



SAN DIEGO STATE UNIVERSITY
Lavin Entrepreneurship Center
Fowler College of Business

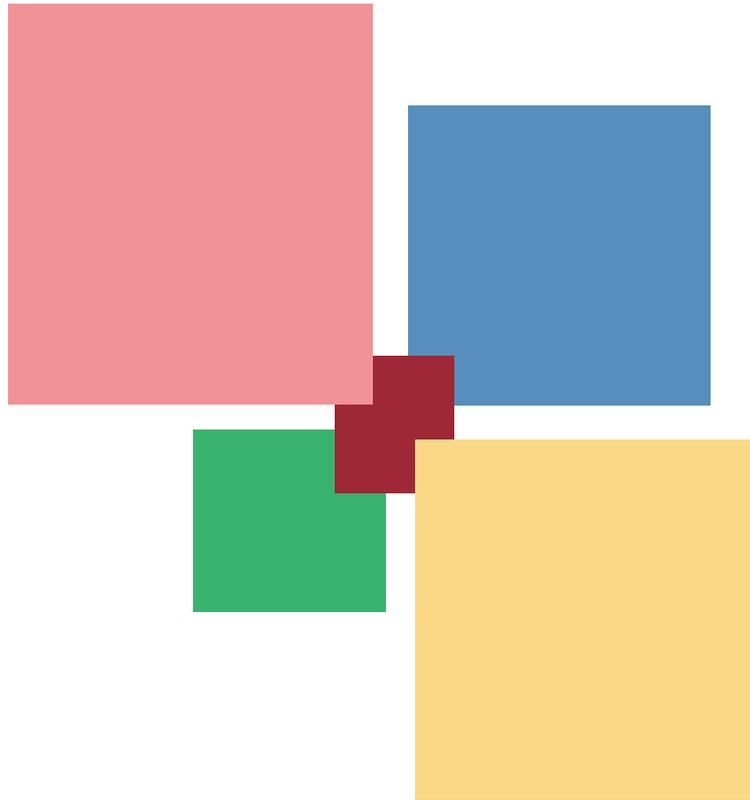
A GLOBAL LEADER IN ENTREPRENEURSHIP

ANNUAL REPORT

2018



A GLOBAL LEADER IN ENTREPRENEURSHIP



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Lavin Entrepreneurship Center

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TABLE OF CONTENTS

1

A LETTER FROM THE EXECUTIVE DIRECTOR

3

LAVIN ENTREPRENEURSHIP CENTER OVERVIEW AND STAFF

8

LETTER FROM TAMARA ROMERO

9

LAVIN ENTREPRENEURSHIP CENTER ADVISORY BOARD

12

LAVIN ENTREPRENEUR PROGRAM AND LAVIN VENTURESTART PROGRAM

- Lavin Entrepreneur Program Overview
- Lavin Mentors
- 2017-2018 Lavin Entrepreneur Special Events
- Lavin Entrepreneur Advocacy Program
- Lavin Entrepreneurs
- Lavin VentureStart Program

27

LAVIN ENTREPRENEURSHIP CENTER INTERNSHIP PROGRAMS

31

ENTREPRENEURSHIP EDUCATION

- Journey to Entrepreneurship
- Entrepreneurship Minors
 - Entrepreneurship Specialization
 - Music Entrepreneurship Specialization
 - Art and Entrepreneurship Course
 - International Entrepreneurship Explorations

40

SOCIAL ENTREPRENEURSHIP INITIATIVES

46

ENTREPRENEUR DAY

49

ENTREPRENEUR
SOCIETY

56

L. ROBERT PAYNE
LECTURE SERIES

71

GIFTS AND
SCHOLARSHIPS

- Lavin Entrepreneurship Center Startup Fund
- National Science Foundation CSU I-Corps Biological Sciences Site Program
- Larry and Madeline Petersen Scholarship
- Conrad Prebys Scholarship

59

CALIFORNIA
ENTREPRENEURSHIP
EDUCATORS'
CONFERENCE

52

INTERCOLLEGIATE
STUDENT
ENTREPRENEURSHIP
COMPETITIONS

63

ZAHN INNOVATION
PLATFORM
LAUNCHPAD

78

OTHER ACTIVITIES,
INITIATIVES, AND
HIGHLIGHTS

- Leonard H. Lavin: A Celebration of Life
- Awards
- Leadership Transitions
- Financial Support

87

IN MEMORY OF
DR. DARYL MILTON



A LETTER FROM THE EXECUTIVE DIRECTOR: DR. ALEX DENOBLE

It is a pleasure and a privilege for me to reflect back on our accomplishments during the 2017-18 academic year. First and foremost, we recognize the passing of two luminaries who believed in the value of entrepreneurship education.

In August 2017, we marked the passing of Dr. Leonard H. Lavin, an entrepreneur, innovator, and benefactor of the Lavin Entrepreneurship Center. Then, in April 2018, we lost Dr. Daryl Mitton, the father of entrepreneurship education on the San Diego State University (SDSU) campus and founder of the original Entrepreneurial Management Center. Both of these individuals shared a vision of what could be accomplished by exposing our students to the tools, concepts and mindsets of an entrepreneur. They leave indelible legacies that will continue to impact future generations of SDSU students.

As you read through these pages, you will note many highlights and new programs that enable us to create opportunities for our students. For starters, this year SDSU opened the new Engineering and Interdisciplinary Sciences Complex. This amazing \$90 million project will enable scientists, engineers and innovators to collaborate in many new and exciting ways. As part of this complex, the William E. Leonhard Entrepreneurship Center facility is now the new home of the Lavin Entrepreneurship Center, the Zahn Innovation Platform (ZIP) Launchpad and ZIP Idea Lab. Working together under one roof, these three centers offer students from across the campus a wide variety of opportunities to enhance their entrepreneurial skills and networks.

In October 2018, Ms. Carol Lavin Bernick honored her father's commitment to SDSU by pledging a 5-year \$250K gift that created a seed fund for SDSU's most promising student entrepreneurs. The Women in Entrepreneurship speaker series also received a significant boost through a generous gift of

"As I have said many times before, at the Lavin Entrepreneurship Center, we are in the business of preparing the next generation of entrepreneurs."

\$250K from Lavin Entrepreneurship Center board member Steven Osinski and his family. This endowment gift is eligible for matching funds through Ron and Alexis Fowler's transformational gift to SDSU's Fowler College of Business.

In the fall of 2018, we launched a unique 3-way partnership with the national law firm of Duane Morris LLP and the University of San Diego Law Clinic to offer legal assistance to student entrepreneurs. This unique Lavin Entrepreneur Advocacy Program (LEAP) was the brainchild of Ms. Michelle Donovan, a partner at Duane Morris and Lavin Entrepreneurship Center advisory board member. As a way to engage collaboratively with faculty, students and entrepreneurs across the border in Mexico, we launched both faculty and student tours into Tijuana to explore the emerging entrepreneurship ecosystems in that region. Along with these new activities, we have continued to enhance our many existing programs designed to meaningfully engage our students.

Finally, we welcomed to our campus community SDSU's ninth president, Adela de la Torre. We wish her well as she leads us in developing a university that prepares future generations of thought leaders and impact makers.

Best Regards,



Alex DeNoble, Ph.D,
Executive Director and Entrepreneurship/Business Professor

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 SDSU serves students, entrepreneurs, and business leaders through its entrepreneurship curriculum, workshops, internships, resources and events.

LAVIN ENTREPRENEURSHIP CENTER OVERVIEW

PRIMARY PURPOSES:

2 To support research initiatives of faculty and other stakeholders who are focused on deepening their understanding of the development of entrepreneurs and entrepreneurial processes.

support

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.

inspire

3 To engage the local, regional, and global communities with education, service activities, and programs which enhance entrepreneurship acumen and support entrepreneurship-related business efforts.

engage

BRAND NEW ENTREPRENEURSHIP CENTER

In January 2018, SDSU welcomed a new addition to its campus: the Engineering and Interdisciplinary Sciences (EIS) complex.

The state-of-the-art, 85,000 square-foot facility doubled the number of classrooms available to engineering students and brought in 17 new labs and research facilities. It also created the only space on campus specifically designed to foster collaboration, creativity and innovation among SDSU's entire community.

At the heart of the complex is an open, airy quad named after the school's sixth president, Thomas B. Day. Within the quad are ping pong tables and sun-soaked seating for young entrepreneurs to enjoy while they bounce around ideas in San Diego's legendarily mild climate. The most promising of those ideas are then transported into the building north of the quad. Here, inside the William H. Leonard Entrepreneurship (WHLE) Center, great ideas are brought to life.

When it opened earlier this year, the WHLE Center united SDSU's campus innovation hubs under one roof. Students now need only stroll through one set of doors to access the Lavin Entrepreneurship Center, the Zahn Innovation Platform (ZIP) Launchpad and the design-thinking centered ZIP Idea Lab. While the Lavin Entrepreneurship Center focuses its efforts on academic and experiential programs on campus, the ZIP Launchpad is where campus innovators go for help turning their brainchildren into businesses.

As a result, Lavin Entrepreneurs now regularly interact with teams of entrepreneurs developing business ventures with the ZIP Idea Lab and ZIP Launchpad. Director of the Idea Lab, Kevin Popovic, says the new center is providing more opportunities to gain valuable face-to-face interaction that can spark new ideas. "With this new space, the ZIP Launchpad, the Idea Lab and the Lavin Entrepreneurs are able to connect and collaborate more often, allowing us to come up with more new projects and support more entrepreneurs."

Executive director of the ZIP Launchpad, Cathy Pucher, agrees that the space is benefiting the efforts of the student entrepreneurs and hopes it will help the programs gain exposure on campus. "It's an amazing resource for us and the students who come to work here. I think everyone feels grateful to have such a beautiful center and it also gives more people on campus a chance to stop by and discover these tools and opportunities," she says.

The EIS Complex was made possible thanks to a \$90 million public and private partnership, including \$30 million from private donors.



"It's been an amazing resource for us and the students who come to work in here. I think everyone feels grateful to have such a beautiful center and it also gives more people on campus a chance to stop by and discover these tools."

Cathy Pucher, Executive Director of the ZIP Launchpad



"With this new space, students involved the ZIP Launchpad, the Idea Lab and the Lavin Entrepreneur Program are able to connect and collaborate more often. We're coming up with more projects because we're able to interact on a regular basis."

Kevin Popovich, Director of the SDSU Idea Lab

LAVIN ENTREPRENEURSHIP CENTER STAFF



Alex F. DeNoble is the executive director of the Lavin Entrepreneurship Center and a professor of management and entrepreneurship for the Fowler College of Business at SDSU. In 2015 he served as the president of the United States Association for Small Business and Entrepreneurship (USASBE), and he currently serves 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 is the director of Lavin Entrepreneurship Center programs. He is responsible for the Lavin Entrepreneurship Center's marketing on both the SDSU campus and in the San Diego community. He is a part-time clinical faculty member of entrepreneurship within the Fowler College of Business at SDSU. Bernhard brings over 20 years of marketing and entrepreneurship experience both as a senior partner of a leading global marketing agency and as a former chief marketing officer on the client side. He received a B.A. in business administration from Walsh College and a MBA in marketing from SDSU.



Beryl Pratts is the Lavin Entrepreneurship Center senior finance and programs analyst. She is responsible for financial forecasting, budgeting, and program evaluation, as well as streamlining and managing financial information for the center's programs. Prior to starting at the center, Beryl worked a variety of accounting positions with Sempra Energy, San Diego Gas & Electric, and Southern California Gas Companies. Beryl has worked in financial analysis with experience in financial systems. She graduated with a degree in business administration, accounting from Loyola University in New Orleans, Louisiana.

Being able to teach and support entrepreneurship students is such a privilege and honor.

Bernhard Schroeder,
Director, Lavin Entrepreneurship Center programs

STUDENT STAFF

The student staff consists of undergraduate and graduate SDSU students from all seven colleges. Their contributions to the Lavin Entrepreneurship Center are greatly appreciated. The Lavin Entrepreneurship Center wishes all graduating student staff the best in their future endeavors. We congratulate you on the completion of your degrees and hope you achieve success in your chosen careers.



Hitesh Bhatia

CRM & Web
Technologist
(Graduate)



Daniel Borden

Internship Director



Cindy Flores

Graphic Designer



Kevin Gallegos

Videographer



Samuel Kaye

Marketing
Specialist & Social
Media Specialist



Keith Konior

Internship
Coordinator



**Cyrus
Mostashari**

Community
Liaison (Graduate)



Pamela Razo

Marketing
Specialist & Social
Media Specialist



Amir Sagafi

Accounting
Assistant
(Graduate)



Sarah Schuelzle

Program Manager



Joseph Wilk

Program Manager



LETTER FROM TAMARA ROMEO

Dear Friends,

Over the last nine months, I have had the privilege to serve as the chairperson for the Lavin Entrepreneurship Center advisory board. Our mission is to provide business, strategic and fiscal guidance, and support to the Lavin Entrepreneurship Center's staff and students. We also partner closely with the student-managed SDSU Entrepreneur Society.

Lavin board members are involved in a variety of educational and social activities with students, faculty and among ourselves. These events have proven to be educational, beneficial and enriching but also a lot of fun.

2018 has been a very exciting year for entrepreneurship at SDSU. The Lavin Entrepreneurship Center has relocated to its current home in the newly built Engineering and Interdisciplinary Sciences building and now has the opportunity to collaborate and support The Zahn Innovation Platform (ZIP Launchpad) and the ZIP Idea Lab.

The chief mission of the Lavin Entrepreneurship Center is to expand and extend entrepreneurship throughout our campus while balancing the latest in scholastic knowledge with experiential learning for students.

The Lavin Entrepreneurship Center has become a stellar example of what can result when academic talent, local industry, and private donors join forces. The dynamic force that makes up our board members is a good example of this type of integration.

With a mix of community members, alumni, and local business supporters, we merge talent, training and expertise to best support the growth of both the center and the student experience on campus.

Being a member of the board has been a wonderfully rewarding experience for me personally and professionally. Witnessing the passion, commitment and focus of the students continues to enrich my own creative energies and supports my belief in the next generations of SDSU Graduates.

Best Regards,

Tamara Romeo

2017-18 Board Chairman, Lavin Entrepreneurship Center

LAVIN ENTREPRENEURSHIP CENTER ADVISORY BOARD

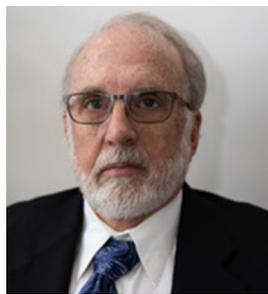
A hallmark of a well-run organization is a proactive and efficient advisory board.

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



**ALEX F. DENOBLE,
PH.D.**

Executive Director,
Lavin Entrepreneurship
Center



SHELDON DEREZIN

CPA



**MICHELLE HON
DONOVAN**

Partner,
Duane Morris LLP



**SANFORD EHRlich,
PH.D.**

Former Lavin
Entrepreneurship
Center Executive
Director; Partner,
Hall & Ehrlich, LLC



TALENA HANDLEY

Entrepreneur
Society President,
2017 - 2018



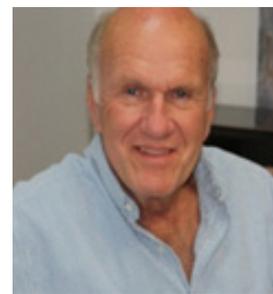
STEVE HOFFMAN

CEO, Modern Postcard



ZEYNEP ILGAZ

Founder,
Confirm BioSciences



MATTHEW O. JONES

Retired CEO,
Van Law Foods, Inc.



BLAKE MEYERS

Entrepreneur
Society President,
2018 - 2019



MARK MONAHAN

Partner, Inversiones
Seguras, LLC



**GAIL NAUGHTON,
PH.D.**

Former Dean, SDSU
Fowler College of
Business, CEO &
Founder of Histogen



STEVEN OSINSKI

CEO, 3Hr Learning;
Lecturer, Marketing
Department -
FCB, SDSU



MITCH PATRIDGE

CEO, ClearBalance



LARRY PETERSEN

Founder,
LP Marketing



KEVIN POPOVIC

Founder, Ideahaus;
Director, ZIP Idea Lab
- SDSU



TAMARA ROMEO

Board Chair, CEO,
San Diego
Office Design



NICK SLETTENGREN

Co-Founder, Power
Digital Marketing



ROBERT WILCOX

CEO, Precision Label

WELCOMING NEW BOARD MEMBERS

MARK MONAHAN

Mark Monahan is a financial technology executive. He has headed many electronic brokerage firms in various asset classes as CEO of MTS Markets International, CEO of Ballista Securities, CEO of IEB Asia and global head of sales and service for EBS. He is currently a board member of several institutions and was a founding board member of the Securities Industry Financial Markets Association (SIFMA) in Asia. Mark has extensive international experience having lived and worked throughout Europe and Asia, but has recently returned to his native San Diego where he previously earned an MBA from SDSU.

"Over the past 20 years I have been more of a global-oriented executive. Now that I'm back in San Diego, the Lavin board was a great starting point for me to jump back into local entrepreneurship. I have been part of four acquisitions in the fintech (financial technology) space. As a SDSU alum I'd like to use that experience to help students if I can," he says.

SHELDON DEREZIN

Sheldon brings years of financial management and accounting experience with him. After developing his own accounting firm, he sold his company to American Express and continued to serve the San Diego community as a CPA. He also served as CFO of Waxie Sanitary Supply for seven years.

families living in impoverished areas. "It is very rewarding to see the impact that this type of work makes in people's lives," he says.

He is currently a board member of several nonprofit organizations including San Diego Food Bank and Jewish Family Services of San Diego. He has traveled to various countries around the world contributing to efforts that help feed

Through his advisory board position, Sheldon hopes that he can help Lavin students pursue their entrepreneurial dreams and discover a career that they enjoy. "The Lavin Entrepreneur Program is great because there is nothing like owning your own business," he says. "It is totally a function of you and your passions and it is so interesting to see what people can create from their ideas."

BLAKE MEYERS

Blake is a San Diego local and is in his fourth year at SDSU. He is studying marketing and participates in the Lavin Entrepreneur Program. In his free time, he enjoys surfing, skateboarding, and camping. His background is in digital marketing with a specialty in search engine optimization. He has also gained experience managing company social media pages, running

ads, generating leads, and managing web pages. He is currently working towards his goal of establishing a business while at SDSU to transform his passions into a career. He has been involved in the SDSU Entrepreneur Society since his freshman year and now serves as president of the organization.

LAVIN
ENTREPRENEUR
PROGRAM

&

LAVIN
VENTURESTART
PROGRAM

LAVIN ENTREPRENEUR PROGRAM OVERVIEW



Dr. Leonard H. Lavin challenged the directors of the Lavin Entrepreneurship Center to create a world-class specialty program for student entrepreneurs across the campus. Now, the Lavin Entrepreneurship Center and its students honor and share his vision. Lavin Entrepreneurs are an elite group of undergraduate students who are exposed to a rigorous entrepreneurship experience. This year marked the tenth 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.

Participants of the program learn how to identify and evaluate new business opportunities, gain an understanding of the roles and responsibilities of an entrepreneur, and learn how to marshal and deploy resources to launch and build new ventures. The multi-faceted Lavin Entrepreneur Program is nationally renowned

for the high level of exposure its students have to the local entrepreneurship ecosystem. Students receive one-on-one mentorship from a designated and successful entrepreneur or business leader, who provides them 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 apply their newly acquired skills to sell a product or service during the SDSU Entrepreneur Day held in March of each year. This final piece of the program serves as an integration of all pragmatic and academic lessons, in addition to providing students with the challenging experience of selling products to customers.

LAVIN ENTREPRENEURS LEARN FROM THE EXPERIENCES OF CAROL LAVIN BERNICK THROUGH HER NEW BOOK

Lavin Entrepreneurs learn about business, relationships and life through the eyes of Carol Lavin Bernick, as they read through her book, "Gather As You Go."

Bernick, the daughter of Leonard H. Lavin, has served on the board of directors of Northwestern Memorial Healthcare, one of the top ten healthcare systems in the country, and also previously served as chair. During Bernick's 37-year career with Alberto Culver Company, a global manufacturer of beauty and personal care products, she directed the company's new product development, led its consumer products businesses and was elected executive chairman in 2004. She has also been recognized as "Working Mom of the Year" by the Moms in Business Network.

In her book, Bernick describes stories from throughout her life and relays lessons learned. She writes about the 37 years she spent at the Alberto Culver Company, the company's cultural overhaul, the challenges in a family-dominated business, and the eventual sale of the consumer products business. She emphasizes the value of friendship and includes introductions to chapters written by close friends, according to their area of experience. She hopes that readers can learn from her experiences, find enjoyment in them and use them to conquer any obstacles in their own lives.

The proceeds from "Gather As You Go" support Enchanted Backpack, a 501(c)(3) organization whose mission is to work with and empower teachers and principals, by equipping young students and schools with critically needed learning tools.

Another reading included in the Lavin Entrepreneur curriculum is the book "Winners Make It Happen" by Leonard H. Lavin.



Being a part of the Lavin Entrepreneur Program has been one the greatest opportunities and it's so motivating and encouraging to have the support of so many amazing people."

Tammy Nguyen, Lavin Entrepreneur, 2017 - 2019 Cohort

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

LAVIN ENTREPRENEUR PROGRAM CURRICULUM

- Business Administration 311, Lavin Entrepreneur I Seminar

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

- Business Administration 312, Lavin Entrepreneur II Seminar

Lavin Entrepreneurs will continue to build their entrepreneurial competencies and mindsets, utilize entrepreneurship frameworks for business opportunity assessment, ideation, feasibility analysis techniques in ventures, and how to interact and negotiate with strategic partners.

- Business Administration 411, Lavin Entrepreneur III Seminar

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

- Business Administration 412, Lavin Entrepreneur IV Seminar

Lavin Entrepreneurs will focus on company creation activities. Building upon the “iterated” business model canvas developed during the course, students are exposed to the types of challenges, issues, and decisions that must be made while formulating their launch plan. By the end of this course, students will develop and present an investor pitch of their proposed new business venture.



The Lavin Entrepreneur Program has opened so many doors for me and I really feel that with the help of my peers and mentors, I am getting closer to accomplishing my goals."

Andrea Roberts, Lavin Entrepreneur, 2017 - 2019 Cohort

As we conclude our ninth year of the Lavin Entrepreneurship Program, we congratulate our 2018 graduating class of Lavin Entrepreneurs. Fourteen students from a larger cohort made it through the two-year rigorous experience. During the course of our program, these distinguished students have been committed to cultivating their enterprising talents and building relationships that will serve them as they pursue their entrepreneurial journeys.

LAVIN ENTREPRENEUR MENTOR PROGRAM

The Lavin Entrepreneur Mentor Program connects students with business leaders and experienced entrepreneurs who provide guidance and strategic support as they delve into the competitive, sometimes convoluted, process of starting a business. For optimal impact, each mentor approved through the program is matched with just one Lavin Entrepreneur.

For experienced professionals, the program provides an opportunity to establish mentoring relationships with up-and-coming entrepreneurs, acting as close, trusted, and knowledgeable colleagues. For students, the Lavin Entrepreneur Mentor Program enables them to gain the necessary entrepreneurial tools and mindset, whether they're ready to start their own company or just want to explore their entrepreneurship interests.

Lavin students are selected from applicants across the university and are not limited to any field of interest or academic major at

SDSU. This provides many opportunities for students and mentors to consider and explore during the mentorship program.

The Lavin Entrepreneur Mentor Program is a place for students to explore their passions and interests under the helpful eye of businesspeople and entrepreneurs who have been through a similar process themselves. Graduates of the program are able to identify and evaluate new business opportunities, understand the roles and responsibilities of an entrepreneur and marshal and deploy resources to launch and build new ventures.

In addition to the formal mentor-mentee relationship that forms between the two, the program runs events throughout the year to promote social engagement. This year they included the Lavin Mentor Breakfast, a SDSU Aztecs football game tailgate and a social mixer at a smart cities-focused technology incubator called SCALE in downtown San Diego.

"Being a Lavin mentor is one of the most rewarding experiences in my life. Students at Lavin not only hear you but really listen. More importantly, I have the opportunity to acquire unfiltered knowledge and understanding about what's important to this generation of young men and women. This allows me to hire better and lead more effectively in my own business."

Jim Kalb, Lavin Mentor and Owner & President of OptiFuse

SEPTEMBER 15TH, 2017 - Lavin Mentor Breakfast - This annual event afforded Lavin Entrepreneur students the opportunity to connect with their mentors over breakfast. There were 31 mentees who met with their individual mentors. These mentors consisted of established entrepreneurs, founders of organizations, and senior executives in the San Diego community.

NOVEMBER 18TH, 2017 - SDSU Football Game and Lavin Tailgate - Lavin Entrepreneur students and mentors joined together before the SDSU football game and socialized and networked.

MARCH 16, 2018 - Social Mixer at SCALE Incubator - Located in downtown San Diego, SCALE (Smart Cities Accelerator, Labs + Environment) is a smart cities-focused tech incubator co-founded by Daniel Obodovski, a Lavin Mentor. Lavin Entrepreneurs visited the space in spring for a Lavin Mentor-Mentee social mixer that showcased this unique facility. Students learned about what's happening at the intersection of data science and technology, and saw how urban problems, such as downtown parking, can be addressed through smart city platforms.

2016 - 2018 LAVIN MENTORS

NII A. AHENE

CEO & Founder, CPC Strategy

JENNIFER BARNES

Founder, Optima Office

CHRISTOPH BEAU

CEO & Founder, M2 Ingredients

JULIEN BRANDT

CEO, OrganikSEO.com (SDSU Alum)

RICH CHRISTIANSEN

Associate, Killpatrick Townsend

MATT DECELLES

CEO & Founder, William Painter (SDSU Alum)

MICHELLE HON DONOVAN

Partner, Duane Morris, LLC

TIM GARRETT

CEO & Founder, Laird Apparel (SDSU Alum)

SARAH HARDWICK

CEO & Founder, Zenzi

JIMMY HENDRICKS

CEO & Founder, Deal Current Network

ZEYNEP ILGAZ

CEO & Founder, Confirm BioSciences
(SDSU Alum)

TIM KING

CEO & Founder, Tim King Photography
(SDSU Alum)

DUNCAN MCCLAREN

CEO & Founder, Difference Labs

MICHAEL MILLITELO

CEO & Founder, Waltco Lift Corp.

BRAYDON MORENO

CEO & Founder, ROBO 3D (SDSU Alum)

BOB NASCENZI

CEO, Supramed

GAIL NAUGHTON, PHD.

CEO & Founder, Histogen

YUKON PALMER

CEO & Founder, Field Logix (SDSU Alum)

ZACK PARKER

CEO & Founder, Zack Parker Consulting
(SDSU Alum)

LARRY PETERSEN

CEO & Founder, LP Marketing (SDSU Alum)

KRISTIAN RAUHALA

CEO & Founder, PEAR Sports LLC
(SDSU Alum)

BERNHARD SCHROEDER

Director of Programs, Lavin
Entrepreneurship Center (SDSU Alum)

ROBERT SCHULTE

CEP & Founder, Strassa (SDSU Alum)

RYAN SHORTILL

CEO & Founder, Positive Adventures

MIKE STANICEK

CEO & Founder, Retail Inkjet Solutions
(SDSU Alum)

CRAIG STEVENS

CEO & Founder, Sea Pointe Adventures
(SDSU Alum)

MICHAEL TREZZA

CEO & Founder, LITHYEM

JON TUCKER

CEO & Founder, Compete Marketing Group
(SDSU Alum)

ADAM WEILER

Co-Founder, Strongvolt (SDSU Alum)

2017 - 2019 LAVIN MENTORS

GREGG ANDERSON

Founder & Director of Inbound Marketing,
41 Orange, Inc. (SDSU Alum)

JIM BURDICK

Founder & Operating Partner,
ClearVision Equity Partners (SDSU Alum)

BRAD CHISUM

Angel Investor & Co-Founder,
Lumedyne Technologies (SDSU Alum)

GREGORY CRISCI

Senior Product Manager, NetSpend
(SDSU Alum)

CAROLYN CROWLEY

President, Myriad Software (SDSU Alum)

RICK DAY

Co-Founder, CFO & Director, South Coast
Yachts & Serial Entrepreneur (SDSU Alum)

DAMIAN J. ESPARZA

Founder, SmartProperty & CEO,
Barrera and Company, Inc.

JEFFREY GRAD

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

CARLOS GUTIERREZ

Real Estate Consultant, Coldwell Banker
Residential Brokerage (SDSU Alum)

ANGELA HILL

CEO, Incitrio

JIM KALB

Owner & President, OptiFuse (SDSU Alum)

NICHOLE MACDONALD

Founder & CEO at Sashbag

JOSH MAHER

Founder & President, Seattle Angel & Author

SCOTT MANNING

Lecturer, SDSU & Mentor,
Lavin Entrepreneurship Center (SDSU Alum)

JIM MATTEO

CEO & Founder, Bird Rock USA

THOM MCELROY

Co-Founder, Volcom (SDSU Alum)

DANIEL OBODOVSKI

Founder & CEO, The Silent Intelligence

YUKON PALMER

CEO & Founder, Field Logix (SDSU Alum)

LARRY PETERSON

CEO & Founder, LP Marketing (SDSU Alum)

KRISTIAN RAUHALA

CEO & Founder, PEAR Sports LLC
(SDSU Alum)

NICK RHEA

President & Founder, Lunatec Gear
(SDSU Alum)

MARK SCHMID

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

CRAIG STERN

Director of Marketing for the Americas,
SYSTRAN (SDSU Alum)

ADAM WEILER

Co-Founder, Strongvolt (SDSU Alum)

MICHELLE WEINSTEIN

CEO & Founder, Fitzee Foods

2017 - 2018 LAVIN ENTREPRENEUR SPECIAL EVENTS

MARCH 7TH, 2018 ENTREPRENEUR DAY

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

APRIL 25TH, 2018 GRADUATING LAVIN ENTREPRENEUR STUDENT BREAKFAST

Graduating Lavin Entrepreneur students in the 2016-2018 cohort were honored for completion of the Lavin Entrepreneur program at a breakfast celebration. Each graduating Lavin Entrepreneur student was given a sash to wear at commencement and a commemorative award.

COMMUNITY EVENTS

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

ENTREPRENEUR GUEST SPEAKERS

Throughout the academic year, Lavin Entrepreneur students had the opportunity to meet and interact with numerous entrepreneur guest speakers during their classroom sessions.

TRIP TO TIJUANA

FEBRUARY 9TH, 2018

Lavin Entrepreneurs spent 10 hours in Tijuana learning from successful Mexican entrepreneurs, meeting Mexican business professors and students, and building bridges across borders.

The Lavin Entrepreneurs were welcomed to Mexico by students and professors from Centro de Enseñanza Técnica Y Superior (CETYS) Universidad. Leading the journey were Dr. Eduardo Durazo Watanabe, MBA program coordinator at the CETYS Ensenada Campus, and Dr. Alex DeNoble, who is both a full-time SDSU professor and the PIMSA distinguished chair of competitiveness at CETYS Universidad.

The adventure began with tours of a local community building initiative and of the Escuela Libre de Arquitectura, a free architecture school. From the get-go, Lavin Entrepreneurs and CETYS students bonded, creating partnerships and brainstorming ideas together for cross-border projects.

As the sun peaked above Mexico's sixth most populous city, the group took a break from touring to have lunch. The purpose of the group's pit-stop at the famed Telefonica Gastro Park wasn't only to grab a bite to eat. Along with delicious, authentic Mexican fare, the stop also provided students with an opportunity to meet aspiring food truck entrepreneurs and watch them hone their culinary chops during that day's lunch rush.



Following lunch, the multinational group toured some of Tijuana's notable innovative spaces, including the BIT Center, an entrepreneur's co-working space in downtown Tijuana, and MindHUB, an incubator facility focusing on information technology applications. At the BIT Center, students met with Patricia Pinzon Sanchez, consul of communities, Cultural and Educational Consulate of Mexico in San Diego affairs and Preeti Shah, consul for public affairs, Office of the Consulate General of the United States.

The trip south of the border made an especially large impact on one Lavin Entrepreneur in particular: Andrea Roberts, a Mexican-American student and founder of Body Enrichment.

"My mother is Mexican but I'd never been across the border into Mexico until now," Roberts said.



LAVIN ENTREPRENEUR ADVOCACY PROGRAM

STUDENT ENTREPRENEURS RECEIVE LEGAL ASSISTANCE FOR STARTUPS

The Lavin Entrepreneur Advocacy Program (LEAP) is a new collaboration between the Lavin Entrepreneurship Center and key partners: University of San Diego School of Law's Entrepreneur Clinic and Duane Morris LLP, whose attorneys provide legal assistance for Lavin Entrepreneur students and their startup businesses.

The trilateral partnership creates a win-win-win for the two universities and Duane Morris. SDSU students working in the Lavin Entrepreneurship Center gain access to legal advice in the early process of starting businesses. This legal advice is so timely that our students ideally never have a chance to get into legal trouble. SDSU students also learn how to work with, and engage with, an internationally recognized law firm. Students in the USD School of Law's Entrepreneur Clinic, who are on track to become attorneys, learn how to work with clients while under the tutelage of Duane Morris lawyers. The program gives the attorneys at Duane Morris's San Diego office the opportunity to meaningfully engage with members of their communities.

SDSU students in the LEAP program are offered free workshops and the ability to connect with USD law students. They are also offered legal mentors and advisors from Duane Morris who provide critical advice regarding topics such as equity, ownership, intellectual property, employer and employee relationships, tax entities, finances and much more. LEAP is one of the first business school/law school/legal firm partnerships of its kind in the region, and combines student learning experiences with the skills of practicing attorneys.

"As a longtime board member of the Lavin Entrepreneurship Center, I felt this was a tremendous opportunity for us to support startups as a firm and individually," said Duane Morris LLP partner Michelle Hon Donovan, who is also

on the Lavin Entrepreneurship Center's advisory board. "Not only is it a win for the students involved, but it allows our attorneys the chance to assist these emerging ventures, which will have an incredibly positive impact in San Diego."

LEAP CONSISTS OF FOUR KEY COMPONENTS:

Legal Workshops: Each year, Duane Morris attorneys conduct a legal workshop on campus for those students interested in starting their own company either now or at some point in the future. Topics covered during these workshops include (but are not limited to) taxes, hiring and dealing with employees, protecting intellectual property and developing partnership agreements.

The USD Entrepreneurship Law Clinic: On a rolling basis, students who are creating companies can engage with law students working at the USD Entrepreneurship Clinic. The law students can assist our Lavin Entrepreneur students with basic legal research types of activities and assistance with limited legal filings.

The Duane Morris LLP Clinic: Once per semester, Duane Morris opens up their offices for a few hours in the afternoon to meet with our Lavin Entrepreneur students. Through this program, students have the opportunity to sit down in a private session with one (or more) specialist attorneys plus a USD law student to go over very specific questions that the student might have. This is a great way for our students to learn how to work with an attorney in setting up a business on a strong legal foundation.

Duane Morris Pro-bono Legal Services: In very limited cases, the Duane Morris attorneys will evaluate if they can take on the responsibility of handling a student's legal affairs and challenges. These decisions are made on a case-by-case basis.

LAVIN ENTREPRENEURS

2016 - 2018 CLASS OF LAVIN ENTREPRENEURS

STELLEN BYRD CHRISTENSEN

Fowler College of Business &
College of Arts and Letters

CARLOS CORTES

Fowler College of Business

LUCIEN AYMERICK ELOUNDOU

College of Professional Studies and Fine Arts

REGINA GIZATULLINA

Fowler College of Business &
College of Arts and Letters

TIFFANY HUANG

Fowler College of Business

AUSTIN KENNEDY

Fowler College of Business

DREW KESKE

Fowler College of Business

JOEL LOPEZ

College of Professional Studies and Fine Arts

MARCHELLA MARCONI

Fowler College of Business

KOREY MCKEOWN

Fowler College of Business

STEVEN O'SULLIVAN

Fowler College of Business

ALICIA RABADON

Fowler College of Business

NATHAN VILLARREAL

Fowler College of Business &
College of Arts and Letters

KELSEY WEEKS

Fowler College of Business

2017 - 2019 CLASS OF LAVIN ENTREPRENEURS

SAM EMAMI

Fowler College of Business

KEVIN GALLEGOS

College of Professional Studies and Fine Arts

EMMANUEL GAMBINO

Fowler College of Business

ANABEL HAN

Fowler College of Business

VANESSA JOHNSON

Fowler College of Business

KUMAR KILAMBI

Fowler College of Business

SOPHIA LASSOTOVITCH

Fowler College of Business

STU MASSENGILL

Fowler College of Business

BLAKE MEYERS

Fowler College of Business

GUILLERMO MIRANDA

Fowler College of Business

RALPH MOLINA

Fowler College of Business

TAMMY NGUYEN

Fowler College of Business

LEXI OPLINGER

College of Arts and Letters

JOSEPH PASCUAL

Fowler College of Business

LOUISE PERSSON

Fowler College of Business

MONIQUE RASHID

Fowler College of Business

ANDREA ROBERTS

Fowler College of Business

CHRISTIAN ROSALY

Fowler College of Business

KATIE WHITMORE

College of Engineering

CAROLYN YEE

Fowler College of Business

LAVIN VENTURESTART PROGRAM & COMPETITION

Through Dr. Leonard H. Lavin's support, the Lavin Entrepreneurship Center is able to fund the Lavin VentureStart Program. Dr. Lavin helped create this program to give all SDSU students the opportunity and support to pursue their entrepreneurial passions.



LAVIN VENTURESTART COMPETITION

The Lavin VentureStart Competition, a component of the Lavin VentureStart Program, is designed to unify multidisciplinary students whose talents, ideas, and energy may serve to operate

tomorrow's leading firms. The goal of the Lavin Entrepreneurship Center is to identify and nurture outstanding teams of student entrepreneurs who can develop business models that showcase their ventures' ability to pivot in response to customer input and interaction.

The Lavin Entrepreneurship Center hosted the Lavin VentureStart Competition during both the fall and spring semesters. A multitude of SDSU students ranging from freshmen to Ph.D. candidates took part, utilizing their creativity to formulate ideas for potential business ventures.

Prior to competing, the competitors attended VentureStart workshops to prepare for the event and submitted business models based on their ideas. After interacting with consumers, these groups modified their initial business models to reflect consumer input. The five teams selected to compete in the competition presented their business ideas to a panel of three judges, all of whom were professional entrepreneurs. The first, second, and third place winners received cash awards. In all, more than 200 students participated in the competitions.

PROGRAM STRUCTURE

For the 2017-2018 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 to adjust business models based on consumer feedback. During both the fall and spring semesters, the program consisted of two workshops led by Bernhard Schroeder,

director of programs at the Lavin Entrepreneurship Center. The first workshop focused on identifying trends and gaps in the market, in addition to developing a canvas to map out business ideas. The second workshop shifted focus to gaining an understanding of how to use consumer interactions to pivot an initial idea.

FALL 2017 LAVIN VENTURESTART COMPETITION

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

"INFORMATION, IDEATION & TRENDSPOTTING" WORKSHOP
September 27th, 2017

"BUSINESS MODEL ITERATION" WORKSHOP
October 11th, 2017

FALL 2017 VentureStart COMPETITION FINALS
October 25th, 2017

“

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

Chad Vardas, Vardas Solutions
Winner of VentureStart, Spring 2017

WINNERS

1st place – Christian McGlade, Travis Pied, Joseph Shapiro (SAVY)

2nd place – Austin Witte, Victor Sanchez (Her Box)

JUDGES

Adam Weiler
Founder, Sunken Stone,
Lavin Entrepreneur Mentor (SDSU Alum)

Jim Mateo
Founder and CEO, Bird Rock Systems,
Lavin Entrepreneur Mentor (SDSU Alum)

Jennifer Barnes
CEO and Co-Founder, Pro Back Office,
and Former Lavin Entrepreneur (SDSU Alum)



VentureStart was an opportunity for me to step out of my comfort zone and build experience pitching in front of a large group of people. I went in not expecting to place, but somehow my idea won first place! My confidence in presenting and public speaking has increased immensely because of the experience."

Kevin Gallegos, StickAround
Winner of VentureStart, Spring 2018

SPRING 2018 LAVIN VENTURESTART COMPETITION

Workshops by [Bernhard Schroeder](#), Director of Programs, Lavin Entrepreneurship Center

"INFORMATION, IDEATION & TREND SPOTING" WORKSHOP

February 14th, 2018

"BUSINESS MODEL ITERATION" WORKSHOP

February 28th, 2018

SPRING 2017 VENTURESTART COMPETITION FINALS

March 14th, 2018

WINNERS

1st place – Blake Meyers, Kevin Gallegos
(StickAround)

2nd place – Courtney Wegener
(Eclipse Sunscreen)

3rd place – Stellan Christensen, Alex Jones
(Leash-Less)

JUDGES

Jon Tucker
Founder and CEO, Help Flow,
Lavin Entrepreneur Mentor (SDSU Alum)

Michael Irwin
Founder of Bottle Rocket Advisors
(SDSU Alum)

Braydon Moreno
Co-Founder and President, Robo 3D LLC,
Lavin Entrepreneur Mentor (SDSU Alum)

LAVIN ENTREPRENEURSHIP CENTER INTERNSHIP PROGRAM

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

INTERNS FOCUSED ON PROJECTS CONCERNING:

Accounting
Data mining
Communication
Computer coding
Content Media
Event Planning
Financial Analysis
Financial Services
Food Service
Intelligence
Marketing
Market Research
Online marketing
Risk Assessment
Social Media Marketing
Staffing and Management Services
Traditional Marketing
Web Development

"The Lavin Entrepreneurship Center provided SmartProperty with interns who've really helped augment our software development process."

Casey Rubano, CTO, SmartProperty

LAVIN ENTREPRENEUR INTERNSHIPS IN 2018

SDSU students spent the spring semester working with local startups and growing ventures as part of the Lavin Internship Program. The Lavin Center's internship program connects student entrepreneurs to internship opportunities that help them develop their skills and professional competencies, while also providing companies with talented help. These experiences allow SDSU students to build relationships with experienced professionals who not only lend advice, knowledge and insight, but also provide guidance and support as our students launch their professional careers. Lucien Eloundou was among the students who participated in this year's internship program. "It's really great to get involved with a company that shares your vision," says Eloundou.

FALL 2017

COMPANY	STUDENT
HNM Systems, Inc.	Leo Delima
Simple LIMS	Aniruddha Patel
Founders First Capital	Lucien Eloundou Erin McClafferty
HYLETE	Angelica Barba
PanGIS	Matt Garner
Benefunder	Gautam Nair
Four Wheel Campers	Lilia Nicanor Homer Carrillo
Urban Street Angels, Inc	Sam Emami
San Diego Blood Bank	Mojgan Masoomi
Oaks and Acorns	Joe Streeter
The Epilepsy Foundation	Darshan Mange

SPRING 2018

COMPANY	STUDENT
SmartProperty	Vinod Mankar Kunal Lalwani Akash Banerjee
Founders First Capital	Jason Phipps Erin McClafferty Sawmawn Soltani
Zia Mapper	Collin Hoffman
Talon	Abigail Vinas Erica Morrow
Emergent Digital	Tanya Ciesla
Four Wheel Campers	Lilia Nicanor
Sock Problems	Mehmet Fergan Tuncer
Aim Loans	Matt Kolbl
Epilepsy Foundation	Mojgan Masoomi
SmartProperty	Akash Banerjee

ENTREPRENEURSHIP EDUCATION

UNDERGRADUATE ENTREPRENEURSHIP EDUCATION

In the fall of 2013, the management department in the Fowler College of Business and the Lavin Entrepreneurship Center developed an entrepreneurship minor so that SDSU students with non-business majors would have the opportunity to learn about entrepreneurship and discover how they can combine their expertise and interests to create businesses. The minor is open to all majors and the curriculum provides students with the opportunity to learn how to think innovatively and creatively about problems and solutions in their chosen field.

During the spring 2018 semester, nearly 400 students enrolled in one of our various undergraduate entrepreneurship courses. In addition to the required coursework, students also engaged in experiential, hands-on components of the classes that required them to put what they learned in lectures to practical use. Students had a variety of options to complete the classes' experiential components, including entering business competitions, working internships, participating with the ZIP Launchpad, doing work study with the Lavin Entrepreneurship Center, or a number of other programs involving entrepreneurship-oriented activities.

These programs are designed to accommodate students matriculating within the Fowler College of Business, as well as students enrolled in one of the six other colleges at SDSU.

JOURNEY TO ENTREPRENEURSHIP

The Journey to Entrepreneurship course is typically the best first step at SDSU to fulfilling entrepreneurship passions. This one-unit leadership class teaches young, aspiring entrepreneurs how to spot trends, gaps, and shifts in large populations. Provided through Student Life and Leadership, this terrific program enhances the freshman experience by allocating an entire dorm floor to participating students, establishing an environment conducive to creativity and innovation. Taught by proven self-starters, Bernard Schroeder and Dr. Alex DeNoble take the "mystery" out of being an entrepreneur and push students to pursue their dreams, whatever they might be.

ENTREPRENEURSHIP MINORS

Entrepreneurship Minor for Business Majors:

This path is designed for students majoring in business, hospitality and tourism, and international business. The program consists of 15 units of upper-division entrepreneurship coursework, a capstone course requiring students to develop a viable business model and launch plan, and participation in at least one unique experiential activity.

Entrepreneurship Minor for Non-Business Majors:

This is a specialized path for students outside of the Fowler College of Business, consisting 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.

The minor is designed to enhance students' skills and expose them to a world of entrepreneurship. When designing the curriculum, SDSU faculty aimed to create an experiential learning-focused environment that opens students' minds to new perspectives and enables them to overcome challenges and innovate with success.

ENTREPRENEURSHIP SPECIALIZATION

Entrepreneurship Specialization in the Management Major:

The entrepreneurship specialization in the management major is crafted specifically for students who wish to take a deeper dive into starting businesses. This specialization complements the management concepts and strategies introduced in the management department's core classes, and integrates an innovation and entrepreneurship mindset to the existing framework. In this specialization, students explore the ins-and-outs of family business, franchising, international and social ventures, as well as creativity and innovation. During the 2017-18 academic year, more than 300 students enrolled in the management major had an entrepreneurship specialization.



In today's music and entertainment industry, I feel like you have to make yourself as marketable as possible. I didn't have much confidence in my ability to thrive as a performer, but I became drawn to the plethora of career possibilities working behind-the-scenes in the arts. By the time I graduate, this program will have given me the skills, mindset and experience to ultimately find success in the business."

Trina Nielsen, Junior in the Music Entrepreneurship Program

MUSIC ENTREPRENEURSHIP SPECIALIZATION

Four years ago, SDSU launched the music entrepreneurship and business program, which is open to all undergraduate students in music disciplines. This partnership was developed between SDSU's College of Professional Studies and Fine Arts, the Lavin Entrepreneurship Center, and the management department in the Fowler College of Business. Students who complete this program are awarded a professional bachelor of music degree with a specialization in entrepreneurship.

Students are admitted to the rigorous professional music entrepreneurship and business program based on academic qualifications and an audition process. Students in the program complete coursework related to music, business and entrepreneurship. For music studies, students complete core courses that focus on music history, music theory, and aural skills, in addition to receiving 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 business opportunities, develop a vision for a venture, and introduce both funding and marketing to that venture. Students also must complete an internship to fulfill the experiential component of the specialization and gain hands-on experience.

The associate dean of the College of Professional Studies and Fine Arts, Donna Conaty, serves as the program advisor, and oversees auditions and recruitment. The 12 students currently enrolled in the program come from different musical backgrounds. Their instruments of study include jazz saxophone, flute, jazz bass, voice, piano, percussion, and cello, among others. Looking ahead, Conaty's goal is to continue developing the specialization in order to increase enrollment and expand the program's reach throughout the College of Professional Studies and Fine Arts.

2017-2018 MUSIC ENTREPRENEURSHIP STUDENTS

STUDENT	SPECIALTY
Dominic Calgaro	Jazz Bass
Dean Caniban	Drumset
Natea Cooke	Voice
Nicholas Hoo	Saxophone
Dominique Lawson	Voice
Derrick Martin	Jazz Saxophone
Trina Nielsen	Cello
Joseph Pascual	Piano
Emily Persinko	Flute
Malaika Richardson	Flute
Kevin Seymour	Voice
Matthew Wallace	Percussion



The music entrepreneurship specialization has opened my eyes to opportunities in the music industry that I didn't know about. Once I realized how many roles there are in the process between getting music from artist to audience, I started to see myself as much more than a musician and educator. Now, I understand that there is a way to make a living in the industry, as long as you're providing value or solving problems."

Joe Pascual,
Lavin Entrepreneur and winner of a 2018 Conrad Prebys Scholarship,
Music Entrepreneurship Student

ART AND ENTREPRENEURSHIP COURSE



In 2017, business students and art majors at SDSU came together to collaborate on original business ventures as they took part in a new art and entrepreneurship course. This class combined the Fundamentals of Entrepreneurship course taught by Fowler College of Business professor Dr. Congcong Zheng with the graphic design course taught by lecturer Min Choi.

The two educators created the class structure with a goal of encouraging business-focused students to consider new ways of thinking visually, and of providing artists and designers with effective

business strategies. "There are skills that are relevant to both majors and this class allows students to hone these skills and apply them in new, creative ways," says Zheng.

The 58 students who took the course during the spring pitched ideas for new businesses at the beginning of the semester. The best 15 ideas were selected for teams of design and business students to develop. On May 8, the 15-week course culminated in a final "Design & Conquer" entrepreneurship competition that challenged participants to "design an idea at a time and conquer an insecurity

at a time." They presented their business models to a panel of judges, along with close to 50 local business owners and entrepreneurs.

This new course was conceptualized by faculty members at SDSU over two years. Zheng says she hopes the course will grow into a new program that is available to every business management student.

"Everyone has a gift," says Zheng. "The idea is to empower students by teaching them about the business model canvas and how they can use it to help them give their gift to society."

INTERNATIONAL ENTREPRENEURSHIP EXPLORATION PROGRAM

S DSU students who dreamed of sipping espresso outside Rome's Colosseum or feasting on tapas in the Spanish countryside got their chance this year through the International Entrepreneurial Experience program. The program launched four years ago to provide students with an opportunity to gain exposure to new entrepreneurship and cultural environments. By blending coursework, co-curricular activities, and international travel, the program is both educational and adventuresome.

Instructors designed the program to encourage students to pursue their interests in entrepreneurship on a global level. To join, 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. Depending on the selected course, students complete a number of in-class activities, such as case studies and group projects designed to analyze a business opportunity. Outside the classroom, they meet and interact with local entrepreneurs, who provide them with insight into the local, national, and international business scenes. Through these interactions, students earn valuable hands-on experience and develop core entrepreneurship competencies in the context of an international economy.

Upon completion, students are expected to have developed a key set of skills that will allow them to do the following:

- Define entrepreneurial opportunities and understand why such opportunities exist
- Understand and explain the seven domains of the new business road test
- Explain why entrepreneurship can arise out of the intersection of enterprising people, markets, industries and trends
- Rationalize why entrepreneurs need to perform due diligence and understand trends before launching a new venture
- Identify the basic tools necessary to forecast size of markets, industries, and market segments
- Define real customer need and understand why an entrepreneur should seek to develop a product or service that meets an actual need
- Describe how entrepreneurs can create proprietary advantages and barriers to entry for possible competitors

2017-2018 PROGRAM HIGHLIGHTS

During the 2017-2018 academic year the Lavin Entrepreneurship Center and Fowler College of Business offered two opportunities for students to study abroad while enrolled in entrepreneurship courses. The two International Entrepreneurship Exploration sessions were held during the 2018 winter break and during the summer of 2018.

ROME

ITALY

December 28th, 2017 – January 13, 2018

Bernard Schroeder, director of programs for the Lavin Entrepreneurship Center and SDSU lecturer, led a group of 19 undergraduate students to Rome, Italy while studying the Fundamentals of Entrepreneurship (MGT 358).

During the two-week journey, students visited key incubators throughout Rome and met with influential entrepreneurs. The trip provided students an opportunity to step out of their comfort zones and open their minds to new and enriching points of view. Some of the topics discussed during their time abroad include: domains of group formation, business forecasting, market and industry analysis, and target segment benefits. The excursions and interactions students experienced on the trip were educational as well, which boosted their overall understanding of entrepreneurship and cultural diversity. Students got to pick from a list of European cities to visit during their two free weekends abroad, choosing between Athens, Barcelona, London and Madrid. With the goal of broadening these young entrepreneurs' minds, this course offers students a rare opportunity for both academic and experiential learning.



"Coming in, having no academic background in entrepreneurship, I was pleasantly surprised by the approachability of the subject. Magic happens when you are placed in an environment with students from different backgrounds with similar entrepreneurial motivation. The energy in the room was palpable; it felt electric."

Paige Doherty, Computer Science Major & Honors Interdisciplinary Studies Minor

ALCALÁ, SPAIN

June 4 - July 13, 2017



In summer of 2017, two groups of SDSU students flew to Alcalá, Spain, to convene at the University of Alcalá with a multicultural gathering of international students and professors from the host university, as well as from Aalto University in Finland and CETYS University in Baja California, Mexico. For 10 days, educators from the four international universities taught students lessons about entrepreneurship, sustainability and about ways to combine the two.

On the trip, Lavin Entrepreneurship Center executive director Dr. Alex DeNoble led a group of eight SDSU entrepreneurship students, who booked their tickets to Spain by enrolling in an upper division Fundamentals of Entrepreneurship class. The intensive course allowed these students to study entrepreneurship in a cross-cultural setting, through the lens of Spanish, Finnish and Mexican cultures.

Dr. DeNoble's group was joined by another group from SDSU, consisting of students studying climate change. Together, these groups of multidisciplinary SDSU students and their

international counterparts learned about climate change and sustainability, and evaluated the viability of business in Spanish, Mexican, Finnish and U.S contexts. The hosts at the University of Alcalá set up several cultural, historical and company tours. Students had the opportunity to visit Telefonica, a state-of-the-art co-working space for local entrepreneurs, and to tour the historic city of Valencia, Spain.

Participants of the International Entrepreneurship Exploration group 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.

INTERNATIONAL ENTREPRENEURSHIP HIGHLIGHTS

SDSU & CETYS UNIVERSIDAD PARTNERSHIP



Lavin Entrepreneurship Center
Fowler College of Business

SDSU's Lavin Entrepreneurship Center and CETYS Universidad in Baja California, Mexico, are working together to create new cross-border collaborations and partnerships between both universities and entrepreneurship leaders in Tijuana, Mexico.

In September 2017, 18 deans and multidisciplinary faculty members from SDSU met with their counterparts from CETYS Universidad in Tijuana to tour the city's entrepreneurship ecosystem. The Lavin Entrepreneurship Center arranged the trip to show the groups of academics and educators what's going on in entrepreneurship across the U.S.-Mexico border. The excursion exposed professors and deans to cross-border, multidisciplinary opportunities as they visited areas of entrepreneurship and economic development in Mexico's sixth most populous city. The adventure also allowed the international professors in attendance to build multi-cultural relationships that might lead to cross-border teaching collaborations.

During the trip, the multinational group toured some of Tijuana's notable innovative spaces, including the BIT Center, an entrepreneur's co-working space in downtown Tijuana, and MindHUB, an incubator facility focusing on information technology applications. Other stops

included the Estacion Federal, a former 1940s-era bus station that was converted into a mixed-use plaza, and La Granja, a social entrepreneurship initiative in the city's Camino Verde neighborhood.

SDSU lecturer Michael Sloan, one of the educators in the group, brought back what he learned in Tijuana to his classroom in order to expose students to a country where they might not have been. His ultimate goal was to develop projects near the border region.

SDSU and CETYS already have decades-long exchange programs, and since 2015 SDSU professors have taught classes on the global marketplace and international entrepreneurship at CETYS Universidad. SDSU professors and deans are striving to build programs that will benefit both schools' students and both cities.

Two of those programs are the proposed establishment of an entrepreneurship program and graduate program in entrepreneurship at CETYS. Lavin Entrepreneurship Center executive director, Dr. Alex DeNoble has accepted the challenge. "We want to foster strong relationships among the students and faculty at both of our universities and establish more opportunities for aspiring entrepreneurs to bring their ideas to life," DeNoble says.

SOCIAL
ENTREPRENEURSHIP
INITIATIVES

SOCIAL ENTREPRENEURSHIP INITIATIVES



VIVA FARMS

SDSU management lecturer Mike Sloan was a part of the multi-cultural, multidisciplinary group of professors and deans who toured the entrepreneurship ecosystem in Tijuana, Mexico, in September 2017. Sloan brought what he learned in Tijuana back to his classroom and incorporated it into his lectures which ultimately inspired SDSU student Tony Chavez and three of his classmates to start a social venture.

Chavez met Elvin Lantigua, Havard Wikan and Timmie Hallgren in Sloan's Social Entrepreneurship course. The four students soon banded together with a collective goal of helping to alleviate hunger in a low-income Tijuana neighborhood called Camino Verde. To achieve their goal, the trio launched Vida en Verde, a social venture designed to increase the quality and quantity of crop yields by turning local community centers into "Just-In-Time Crop Management Centers."

"One of the big problems in Tijuana is called nutritional poverty, which means that a family lacks the basic economic resources to buy the basic food groups for their pantry," Chavez said.

Last year, three of the co-founders traveled to Fort Worth, Texas to compete in Texas Christian University's Richards Barrentine Values and Ventures Competition, which brings together undergraduate students from across the country to pitch their for-profit business plans that benefit the environment, the community or a specific population.

A year later, Chavez is still working on the venture, now called Viva Farms. Though he has since graduated from SDSU, Chavez still receives guidance from Sloan. He's also received help from SDSU's mechanical engineering department, whose students are nearly finished building a prototype of an aquaponics system that Chavez plans to provide to communities experiencing nutritional poverty on both sides of the border.

While Viva Farms initially focused its efforts on Tijuana's Camino Verde neighborhood, the venture is now expanding into other Mexican communities, as well as into San Diego's North County. And the venture isn't only about getting produce to customers. With the aquaponic system being developed, Chavez says the venture is now also about helping communities grow their own fruits and vegetables.

To achieve this goal south of the border, Chavez partnered with Tijuana social entrepreneur Raúl Cárdenas Osuna, who helped establish Viva Farms in his community-based nonprofit organization (CBO), La Granja Transfronteriza, which he established in the city's Camino Verde neighborhood. La Granja is a creative response to the complex web of relationships and territorial health, and economic and social conditions that have made Camino Verde one of Mexico's poorest and most dangerous neighborhoods. Viva Farms has received letters of intent to purchase its in-development industrial aquaponics system from Camino Verde community members. The product will eventually directly impact the lives of 800 families in the neighborhood.

Sloan thinks this partnership is great for the venture. "The economic and social impact potential for this project is reflected in the partners who are collaborating on it," he said.

As director of social entrepreneurship programs at the Lavin Entrepreneurship Center, Sloan helps students devise strategies to transform their ideas into effective innovations through his social entrepreneurship course. "Social entrepreneurship takes on increased importance in an environment of diminishing participation from government and nonprofits to solve the world's most serious social problems," he said.

Sloan is always seeking ambitious students who wish to test their entrepreneurship ideas in a competitive setting. SDSU students Kristian Krugman and Reyane Mustafa have also grown their own business, SoulMUCH, which aims to feed people living in impoverished areas by providing them with nutrient-rich products while reducing food waste. These two students developed their business through the Zahn Innovation Platform Launchpad. They recently returned from St. Louis, where they took third place in St. Louis University's Pitch and Catch entrepreneurship competition.



Social entrepreneurship has helped me define who I am as a person and has given me a new purpose: becoming the best social entrepreneur that I can possibly be."

Tony Chavez, Co-Founder of Viva Farms



WORLD ENTREPRENEURS (W.E.) DO GOOD

A different social venture that Sloan helped a student launch assists poor farmers in Ethiopia to build an extremely affordable farm tool that will increase grain production and economic development throughout their country.

As a student at SDSU, Gemechu Abraham traveled to his parents' homeland of Ethiopia. There, he encountered children who didn't attend school in physical classrooms, with walls and a roof. Children who, Abraham says, still learned under the shade of a tree.

Inspired, Abraham returned to SDSU and shared his experiences with his classmates in Sloan's Social Entrepreneurship course. Abraham soon teamed up with Sloan to create his for-profit company, World Entrepreneurs Do Good (W.E. Do Good), as part of a class project. The pair funded the venture's first project through the sale of skin care products donated by Sloan's company, Kalma, which allowed them to purchase more than a dozen solar-powered lanterns to provide to children in the village of Simbo (pop. 400) in southwest Ethiopia. Abraham delivered the lights to the children himself between December 30, 2011 and March 7, 2012.



Osinski family donates to ensure Women in Entrepreneurship Lecture Series is an annual event.

WE INSPIRE

WOMEN IN ENTREPRENEURSHIP LECTURE SERIES

SDSU faculty member and former chairman of the Lavin advisory board, Steven Osinski, doesn't believe that the scales are fully balanced for supporting women in the workplace. So, he and his family did something to try to help level the playing field. They donated \$250,000 to the Fowler College of Business to ensure that the school's Women in Entrepreneurship Lecture Series remains an annual event.

In conjunction with matching funds from the Fowler Family, they've created a \$500,000 endowment entitled the Osinski Family Women in Entrepreneurship & Leadership Program.

More than 700 SDSU students and local community members attended this year's event. "The program's mission is to engage, inspire and connect our students with successful women entrepreneurs," said Osinski. The entrepreneurs discussed the unique opportunities and challenges that women face when they want to start their own businesses.

"Although things are certainly changing for the better, I still believe that the scales are not fully balanced and it's all of our responsibilities to even things out," Osinski said.

In addition to teaching, Osinski is the founder and CEO of 3 Hour Learning (www.3hrlearning.com), a free, online digital educational program targeted towards teaching entrepreneurs, business professionals and recent graduates the fundamentals of success in sales and ways to better market themselves.

Prior to that, Osinski was the founder and CEO of The Smart Group, a national advertising agency that specialized in serving the direct marketing needs of some of the nation's largest wireless carriers. The Smart Group was acquired by TMP Worldwide/Monster.com in 1998. He then served as the vice president of marketing for their directional marketing division, overseeing a half billion dollars in annual ad revenues for their clients.



During his time in the corporate world, Osinski saw firsthand the difficulties women encountered in the workplace. "Having two grown daughters of my own, I am now even more convinced of this than ever before," Osinski said. "Because of that, my family is honored that our endowment will support, develop and enhance SDSU's Women in Entrepreneurship and Leadership program in perpetuity."

This year's Women in Entrepreneurship Lecture Series was kicked off by chair of SDSU's Lavin Entrepreneurship Center and founder and CEO of San Diego Office Design, Tamara Romeo.

Tamara was joined by seven other phenomenal women entrepreneurs: Kathy David, president and CEO of IT TechPros, an award-winning IT service provider; Felena Hansen, founder of Hera Hub, a business accelerator for women; Kim King, a venture capitalist and faculty

member at SDSU; Lydia Krasner, the founder of Mitzvah Productions, an event planning company; Dr. Samantha Madhosingh, the CEO for elevateHER, a company dedicated to empowering girls through outdoor activities; Dr. Gail Naughton, the founder and CEO of Histogen, a regenerative medicinal company and the former dean of SDSU's Fowler College of Business and lastly, Amy Shelby, vice president of digital marketing for the CW Television Network, a large and rapidly growing television/digital network.

These women offered terrific advice applicable to people of all disciplines, ethnicities and genders. Following their one-hour long panel discussion, the speakers engaged in a short Q&A with students. The event concluded with an opportunity for students to network with the eight speakers, faculty and other community members at a reception immediately following the lecture.

ENTREPRENEUR DAY

Entrepreneur Day is an annual spring event that celebrates SDSU student businesses, alumni-founded companies and entrepreneurship efforts. Participants promote their brands, display their products, and energize the campus community with the spirit of entrepreneurship. The event spreads the message that, with a great idea, hard work and a lot of determination, anything is possible.

Each year, the Lavin Entrepreneurship Center sets up a makeshift entrepreneurship village on SDSU's Centennial Walkway to showcase student and alumni companies and projects. This year, 43 student and 8

alumni companies were represented. Some of those companies, including Stance Socks, a socks and underwear brand with SDSU roots, set up temporary shops at the event to sell their products to event attendees. Other companies offered a variety of both digital and tangible products, including clothing and pizza.

In addition to showcasing companies, Entrepreneur Day also highlighted the ZIP Launchpad, which provided attendees with an opportunity to learn about the projects and entrepreneurship ideas supported by the on-campus incubator.



DETAILS

Date:
March 7, 2018

Location:
Centennial Walkway

Attendance:
Over 15,000
students, staff,
and community members

2018 ENTREPRENEUR DAY PARTICIPANTS

LEAD SPONSORS

SDSU Associated Students
Entrepreneur Society

ALUMNI COMPANIES

Chase Fisher
Blenders Eyewear

Matt Weilbacher
Cali Trend

Estella Hadjis
Oggi's Pizza and Brewing Company

Paul Goodman and Griffin Thall
Pura Vida Bracelets

Eric Birkemeier
Riptide

Jenny Amaraneni
SOLO Eyewear

Kevin Gelfand and Martin Reiman
Shake Smart

John Wilson
Stance Socks



Since 2013, I've attended Entrepreneur Day every year, and I plan on attending each year now that I've graduated. The event is an exciting mix of SDSU student-launched companies and current students. It shows how influential SDSU is in entrepreneurship. At every Entrepreneur Day I've been a part of, I was able to sell products, test pricing, and get feedback on future ideas from other students. It's a great opportunity to see if your idea has what it takes to make it into the budget of a college student."

Eric Birkemeier, Riptide

ENTREPRENEUR SOCIETY

The Entrepreneur Society is a recognized student organization on campus with a mission of helping students transition from studying entrepreneurship to practicing it. To make that transition easier, the society encourages student involvement in the Lavin Entrepreneurship Center and ZIP Launchpad programs. The society assists students in creating workable goals that will make it easier for them to achieve their business objectives by helping them find mentors, inviting successful entrepreneurs to give speeches on campus, hosting workshops and networking events, and building relationships between students and community organizations that are focused on entrepreneurship.

2017-2018 ENTREPRENEUR SOCIETY OFFICERS	POSITION
Blake Meyers	President
Talena Handley	(Outgoing) President
Jared Bond	Vice President of Operations
Thomas Valenta	Treasurer
Cameron Penny	Vice President of Events
Alex Passenheim	Vice President of Membership
Joel Cedeno	Vice President of Public Relations and Fundraising
Jason Cagle	Vice President of Marketing
Tarun Shah	Vice President of Marketing
Arleigh Boswel	Vice President of Information

NAME	COMPANY	EVENT
Chase Fisher Griffin Thall	Blenders Eyeware Pura Vida Bracelets	Fall Kickoff Event
John Wilson	Stance Socks	
Bernard Schroeder	Venture Start Competition	Ideation and Trend Spotting Workshop
Reyanne Mustafa Kristie Krugman	SoulMUCH	
Jonathan Zaidman	1 to 1 Movement	
Ryan Craft	Tour of Westpak	
Bernard Schroeder	Venture Start Competition	Business Model Rules
Joey Jubran	Hoppy Beer Gear	
Tamara Romeo Angela Hill Kim King Leeann Lacino Estella Ferrera Carolyn Taylor Allison Long Pettine Alexa Parashos Danielle Eder Nyla Carlisle Lori Wergeland	SDSU	Women in Leadership Series
Yukon Palmer	Field Logix	
David Kormandel	Medea Vodka & Augmently Inc.	
Fred Pierce	Pierce Education Properties	
Michael Marckx	Brand Strategist, Tedx Speaker	Branding and Media Marketing Workshop



What better way to positively impact 35,000 aspiring individuals than to tell them they have good ideas. Cultivating questions, ideas, and innovative solutions has been our goal this year. The Entrepreneur Society brought in successful SDSU alumni like John Wilson, the founder of Stance Socks and Steve Lake, co-founder of Sector 9 to provide a charged atmosphere of "you can do it" attitude.

We have co-hosted events that merge disciplines across campus as well as inviting the outside community on campus, giving students an opportunity to network where it counts, and before they graduate. It has been a fun, engaging, and great learning experience being a part of this organization. I can't wait to see what is in store for next year!

Talena Handley, President of the Entrepreneur Society 2017-2018

INTERCOLLEGIATE
STUDENT
ENTREPRENEURSHIP
COMPETITIONS

INTERCOLLEGIATE STUDENT ENTREPRENEURSHIP COMPETITIONS

VENTURE CAPITAL INVESTMENT COMPETITION

The Venture Capital Investment Competition (VCIC), hosted by the University of North Carolina at Chapel Hill (UNC), is the nation's premiere strategy competition for investor-minded MBA students. This high-speed strategy competition is designed to give students the opportunity to try their hand as venture capitalists by acting as investors, reviewing plans submitted by real companies, and seeking funding.

The SDSU team proved to be well-prepared for the 2018 Regional VCIC, held February 2 at the University of Colorado at

Boulder. The team was selected for the Entrepreneur's Choice award.

Professional venture capitalists judged the team, and many of them praised the strong effort put forward by the SDSU students. The team worked diligently in the months leading up to the competition by holding mock sessions on weekends. These sessions allowed them to practice and fine-tune their presentation 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

SDSU 2018 TEAM MEMBERS

Clare Pister

Oihane Fernandez De Retana Ponti

Cyrus Mostashari

Paigmon (PJ) Fatanat

Steven Ditsworth

Tim Kung (alternate)

COACHES AND MENTORS

Dara Greaney,
CEO of LED Light Expert, SDSU Alum

John McMillan,
Program Director for the SDSU Research
Foundation, SDSU Alum



The Venture Capital Investment Competition provides a fantastic opportunity for MBA students to apply the fundamental business theory they have gained through MBA coursework with experiential learning to compete in a near real world setting against the nation's best MBA programs. Additionally, it provides the students an opportunity to network with regional angel investors, VC's, and entrepreneurs at industry association events. SDSU is the only San Diego-based MBA program invited to compete and the opportunity is being expanded to include undergraduate students next year. "

John McMillan,
Program Director and Venture Capital
Investment Team Advisor, SDSU Alum

2018 WEST REGIONAL FINALS - FEBRUARY 2, 2018

JUDGES:

Alicia Robb, Next Wave Ventures

Toby Krout, Boomtown

David Mandell, Techstars

Mat Vogels, Zestful

Naty Zola, Techstars

Chris White, Shinessy

Brad Bickerton, Skipodz

Jeff Schreier, Flashback Technologies

Lindsey Jensen, Parkifi

Josh Scott, Blue School Partners

Jason Mendelson, Foundry Group

INTERNATIONAL BUSINESS MODEL COMPETITION



We really enjoy participating in these competitions because we get to test our ideas and it provides you with some motivation and recognition after working hard behind closed doors.

Reyanne Mustafa

The International Business Model Competition (IBMC), hosted this year by the Rollins Center for Entrepreneurship & Technology at Brigham Young University, is the first and largest lean startup competition in the world. The competition's primary aims are to educate and inspire smart entrepreneurs so that they can launch successful ventures.

The IBMC is a unique student startup competition focused on the inputs, not the outputs, of the entrepreneurial process. The competition requires active identification and validation of crucial business model hypotheses rather than the writing of a static business plan; talking to customers outside the building rather than gathering secondary data inside the building;

applying customer development rather than relying on product development; and “pivoting” or changing course rather than executing on the plan.

Submissions for the competition focus on the process entrepreneurs undertake as they test their most crucial hypotheses with customers and develop validated business models. The goal is to learn that failing early is better than failing late.

This year, a group of student entrepreneurs working with ZIP Launchpad competed in the competition and presented a business plan for their sustainable food company, SOULmuch, before a panel of judges. Their efforts were recognized with an honorable mention.

L. ROBERT PAYNE LECTURE SERIES

L. Robert Payne is a successful SDSU alumnus who built his career in real estate and development. He and his family are generous philanthropists who have given back to SDSU in several ways, including a donation to the Lavin Entrepreneurship Center. Along with the donation, Mr. Payne challenged the center to bring successful, high profile entrepreneurs onto campus each year to speak to students. The center has met that challenge each year and this year was no exception.

More than 250 students joined the Lavin Entrepreneurship Center to listen to Steve Lake, co-founder of Sector 9, on Wednesday, February 7, 2018. Lake is a natural-born entrepreneur who has worked hard to develop his company into the industry leader we know it as today. During his talk, Lake addressed some of the difficulties that came

along with launching a new skateboard company, including designing unique skateboards, sourcing money to launch production, and capturing the market. In addition to offering his time to speak with students, Lake also rolled onto campus in his signature yellow Sector 9 truck with four skateboards in tow, which were given away in a drawing.

The L. Robert Payne Lecture Series brings exciting and entrepreneurial-minded individuals to the SDSU campus in order to share their insights with the SDSU community and inspire entrepreneurial innovation on campus. The program includes events that provide excellent opportunities for students to learn from experienced professionals, along with a direct opportunity to network with fellow entrepreneurs.

PAST SPEAKERS INCLUDE:

Tony Hawk

Professional Skater &
Co-Founder of Birdhouse Projects

John Wilson

Co-Founder of Stance

Kurt Listug

CEO and Co-Founder of Taylor Guitars

Thom McElroy

Co-Founder of Volcom

Jeff Church

Co-Founder of NIKA water

Norm Brinker

former Chairman of Brinker International

Jim Sinegal

Co-Founder & Former CEO of Costco

John Moores

Founder of Peregrine Systems & Former
Chairman of the San Diego Padres

John Sarkisian

Co-Founder, Pat & Oscar's Restaurants

Dr. Irwin Jacobs

Founder of Qualcomm

Robert J. Nugent

former Chairman & CEO of Jack in the Box

Russell Lewis

Founder and CEO of Rhino Linings

Dr. Robert Beyster

Founder of SAIC

Ron Fowler

Chairman & CEO of Liquid Investments, Inc. &
Executive Chairman of the San Diego Padres



“
Success is a byproduct of your passion. Be relentless in the pursuit of what is most important to you. If you're enjoying the journey then you have already found success.”

**Steve Lake, Co-Founder,
Sector 9**



“It was an awesome experience listening to Steve Lake and hearing about the journey Sector 9 endured on its path to becoming such a successful company. It reminds me that if you are truly passionate about something, you can turn that passion into a career. Also, I got a free skateboard, so shout out to Steve Lake and Sector 9 for giving away four brand new skateboards!”

Keith Konior,
Management & Entrepreneurship Student

CALIFORNIA
ENTREPRENEURSHIP
EDUCATORS
CONFERENCE

CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE

In 2014, the Lavin Entrepreneurship Center created a boutique-style conference that would bring together world class entrepreneurship educators and researchers to discuss future trends and directions in the field. During that time, the center has been able to attract some of the top names in academia for a few days of fruitful discussions, and the formation of new collaborations.

This year was no exception. The 2018 California Entrepreneurship Educators Conference, held at SDSU's campus April 12-14, was a successful springboard for participants to unleash their innovative and creative ideas.

The conference brought together academic leaders from across the innovation and entrepreneurship spectrum for three days of stimulating engagement. There were also evening receptions where participants had the opportunity to network and socialize, building cross-institutional connections. Participants shared ideas, started new collaborations, and learned about emerging practices in the evolving field of entrepreneurship education and research.

LIST OF SPEAKERS

"Leading the Disruption"

Alex Bruton

President of The Innographer

"Breathless Classroom"

Doan Winkel

Director, Muldoon Center for Entrepreneurship,
John Carroll University

"Science is Hard. Ask Great Questions!"

Norris Krueger

Senior Research Fellow, Center for Management
& Entrepreneurship, School of Advanced Studies

*"Disruptive Teaching: Classroom Moments to
Provide New Perspectives"*

Elissa Grossman

Associate Professor of Clinical Entrepreneurship,
University of Southern California

*"Disrupting the Status Quo: Insights from
High Impact Women and Minority
Entrepreneurs"*

Lois M. Shelton

VP Development and Board Member, USASBE

*"Entrepreneurship Mythbusting: Insights from
the Entrepreneurs Genome Project"*

Ted Zoller

Professor of Strategy,
University of North Carolina at Chapel Hill

"Entrepreneurship in the Arts"

Donna Conaty

Professor of Music and Associate Dean,
College of Professional Studies and Fine Arts,
SDSU

*"Building Entrepreneurial Competencies: Our
New Challenge in Entrepreneurship Education
Programs"*

Jeff Hornsby

Department Chair and Executive Director,
Regnier Institute for Entrepreneurship

Craig Watters

Professor/Exec. Director, Riata Center for
Entrepreneurship, Oklahoma State University

"Design Thinking for Entrepreneur Educators"

Kevin Popovic

Director, Idea Lab, SDSU

"Growing International Entrepreneurs Without Leaving the Classroom: The Role Of Platforms For Cross-Border Collaboration"

Martina Claasen Musteen

Management Professor and Faculty Director for SDSU CIBER, SDSU

"Growing International Entrepreneurs Without Leaving the Classroom: The Role Of Platforms For Cross-Border Collaboration"

Nuno Arroiteia

Lecturer in Business and Management, Abertay University (UK)

"Growing International Entrepreneurs Without Leaving the Classroom: The Role Of Platforms For Cross-Border Collaboration"

Ross Curran

Associate Professor, Heriot-Watt University Dubai

"Growing International Entrepreneurs Without Leaving the Classroom: The Role Of Platforms For Cross-Border Collaboration"

María Ripollés

Associate Professor of Management, Universitat Jaume I (Spain)

"Growing International Entrepreneurs Without Leaving the Classroom: The Role Of Platforms For Cross-Border Collaboration"

Andreu Blesa

Associate Professor of Marketing, Universitat Jaume I (Spain)

"Crowdfunding: Integrating Research and Pedagogy"

Mujtaba Ahsan

Assistant Professor of Management, SDSU

"The Mental Mash-Up: A Disruptive Experiential

Exercise to Ideate Creative Solutions for Real Big Problems."

Ricardo D. Alvarez

Entrepreneurship Professor, CETYS University Graduate School of Business

"Quantifying Efficacy and Engagement in Entrepreneurial Learning Objects"

Justin Wolske

Founder of Caseworx

"Quantifying Efficacy and Engagement in Entrepreneurial Learning Objects"

Jason D'Mello

Assistant Professor, Entrepreneurship, Loyola Marymount University, Los Angeles

"Building Meaningful Faculty Involvement across Silos"

Jon York

Faculty Director, Cal Poly San Luis Obispo

"How Mindset, Frameworks and Problem Solving Drive a Creativity and Innovation Course"

Bern Schroeder

Director of Programs, Lavin Entrepreneurship Program, SDSU

"Experiential learning in Social Entrepreneurship"

Michael Sloan

Lecturer, Management Department, SDSU

"The MYSTICAL Brain: Where Creativity Blooms Into Legacy"

Deborah Brazeal

Author, Speaker, Consultant on Entrepreneurship, Creativity and Innovation

"This is one of the most important gatherings of entrepreneurship educators in the country."

Ted Zoller

Professor of Strategy, University of North Carolina at Chapel Hill

UNIVERSITIES REPRESENTED:

Abertay University (UK)
Aalto Ventures Program
American University
California Polytechnic State University, Pomona
California Polytechnic State University, San Luis Obispo
California State University, Fresno
California State University, Northridge
California State University, Sacramento
California State University, San Bernardino
Case Western Reserve University
CETYS Universidad Baja California, Mexico
Eastern Washington University
Fresno State University
Heriot-Watt University Dubai
John Carroll University
Livingstone College
Loyola Marymount University
Montana State University
Northern Kentucky University
Oklahoma State University
Orange Coast College
Point Loma Nazarene University
Purdue University
Saddleback College
San Diego State University
Santa Rosa Junior College
Sonoma State University
Southwestern Community College

St. Mary's University of Minnesota
Universitat Jaume I (Spain)
University of Arizona
University of Dayton
University of Illinois Urbana-Champaign
University of Manitoba
University of Newfoundland
University of North Carolina at Chapel Hill
University of North Carolina - Wilmington
University of Port Harcourt
University of San Diego
University of Southern California

HIGH SCHOOLS REPRESENTED:

School for Entrepreneurship and Technology

CONFERENCE SPONSORS:

Intuit
SDSU Graduate Division

ZIP LAUNCHPAD

PETER AND IRWIN ZAHN



The Moxie Foundation, led by Peter and Irwin Zahn, is the foremost sponsor of the Zahn Innovation Platform (ZIP) Launchpad. The Zahns' support has helped with the ZIP Launchpad setup and funding, in addition to providing services and advice to the ZIP Launchpad teams. It is thanks to Irwin Zahn's vision to help young entrepreneurs that the entire enterprise was started.

Irwin continues to be a strong voice for the development and implementation of the center, its guidelines and its operating policies. He is a San Diego-based businessman and philanthropist who has always believed the combination of hard work and entrepreneurship is a great model for success. "It's about developing and utilizing individual talent without a limit until you arrive beyond your destination," he said. "To achieve your goals and then share that success with others is very rewarding."

ZAHN INNOVATION PLATFORM LAUNCHPAD

The ZIP Launchpad is an incubator that supports SDSU innovators and aspiring entrepreneurs by providing a collaborative working space for admitted teams at no cost to them. It welcomes students, faculty and staff from any department on campus and aims to help them transform their ideas into companies.

In addition, this platform provides mentorship and business acumen through the Lavin Entrepreneurship Center and the Fowler College of Business: engineering services through our HG Fenton Company Idea Lab for rapid prototyping; and necessary community connections needed to help startups develop new products and launch businesses. Those businesses, in turn, would create new jobs.

The ZIP Launchpad and Lavin Entrepreneurship Center have worked on various projects, providing synergy to promote entrepreneurship at SDSU.



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

Peter Zahn,
President of the Moxie Foundation



Below is a list of events and projects from the 2017-2018 school year:

- Office hours provided by Fowler College of Business professors in financial modeling, investor strategy, and customer discovery test development
- CFO office hours provided by an external consultant
- Legal office hours provided by Troutman Sanders & Mintz Levin
- Banking office hours provided by U.S. Bank
- Software and business development office hours provided by a partner from Sony
- Accounting office hours provided by Haskel & White
- Legal 101 for startups workshops provided by Troutman Sanders & Mintz Levin
- MakeFEST: 3D printing, laser cutting, or Arduino microcontroller workshops
- PitchFEST
- Shark Tank
- Adobe Creative Jam
- ZIP Launchpad open house
- Startup and innovation mixer with student organizations

This past year, the ZIP Launchpad housed 35 teams representing all seven colleges on campus. ZIP Launchpad teams have raised nearly \$9 million from both investors and competitions since its inception in 2012. These student-run teams have reported revenues of over \$1.5 million and have created 64 jobs. Since the ZIP Launchpad's founding, 189 student teams have been accepted into the program.

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

"Joining ZIP Launchpad was one of the best decisions I made in college. I have always known I wanted to start a business and ZIP has provided me with the resources needed to do it. I have met the most amazing and supportive people and will never forget the opportunity they provided me."

Courtney Wegener, SDSU Senior,
Management and Entrepreneurship major,
Founder, Summit Suncare

STUDENT TEAMS:

Access

Kristi Marian -
BFA, Planning, Design & Construction

ARTscious

Haily Morejon - Fowler College of Business

Body Enrichment

Andrea Roberts - Fowler College of Business

ChemHub

Ryan Noorbehesht - College of Sciences
Sean Toenjes - College of Sciences

Den

Tristan Fleming - Fowler College of Business
Charlie Wiggs - College of Arts and Letters

DevDrone

Kelly Broton - College of Engineering

Divvy

Christian Santos - College of Engineering
Ty Sharp - Fowler College of Business

DotMe

Jose Chavez - Fowler College of Business
Robert Burke - Fowler College of Business

EducatAR

Ernest Viola - College of Sciences
Walter Solomon - Fowler College of Business

Gather

Breanne Acio - College of Professional Studies and Fine Arts

Glide

Caselle Reinke - College of Professional Studies and Fine Arts

Helix

Parker Perry - College of Engineering

HomboGo

Lucien Eloundou -
College of Health and Human Services
Katie Whitmore - College of Engineering

Lean and Clean

Navy McKee - Fowler College of Business
Cassandra Bridges - Fowler College of Business

LENDIT

Andrew Adrian - College of Professional Studies and Fine Arts
Karenina Nicoli Zaballa - College of Sciences
Regina-Angeli Canos - College of Sciences
Raynaldo Caver - College of Sciences
Alexander Weber - College of Engineering

Mindsteins

Ivan Contreras - Fowler College of Business
Nicholas Esparza - Fowler College of Business
Emmanuel Brambila - Fowler College of Business

MyMix

Erik Thornally - College of Arts and Letters

New Purpose

Allison Kuykendall - Fowler College of Business
Stacy Walden - College of Professional Studies and Fine Arts

OrderBot

Alexander Jones - College of Sciences

Overdrive IR

Hieu Nguyen - College of Sciences

Pantarack

Matthew Alamo - Fowler College of Business

Rosey

Diana Bice - College of Sciences
Amar Moturi - College of Sciences
Scott Lindeneau - College of Sciences
Logan Lasiter - College of Sciences
Michael Green - College of Sciences
Andre Hale - College of Arts and Letters

SK8DRY

Alexander Passenheim - Fowler College of Business
Zachariah Fischer - College of Engineering

Somnia

Sophie Chance - College of Engineering
Hailey Valladao - College of Engineering

SoulMUCH

Reyanne Mustafa -
College of Health and Human Services
Kristian Krugman - College of Sciences

Summit Suncare

Courtney Wegener - Fowler College of Business

Swift Change

Andre Hale - College of Arts and Letters

The Brown Thumb Planter

Malia Callero - Fowler College of Business
Isabella Messina - College of Sciences

UBrake

Linez Buxenbaum-Turner - College of Engineering
Nicolas Wolford - College of Engineering
Adrian Azofeifa - Fowler College of Business

WellWare

Josh Munoz - Fowler College of Business

Z-WITS

Iunona Harris - College of Sciences
Tiffany Clonts - College of Engineering

SDSU FACULTY AND STUDENTS COLLABORATE ON NEW STARTUP USING ARTIFICIAL INTELLIGENCE

A team of innovators working out of the ZIP Launchpad was accepted to take part in a selective international startup competition in Stuttgart, Germany for the CODE_n competition. The team's futuristic startup, called Rosey, began as an extracurricular project and has grown into a collaborative business venture that may change academic grading and education forever. Rosey's revolutionary web app allows students to photograph their work and receive accurate and timely grades – a process that company founder and CEO Michael Green says will create more efficient and fair grading for students.

This state-of-the-art web app combines the efforts of students and faculty at SDSU and utilizes artificial intelligence to identify errors in students' work. Much of Green's vision for the project was influenced by his family's experience in education. "My parents are both teachers and I've been a teaching assistant, so I was aware of a problem," he said. "Teachers spend extremely long hours grading and at times grading fatigue can become a real problem." He hopes this new app can help improve the grading process and, in turn, improve people's lives.

The Rosey team is made up of four members, including: CEO Michael Green, COO Andre Hale, SDSU lecturer and CTO Scott Lindeneau and VP of

engineering Logan Lasider. Each of them brings unique expertise and perspective to the table. Green grew up learning about computer science and teaching himself how to code and eventually met Lindeneau while working as a teaching assistant in the computer science department. Eventually, they linked up with Hale and Lasider to launch their online application. "We would talk to Scott about nerdy things like JavaScript and the state of tech and he would give us advice. He's really a great teacher," Green said. "We built a relationship over time and after I started to work on Rosey, I wrote some demo programs to show Scott so he could suggest some computer vision work. He thought it was an interesting idea and agreed to participate."

Green recently completed his first year with SDSU's ZIP Launchpad and says that the program has helped provide a huge amount of exposure and support. "When you're a new entrepreneur you might not know how to raise money or how to create a business plan and ZIP helps you figure out how to do all these things," he says.

After recently performing beta testing with Lindeneau's computer science course, the team is now preparing to launch their app. Green says he is looking forward to seeing how his algorithm can impact other fields.

ZIP IDEA LAB



The ZIP Idea Lab is an on-campus design-thinking space that helps young entrepreneurs solve problems using design thinking and other creative problem-solving tools. The lab aids and guides entrepreneurs within the SDSU community, including students, faculty and the business community to develop creative solutions and provide useful products and services. Students working with the ZIP Idea Lab have access to the HG Fenton Idea Lab for rapid state-of-the art prototyping support.

Kevin Popovic is the inaugural director of the ZIP Idea Lab and the Zahn Chair of Creativity and Innovation. The director's position is funded through a generous grant from the Moxis Foundation. He is responsible for the development of Design Thinking training and curriculum, and the advancement of its implementation throughout the university. He is supported by a team of student interns providing workshops, consulting and support for student, faculty and administrators at SDSU.

The success of the ZIP Idea Lab startups helped SDSU be recognized a National Model Undergraduate Entrepreneur Program for 2017 by the United States Association for Small Business and Entrepreneurship.

"Idea Lab's Design Thinking process WORKS. I cannot stress enough how crucial Kevin and his team at The Idea Lab were in the beginning days for my company, Bomfy B. They were there for us every step of the way and always kept us accountable. If you are someone who has an idea and are not sure what to do next, please do yourself a favor and get in contact with Kevin. I couldn't have asked for a better mentor and better experience, he is the man!"

Carlos Cortes, Founder, Bomfy B

"As a lifelong entrepreneur, I have always welcomed the challenge of creating something from nothing – taking an empty room and turning it into a resource that helps other entrepreneurs generate their big idea. My professional experiences helping CEO's solve business problems has proven invaluable in preparing the CEO's of the future. I am grateful for the opportunity to be part of a remarkable team at San Diego State University and look forward to what we can do together in the future."

Kevin Popovic,
Inaugural Director of the ZIP Idea Lab

LAVIN GRADUATE LAUNCHES LOCAL STARTUP

After graduating from SDSU in May 2018 with a bachelor's degree in management/entrepreneurship, Lavin Entrepreneur Carlos Cortes used his entrepreneurship and marketing skills to continue growing a startup company he founded as a student at SDSU. He met his two partners while the three were at the university, studying management and entrepreneurship. "We would always bounce ideas off of each other and eventually our partner, Tyler Thren, came up with the idea of having a pocket at the bottom of a blanket and we went from there," he says.

Eventually the three student entrepreneurs put a twist on an age-old item and created their company, Bomfy B. "The idea sounded kind of funny, but we asked people, and they thought it was cool, so we continued to develop the prototype and the business," said Cortes.

Using his digital marketing experience, Cortes said the team is currently trying to raise awareness of the product and grow the business. "We all work full-time and any free time we have is spent trying our best to get the brand out there," he says. "We want it to represent us and our personalities."

While studying entrepreneurship at SDSU, Cortes also served as an executive board member for SDSU's Entrepreneur Society. He said he was eager to take advantage of his opportunities and make an impact. "I just remember picking up a pamphlet for the Lavin Entrepreneur program and the idea of putting yourself into a position of owning your own business seemed so cool," he says. "I remember saying in the interview that



I wanted to be my own boss and take ownership of my life and business."

Cortes and his partners eventually took their startup idea to SDSU's Zahn Innovation Platform Idea Lab where they received crucial support needed to grow their company. "Getting into the ZIP Idea Lab really helped us to set out our goals and figure out how to accomplish them," he says. "They helped us test the market and come up with a prototype. The process really lit a fire under us and got us out there."

Cortes says he and his partners have big plans as they continue to grow their local startup, and that the Lavin Entrepreneur Program helped him understand what it takes to be an entrepreneur. "The Lavin program helped by giving us access to intimate experiences. For example, a group of us got to tour actual companies and hear from their CEOs," he said. "Entrepreneurship at its core is solving a problem for people and I've really come to love that aspect of it. It's awesome to hear people say, 'I hate when that happens!' and you're there to provide a solution."

GIFTS,
GRANTS AND
SCHOLARSHIPS

LAVIN ENTREPRENEURSHIP CENTER STARTUP FUND

The Lavin Entrepreneurship Center was gifted \$250,000 over five years to help fund new student-led startups. This program was made possible by Carol Lavin Bernick, who serves as CEO of Polished Nickel Capital Management, a privately-held company that manages diversified investments and owns companies operating in retail and professional sports. Ms. Bernick also serves as chairman of the board of Northwestern Memorial Healthcare. She was president of Alberto-Culver Consumer Products Worldwide, a division of the Alberto-Culver Co., from June 2002 to September 2004 and the founder, past-president and a current director of Friends of Prentice, a fundraising board she created in 1987 in support of women's health research and programming. Carol is also the daughter of Dr. Leonard H. Lavin, whose generous support helped grow the Lavin Entrepreneurship Center.

PROVIDING FUNDING TO STUDENT STARTUPS

In order to encourage and support SDSU students who aspire to establish their own startup, the Lavin Entrepreneurship Center Startup Fund was created. Now students can take advantage of early- or late-stage funding in order to fuel their business' progress. The goal of this program is to create more viable, founder-based SDSU companies.

This program provides funds directly to support qualifying students who are experimenting with business startups and/or product commercialization. Examples of such support include early prototyping, web or application development, brand development, legal services, and travel to trade shows and competitions. Additionally, a portion of the funds will be used to arrange periodic networking events such as dinners with accomplished entrepreneurs and business leaders.

A funding committee consisting of Lavin Entrepreneurship Center directors, advisory board members, students and entrepreneurship faculty developed specific criteria to determine student eligibility and the types of activities that can be supported through this program. The committee also evaluates proposals on a periodic basis and monitors progress during the funding time period.

In May 2018, the funding committee oversaw the solicitation of student proposals from current members of the Lavin Entrepreneur Program and active participants of the ZIP Launchpad. During this funding round, the committee reviewed nine proposals, eventually selecting four projects to receive funding. The following is a profile of the students who were chosen to receive this funding and a description of what they hope to accomplish:

FUNDING RECIPIENTS



Lucien Eloundou

Lucien Eloundou is among the Lavin Entrepreneurs selected to receive financial support for his business. Eloundou's company, Zero Pressure, focuses on improving the health of busy and active professionals by transforming their smartphones into health management tools. He recently graduated from SDSU with a degree in public health and remains committed to improving people's quality of life by empowering them to take charge of their health. "The dream is to help people live healthier lives," he said.

Eloundou's business project involves creating a new, state-of-the-art blood pressure monitoring system so that people can accurately monitor and manage their blood pressure. He says this new funding is critical to the progression of Zero Pressure and that the funds will be allocated toward purchasing resources that will be incorporated into the development of an early prototype.

Eloundou says that he is extremely grateful for all of the encouragement he receives. "It means everything to me," he said. "Receiving the funding provides a real sense of validation because it shows someone truly believes in what we're doing and sees value in what we are trying to create."



Andrea Roberts

Andrea Roberts is an SDSU senior and Lavin Entrepreneur who has been selected by the Lavin Entrepreneurship Center's funding committee to receive financial support for her business. She has been growing her business, called Body Enrichment, while studying integrated marketing communications, entrepreneurship and cognitive and behavioral neuroscience.

Roberts's business focuses on providing sustainable and holistic skincare products and she is about to take major steps in the development of her company. She says this new funding provides her with a sense of stability and will allow her to "take her business to the next level," which includes product testing, and establishing new partnerships. "It means the world to know that someone sees your vision and supports it," she said. "Now I feel even more ambitious and motivated."



**Kristian Krugman, Reyane Mustafa,
Dakota Ruiz and Grace Groccia**

After being awarded financial support by the Lavin Entrepreneurship Center's funding committee, Kristian Krugman, Reyane Mustafa, Dakota Ruiz and Grace Groccia are working together to grow their company, called SOULmuch. Their socially-conscious startup aims to feed people living in impoverished areas by providing them with nutrient-rich products while reducing food waste.

Kristian Krugman and Reyane Mustafa came up with the idea to start SOULmuch while working in the restaurant industry, where they saw large amounts of excess food go to waste. Krugman and Mustafa joined with Ruiz and Groccia after meeting in class and now the four of them are committed to bridging the gap between food waste and food insecure populations.

They say the funding will provide them with a great amount of support at a critical moment in their business' development. It will offer them a chance to invest in new equipment and a new kitchen where they can further the progression of their business. "To find out that the Lavin Center and ZIP Launchpad have faith in us is amazing and it's perfect timing in the midst of certain challenges," said Mustafa.



Courtney Wegener

Courtney Wegener recently graduated from SDSU with her bachelor's degree in business management with an emphasis in entrepreneurship. She was awarded financial support to help her advance her startup, called Summit Suncare, which focuses on providing people with health-conscious and environmentally-friendly skin care products.

After learning that certain chemicals found in many skincare products can be detrimental to people's health and the environment, Wegener decided to create her own sunscreen products with a holistic approach. "I want to create products that feel good and are good for the environment," she said. "Hopefully I can also help raise awareness and help people take action."

Wegener is currently in the process of obtaining certifications that would recognize her company's products as being safe for the body and the environment. As she takes steps to gain certifications for her current products, she plans to use this new funding to help her develop and market new skincare products. She says the funding will be key in gaining supplies, creating e-commerce, and launching new products.

Her hope is that her business can help make a difference by educating people and providing them with healthy options. "There's so much that each of us could be doing to help and you don't have to completely change everything in your life," she said. "The little things you do really add up and expand this idea."

NATIONAL SCIENCE FOUNDATION CSU I-CORPS BIOLOGICAL SCIENCES SITE PROGRAM

SUSAN M. BAXTER, EXECUTIVE DIRECTOR, CSUPERB



Susan M. Baxter has served as executive director of the California State University Program for Education and Research in Biotechnology (CSUPERB) since March 2007. In this role, she is responsible for strategic planning and new initiatives related to the life sciences across the 23 campuses of the CSU system. In addition, Baxter manages the National Science Foundation-funded CSU Innovation Corps (I-Corps), a system-wide entrepreneurship education program. She currently serves on boards at Biocom Institute and the California Life Sciences Institute, the nonprofit arms of two California biotechnology industry associations.

The Lavin Entrepreneurship Center partners with the College of Sciences to promote success and build entrepreneurial bridges across campuses. The California State University (CSU) I-Corps Biological Sciences Site program supports the commercialization of biotechnologies developed by CSU students and faculty. The program promotes nascent entrepreneurship in CSU organizations and provides commercialization training, mentorship, follow-on grant support, and \$2,500 microgrants to awardees/program participants. Graduates of this I-Corps Site program are eligible for follow-on National Science Foundation (NSF) funding.

The fall 2017 CSU Innovation Corps (I-Corps™) cohort was open exclusively to 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 and legal considerations, as well as regulatory and reimbursement issues. Webinars are taught by experienced life science entrepreneurs, industry professionals and faculty associated with CSU I-Corps.

CSU I-Corps Teaching Team:

- Susan Baxter (co-PI), Executive Director, CSUPERB
- Stanley Maloy, Dean, College of Sciences, SDSU
- Alex DeNoble (co-PI), Professor of Management, SDSU and Executive Director, Lavin Entrepreneurship Center
- Cathy Pucher, Executive Director, Zahn Innovation Platform Launchpad, SDSU
- Tommy Martindale, Director, Technology Transfer Office, SDSU Research Foundation
- James Prince, Associate Dean, Research and Graduate Programs, College of Agriculture, Food & Environmental Sciences, Cal Poly
- Kemi Sawyerr, Associate Professor, Management and Human Resources, Cal Poly Pomona

SCHOLARSHIPS

LARRY AND MADELINE PETERSEN SCHOLARSHIP



In 2013, the Lavin Entrepreneurship Center launched the Larry and Madeline Petersen Scholarship for SDSU 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 enrolled in the entrepreneurship specialization or entrepreneurship minor to encourage them to pursue their entrepreneurial dreams so that they can 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' Lavin Entrepreneurship Center continues to thrive.

Larry Petersen graduated from SDSU 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 Oakland, California for major consumer and professional electronics manufacturers. He is also a founder of Bayview Distributing and Development. The Petersens have been supporting and nurturing the Lavin Entrepreneurship Center's young entrepreneurs for many years.

"It is the right thing to do and the right time to do it," Mr. Petersen said. "The students should be able to control their own destiny in their professional lives. That is why it is so important

for them to start gaining entrepreneurial skills while they are in college."

Tammy Nguyen is a business marketing major with a minor in entrepreneurship who has been awarded the Peterson Scholarship by the Lavin Entrepreneurship Center for the 2017-2018 academic year. She was recognized for her hard work and innovation while participating in the Lavin Entrepreneur Program. "I've written essays and applied to scholarships previously and didn't get them so I really didn't expect it," she says. "I'm hoping that the funds will help me pay off my student loans so that I can dedicate more finances towards starting my own business."

While Tammy earns her degree at SDSU, she works with several other local organizations where she aims to create growth and contribute to improvements. She is one of the executive leaders and the event planner for Streets of Hope San Diego, a nonprofit organization that feeds and builds relationships with the homeless. She is also a business and development intern at C3 Church where she leads the internship program. "My main objective is to help build the program and help it grow," she says. "When I started working with the church we had around 15 interns, many of whom couldn't continue. Now we've built it up to 70 interns."

She hopes to one day own her own business and feels that the Lavin Entrepreneur Program is helping her to realize her goals. "It feels good to be implanted in a place where you can get the answers you need and build connections," she says. "The mentors and staff really encourage you to make your move and have that mindset."

PAST WINNERS OF THE LARRY AND MADELINE PETERSEN SCHOLARSHIP INCLUDE:

- 2018 - Tammy Nguyen
- 2017 - Samantha Salgado
- 2016 - Dylan Kirchhofer
- 2015 - Ruth Tadesse
- 2014 - Raul Hernandez
- 2013 - Andrew Haines

CONRAD PREBYS SCHOLARSHIP

In 2014, two years before his death, nationally recognized businessman and philanthropist Conrad Prebys gifted SDSU with a generous donation, part of which was directed toward campus entrepreneurship efforts.

Thanks to his generosity, the Lavin Entrepreneurship Center is able to provide an annual award of \$5,000 to four outstanding, young entrepreneurship students to help them pursue their passions. These students demonstrate a significant propensity for entrepreneurship achievement and have participated in formal programs in the Zahn Innovation Center and/or the Lavin Entrepreneurship Center.

Born and raised in a working-class Indiana town, Prebys understood the demands on entrepreneurship students and the importance of investing in higher education. He was known

throughout the San Diego region for his support of such organizations as KPBS, the San Diego Zoo, the Boys and Girls Club, the Old Globe Theater, the La Jolla Music Society, the San Diego Opera, Scripps Mercy Hospital, Scripps Prebys Cardiovascular Center, Sanford/Burnham Medical Research Institute and the Salk Institute. He said his inspiration for giving stemmed more from emotion than lengthy conversations and proposals.

“The conditions of my philanthropy – I have to have it in my gut. A lot of conversation and dialogue about it doesn’t work much. It’s got to be there right from the get go,” Prebys said. “I’m pleased with everything I’ve done in philanthropy.”

2018 WINNERS OF THE CONRAD PREBYS SCHOLARSHIP ARE:

Malia Collero, ZIP Launchpad

In San Luis Obispo, Malia first recognized that she wanted to pursue a business career after hosting her first successful high school dance. Hoping to hone her chops in a larger city that was near the beach, she chose SDSU for its outstanding Fowler College of Business and Weber Honors Program. She loved being a part of the Zahn Innovation Platform and promoting a healthy lifestyle by marketing the Aztec Recreation Center. She looks forward to applying her degree to help fundraise for nonprofit organizations.





**Parker Perry,
Lavin Entrepreneur Program/ZIP Launchpad**

Parker Perry is a computer engineer undergraduate student who moved to California in order to chase his entrepreneurial desires. Originally from Dallas, Texas, Parker has started his own ZIP Launchpad team. As the CEO of Helix, he has helped pioneer a new method of measuring blood pressure and is incorporating it into a device that measures passively. This is unlike any other device that requires the user to manually take a measurement throughout the day. He has always been interested in electronics and his passion for entrepreneurship and love of technology grew throughout his life. It's what motivated him to move to California to be a part of the state's technological revolution.

Alexis Oplinger, Lavin Entrepreneur Program

Alexis grew up in the small town of Scranton, Pennsylvania, which historically thrived off of the coal mining industry. Knowing she had limited options in her hometown, Alexis decided to pursue an education at SDSU to expand her opportunities and to live in a completely different environment than what she was used to. At SDSU, Alexis has been involved with the Entrepreneur Society, the American Marketing Association, SDSU Associated Students, Green Love, the Zahn Innovation Platform, and the Lavin Entrepreneurship Program on campus. She majors in interdisciplinary studies with emphasis in art, entrepreneurship and sustainability. She hopes to pursue her passion for sustainability through the lens of business and entrepreneurship.

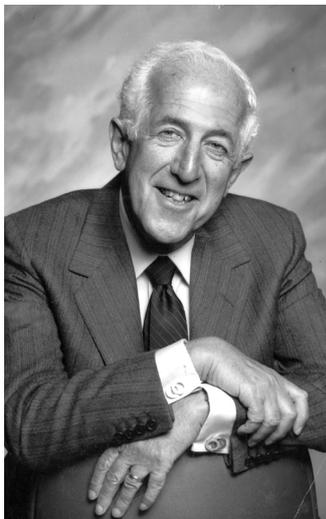


Joe Pascual, Lavin Entrepreneur Program

Joseph Pascual is a pianist, skateboarder, and jack-of-all-trades from the Bay Area. Whether you need someone to help change your oil, build a desk, photograph your senior portraits or solve a Rubik's cube faster than Will Smith in *The Pursuit of Happyness*, Joe can do it. After graduation in May, with a Bachelor of Music degree in the music entrepreneurship and business program, look to him to continue to grow his studio of piano students and inspire the joy of music in others. The Lavin Entrepreneur Program has exposed Joe to like-minded individuals and expanded the way he sees opportunities to bring value to the world. From mentorships to sitting down with business executives, Joe says these experiences will forever shape the way he values relationships and networking.



OTHER ACTIVITIES, INITIATIVES, AND HIGHLIGHTS



LEONARD H. LAVIN: CELEBRATION OF LIFE

Dr. Leonard H. Lavin was an American businessman, navy veteran, racehorse owner and breeder, and philanthropist, who in 1955 founded the Alberto-Culver Company. He was also a great friend, benefactor, and namesake of the Lavin Entrepreneurship Center. On October 26, 2017, we celebrated his life and legacy at Barra Barra Restaurant in Old Town San Diego, where close friends and family flew in from across the country to join us. SDSU students and alumni of the Lavin Entrepreneur Program also came to pay tribute.

Commemorative speeches from several guests, including Dr. Sanford B. Ehrlich, who is the former executive director of the Lavin Entrepreneurship Center were given. Also in attendance were Dr. Michael R. Cunningham, chancellor of National University, and Dr. Gail Naughton, chief science officer and founder of Histogen, both of whom are former deans of the Fowler College of Business. Guests also had the pleasure of hearing from Dr. Lavin's daughter, Carol Bernick, who shared anecdotes about her father.

Alumni and business leaders also paid tribute to Dr. Lavin, and thanked the Lavin family for their continued support of the center. The celebration of life was a memorable event filled with personal stories, a private acapella band, laughter and tears. Part of Dr. Lavin's change-making ability led him to work with several universities, and SDSU is proud to have partnered with him. Future generations of SDSU students will benefit from the time and energy he spent with us, and Dr. Lavin's legacy at SDSU will last forever.

“My father believed in people and entrepreneurship. He believed that with tenacity and resilience you can accomplish anything; and that’s our homework for the students at San Diego State University.”

Carol Lavin Bernick,
Business Leader and Daughter of Dr. Leonard Lavin

AWARDS



LAVIN ENTREPRENEUR EARNS HIGHEST GPA IN THE MANAGEMENT DEPARTMENT OF FOWLER COLLEGE OF BUSINESS

Lavin Entrepreneur Sarah Schuelzle was named the Outstanding Management Undergraduate by the Fowler College of Business for the 2018 academic year. She hopes her participation in the Lavin VentureStart program will help her establish a business that promotes health and sustainability for both the community and the planet. Her goal is to be part of the for-benefit economy movement.

During her time at SDSU, Sarah worked at the Lavin Entrepreneurship Center, where she served as a liaison between Lavin Entrepreneur Program students and the Lavin Entrepreneurship Center. She assisted in organizational communication and was responsible for the center's campus newsletter. She also ran the Lavin Entrepreneur Program and Entrepreneur Day. We are extremely proud of Sarah and wish her the best in her future endeavors. We are also proud of our own Bernhard Schroeder, management lecturer and director of programs at the Lavin Entrepreneurship Center, for being chosen by Sarah as her Most Influential Professor.



EXECUTIVE DIRECTOR HONORED AS JUSTIN G. LONGNECKER FELLOW

The Fowler College of Business announced that management professor Dr. Alex DeNoble has been recognized by the United States Association for Small Business and Entrepreneurship (USASBE) as a Justin G. Longenecker Fellow. DeNoble, who serves as the executive director of SDSU's Lavin Entrepreneurship Center, is one of only 79 Longenecker Fellows who have "made an outstanding contribution to the development, furtherance and benefit of small and medium businesses."

Founded in 1981, USASBE is a national organization whose stated mission is "advancing entrepreneurship education through bold teaching, scholarship, and practice."

"For over 30 years, Dr. DeNoble's role in building outstanding academic programs, his research and his unwavering advocacy has led to his expertise in the field of entrepreneurship education," said Patrick Snyder, executive director for USASBE. "Dr. DeNoble's recognition as a Longenecker Fellow serves as the culmination of the respect and admiration he has earned from his industry peers."



LAVIN ENTREPRENEUR PROGRAM EXECUTIVE DIRECTOR SPEAKS AT UNITED NATIONS

Dr. Alex DeNoble spoke at a meeting of small business professionals and ambassadors at the United Nations in his role as a board member for the International Council for Small Business on May 10, 2018. He talked about how entrepreneurship enterprises can affect change in our world and addressed the role of entrepreneurship educators and research with respect to the United Nations' sustainability and development goals.

Before his address, Dr. DeNoble spoke before the Canadian Council for Small Business and Entrepreneurship (CCSBE). The CCSBE's goal is to promote and advance the development of small business and entrepreneurship. The organization also works to create a network of academics, practitioners, and policy influencers who are interested in discussing and sharing best practices and research in the field. DeNoble addressed the council about the future of entrepreneurship and about how small business can benefit society.



SDSU HOSTS INTERNATIONAL STUDENTS FOR ENTREPRENEURSHIP WORKSHOP

This year, international students involved in the Fulbright Scholars Program gathered at SDSU to participate in an entrepreneurship workshop led by the Lavin Entrepreneurship Center's director of programs, Bernhard Schroeder.

The Fulbright Scholars program was organized by the United States government in the 1940s and invites both graduate and undergraduate exchange students from countries around the world to explore their passions in the United States. Students who are chosen to take part in this competitive program are awarded grants or scholarships for their accomplishments and travel to cities across the U.S. to learn at universities, including SDSU.

During the last session, 30 international Fulbright students gathered at SDSU to hear lectures involving topics such as politics and economics. The lectures included an entrepreneurship workshop led by Bernhard Schroeder, who says that he tried to give students actionable advice in a short time. "Not all of these students are specializing in business, but introducing them to entrepreneurship might allow them to look at their industry of interest and come up with an idea or solution," said Schroeder.

Theresa Perales is an instructor at SDSU's American Language Institute who has helped organize SDSU's participation in the Fulbright program, as well as the student orientation that takes place when international students arrive in San Diego. She says she chooses to include entrepreneurship in the students' curriculum because it provides them with applicable knowledge based on their goals. "Because so many of them want to go back and make a difference in their countries and start businesses, it's a good opportunity to get them exposed to entrepreneurship," she said. "I really like Bernhard's style. He's candid and approachable and I really feel like the students enjoy meeting and hearing from him."

Only a select group of students are chosen to participate in the Fulbright program. "These students are very intelligent and they are trying to make a difference in the world. Not everyone wants to do that--they want to positively affect their countries," Perales said.

SDSU SPREADS ENTREPRENEURSHIP THROUGH INTERNATIONAL PARTNERSHIPS

SDSU lecturer and experienced venture capital entrepreneur, Kimberly King, recently returned from Tbilisi, Georgia, where she taught students and professionals from around the world about entrepreneurship. King traveled to Georgia as a part of an entrepreneurship training program awarded to the Lavin Entrepreneurship Center by the U.S. Embassy in Georgia and implemented by Ilia State University in Tbilisi.

The program was made possible through ongoing collaborations between the Lavin Entrepreneurship Center's directors, Bernhard Schroeder and Dr. Alex DeNoble, and their counterparts at Ilia State University. The program involves designing an entrepreneurship course and training workshop, led by King, who is also an instructor in the Lavin Entrepreneur Program. She said that one of the main goals of the program is to spread entrepreneurship and teach people effective methodologies they can use to start businesses.

While in Tbilisi, King taught an entrepreneurship course that focused on developing viable startups. She also led an entrepreneurship training workshop that brought a mixture of students and professionals, with ages ranging from 20 to 91 years old.

King currently teaches a fundamentals of entrepreneurship course at SDSU and spent more than 20 years investing and mentoring startups and high growth companies before becoming involved in SDSU's entrepreneurship education programs. "I really like being with students and helping them develop their ideas," she says. "That's kind of what you do with venture capital firms so I get to do the same thing, at an earlier stage, and it's really great to see their whole journey from students to business owners."

King believes that aspiring business owners can benefit from experiencing new cultures, and says she encourages her students to pursue those experiences. "If you're going to study business, you have to know about other places and cultures, because those different perspectives help you understand what problems people face in their lives and what solutions they need," she said. "It's amazing to see people from Morocco, South Africa, India and China collaborating together. I think it's an invaluable experience for students, and you learn we're more the same than we are different."

LEADERSHIP TRANSITIONS

WELCOMING A NEW PRESIDENT TO SDSU

On January 21, 2018 the California State University (CSU) Board of Trustees announced the ninth president of San Diego State University: Adela de la Torre. De la Torre is the first woman president at SDSU, having stepped into the role in late June. She previously served as the vice chancellor of university affairs and campus diversity at the University of California, Davis.

Over the course of her 16-year career at Davis, de la Torre served in many different roles, including director for the school's Center of Transnational Health and the chair of the Chicano Studies Department. Prior to moving to the University of California, Davis, de la Torre held positions at the University of Arizona and California State University, Long Beach.

WELCOMING BACK A FORMER SDSU ENTREPRENEURSHIP STUDENT

In March, Lavin welcomed SDSU graduate Keely Bamberg back to campus in a new role. The former MBA student took over as executive director of development for SDSU's Fowler College of Business. As a MBA student in the late 1990s, Bamberg worked as a graduate assistant for what is now the Lavin Center while earning her MBA. Later, from 2001-2008, she served on staff as a Lavin Center director.

"Developing and building out the Lavin Center's internship program and helping manage different venture competitions are definitely career highlights," Bamberg said. "I loved matching student goals of hands-on experience and learning how to start a company with regional needs for talented business students."

Bamberg says she's privileged in her new role to cultivate relationships with alumni, entrepreneurs and business leaders who are passionate about continuing the rich tradition of entrepreneurial achievement and business excellence at SDSU's Fowler College of Business. "It's a special treat working with many of the same esteemed faculty and staff from when I was on campus 15-plus years ago," she said.



I'm delighted to be back at SDSU, helping to grow philanthropic support for my alma mater."

**Keely Bamberg (MBA '99),
Executive Director of Development for
SDSU's Fowler College of Business**

INTERIM SDSU PRESIDENT STEPS DOWN

The Lavin Entrepreneurship Center would like to offer their sincerest thanks and gratitude to outgoing SDSU Interim President Sally Roush, who oversaw the university as a senior vice president during the Lavin Entrepreneurship Center's early, formative years. The center might not have become the nationally recognized center that it is today without her steadfast support. Thank you, President Roush. The center is forever grateful.

FINANCIAL SUPPORT

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

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IN HONOR OF DR. DARYL MITTON

The Lavin Entrepreneurship Center was saddened to learn of the passing of Professor Emeritus Dr. Daryl Mitton at the age of 95. Dr. Mitton served as a faculty member in the Fowler College of Business' management department from 1966 to 1991.

Dr. Mitton was the driving force in establishing one of the first collegiate entrepreneurial centers in the world with SDSU's Entrepreneurial Management Center (EMC), which was founded in 1980. In 1986, the EMC received its initial funding to become a formal campus center. In 2012, the center was re-named the Lavin Entrepreneurship Center thanks to the generous support of entrepreneur and corporate trailblazer, Dr. Leonard Lavin.

Over the years, SDSU has grown to include a specialization in entrepreneurship for business students, a cross-campus entrepreneurship minor, a music entrepreneurship program, the Lavin Entrepreneur Program, and a graduate concentration in entrepreneurship.

Since the initial founding of these programs and the center, SDSU has been recognized as a thought leader in the field and for program excellence by national organizations including the Price-Babson Fellows Program, the United States Association for Small Business and Entrepreneurship, the International Council for Small Business and the Global Consortium of Entrepreneurship Centers. Additionally, SDSU has been nationally ranked for its outstanding entrepreneurship programs by *Entrepreneur Magazine*, *Forbes* and *U.S. News & World Report*.

"Today, we stand on the shoulders of this giant in the field. Dr. Mitton's strong belief in the importance of exposing students to the world of entrepreneurship has led to a lasting legacy that continues to impact future generations of entrepreneurs," said Dr. Alex F. DeNoble, executive director of the Lavin Entrepreneurship Center. "Dr. Mitton would be proud of these accomplishments since none of this could have happened without his vision, drive and perseverance to see this dream come to fruition. Dr. Mitton will forever be remembered for taking that first and most difficult step."



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

– Leonard H. Lavin

