISPO
CALIFORNIA STATE UNIVERSITY, EAST BAY
CALIFORNIA STATE UNIVERSITY, SAN MARCOS
CALIFORNIA STATE UNIVERSITY, CHANNEL ISLANDS
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS
CALIFORNIA STATE UNIVERSITY, LOS ANGELES
CALIFORNIA STATE UNIVERSITY, MONTEREY BAY
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
CALIFORNIA STATE UNIVERSITY, UNIVERSITY FRESNO
CETYS UNIVERSIDAD BAJA CALIFORNIA, MEXICO
EASTERN CONNECTICUT STATE UNIVERSITY
GEORGE WASHINGTON UNIVERSITY
INDIANA UNIVERSITY
LAKE FOREST COLLEGE
LAS POSITAS COLLEGE
LENOIR-RHYNE UNIVERSITY, HICKORY, N.C.
LOYOLA MARYMOUNT
MINNESOTA STATE UNIVERSITY
NORTH CAROLINA CENTRAL UNIVERSITY
NORTHERN ARIZONA UNIVERSITY
NOVA SOUTHEASTERN UNIVERSITY, FORT LAUDERDALE, FL.
PASADENA CITY COLLEGE
RADFORD UNIVERSITY
SADDLEBACK COLLEGE MISSION VIEJO
SAN DIEGO MESA COLLEGE
SAN DIEGO STATE UNIVERSITY
SAN FRANCISCO STATE UNIVERSITY
SANTA CLARA UNIVERSITY
SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

ULSAN NATIONAL INSTITUTE OF SCIENCE AND TECHNOLOGY,
ULSAN, SOUTH KOREA
UNIVERSIDADE FEDERAL DE GOIÁS, GOIÂNIA, BRAZIL
UNIVERSITY OF ARIZONA
UNIVERSITY OF CALIFORNIA, SAN DIEGO
UNIVERSITY OF CALIFORNIA, SANTA BARBARA
UNIVERSITY OF CENTRAL FLORIDA
UNIVERSITY OF GUAM
UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL
UNIVERSITY OF NORTH DAKOTA
UNIVERSITY OF PORT HARCOURT, NIGERIA
UNIVERSITY OF SOUTHERN CALIFORNIA
UNIVERSITY OF WATERLOO
UTAH VALLEY UNIVERSITY
WEBER STATE UNIVERSITY, UTAH
WINSTON-SALEM STATE UNIVERSITY

High Schools Represented:

EPISCOPAL HIGH SCHOOL, BATON ROUGE, LOUISIANA

I think the biggest value for me is the ability to talk to all these other entrepreneurship educators and sort of figure out what they're doing and validate some of the things I'm doing and have other people I can reach out to in the future.

JONATHAN YORK
ASSISTANT PROFESSOR OF ENTREPRENEURSHIP,
CAL POLY SAN LUIS OBISPO



**THE ZAHN
INNOVATION
PLATFORM
LAUNCHPAD**

ZAHN INNOVATION PLATFORM
LAUNCHPAD

WELCOME

ZIP Launchpad

SIGN IN

For more information about our
visitors here, plus more,
please GRAB A FLYER! →

current application
deadline

ZAHN INNOVATION PLATFORM LAUNCHPAD, FORMALLY THE ZAHN INNOVATION CENTER

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 Zahn Innovation Center and Lavin Entrepreneurship Center have worked on various projects to promote entrepreneurship at SDSU. Below is a list of events and projects for the 2015-2016 school year.

- Office hours provided by Fowler College of Business Professors in financial modeling, investor strategy, and customer discovery test development
- Workshops in rapid prototyping
- Workshops in Legal, Banking, and HR 101 for start-ups
- Entrepreneurship speakers
- Entrepreneurship Day

As of the past year, the ZIP Launchpad housed approximately 40 teams. ZIP Launchpad teams have raised over \$2.3M in early stage funding and completed several successful Kickstarter campaigns. These teams have also competed in numerous national university competitions taking home over \$150K in cash and prizes.



Zahn Innovation Platform Launchpad



Alex DeNoble and the Zahn Challenge winning team behind Laser Clean



The ZIP Launchpad helps students launch a startup from their early stage idea. Our launched teams have raised \$2.3M in early stage funding, won business competitions, and successfully achieved their kickstarter goals.

CATHY PUCHER
EXECUTIVE DIRECTOR, ZIP LAUNCHPAD



CATHY PUCHER

Cathy 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.

Mrs. Pucher earned a B.S. in Electrical Engineering at the University of California, San Diego. She enjoys spending time with her husband, two kids, and two dogs. She also serves on the volunteer board for the Solana Beach Foundation for Learning. This supports local public schools with fundraising for instructors of art, science, physical education, and technology.

PETER & IRWIN ZAHN

The Moxie Foundation, led by Irwin and Peter Zahn, is the foremost sponsor of the Zahn Innovation Platform 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. He is a San Diego-based businessman and philanthropist, and he has always believed the combination of hard work and entrepreneurship is a great model for success. Irwin claims, "It's about developing and utilizing individual talent without a limit until you arrive beyond your destination." He further proclaims, "To achieve your goals and then share that success with others."



These various subjects individually are fine, but it's better to take information, put it together, and make it into some usable or humanitarian product that everybody can use.

IRWIN ZAHN
PRESIDENT, MOXIE FOUNDATION



GIFTS & 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. Through this scholarship, the Petersen's goal to support the Fowler College of Business's Lavin Entrepreneurship Center continues to live on.

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 Peterson's have been supporting and nurturing the Lavin Entrepreneurship Center's young entrepreneurs for many years.

The recipient of the 2016 Larry and Madeline Petersen Scholarship in Entrepreneurship was Dylan Kirchofer. He is an undergraduate student majoring in Mathematics with a minor in Entrepreneurship. Dylan is also a current member of the Lavin Entrepreneur Program in the 2015-2017 cohort. The scholarship will assist him as he continues to pursue his entrepreneurship education journey.

Dylan is a deep thinker with innovative ideas. His sales and marketing experience have been primarily internet based with profitable success. Passionate about the protection of the environment, Dylan continues to educate his peers on solution based ideas. He has shown to be a proven leader by being the captain of his basketball team and a team player in all aspects of his life. Also, he is currently a USPA licensed skydiver and skydiving coach at Sky San Diego. Dylan has a passion for living by the motto, "live life to the fullest." He recognizes entrepreneurship as a pathway to achieving his personal goals and making the world a better place for all. His goal for the future is to become a serial entrepreneur and positively impact the world through his endeavors. He states, "I hope to have a life filled with travel and exploration."

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
LARRY & MADELINE PETERSEN SCHOLARSHIP,
SDSU ALUMNUS

The scholarship helped me immensely by relieving some of the financial pressure that comes with attending school. It allowed me to focus more of my time on pursuing my goals and aspirations.

DYLAN KIRCHHOFFER
2015-2017 LAVIN ENTREPRENEUR



Past winners of the Larry & Madeline Petersen Scholarship include:

- 2015 – Ruth Tadesse
- 2014 – Raul Hernandez
- 2013 – Andrew Haines

RON FOWLER INTERN AWARD

Each year the Lavin Entrepreneurship Center identifies one student as the Ron Fowler Intern. This award is presented to a student intern for her/his contributions to the Lavin Entrepreneurship Center that exceeds the expectations set forth by her/his job description. The intern who receives this award shows drive and dedication to support the launch of new programs that impact the lives of San Diego State University students. This year, the Ron Fowler Intern Award recipient was Sean Pierce.

Sean graduated in May of 2016 from San Diego State University with a Masters degree in Business Administration with a Management Specialization. He was honored with this award for his commitment and dedication to the programs he ran while working at the Lavin Entrepreneurship Center. Since starting in the spring of 2015, he has managed the Qualcomm Non-Profit Internships Program. In this role, Sean helped create connections between SDSU students and entrepreneurial minded organizations in the San Diego area.

Sean was born and raised in Silicon Valley and he attended UC Davis for his undergraduate degree. After graduating with a bachelor's degree in Psychology, Sean worked in the banking sector for a couple of years in Los Angeles until he moved to attend SDSU's MBA program.



Ron Fowler



The time spent at the Lavin Entrepreneurship Center has proven to be a vital part of my growth and progression as I step out into the professional world. While working at the Lavin Center I was given the opportunity to be surrounded by top thought leaders and movers and shakers in the entrepreneurial world that not only inspired the entrepreneurial spirit in me, but equipped me with the fundamental skill-set to be an impact player on the San Diego business landscape.

SEAN PIERCE

INTERNSHIP COORDINATOR, LAVIN ENTREPRENEURSHIP CENTER

Steven and his wife, Ellen, established the Osinski Family Scholarship in Entrepreneurship in 2015 to provide some economic support to upper division full-time students who participate in the Lavin Entrepreneurship Program, who are enrolled as a Management major with an Entrepreneurship specialization, or those who are taking an Entrepreneurship minor. The Osinski's also established a similar scholarship program for students specializing in Marketing.

As a faculty member in the Marketing department and chairman of the Lavin Entrepreneurship Center Advisory Board, Steven appreciates how difficult the completion of a degree could be for any upper-division college student. These are hardships not only resulting from the time and energy required, but also because of the financial strains that many students experience.

This year's recipients for the Osinski Family Scholarship in Entrepreneurship are...



It feels wonderful to help conscientious students make their lives a little bit easier. I've received letters from previous scholar recipients explaining how the scholarships have helped them, either by reducing their college debt or by helping them to pursue their passions.

STEVEN OSINSKI
BOARD CHAIRMAN, LAVIN ENTREPRENEURSHIP CENTER



Receiving the Osinski Scholarship afforded me the time to successfully pursue a job as an analyst for an investment firm in Solana Beach, while also taking summer session classes at SDSU. Without the scholarship, my time would have been spent working through the summer to pay for school.

BRENNEN WEHRLE
LAVIN ENTREPRENEUR, MANAGEMENT

BRENNEN WEHRLE

Brennan Wehrle is pursuing a Management degree with an Entrepreneurship Specialization through the Fowler College of Business. Growing up in Palm Desert, California, Brennan was heavily involved in sports, most notably acting as captain of his high school track and field team. Through pushing himself physically he learned that his only limits were those that he sets for himself, a lesson that Brennan still lives by. At 17, Brennan also acquired his Eagle Scout rank, one of his most prized accomplishments. After graduating high school, he attended Orange Coast College where he found his passion for entrepreneurship. During Brennan's time there he was the Vice President of the Orange Coast College Business and Entrepreneurship Club, a 4.0 student, and a member of the national champion Orange Coast College Men's Crew team. He now holds an Associates Degree in Business Administration. As a Lavin Entrepreneur, Brennan plans to expand his entrepreneurial skill set, inspire those around him, and ultimately start a profitable business in the near future.



ERICA MANGIONE

Erica Mangione is in her junior year at San Diego State University and she is a Communication major. Having a keen interest in fashion from a young age, Erica has completed a marketing internship with the international company Versace. Erica is also a social media fashion blogger. She is currently involved in an internship in the TV production world with an emphasis in televising sports and marketing multi-million dollar homes in the Southern California area. Erica is ultimately driven by her desire to succeed independently as an entrepreneur with the purpose of helping others through economic and philanthropic endeavors. Going forward Erica recognizes the importance of making a difference both on and off campus.

Receiving this scholarship has given me the extra motivation to get me through my senior year, and to go towards pursuing my dreams in fashion and television, and for that I am so thankful.

ERICA MANGIONE

LAVIN ENTREPRENEUR, COMMUNICATION



MADISYN PRIOR

Madisyn Prior is currently pursuing a B.S. degree in Business Management at SDSU. She is an email marketing professional and event coordinator for both FieldLogix and the SDSU Lavin Entrepreneurship Center. She is most passionate about using “non-traditional” forms of marketing. This includes guerilla marketing techniques and direct mail pieces. Madisyn is also well versed in public speaking, product development, and event planning. This past year she has spent a significant amount of time working with San Diegan startups, founders of organizations, and students to orchestrate events revolving around the business model canvas, hiring, networking, and startup advice. The number one item on her bucket list is to begin selling a product or service over the summer in order to further understand the fundamental blocks of what it means to start a company. Madisyn is usually working and when she is not at the office she spends entire days thinking of ideas/strategy at the beach or in La Jolla cafes. She lives by Jim Rohn’s quote, “You are the average of the five people you spend the most time with,” which is why she has surrounded herself by a few nifty mentors, the Entrepreneur Society on campus, the Impact Hub, and Junto.

Over the summer, I spent my months at a fellowship in San Francisco learning about the venture capital process and working with a local startup. If it wasn’t for the Osinski Family Scholarship, I would have spent my summer worrying about how I could afford my summer classes, food, and living arrangements.

MADISYN PRIOR

LAVIN ENTREPRENEUR, BUSINESS MANAGEMENT

The Gerdau Family Scholarship Endowment was established in 2016 to provide support for Fowler College of Business baseball student athletes with an interest in entrepreneurship. The first award will be given in 2017.

Ken Gerdau, a San Diego State University alumnus, played on the Aztecs baseball team with Tony Gwynn and he remembers his college experience fondly. Throughout the years he has continued to support both San Diego State University and its baseball team.

Mr. Gerdau founded this scholarship because he said it was critical to take advantage of the current FCB match for endowed scholarships. He is more than happy to start his family's scholarship. Ken has developed a relationship with the Lavin Entrepreneurship Center and San Diego State University's baseball coach Mark Martinez. He is also working to develop a mentorship program for student athletes going into business after school.



Top: Ken Gerdau
Bottom: Mark Martinez



In 2001 the Center for Commercialization of Advanced Technology (CCAT) was formed. This collaboration was formed by the Lavin Entrepreneurship Center, the SDSU Research Foundation, CONNECT, and SPAWAR Systems Center Pacific. Their purpose was to administer several multi-million dollar Department of Defense (DOD) and Department of Homeland Security (DHS) sponsored technology commercialization programs.

CCAT has offered product development grants to fund prototyping, demonstration and testing, in addition to business development services. These services include market studies, springboards, strategic and organizational development, and technology showcases. To achieve this, the Lavin Entrepreneurship Center and SDSU Research Foundation has reached out to numerous industry, investment, academic, and government organizations nationwide.

Technology development/prototyping grants and commercialization services have been funded by three sponsoring government organizations: DHS TechSolutions, DoD Domestic Preparedness Support Initiative, and U.S. Army Rapid Equipping Force. The latest national solicitation offered by CCAT was for the Domestic Preparedness Support Initiative. This solicitation funded three technologies to meet urgent requirements.

CCAT has had a large impact on the SDSU campus. Since its founding in 2001, CCAT has funded 322 semester-long MBA and graduate engineering student engagements. Also, it has funded 48 Fowler College of Business faculty engagements for scientists and technology developers at federal labs, universities, and high-tech companies located in the U.S. and abroad. CCAT market study and business planning teams have identified and assessed potential business opportunities, performed intellectual property research, developed market entry strategies and facilitated relationships with potential industry partners. As a result, these CCAT program clients have successfully formed and grown their companies, secured private and government funding, hired employees, and licensed their technologies to other companies. Specifically, the program has provided \$51.4 million in commercialization support for 248 product development and demonstration grants. Additionally, it has funded 225 marketing and business development plans resulting in \$93 million in new product sales, \$226 million in third party investments, and \$92 million in mergers and acquisitions.



During the 2016 fiscal year, the following technologies have been awarded grant funding from CCAT:

ArchieMD, Inc. (PI: Robert Levine)

MOBILE VIRTUAL PATIENT TRAINING TECHNOLOGY FOR EMS
FIRST RESPONDERS

Luna Innovations Incorporated (PI: Michael J. Danilich)

ADVANCED HEMORRHAGE CONTROL TRAINING MATERIALS

Applied Research Associates (PI: Jennifer Congdon)

HIGH-FIDELITY PASSIVE HEARING PROTECTION FOR FIRST
RESPONDERS

SAN DIEGO REGIONAL INNOVATION CLUSTER

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 42 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.



Program Staff:

LOU KELLY – PROGRAM DIRECTOR
BARRY JANOV – PROGRAM MANAGER
JEFF NAGLE – PROJECT COORDINATOR
DR. ALEX DENOBLE – CO-PRINCIPAL INVESTIGATOR
DR. STEVE WELTER – CO-PRINCIPAL INVESTIGATOR

SDRIC Cluster Executive Board:

ALEX DENOBLE – LAVIN ENTREPRENEURSHIP CENTER, SDSU
ANDREW SPECTOR – SAIC
BARRY JANOV – SAN DIEGO STATE UNIVERSITY
BENITO HOBSON – ARMED FORCES COMMUNICATIONS AND ELECTRONICS ASSOCIATION
BRUCE ROBERTS – CUBIC, EVONEXUS
DEL KINTNER – SWIC
FAYE ESAIAS – SPAWAR
JEFF NAGLE – SAN DIEGO STATE UNIVERSITY
JEFF RICE – BAE SYSTEMS
JIM LASSWELL – NDIA SMALL BUSINESS COMM.
JOE CELANO – AUVSI
JON BERG-JOHNSEN – LOCKHEED MARTIN
LOU KELLY – CHAIR & PROGRAM DIRECTOR, CCAT, SDSU
RACHEL FISCHER – PTAC
STEVE HOEY – CONNECT
STEVE SUTHERLAND – LEIDOS
TERRY DOWNING – RAYTHEON
TIM HUSHEN – SAN DIEGO STATE UNIVERSITY RESEARCH FOUNDATION
TIM ORLANDO – TECH COAST ANGELS
WARD WILSON – BOEING

The Energy Innovations Small Grant Tech Transfer Program (EISGTTP) supports bringing new energy efficient and environmentally preferred technologies into the marketplace. The program provides commercialization services to successful grantees of the Energy Innovations Small Grant (EISG) natural gas program. Through this program, technology concepts have successfully been tested and found to have the potential to save costs for California ratepayers. This has been done through energy efficiency and more environmentally friendly materials and designs. Services provided during fiscal year 2016 included:

- Business planning and modeling
- Market and industry research
- Follow-on funding searches
- Business development, strategic growth, and transition assistance

The current technology portfolio includes natural gas technologies in the areas of energy efficiency, renewable energy technologies, and environmentally preferred technologies. The program technologies are developed for electrical, transportation, and both natural and biogas industries. The EISG electricity program contract finished on June 30, 2016.



Program Staff:

FRANK STEENSNAES – PROGRAM ADMINISTRATOR
 PRIYA VARMA – TECHNOLOGY MARKETING SPECIALIST & GRADUATE STUDENT ASSISTANT
 RASHMI RANGANATH – TECHNOLOGY MARKETING SPECIALIST & GRADUATE STUDENT ASSISTANT



EVENTS

SDG&E ENERGY SHOWCASE JUNE 10 2016 – BOOTH 214

EISGTTP participated as an exhibitor in the 2016 Showcase at the San Diego Convention Center with a 10’ x 10’ booth space. The purpose of their presence was to gain support and build interest among attendees for program technologies. Three technologies were highlighted:

- EISG#10-04G Ventless Heat Pump Water Heater
- EISG#13-02TNG Fuel Sensor Technology for a Variable Blend Natural Gas Vehicle
- EISG#13-02G High Efficiency and Turndown and Low Power Ultralow Emissions Burner for Industrial and Commercial Boilers

EISG#10-04G VENTLESS HEAT PUMP WATER HEATER

Hal Slater’s water heater (water-to-water heat exchanger) garnered the most interest out of the three highlighted technologies as it does not require an external energy source or venting. The ultralow NOx burner is three percent more efficient than current burner designs. At this event it received interest from operators of large properties and has also produced interest from OEMs. Promotional flyers for related technologies were also handed out. Hal Slater, inventor of the Ventless Heat Pump Water Heater, hosted this booth.





Charles Vann of Vanntech LLC

EISG#11-04 A NEW ELECTRIC MOTOR DESIGN: CIRFLUX™ BY VANNTech LLC

Prior to the completion of the EISG electricity program in 2016, the EIGTTP provided Charles Vann of Vanntech LLC with commercialization services. These services included identifying and reaching out to potential partners and securing NSF funding. Mr. Vann's new groundbreaking electric motor technology is energy efficient, light-weight, and designed to output significantly more torque than current designs. Primary applications are transportation and energy generation. Currently, the company is in the process of establishing talks with major OEMs for commercialization.

(01-13) DEVELOPMENT OF AN EFFECTIVE FIRE-SHIELD FOR POWER POLES BY COMPOSITE SUPPORT & SOLUTIONS, INC. (CSSI)

Dr. Clement Hiel was first awarded an EISG grant in 2002 for a fire retardant composite material. EISGTTTP has worked with Composite Support and Solutions over the years providing a number of commercialization services including market research and follow-on funding support.

Today, Composite Support and Solutions supplies firewalls to a nationwide customer base from its manufacturing facility in Southern California. The use of this technology has been noted to save costs and prevent blackouts. Recently, Composite Support and Solutions built its first fastenerless composite communication tower for the U.S. military. The company aims to further develop its innovative products to produce transmission towers for the utility industry.



Clement Hiel's 120' tall composite fastenerless electrically non-conductive tower

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 2015 CSU Innovation Corps (I-Corps™) cohort 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.



Susan Baxter, Executive Director of CSU I-Corps



Christina Waters (RARE Science, Inc.) with Laser Clean



Craig Pritsky (Invuity, Inc.) with Biliblue Biomedical



CSU I-Corps Collaborative Leadership Team:

- Susan Baxter (co-PI) – Executive Director, CSUPERB
- Stanley Maloy – Dean, College of Sciences, San Diego State University
- Alex DeNoble (co-PI) – Professor, Management, San Diego State University & Executive Director, Lavin Entrepreneurship Center
- Cathy Pucher – Executive Director, Zahn Innovation Platform Launchpad, San Diego State University
- Tommy Martindale – Director, Technology Transfer Office, San Diego State University Research Foundation

Fall 2015 San Diego State University Team

- Laser Clean: Zarina Munshi, Alexander Jackson, Jason Peretz – Won crowd favorite designation from the audience at 28th Annual CSU Biotechnology Symposium & received special recognition from the evaluation panel

Spring 2016 San Diego State University Faculty-led Teams

- Biliblue Biomedical – Sacramento State University: Nathaniel Johnson, Doua Yang, Josh Ayotte – Won crowd favorite and special recognition awards
- Mobile Metrics – Sacramento State University: Aaron Blancaflor, Jayson Francis, Christopher Smith, Rima Hakim
- Sacramento Vision Stick – Sacramento State University: Jeff Karl, Kong Yang, Leon Spence, Venice Nguyen

LOCAL INITIATIVES SUPPORT CORPORATION (LISC) GRANT

Through a synergistic partnership, the Lavin Entrepreneurship Center and the San Diego State University Small Business Consulting Center collaborated with the Local Initiatives Support Corporation (LISC) to perform a market analysis and training workshop project for the Greater Logan Heights community to help further develop their entrepreneurial talent in the area.

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

This project was headed by the Lavin Entrepreneurship Center Director of Programs, Bernhard Schroeder, and Donald Sciglimpaglia who oversaw a team of SDSU students working in the Greater Logan Heights community. The student team consisted of Jesse Robels and Raul Hernandez Ochoa (both are bilingual undergraduate business students), Zach Stevens (undergraduate graphic design student), and Alissa Thompson (MBA student). This research and content development team worked to develop an English and Spanish guidebook to help locals interested in starting their own businesses.

"We reached out to businesses in the Greater Logan Heights community to better determine their needs and offer them business assistance," said Schroeder when discussing the project. "We are looking to make a positive impact by providing the selected business owners with the necessary tools to encourage a more entrepreneurial climate in the neighborhood," he continued. Upon completion of the program, the team presented on the topics of business opportunities and tips to residents of the Logan Heights community. After the presentation, the research team provided residence with workbooks on how to tackle the issues of starting a business.



local businesses in Logan Heights



Program Managers:

- Bernhard Schroeder – Director of Programs, Lavin Entrepreneurship Center
- Donald Sciglimpaglia Ph.D. – FCB Professor of Marketing; Small Business Consulting Center

STUDENT TEAM

Research and Content Development

- Alissa Thompson – MBA
- Jesse Robels – Business Administration
- Raul Hernandez Ochoa – Business Administration

Graphic Design

- Zach Stevens – Graphic Design



**OTHER LAVIN
ENTREPRENEURSHIP
CENTER ACTIVITIES,
INITIATIVES &
HIGHLIGHTS**

UNITED STATES ASSOCIATION FOR SMALL BUSINESS & ENTREPRENEURSHIP (USASBE)

This year the Lavin Entrepreneurship Center's Executive Director, Dr. Alex DeNoble, continued in his role as the 2015 president for the United States Association for Small Business and Entrepreneurship (USASBE). USASBE is the largest independent, professional, and academic organization in the world dedicated to advancing the discipline of entrepreneurship. The organization does this by enabling a network of entrepreneurship educators and researchers to increase knowledge and foster business development for high impact curriculum.

Dr. DeNoble was installed as president during the 2015 Annual USASBE Conference held in Tampa, Florida. He served as president until he passed the reigns to Ted Zoller of the University of North Carolina at Chapel Hill during the 2016 Annual USASBE Conference in January which was held in San Diego, California. Speaking on his past year in the role of President, Dr. DeNoble said, "Serving as president of our national organization was truly an honor and a privilege. USASBE members are passionate about entrepreneurship education and the role that we play in preparing the next generation of entrepreneurs."

Serving as President was a three-year commitment for Dr. DeNoble and he now serves as the organization's immediate past president. This position helps aid the transition of the newly placed president and president-elect.

When USASBE voted to bring the 2016 conference to San Diego, we not only wanted you to experience the perfect weather, we wanted to bring you to the city that Forbes ranked the number one to launch a start-up.

TONY MENDES
2014 USASBE PRESIDENT



2016 USASBE CONFERENCE HOSTED IN SAN DIEGO

In 2015, USASBE President and the Lavin Entrepreneurship Center's Executive Director, Dr. Alex DeNoble, worked to develop a consortium of universities and institutions in order to submit a bid proposing San Diego as the location of the 35th Annual USASBE Conference. Dr. DeNoble united a group that included: San Diego State University, National University, CETYS Universidad, Baylor University, the Moxie Foundation, the University of Missouri-Kansas City, and Point Loma Nazarene University. With all members of the consortium committing to financial and logistical support, the bid was accepted and the USASBE Conference Planning Committee voted in favor of holding the event in San Diego.

The 30th Annual USASBE Conference was held January 8th-12th, 2016, at the Sheraton San Diego Hotel & Marina. The theme of the conference was "Entrepreneurship Everywhere: Across Campus, Across Communities, and Across Borders." Attendees immersed themselves in stimulating and thought provoking entrepreneurship research and pedagogy sessions. Hundreds of conference attendees were also able to experience the unique and thriving entrepreneurial culture of Southern California and the Baja Regions through several Learning Journeys. These Journeys included the opportunity to participate in entrepreneurial activities in Baja California, Mexico, the craft brew industry in San Diego, vineyard tours and wine tasting in Temecula, as well as touring San Diego's creative hubs in the arts and culture district. The Conference closed by honoring San Diego's legacy and our nation's military with a closing dinner on the USS Midway aircraft carrier.



Alex DeNoble & his student panel

FEATURED EVENTS AT THE 2016 USASBE CONFERENCE:

Welcome Reception - Hosted by San Diego State University

- **Workshop:** *Building Successful Entrepreneurship Programs Through Strong Advisory Boards and Mentoring Programs* – Alex DeNoble, Executive Director of the Lavin Entrepreneurship Center & Professor of Management, SDSU; Steven Osinski, Chairman of the Lavin Entrepreneurship Center Advisory Board; Jeff Hornsby, University of Missouri-Kansas City; Malika Simmons, University of Missouri-Kansas City; Michael Begelfer, University of Missouri-Kansas City
- **Discussion:** *Effectiveness of Microfinancing: Comparison Of 3 Models* – Chamu Sundaramurthy, Professor of Management, SDSU; Kelly Armstrong, SDSU graduate student; Mujtaba Ahsan, Assistant Professor of Management, SDSU
- **Emerging Impact Track:** *Emergence of Cooperative Programs between Technology Transfer Offices and Entrepreneurship Educational Programs* – Alex DeNoble, Executive Director of the Lavin Entrepreneurship Center & Professor of Management, SDSU; Michael Fountain, University of South Florida
- **Emerging Impact Track:** *Business Advising and Absorptive Capacity: Does Organizational Sponsorship Pay?* – John Francis, Associate Professor of Management, SDSU
- **Conference Breakfast:** *Breakfast with the Dean's Keynote Panel* – Dean David Donnelly, University of Missouri-Kansas City; Dean Donna DeCarolis, Drexel University; Dean Dennis Cradit, Fowler College of Business, SDSU; Dean Francisco Velez Torres, Cety's University; Dean Joyce Gattas, College of Professional Studies and Fine Arts, SDSU; Dean Lena R. Rodriguez, National University;
- **JSBM Special Issue:** *The Role of Mentor Relationships and Team Affect in Developing Student Ventures* – Alex DeNoble, Executive Director of the Lavin Entrepreneurship Center & Professor of Management, SDSU; Congcong Zheng, Associate Professor of Management, SDSU; Martina Musteen, Professor of Management, SDSU; Mujtaba Ahsan, Assistant Professor of Management, SDSU
- **Developmental Track Poster Sessions:** *Developing Economies: Technological Innovation Among Internationally Active SMEs in a Transition Economy: Role of Human and Social Capital* – Marleen McCormick, Butler University; Martina Musteen, Associate Professor of Management, SDSU; Preeti Wadhwa, Cal Poly Pomona
- **Discussion: Venture Finance:** *The Impact of Content and Form on Reviewer Assessments: An Examination of a Department of Defense Funded Consortium Grant Program* – Alex DeNoble, Executive Director of the Lavin Entrepreneurship Center & Professor of Management, SDSU; Craig Galbraith, University of North Carolina Wilmington; Douglas Miller, Virginia Commonwealth University
- **Roundtable - Research:** *Leadership: Understanding Leadership in Social Enterprises Combined with Leadership and Risk Taking in Entrepreneurship* – Beth Chung, Professor of Management, SDSU; Congcong Zheng, Associate Professor of Management, SDSU; Mark Pomerantz, Seattle University; Robert S. D'Intino, Rowan University; Seema Pissaris, Florida International University
- **Roundtable - Teaching:** *Models of Arts Incubators in Universities and in the Field* – Andy Heise, Millikin University; Donna Conaty, Associate Dean, College of Professional Studies and Fine Arts, SDSU; Julienne Shields, Millikin University; Linda Essig, Arizona State University; Megan Matthews, UW-Whitewater;



Andrew Corbett & Don Kuratko speaking at the USASBE conference

INTERNATIONAL COUNCIL FOR SMALL BUSINESS (ICSB)

The International Council for Small Business (ICSB) is a non-profit organization devoted to continuing management education for entrepreneurs and small business. Their mission statement is as follows: The International Council for Small Business is devoted to the advancement of management development practices for potential entrepreneurs and existing small business owner/managers through education, research, and the free exchange of ideas. Council members representing education, industry, financial institutions, and government provide a worldwide network of ideas and experience exchange on management assistance for small business. By filling the role of an umbrella organization and as an integrator of new knowledge, the Council reinforces rather than duplicates the work of other organizations involved in small business development. For this reason, we encourage the development of national and associate affiliates of the Council so we can continue to build the information-exchange network in many countries.

The 61st annual ICSB 2016 World Conference was held from June 15th-18th, 2016, in the New York and New Jersey metro areas with the theme of “Sustainable Entrepreneurship in Society—Transforming Our World Together.” The conference was attended by participants from over 55 countries.

While attending the conference, Dr. Alex DeNoble, the Executive Director of the Lavin Entrepreneurship Center, was presented with the International Council for Small Business 2016-2017 Presidential Award. The award was given to Dr. DeNoble during the session held at the headquarters of the United Nations General Assembly Hall.



Alex DeNoble receiving his Presidential Award

The International Council for Small Business recognized Dr. DeNoble with this award for his innovation and creation of the California Entrepreneurship Educator's Conference which is held at SDSU's campus. The impressive program, design and mission of this unique conference offered an extraordinary opportunity for networking and an exchange of ideas between entrepreneurship academics.

AYMAN EL TARABISHY

EXECUTIVE DIRECTOR, ICSB & PROFESSOR OF MANAGEMENT, GEORGE WASHINGTON UNIVERSITY

U.S. NEWS & WORLD REPORT RANKS SDSU AS A TOP ENTREPRENEURIAL UNIVERSITY

In September 2015, the U.S. News & World Report released its annual Best College Rankings for 2016 naming San Diego State University's among the best entrepreneurial programs in the nation. San Diego State University's undergraduate entrepreneur program was ranked 8th overall among the nation's public universities and 21st for all universities in the United States. U.S. News & World Report's annual report included data on 1800 colleges and universities. This ranking placed San Diego State in the company of other top entrepreneurial universities such as Babson College, University of Southern California, University of Pennsylvania, and University of North Carolina Chapel Hill.

One pillar of SDSU's Strategic Plan is dedicated to developing programs and resources geared toward entrepreneurship and improving student preparation for an innovation-based economy by fostering entrepreneurial experiences. The focus on entrepreneurship at SDSU encourages students to adopt innovative thinking and prepare them for success upon graduation. To achieve this, SDSU has taken significant steps to expand entrepreneurship on the campus. Included in the 2015-2016 Priority Goals, under Priority Area 2: Increase Transformational Educational Experiences, SDSU committed to pursue the further integration of the Lavin Entrepreneurship Center and Zahn Innovation Platform programs. To integrate design thinking into the entrepreneurship programs was a significant undertaking, and it involved creating a co-curricular design thinking program. This increased effort in the interest and commitment to entrepreneurship on the SDSU campus has been recognized by the 2016 U.S. News & World Report rankings.

SDSU's Fowler College of Business has a long and renowned history of excellence in our entrepreneurial education programs and we are honored that U.S. News & World Report has recognized us as one of the nation's best.

DENNIS CRADIT
FORMER DEAN, FOWLER COLLEGE OF
BUSINESS, SDSU

#8 Public Universities

#21 U.S. Universities



2016 NEXT GENERATION INVITATIONAL GOLF TOURNAMENT

On February 9, 2016, 70 alumni and community members gathered on the gorgeous greens of the private Crosby Club of Rancho Santa Fe to participate in the annual Next Generation Invitational Golf Tournament. The tournament is one of the Lavin Entrepreneurship Center's annual fundraising events held to generate revenue directed toward the support of Lavin Entrepreneurship Center programs targeted at developing students into the next generation of entrepreneurs.

Following the golfing portion of the event, alumni, students, and community members attended a dinner where they were provided with the opportunity to hear about the impact the Lavin Entrepreneurship Center has on the San Diego State University campus and within the community. Additionally, various student success stories were shared with attendees. The event featured a live auction of generously donated items to draw funds for the Lavin Entrepreneurship Center programs. Golfers bid against each other on items such as a Taylor guitar and a trip to Cabo San Lucas, Mexico.

This year's tournament generated approximately \$24,000 in revenue for the Lavin Entrepreneurship Center.



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TAYLOR GUITARS

RANCHO BERNARDO INN



The SDSU Entrepreneur Society hosted the fourth annual Next Generation Summit on April 9th and 10th, 2016. The Next Generation Summit is a conference dedicated to the advancement of student entrepreneurship in Southern California. With the theme of “Filling the Void,” 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 two day-long event featured four 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.



Amish Shah speaking at NGS



Ryan Larkin leading a breakout workshop

All attendees walked away with a lot more knowledge compared to the start of the weekend. We all expanded our horizons when it comes to not only starting your own business, but how to make sure it runs successfully.

DAVID SHADI

VICE PRESIDENT OF PUBLIC RELATIONS,
ENTREPRENEUR SOCIETY

Featured Keynote Speakers:

- Amish Shah – Founder, Deep Origins
- Cody Barbo – Founder, Industry
- Craig Stevens – Founder, Seapointe Partners
- Tony Finn – Founder, Liquid Force Wakeboards

Breakout Workshop Leaders:

- Alex Martinez – Founder, Growth Partner Capital
- Jon Margalit – Head of Sales, OnISP
- Ryan Larkin – Paid Advertising Expert, Power Digital Marketing

ENTREPRENEURS' ORGANIZATION (EO) WORKSHOP



Lee Asher speaking at the EO workshop

The Lavin Entrepreneurship Center helped host an event in a partnership with San Diego State University's Entrepreneur Society and Entrepreneurs' Organization (EO), which is the leading private entrepreneurship organization in San Diego. Founded in 1987, EO is a catalyst that enables entrepreneurs to learn and grow, leading to greater success in business and beyond. This event took place on April 7th, 2016, on the San Diego State University campus. The private event had 55 EO members in attendance along with 35 San Diego State University students. It featured Lee Asher as a motivational speaker; he was a Senior Peak Performance Strategist for Robbins Research Inc., an Anthony Robbins Company.

During this event, students were encouraged to sit next to the EO members and network. After networking occurred, Lee Asher spoke about what it means to be a peak performer and walked attendees through visualization exercises. The entire event focused on constantly being out of your comfort zone, and the value behind discovering what your comfort zone truly is.



Through self-reflection and the application of personal development strategies, we were able to galvanize the ethics and values that have complimented the achievements of effective entrepreneurs. Moreover, we were able to meet with and discuss the experiences of those who have harnessed these values to execute their ideas.

LOUIS RINN

VICE PRESIDENT OF FINANCE, ENTREPRENEUR SOCIETY



SPONSORS

The Lavin Entrepreneurship Center wishes to thank the individuals and organizations for their generous support. It is through your commitment to entrepreneurship education that we have created a growing community of innovative entrepreneurs. The collective belief that preparing young students for the world through entrepreneurship has created a positive experience each 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.



ALUMNI GIFTS

- Alissa Thompson
- Boian Spassov
- Charlton Clemens
- Eugene Roytman
- Gabriella Jaya
- Karen Gilbert
- Howard Haimsohn
- Justin Kwong
- Kristen Clemens
- Kristi Kirkpatrick
- Margret Hardardottir
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Grants

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

CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE

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- SDSU Graduate and Research Affairs

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- California Polytechnic State University, San Luis Obispo
- Entrepreneurship Theory and Practice
- International Journal of Entrepreneurial Behavior and Research
- Journal of Small Business Management
- University of California, Santa Barbara
- USASBE
- Whova

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- Taylor Guitars

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/CHAIRMAN EMERITUS, ALBERTO CULVER COMPANY



Lavin Entrepreneurship Center
Fowler College of Business