A GLOBAL LEADER IN ENTREPRENEURSHIP

LAVIN ENTREPRENEURS ACCELERATE THEIR STARTUP JOURNEY

ANNUAL REPORT

2019

Celebrating our Startups

Leading the Way

SAN DIEGO STATE UNIVERSITY
Lavin Entrepreneurship Center
Fowler College of Business
2019
Lavin Entrepreneurship Center
Annual Report
LAVIN ENTREPRENEURSHIP CENTER OVERVIEW

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

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

Primary Purposes of Our Center

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

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

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.
BRAND NEW ENTREPRENEURSHIP CENTER

SDSU Entrepreneurs Collaborate Under One Roof

In January 2018, SDSU celebrated the newest 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 campus 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 legendendarily 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. While the Lavin Entrepreneurship Center focuses its efforts on academic and experiential programs for the campus, the ZIP Launchpad is where campus innovators go to turn their brainchildren into businesses.

As a result, Lavin Entrepreneurs now regularly interact with teams of entrepreneurs developing business ventures with the ZIP Launchpad.

Executive director of the ZIP Launchpad, Cathy Pucher, agrees that the space is benefiting the efforts of the student entrepreneurs working out of it and hopes it will help the programs gain exposure on campus. “It’s an amazing resource for us and the students that come to work here. I think everyone feels grateful to have such a beautiful center to work in 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.
THE LAVIN ENTREPRENEURSHIP CENTER ANNUAL REPORT

LA VIN 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 San Diego State University. 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 San Diego State University. Bernhard brings over 20 years of marketing and entrepreneurship experience both as a senior partner in a leading global marketing agency and as a former chief marketing officer on the client side. He received a B.A. in business administration from Walsh College and a MBA in marketing from San Diego State University.

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

Our 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.

Thomas Blanton
Marketing Specialist

Jonathan Bolz
Internship Program Coordinator

Gustavo Cristobal
Marketing Writer

Kevin Gallegos
Film/Videographer Specialist

Emmanuel Gambino
Accounting Assistant

Ziying Jian
Graphic Designer

Tammy Nguyen
Marketing Specialist

Vin Krishna Pudyodu
Web Developer and CRM

Andrea Roberts
Marketing Assistant

Joseph Wilk
Program Coordinator
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 maintenance of the center’s renowned reputation.
A GLOBAL LEADER IN ENTREPRENEURSHIP

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

Mark Monahan  
Partner  
Inversiones Seguras LLC

Gail Naughton, Ph.D  
Founder  
Histogen, Inc.

Steven Osinski  
CEO  
3 Hour Learning

Mitch Patridge  
CEO  
Clear Balance

Larry Petersen  
Founder  
LP Marketing

Kevin Popovic  
Founder - Ideahaus  
Director, Zip Idea Lab - SDSU

Tamara Romero  
Board Chair, CEO  
San Diego Office Design

Nick Slettengren  
Co-founder  
Power Digital Marketing

Robert Wilcox  
CEO  
Precision Label
WELCOMING NEW BOARD MEMBERS

Robert Bello

As the Lavin Entrepreneurship Center continues to pursue its mission, it is refreshing to draw SDSU alumni like Robert Bello back to the campus.

Bello, originally from Chicago, moved to Italy to play baseball professionally and ultimately moved to San Diego to pursue a higher education.

“I came out to San Diego and started law school at Thomas Jefferson School of Law,” he said. “I wanted to do a JD/ MBA program and I actually helped found the official MBA and JD program between San Diego State University and Thomas Jefferson. Once I graduated, I worked in private practice and recently joined Sheppard Mullin, which is a top international law firm.”

Chairman of the Board of Advisors, Larry Peterson praises Bello’s background and believes he is aligned with the direction that the Lavin Entrepreneurship Center is heading. “He has a high degree of desire to get reconnected to the students and the university and believes that the Lavin Program is a perfect fit for him to do that,” Peterson said. “Rob is a real estate attorney and will bring insight and professional expertise to our board with a vision from that legal perspective.”

Bello aims at using his unique perspective in order to support those student entrepreneurs involved in the Lavin Entrepreneurship Center.

“I hope I can share some of the experiences that I got in terms of me having a legal mindset and the experiences of the growth of a company,” he said. “I think a lot of times people underestimate the value that an attorney will bring to potential entrepreneurs. I’m really excited to become re-engaged with SDSU through the Lavin Center. I hope to have a positive impact and contribution to all the different students that I will be meeting.”

Blake Meyers

Blake is a San Diego local and is in his fourth year at San Diego State University. 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 San Diego State 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 ENTREPRENEURSHIP CENTER WINS NATIONAL AWARD

In 2018, the Lavin Entrepreneurship Center won the NASDAQ Center of Entrepreneurial Excellence Award by the Global Consortium of Entrepreneurship Centers (GCEC).

The award recognizes university entrepreneurship programs that have made advancements in entrepreneurship research and curriculum, outreach to emerging ventures, community collaborations, special projects, and overall prestige and recognition in the field of entrepreneurship.

It is not the award itself that the Lavin Entrepreneurship Center is most proud of, but the merits by which it was earned.

“A national recognition without a good program is meaningless. We didn’t set out to get recognized, we set out to build an awesome entrepreneurship center and entrepreneurship program.”
— Bernhard Schroeder, Director, Lavin Entrepreneurship Center

The NASDAQ Award suggests the center is on the right track, but that doesn’t mean the work is complete. The center will continue its efforts in entrepreneurship education at the same quick, hard-working pace as before, while pushing forward on the same overarching objectives that have driven its efforts thus far.

The Lavin Entrepreneurship Center’s goals fall under the umbrella of three larger objectives:

1. To expand the breadth of, and participation in, the Lavin Entrepreneur Program.
2. To advance strategic support for SDSU students interested in entrepreneurship.
3. To become an international, national and regional leader in entrepreneurship education.
LAVIN ENTREPRENEUR PROGRAM
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 multifaceted Lavin Entrepreneur Program is nationally renowned for the high level of exposure that 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 offer the Lavin Entrepreneurs opportunities to network with community leaders, potential investors and serial entrepreneurs.

Throughout their time as Lavin Entrepreneurs, students met 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.

SDSU students submitted more than 100 applications for the 2018-2020 Lavin Entrepreneur Program.
Lavin Entrepreneurs learn from the experiences of Carol Lavin Bernick through her new book, “Gather As You Go.”

Bernick is the daughter of Leonard H. Lavin and has served on the board of directors of Northwestern Memorial Healthcare, one of the top ten healthcare systems in the country, and also served as past chair there. 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.

Lavin Entrepreneurs studied and analyzed her new book as part of this year’s Lavin Entrepreneur Program curriculum. 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. The book 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, equipping young students and schools with tools that are critical for learning.

Another required 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 of 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**

- **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.

- **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.

- **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.

- **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 a launch plan. By the end of this course, students will develop and present an investor pitch for their proposed business venture.
As we conclude our tenth 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 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.

2017 - 2019 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

2018 - 2020 Lavin Entrepreneurs
Sadiq Almosawi - Fowler College of Business
Paige Doherty - Department of Computer Science
Tiffany Gil - Fowler College of Business
Victoriana Gonzalez - Fowler College of Business
Diego Hernandez – School of Music and Dance
Daniel Kelly - Fowler College of Business
Matt Kolbi - Fowler College of Business
Michael Kosoff - Fowler College of Business
Jason Kramer - Department of Computer Science
Benjamin Nelson - Fowler College of Business
Parker Perry - Department of Computer Science
Erick Sanchez - Fowler College of Business
Noah Sherwin - Department of Psychology
David Alexander Sinclair - Fowler College of Business
Zac Solomon - Fowler College of Business
Ali Sufi - Fowler College of Business
Caitlin Szikszai - Fowler College of Business
Isaac Torres - Fowler College of Business
Chad Vardas – Department of Psychology
Alireza Varzdar - Fowler College of Business
Joseph Wilk - Fowler College of Business
LAVIN ENTREPRENEUR MENTOR PROGRAM

The Lavin Entrepreneur 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 Mentor Program enables them to gain the necessary entrepreneurial tools and mindset, whether they are ready to start a company of their own 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 extensive areas of opportunity for students and mentors to consider 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 relationships that form, we run events throughout the year to promote social engagements. This year’s events included the Lavin Mentor Breakfast, a SDSU Aztecs football game tailgate events and a social mixer at a smart cities-focused technology incubator called SCALE in downtown San Diego.

September 2018 -

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 2018 -

SDSU Football Game and Lavin Tailgate - Lavin Entrepreneurs and mentors joined together before an SDSU football game and socialized and networked with one another.

Being a Lavin Mentor is one of the most rewarding experiences of 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 and President of Optifuse
2017-2019 Lavin Mentors

Gregg Anderson - Founder and Director of Inbound Marketing, 41 Orange, Inc. (SDSU Alum)

Jim Burdick - (SDSU Alum)

Brad Chisum - Angel Investor and Co-Founder, Lumedyne Technologies (SDSU Alum)

Gregory Crisci - Senior Product Manager, NetSpend (SDSU Alum)

Carolyn Crowley - President, Myriad Software (SDSU Alum) Damian J. Esparza - Founder, SmartProperty and CEO, Barrera and Company, Inc.

Rick Day - Co-Founder, CFO and Director, South Coast Yachts and Serial Entrepreneur (SDSU Alum)

Damian J. Esparza - Founder, SmartProperty and CEO, Barrera and Company, Inc.

Jeffrey Grad - Owner and 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 and President, OptiFuse (SDSU Alum)

Nichole Macdonald - Founder and CEO, Sashbag

Josh Maher - Founder and President, Seattle Angel and Author

Scott Manning - Lecturer, San Diego State University and Mentor, Lavin Entrepreneurship Center (SDSU Alum)

Jim Matteo - CEO and Founder, Bird Rock USA

Thom McElroy - Co-Founder, Volcom (SDSU Alum)

Daniel Obodovski - Founder and CEO, The Silent Intelligence

Yukon Palmer - CEO and Founder, Field Logix (SDSU Alum)

Larry Peterson - CEO and Founder, LP Marketing (SDSU Alum)

Kristian Rauhala - CEO and Founder, PEAR Sports LLC (SDSU Alum)

Nick Rhea - President and Founder, Lunatec Gear (SDSU Alum)

Mark Schmid - Owner and 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 and Founder, Fitzee Foods
2018-2020 Lavin Mentors

Gregg Anderson - Founder and Director of Inbound Marketing, 41 Orange, Inc. (SDSU Alum)

Marc Bennett - Owner, Pappy’s Barber Shop and Shaving Parlor

Brett Bernstein - Founder and CEO, Gatsby

Carmen Bianchi - Founder and Principal, Carmen Bianchi Family Business Associates

Eric Birkemeier - CEO, ShredLights

Julien Brandt - Founder and CEO, Organik SEO

Rich Christiansen - Co-Founder, Bay Yachts

Gregory Crisci - Senior Product Manager, NetSpend (SDSU Alum)

Matt DeCelles - Co-Founder, William Painter

Sean Dreiling - Founder and CEO, Restoar

Tim Garrett - President, Laird Apparel

Drew Haines - Founder and CTO, HoursLoger

Angela Hill - CEO, Incitrio

Jeffrey Hinshaw - Co-Founder and COO, BLOCK 30 Labs

Mike Hoefer - Partner and CEP, The James Brand

Kirsten Iversen - Creator, Inbox Zen

Jim Kalb - President and CEO, OptiFuse (SDSU Alum)

Paul Kitchin - Owner, Atlas Executive Consulting

Scott Manning - Lecturer, SDSU

Alex Martinez - Founder and CEO, Real Estate Skills

Jim Matteo - Founder and CEO, Bird Rock Systems

Duncan McClaren - CEO, My Total Health

Gail Naughton - CEO, Histogen

Daniel Obodovski - Founder and CEO, The Silent Intelligence

Mark Schmid - CEO, ArtFunction

Anna Warpe-Lillian - Credentialed Tax Expert, Intuit
2018 - 2019 LAVIN ENTREPRENEUR SPECIAL EVENTS

March 2019 -

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

April 2019 -

Graduating Lavin Entrepreneur Student Breakfast - Graduating Lavin Entrepreneurs of 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 Entrepreneurs 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 Entrepreneurs had the opportunity to meet and interact with numerous entrepreneur guest speakers during classroom sessions.
CROSS-BORDER COLLABORATIONS

As part of the Lavin Entrepreneur Program, Lavin Entrepreneurs get the opportunity to travel to Tijuana to spend a full day exploring the city’s entrepreneurship eco-system and building bridges across borders.

At dawn on the chilly morning of March 28, a group of excited Lavin Entrepreneurs met where America turns into Mexico.

Across the border from San Diego, waiting for them at the end of a short bus ride, was Tijuana’s BIT Center – a sprawling, concrete complex that used to be a supermarket. Now, it’s home to a plethora of science, tech and engineering startups. During presentations at the center, the SDSU students learned from Mexican entrepreneurs about transforming startups into sustainable, lasting businesses. Those entrepreneurs stressed the sometimes-overlooked opportunities presented by entrepreneurship ventures in Tijuana, with the city’s largely untapped labor force and its close proximity to San Diego, Los Angeles and Phoenix.

By the time the BIT Center presentations concluded, the Lavin Entrepreneurs had worked up an appetite. Next on the schedule was a pit stop for lunch at Tijuana’s Telifonica Gastro Park. Here, students indulged in authentic Mexican fare and heard from the culinary park’s founder about the trials, tribulations and rewards of launching a restaurant incubator in Baja California’s most populous city.

The day ended with a trip to the highest room in the tallest tower of Tijuana. In the Club de Empresarios BC, a club for the city’s businessmen and businesswomen, the Lavin Entrepreneurs heard from a native-Tijuana businessman and a Baja California politician.

“The most impactful part about Tijuana, to me, was going to the Empresarios club, because from that vantage point we could see how close the Coronado Bridge in San Diego was from Mexico,” said Tammy Nguyen, a 2018-20 Lavin Entrepreneur. “It hit me then just how great an opportunity our location presents to work with our peers in Baja California.”
“This trip opened my eyes to the potential of Baja California for business and startups,” said Chad Vardas, a Lavin Entrepreneur. “It motivated me to consider moving manufacturing for my ventures across the border.”

— Chad Vardas, Lavin Entrepreneurship Student
LAVIN VENTURESTART PROGRAM AND 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. The Lavin VentureStart Program consists of the VentureStart Competition.

Lavin VentureStart Competition

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

Prior to competing, students 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 this competition.

Program Structure

For the 2018-2019 academic year, the structure of the Lavin VentureStart Competition focused primarily on providing students with the tools necessary to develop a strong business canvas and adjust business models based on consumer feedback. During both the fall and spring semesters, the program consisted of two workshops led by Bernhard Schroeder, director of programs at the Lavin Entrepreneurship Center. The first workshop focused on identifying trends and gaps in the market, in addition to developing a canvas to map out business ideas. The second workshop shifted focus to gaining an understanding of how to use consumer interactions to pivot an initial idea.

“The VentureStart Competition taught me how to transform an idea into a business pitch, which then gave me the tools and confidence to gain a lot more funding.”
— Chad Vardas,
Lavin Entrepreneur Student
Fall 2018 Lavin VentureStart Competition

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

“Information, Ideation and Trendspotting” Workshop
September 2018

“Business Model Iteration” Workshop
October 2018

Fall 2018 VentureStart Competition Finals
October 2018

Winners

1st place – Flagless
2nd place – Doc Socks
3rd Place – Ocean Style

Judges

• Alex Martinez, Former Lavin Entrepreneur
• Greg Anderson, Co-Founder of 41 Orange
• Drew Haines, Founder of HoursLogger

Spring 2019 Lavin VentureStart Competition

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

“Information, Ideation and Trendspotting” Workshop
February 2019

“Business Model Iteration” Workshop
February 2019

Spring 2019 VentureStart Competition Finals
March 2019

Winners

1st place – Simple Suds Soap (Blake Meyers)
2nd place – Kangru (Ian Libera and Saba Malik)
3rd place – We Goal (Sabrina Boulton)

Judges

• Brad Chisum, CEO of Launch Factory
• Duncan McLaren, Entrepreneur
• Jesse Villanueva, Entrepreneur
LAVIN ENTREPRENEUR ADVOCACY PROGRAM (LEAP) STUDENT ENTREPRENEURS RECEIVE LEGAL ASSISTANCE FOR STARTUPS

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. SDSU students also learn how to work 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 interact with members of their communities.

“The program has allowed me to experience and undergo the same processes that might cost an entrepreneur thousands of dollars in legal fees,” said Andrea Roberts, a Lavin Entrepreneur. “I believe this program benefits everyone involved because the students get some more professional interactions with other students who are building businesses and solving similar legal issues that they both would face in the real world.”

SDSU students in the program are offered free workshops and the ability to connect with USD law students. They are also offered legal mentors and legal advisors from Duane Morris, who provide critical advice on 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 partnership of its kind in the region that combines student learning experiences with the skills of practicing attorneys.

In the fall of 2018, the Lavin Entrepreneurship Center launched a three-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 Michelle Hon Donovan, a partner at Duane Morris and Lavin Entrepreneurship Center advisory board member.

“As a longtime board member of the Lavin Entrepreneurship Center, I felt this was a tremendous opportunity for us to support start-ups as a firm and individually,” said Hon Donovan. “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 on 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 the Lavin Entrepreneurs with basic legal research and assistance with limited legal filings.

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

“The Duane Morris partnership really helped me make sure that when I start a business, I’m doing it legally,” said Tammy Nguyen, a Lavin Entrepreneur who utilized the program to ask questions about launching an event planning business. “In respect to writing up contracts and employing people for my business, the advice was invaluable.”
— Tammy Nguyen, Lavin Entrepreneurship Student
LAVIN INTERNSHIP PROGRAM
LAVIN ENTREPRENEURSHIP CENTER
INTERNSHIP PROGRAM

The Lavin Entrepreneurship Center Internship Program works with 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, communications and marketing. The Lavin Entrepreneurship Center hosts mid-semester and end-of-semester briefings with the interns to monitor progress with their respective companies and track the completion of learning objectives.

Throughout this year’s program, a number of students were connected with both local startups and growing ventures. The program connected these student entrepreneurs to internship opportunities that helped them develop their skills and professional competencies while also providing companies with talented help. These experiences allow the students to build relationships with experienced professionals who not only lend advice, knowledge and insight, but also provide guidance and support as the students are launching their professional careers.

PROJECTS HAVE BEEN RELATED TO:

- 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
- Web Development

### Internships

<table>
<thead>
<tr>
<th>Company</th>
<th>Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>K Wells Lab</td>
<td>Homer Carillo</td>
</tr>
<tr>
<td>Value Vision</td>
<td>Dakota Phillips</td>
</tr>
<tr>
<td></td>
<td>Luis Hernandez</td>
</tr>
<tr>
<td>The James Brand</td>
<td>Venkat Vyshak</td>
</tr>
<tr>
<td>Carrie House</td>
<td>Rebecca King</td>
</tr>
<tr>
<td>SDBB</td>
<td>Ashley Liman</td>
</tr>
<tr>
<td>Munday Marketing</td>
<td>Leonard Alyashaa</td>
</tr>
<tr>
<td>Bird Rock USA</td>
<td>Jermaine Lark</td>
</tr>
<tr>
<td></td>
<td>Louise Persson</td>
</tr>
</tbody>
</table>
ENTREPRENEURSHIP EDUCATION
UNDERGRADUATE ENTREPRENEURSHIP EDUCATION

San Diego State University provides a selection of undergraduate programs in entrepreneurship. The school offers entrepreneurship specializations in several majors. In the fall of 2013, the management department of the Fowler College of Business and the Lavin Entrepreneurship Center developed an entrepreneurship minor so that SDSU students with other majors would have the opportunity to learn about entrepreneurship and discover how they can combine their expertise and interests to create businesses.

During the spring 2019 semester, roughly 400 students enrolled in one of our undergraduate 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 to practical use. Students had a variety of options, such as entering business competitions, working as interns, participating with the ZIP Launchpad, doing work study with the Lavin Entrepreneurship Center, and 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 San Diego State University.

- **Journey to Entrepreneurship:**

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

- Entrepreneurship Minor for Human Resources Management 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. It consists of the following coursework: a 3-unit accounting course, 12 units of upper-division entrepreneurship coursework, a capstone course, and participation in at least one unique enrichment activity.

  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 environment that will open students’ minds to new perspectives and enable them to overcome challenges and innovate with success.

ENTREPRENEURSHIP SPECIALIZATIONS

- 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 in-and-outs of family business, franchising, international and social ventures, as well as creativity and innovation. During the 2018-19 academic year, more than 300 students enrolled in the management major had an entrepreneurship specialization.
MUSIC ENTREPRENEURSHIP SPECIALIZATION

Four years ago, San Diego State University 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 must also complete an internship to fulfill the experiential component of the specialization and gain hands-on experience.

The 17 students currently enrolled in the program come from different musical backgrounds. Their instruments of study include saxophone, flute, bass, voice, percussion, and oboe, among others.

<table>
<thead>
<tr>
<th>2018-2019 Music Entrepreneurship Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Michael Brown</td>
</tr>
<tr>
<td>Dominic Calgado</td>
</tr>
<tr>
<td>Dean Caniban</td>
</tr>
<tr>
<td>Tristan Cook</td>
</tr>
<tr>
<td>Natea Cooke</td>
</tr>
<tr>
<td>Nicholas Hoo</td>
</tr>
<tr>
<td>Maria Kusior</td>
</tr>
<tr>
<td>Derrick Martin</td>
</tr>
<tr>
<td>Alec Mendoza</td>
</tr>
<tr>
<td>Alina Mirzu</td>
</tr>
<tr>
<td>Mitchell Palmer</td>
</tr>
<tr>
<td>Malaika Richardson</td>
</tr>
<tr>
<td>Kevin Seymour</td>
</tr>
<tr>
<td>Janet Ta</td>
</tr>
<tr>
<td>Claire Tongpalad</td>
</tr>
<tr>
<td>Olivia Vargas</td>
</tr>
<tr>
<td>Matthew Wallace</td>
</tr>
</tbody>
</table>
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 combines the Fundamentals of Entrepreneurship course taught by Fowler College of Business professor Dr. Congcong Zheng with a graphic design course taught by lecturer Min Choi.

The two educators structured the class 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 50+ students who took the course during the spring pitched ideas for new businesses at the beginning of the semester. The 15 best ideas were selected for teams of design and business students to develop. 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

SDSU students who dreamt of sipping espresso outside Rome’s Colosseum got their chance this year through the International Entrepreneurial Experience program.

The program launched five 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 promises to be both educational and adventurous.

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 climates. Through these interactions, students earn valuable 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 needs and understand why an entrepreneur should seek to develop a product or service that meets these needs.

• Describe how entrepreneurs can create proprietary advantages and barriers to entry for possible competitors.

2018-2019 Program Highlights:

During the 2018-2019 academic year, the Lavin Entrepreneurship Center and Fowler College of Business offered opportunities for students to study abroad while enrolled in entrepreneurship courses. One of the International Entrepreneurship Exploration sessions was held during winter break 2019.
ROME, ITALY

December 28th, 2018 – January 12, 2019

Bernard Schroeder, director of programs for the Lavin Entrepreneurship Center and an SDSU lecturer, led a group of 19 undergraduate students to Rome, Italy to study the fundamentals of entrepreneurship.

During the two-week journey, students visited key incubators throughout Rome and met with influential entrepreneurs. The trip provided students the 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 included: 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.
Traveling to Rome for an entrepreneurship course was more than learning about the curriculum. It was about experiencing how entrepreneurs are creating, expanding and running their companies in other countries. We got to visit various incubators and companies, and hear from entrepreneurs about their journey creating their companies, which allowed me to see different perspectives of how people view the world.

— Lexi Oplinger, Art and Entrepreneurship Sustainability
INTERNATIONAL ENTREPRENEURSHIP HIGHLIGHTS

SDSU and CETYS
Universidad Partnership

Becoming a leader in international entrepreneurship education means fostering ties with international entrepreneurship educators and institutions. The Lavin Entrepreneurship Center, laying where it does geographically, is aptly positioned to build cultural bridges.

The United States-Mexico border lies 20 miles south of San Diego State University. Across it, in the city of Tijuana, academic institutions with entrepreneurship programs, along with a thriving local start-up scene, create ample opportunities for cross-border collaborations between students and entrepreneurs from both countries.

One collaboration that resulted from this prime geography is SDSU’s partnership with CETYS Universidad in Baja California.

The Lavin Entrepreneurship Center and CETYS Universidad are working together to create new cross-border collaborations and partnerships between both universities and entrepreneurship leaders in Tijuana and San Diego.
Lavin Center Supports SDSU Impact on Country of Georgia

During the summer of 2018, SDSU professor and experienced venture capital entrepreneur Kimberly King visited Tbilisi, Georgia, to teach students and professionals from around the world about entrepreneurship. King traveled to the city 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, Alex DeNoble and Bernhard Schroeder, and their counterparts at Ilia State University. The program involved designing an entrepreneurship course and training workshop, led by King. She says that one of the main goals of the program is to spread entrepreneurship and teach people effective methodologies that 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, of ages ranging from 20 to 90 years old.

“I really like being with students and helping them develop their ideas,” King said. “It’s amazing to see people from Morocco, South Africa, India and China all collaborating together.”

She 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,” King said. “I think it’s an invaluable experience for students, and you learn we’re more the same than we are different.”

Following King’s trip to Tbilisi, 13 international entrepreneurship educators who participated in her program flew to San Diego for further training.

This time, it was Schroeder’s turn to share knowledge. He led the visiting educators through a one-week workshop in which they learned rapid-prototyping and how to quickly build leading entrepreneurship education hubs at their universities.

“It was an honor to educate these Georgian educators and it was a privilege to work with some of the top people in their entrepreneurship education system,” said Schroeder. “I think what they’re trying to do there is awesome.”
SOCIAL ENTREPRENEURSHIP
SOCIAL ENTREPRENEURSHIP

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

As a lecturer in SDSU’s management department, Professor Sloan has been sharing his expertise in social entrepreneurship with SDSU students through his social entrepreneurship course in the Fowler College of Business. With more than ten years of experience in the social entrepreneurship field, Professor Sloan is an expert in leading this new initiative across the SDSU campus.

Art Without a Roof

Art Without a Roof is a venture that provides socially-conscious individuals with apparel infused with creative designs. Profits are utilized to fund education and art therapy for homeless youth. Students Mitchell Gilbert, Matthew Wayne, and Ryan Zomorodi are working on the project.

Berry Health and Wellness Center

SDSU partnered with Texas Christian University to start work on the creation of a healthcare center in an underserved area in Texas. SDSU student and Lavin Entrepreneur Marissa Happee, the intern assigned to the project, has been working with Professor Sloan, Professor David Gras (Texas Christian University), and entrepreneur Jim Austin researching both local and national foundations that could help fund the project.
**Burn Victims Foundation**

Burn Victims Foundation is an organization aimed to assist children and adults suffering from injuries caused by heat, electricity, fire, and radiation. Diego Segovia, an SDSU student and the founder of the organization, is currently working with Professor Sloan on a sustainable business model that will bring medical care, therapy, and burn services to people worldwide.

**VENA**

VENA is a zero-energy water harvester for developing regions that lack access to potable water. Being a biomimetic design, it uses differences between below and above ground temperatures to trigger a dew point. SDSU students John Walsh, Thomas Kosbau, Tim Perry and Zac Fowler are currently working on this social venture.

**World Entrepreneurs (W.E.) Do Good**

World Entrepreneurs (W.E.) Do Good assists poor farmers in Ethiopia with building an extremely affordable farm implement that will increase grain production and thus 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 roofs. Children, Abraham says, still learned under the shade of a tree.

Inspired, Abraham returned to SDSU and shared his experience 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 give 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.

While there, Abraham vowed that W.E. Do Good would further help the region by using profits gained from selling the donated Kalma products to build new schools in Simbo and other Ethiopian villages. The first school was completed in 2015.

Fast forward three years and Abraham now has set his sights on an even loftier goal than building schools or illuminating rural areas. His new mission is to develop a thresher that helps rural Ethiopians harvest teff in a less time-consuming, more sanitary fashion.

Teff is a fine grain, about the size of a poppy seed, that abundant in Ethiopia. It is currently harvested by hand and then processed to remove the grain from the plant’s chaff by beating it on the ground or having animals walk over it, which results in an often-unsanitary product.

The pre- and post-farming methods currently used by farmers in Ethiopia is outdated, arduous and time consuming. One method still practiced today involves cutting the teff plant in preparation for post-harvest threshing. Currently, only farmers who can afford to purchase or rent industrial-size harvesting combines are able to get the job done easily. A majority of farmers who don’t have access to capital or modern technology are forced to cut their teff plant using sickles. This is similar to cutting the plant with a knife, a very labor-intensive process. In rural Ethiopia, it can take 10 men 12 or more hours to harvest a single hectare of teff.

In addition to being time-inefficient, this technique is very dangerous due to the close proximity farmers’ hands are to their sharp sickles when cutting the plant. Many farmers have reportedly suffered hand injuries that result in nonstop bleeding while in rural area where there is no access to medical care. Furthermore, the bent posture farmers must assume when using sickles leads to many of them developing back problems.

In 2014, W.E. Do Good earned $10,000 in seed money to perfect new thresher technology by winning the SDSU and USD Social Innovation Challenge. With help from the Zahn Innovation Center, Abraham and Sloan were able to cooperate with mechanical engineering students at SDSU to build prototypes of the new thresher.

Abraham also received help from students in the Fowler College of Business to create a business plan that would ensure that the thresher is available to Ethiopian farmers who need it. According to the plan, impoverished women in Ethiopia’s teff-growing region will be provided the means to establish their own businesses by purchasing the threshers and then renting them out to local farmers.

Abraham hopes to make these farmers’ lives easier. Once the SDSU mechanical engineering students complete the prototype, it will be shipped to Simbo, Ethiopia, for field testing. There, in the same town where he delivered a dozen solar-powered lamps during his company’s first project seven years ago, Abraham hopes he’ll forever change the way Ethiopians harvest their country’s most prolific grain.

“W.E. Do Good continues to blaze new trails to help poor farmers in Ethiopia with innovative farming implements designed by mechanical engineering students at SDSU. The farmers are overwhelmed by the generosity of the students and the university for permitting these types of projects to be a part of their learning objectives in class.”

— Michael Sloan, SDSU Management Lecturer and Social Entrepreneur
WOMEN IN ENTREPRENEURSHIP AND LEADERSHIP LECTURE SERIES

SDSU faculty member and former chairman of the Lavin advisory board, Steven Osinski, does not 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 titled the Osinski Family Women in Entrepreneurship and Leadership Program.

Attending this year’s event in March were more than 700 SDSU students and local community members. “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 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 specializes 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 a billion dollars in annual ad revenues for their clients.

During his time in the corporate world, Osinski saw firsthand the difficulties that women encounter 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 Amy Shelby, vice president of digital marketing for the CW Television Network, a large and rapidly growing television and digital network.

Shelby was joined by seven other phenomenal women entrepreneurs: Vanessa Dawson, founder and CEO of the Vinetta Project; Kim Folsom, co-founder of Founders First Capital Partner; Becky Harshberger, payroll tax executive for Entertainment Partners; Zeynep Ilgaz, founder, president and CEO of Confirm Biosciences; Jennifer Fall Jung, former CFO and SVP of Old Navy Global and Online Retail; Steve Osinski, CEO of 3 Hour Learning and lecturer at SDSU; Kim Parell, CEO of Amobee; Dr. Adela de la Torre, president of SDSU; and Shelley Zimmerman, retired chief of police for the San Diego Police Department.

These women offered terrific advice applicable to people of all disciplines, races 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 attending students to network with the eight speakers, faculty and other community members at a closing party.
ENTREPRENEUR DAY

Entrepreneur Day is an annual 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 Spring, 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 students and 10 alumni companies were represented. Some of those companies, including Stance Socks, a sock and underwear brand with SDSU roots, set up temporary shop 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 the opportunity to learn about the projects and entrepreneurship ideas that are supported by the on-campus incubator.

Details:
Date: March 6, 2019
Location: Centennial Walkway
Attendance: More than 15,000 students, staff, and community members

2019 Entrepreneur Day Participants
Lead Sponsors
SDSU Associated Students
SDSU Entrepreneur Society

Alumni Companies
Matt Weilbacher – Cali Trends
Chase Fisher – Blenders Eyewear
Estella Hadjis – Ogg’s Pizza and Brewing Company
John Wilson – Stance
Kevin Gelfand and Martin Reiman – Shake Smart
Paul Goodman and Griffin Thall – Pura Vida Bracelets
ENTREPRENEUR SOCIETY

The Entrepreneur Society is a recognized student organization with a mission to help 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. The society also 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.

2018-2019 Entrepreneur Society Officers

<table>
<thead>
<tr>
<th>Student</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blake Meyers</td>
<td>President</td>
</tr>
<tr>
<td>Zach Fisher</td>
<td>Vice President of Finance</td>
</tr>
<tr>
<td>Ryan Cohen</td>
<td>Vice President of Operations</td>
</tr>
<tr>
<td>Ryan Sutherland</td>
<td>Vice President of Events</td>
</tr>
<tr>
<td>Bella Messina</td>
<td>Vice President of Membership</td>
</tr>
<tr>
<td>Paige Doherty</td>
<td>Vice President of Marketing</td>
</tr>
</tbody>
</table>

“The SDSU Entrepreneur Society drives students to excel towards their individual goals, pursue their entrepreneurial interests, and network with like-minded individuals across disciplines. We’re curious, ambitious, and passionate about what we do. This last year, we brought in esteemed entrepreneurs from the community to share their journeys and hosted workshops to broaden students’ skill sets and deepen their understanding of relevant tools and technologies. Joining our network has helped students find the support they need to attain their entrepreneurial vision.”

— Blake Meyers,
President of the Entrepreneur Society 2018-2019
## 2018-2019 Entrepreneur Society Guest Speakers

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ralph Rubio</td>
<td>Rubio’s Coastal Grill</td>
<td>Founder talks with Ralph Rubio SDSU</td>
</tr>
<tr>
<td>Matt Clifford</td>
<td>Barnana</td>
<td>Alumni Entrepreneur Talk</td>
</tr>
<tr>
<td>Bernhard Schroeder</td>
<td>VentureStart Workshop</td>
<td>Ideation Workshop</td>
</tr>
<tr>
<td>Amy Shelby</td>
<td>The CW Television Network</td>
<td>Women in Entrepreneurship</td>
</tr>
<tr>
<td>Kim Parell</td>
<td>AMOBEE</td>
<td></td>
</tr>
<tr>
<td>Shelley Zimmerman</td>
<td>San Diego Police Department</td>
<td></td>
</tr>
<tr>
<td>Zeynep Ilgaz</td>
<td>Confirm Biosciences</td>
<td></td>
</tr>
<tr>
<td>Jennifer Fall Jung</td>
<td>Old Navy Global and Online Retail</td>
<td></td>
</tr>
<tr>
<td>Kim Folsom</td>
<td>Founders First Capital Partner</td>
<td></td>
</tr>
<tr>
<td>Becky Harshberger</td>
<td>Entertainment Partners</td>
<td></td>
</tr>
<tr>
<td>Lars Helgeson</td>
<td>Green Rope</td>
<td>CRM Workshop</td>
</tr>
<tr>
<td>Drew Haines</td>
<td>Hours Logger</td>
<td>Creating a SaaS Start-up</td>
</tr>
<tr>
<td>Thom McElroy</td>
<td>Volcom</td>
<td>Volcom Founder Talk</td>
</tr>
<tr>
<td>Bernhard Schroeder</td>
<td>VentureStart Workshop</td>
<td>Business Model Canvas</td>
</tr>
<tr>
<td>Larry Petersen</td>
<td>LP Marketing</td>
<td>Transitioning into Entrepreneurship</td>
</tr>
<tr>
<td>Kevin Gelfand</td>
<td>Shake Smart</td>
<td>Shake Smart Founder</td>
</tr>
<tr>
<td>Jack Doheny</td>
<td>Bold Brew Coffee</td>
<td>SDSU Alumni Entrepreneur Talk</td>
</tr>
<tr>
<td>Jack Solomon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tim Garrett</td>
<td>Liard Apparel</td>
<td>Branding Workshop</td>
</tr>
<tr>
<td>Alex Martinez</td>
<td>RealEstateSkills.com</td>
<td>Entrepreneurship in Real Estate</td>
</tr>
<tr>
<td>Nate Broughton</td>
<td>OptOutLife.com</td>
<td>Networking with Business Leaders</td>
</tr>
<tr>
<td>William Whittle Jr.</td>
<td>Biking BA, LLC</td>
<td>Entrepreneurship Abroad</td>
</tr>
<tr>
<td>Jesse Villanueva</td>
<td>Mercato</td>
<td></td>
</tr>
<tr>
<td>Drew Haines</td>
<td>Hours Logger</td>
<td></td>
</tr>
<tr>
<td>Gregg Anderson</td>
<td>41 Orange</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ALUMNI COMPANIES

In 2008, a successful San Diego entrepreneur named Leonard Lavin partnered with San Diego State University to take a chance on developing new entrepreneurs through a program at the school. The goal was to make a difference in the lives of undergraduate students and help them create businesses. The Lavin Entrepreneur Program, now in its tenth year, has been achieving this for a decade.

The success of the program is reflected in the success experienced by Lavin Entrepreneurs. Many have gone on to start their own businesses in a plethora of different business sectors, including marketing, production, SaaS, and technology. Listed below are three of those companies. One is an online travel brand that helps globetrotters find cheap airfare deals and another is a full-service marketing agency. The third is a database and software company for event planners and trade show organizers.
Scott’s Cheap Flights

“One of the interesting things about Scott’s Cheap Flights is that it didn’t start as a business idea,” said Brian Kidwell, a former Lavin Entrepreneur who co-founded the discount travel company with Scott Keyes. Years before Kidwell met Keyes, the latter had become proficient at finding cheap airfare deals. At the behest of his friends and family, he compiled an email list so that he could notify them whenever he found more. When the list grew so big that it started costing Keyes to send the emails out, he decided to introduce a premium newsletter that he’d charge for.

“This is the point when Scott and I first met online,” Kidwell said. “Scott recognized that he needed some help with this side project, and, after a few phone calls – we hadn’t met in person at this point – we realized our skill sets were complementary and decided to partner up.”

The new partners soon made Scott’s Cheap Flights their full-time jobs, launching the brand’s now-popular website, scottscheapflights.com, in 2016. There have been highs and lows in the years since, but Kidwell says he and Keyes have maintained a healthy level of skepticism that has kept them from getting comfortable with the status quo.

“This mindset forces us to constantly improve and make sure the business can work moving forward,” said Kidwell, who attributes his ability to adopt a beneficial mindset to his time in the Lavin Entrepreneur Program.

“Having the right mindset is a prerequisite for getting into the Lavin Program,” Kidwell said. “Starting and growing a business is all about problem solving, and the Lavin Program gave me an opportunity to start building this problem-solving muscle early on in a low-risk environment.”

Kidwell credits the business principles he learned in the Lavin Entrepreneur Program for helping him get as far as he has. Those principles are: create something, get feedback from users, improve it, and repeat.

Power Digital Marketing

“Power Digital was a combination between my experience working at boutique-style digital agencies and a large agency with a global reach,” said Power Digital co-founder and former Lavin Entrepreneur Nick Bjorn. “As I worked my way up in my career and got to work closely with the CEOs of each agency, I got to take note of what worked and what didn’t.”

Bjorn credits three keys to the success he has experienced with Power Digital, which now boasts dozens of employees and offers a wide range of marketing services, including SEO, CRO, social media, email marketing, web development and content marketing.

The first key was Bjorn being able to build the strategies his company sold, which he says gave life to the operation by promoting a clear service offering that cost the company nothing but his industry experience.
The second key was Bjorn’s reputation and performance record working with large companies and getting consistent results, which boosted Power Digital’s credibility with new clients and allowed the company to close deals at a rate that kept it in the black.

The third key to Power Digital’s success, according to Bjorn, was his network.

“I worked with so many digital marketing professionals in my career that early on I knew the ones I wanted to work with to build Power Digital’s core team,” Bjorn said.

Ellument

“Ellument is a new product in a legacy market,” said Ellument co-founder and former Lavin Entrepreneur Greg Crisci. “I tend to like these markets because, personally, I’m not the type of person who will invent the next greatest thing, but I will make lives easier for people through upgrading and providing a better, more thoughtful experience.”

Ellument offers event planners a database of thousands of trade shows and vendors with a suite of tools to utilize the data and optimally execute trade shows and events of their own.

“Many people don’t realize the level of effort needed to pull trade shows off successfully and actually make money from it or hit your goals,” Crisci said.

Ellument came about as a means of adding fluidity to the convoluted process while cutting out clutter and chaos. Crisci says the feedback he’s received from users has both validated the concept behind Ellument and helped him better understand his market. Much of what he learned about launching his business, he learned in the Lavin Entrepreneur Program.

“I joined Lavin in 2010 as part of one of the first couple of classes,” said Crisci, who developed relationships with mentors during his time in the program. “I’m proud to say that I still talk to those mentors 9 years later and one of them was the first to invest in my startup.”

Due to the helpful advice he received and the longtime mentors he gained during his time in the Lavin Program, Crisci recommends it to any student looking to launch a business.

“You would be foolish to not join the Lavin Entrepreneur Program,” Crisci said. “I think that’s enough said.”

---

*The Lavin Entrepreneur Program is a true accomplishment for a SDSU student looking to become an entrepreneur. It gave me the confidence to fight and become an entrepreneur, and it was the springboard into my career that changed the course of my life for the better.*

— Nick Bjorn, Lavin Alumni / Co-Founder, Power Digital Marketing
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, 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 seek funding. SDSU sent two teams to the 2019 competition, one comprised of undergraduate students and the other comprised of graduate students.

Professional venture capitalists that judged the team praised the strong effort put forward by the SDSU students. The team worked diligently in the months leading up to the competition even holding mock sessions on weekends. These sessions allowed them to practice and perfect their presentation skills, as well as grade business plans and interact with experienced venture capitalists.

The VCIC Competition provides MBA and undergraduate 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

“It’s not just the competition, it’s the people that you meet. They are the ones that are going to be heading up firms in the future. The most valuable part is hearing everyone’s stories and realizing this is a viable career path.”

— Paige Doherty, Lavin Entrepreneur VCIC Undergraduate Team Member
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
INTERNATIONAL BUSINESS MODEL COMPETITION

The International Business Model Competition (IBMC), hosted this year by the Rollins Center for Entrepreneurship and Technology at Brigham Young University, is the first and largest lean startup competition in the world. The competition’s primary objectives 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 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. Named Pantheon Robotics, the team pitched an idea for a technology that would help strawberry farmers harvest their crop with the use of autonomous robots. The team went on to be named among the semifinalists in a field of 40 teams.
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 were generous philanthropists who gave 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 to campus each year to speak to students. The challenge has been met each year since.

In October, more than 250 students joined the Lavin Entrepreneurship Center to listen to Ralph Rubio, founder of Rubio’s Coastal Grill. Rubio visited SDSU to speak for an installment of the L. Robert Payne Lecture Series. He shared with students the story of how a chance encounter with a fish taco in Baja California inspired him to open a restaurant.

Rubio graduated from San Diego State University in 1973 with a liberal studies degree and a minor in Spanish. During his studies, and even after graduating, Rubio worked at restaurants in which he climbed up through the ranks, helping him gain firsthand restaurant management experience.

His first glimpse of a fish taco occurred in Mexico while on spring break with some friends as a freshman in college. “A light bulb went off,” he said. “I saw all these other students like me loving fish tacos, drinking a cold beer and hanging out with their friends. Nobody was doing this in San Diego.” This moment inspired him to take the first steps in creating his company.

In the decades since, Rubio’s eponymous restaurant has grown into a culinary empire, with more than 200 Rubio's Coastal Grill locations across multiple states.

PAST SPEAKERS IN THE L. ROBERT PAYNE LECTURE SERIES INCLUDE:

Tony Hawk, Professional Skater and 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 and Former CEO of Costco

John Moores, Founder of Peregrine Systems and Former Chairman of the San Diego Padres

John Sarkisian, Co-Founder of Pat & Oscar’s Restaurants

Dr. Irwin Jacobs, Founder of Qualcomm

Robert J. Nugent, former Chairman and CEO of Jack in the Box

Russell Lewis, Founder and CEO of Rhino Linings

Dr. Robert Beyster, Founder of SAIC

Ron Fowler, Chairman and CEO of Liquid Investments, Inc., Executive Chairman of the San Diego Padres, and Philanthropist from whom Fowler College of Business is named.

“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.”
— Ralph Rubio,
Founder, Rubio's Coastal Grill
SAN DIEGO ENTREPRENEURS’ ORGANIZATION WELCOMES LAVIN ENTREPRENEURS TO HEAR OLYMPIAN AND ENTREPRENEUR SHAUN WHITE

A few months after Rubio spoke at SDSU, the San Diego Entrepreneurs’ Organization (EO) invited 15 San Diego State University students from the Lavin Entrepreneur Program and the Zip Launchpad to an event where former Olympian Shaun White, now a successful entrepreneur, inspired and shared his entrepreneurship knowledge with like-minded people.

White owns the iconic three-country Air + Style snow and music festival, a ski resort, successful clothing lines and is an active supporter of many charitable causes, White is a credible figure to refer to when it comes to carving the road to success. He suggested that his audience visualize what success looks like, set incremental goals to achieve it, own their own business and brand, and invest in themselves.

Although White’s business career and entrepreneurship projects are worthy of the recognition they have received, White’s character also had an impact on students attending the event.

The Lavin Entrepreneurship Center will continue working with the EO, which invited Lavin students to this event.

“Having the opportunity to listen to Shaun White talk, I learned how humble of a person he is and how he navigated his success through visualization and perseverance,” said Lavin Entrepreneur Lexi Oplinger. “If your goals are important to you, you will find time to plan and execute them! I learned that there is no obstacle that we cannot overcome in the pursuit of true passion.”
— Lexi Oplinger,
Lavin Entrepreneurship Alumni
CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE
CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE

Six years ago, the Lavin Entrepreneurship Center created a boutique-style conference to bring together world-class entrepreneurship educators and researchers to discuss future trends and directions for the field. The center has been able to attract the top names in academia to join for a few days of fruitful discussion and the formation of new collaborations.

This year was no exception. The 2019 California Entrepreneurship Educators Conference (CEEC), held on San Diego State University's campus from April 10th to the 13th, was a successful springboard for participants to unleash their innovative and groundbreaking ideas.

The CEEC 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 to advance the field of entrepreneurship education and research. The event became a hub for the discussion of transformation within the field of entrepreneurship.

“I always learn new innovations that are happening, best practices that are unfolding and some of the best pedagogies that are being developed among some of the best thought leaders and entrepreneurs in the United States,” said Dr. Ted Zoller, director of the Center for Entrepreneurial Studies at the University of North Carolina at Chapel Hill.

Attendance at the event surpassed 100 educators from schools across America and the world. The theme for this edition of the event was ‘Transformation.’

The conference featured keynote speakers such as Elissa Grossman from the University of Southern California and her session titled “Decoding the Future,” Michael Morris from the University of Florida with “The Changing Job of the Entrepreneurship Professor,” Candida Brush from Babson College and Patricia Green from the U.S. Department of Labor and their fireside chat titled ‘Women in Entrepreneurship,’ and Ted Zoller from the University of North Carolina with “Myth-Busting & Mentoring: Insights from the Entrepreneurs Genome Project.” ICSB President-Elect Ahmed Osman also made an appearance via Google Hangouts during the Saturday lunch to send greetings to conference participants.
The conference also featured more than 40 sessions, roundtables and lightning rounds to enhance the sharing of entrepreneurship pedagogy and research insights.

“The conference is an opportunity for me to share and learn some of the cutting-edge techniques in entrepreneurship education, both from a research standpoint and from a teaching standpoint,” said Lois Shelton, a professor of management and entrepreneurship at California State University Northridge.

Some CEEC attendees had the opportunity to travel down to Baja California, Mexico to participate in the 4th annual ICSB Mexico International Conference. The one-day conference included author presentations and round table discussions about how people can promote new knowledge and accelerate the exchange of innovative ideas. While in Baja California, attendees got the opportunity to visit and network with entrepreneurial counterparts from the International Council for Small Business (ICSB) Mexico and CETYS University in Ensenada, the Bit Innovation Center, enjoy a lobster lunch in Puerto Nuevo and explore Guadalupe Valley for wine tasting with local wine entrepreneurs.
List of Speakers:

**Ricardo Alvarez**  
CETYS Universidad Graduate School of Business  
Professor of Entrepreneurship

**Jenny Amaraneni**  
San Diego State University  
Zahn Innovation Platform Launchpad  
Director of Social Innovation

**Craig Armstrong**  
University of Alabama  
Associate Professor of Entrepreneurship

**Kumar Ashish**  
Institute of Public Enterprise, Hyderabad  
Assistant Professor of Entrepreneurship

**Ted Baker**  
Rutgers University  
Professor and George F. Farris Chair in Entrepreneurship

**Maria Ballesteros**  
California State University, Channel Islands  
Assistant Professor of Management

**Constant Beugre**  
Delaware State University  
Professor of Management

**Jonathan Bolz**  
San Diego State University  
Director of Internship Programs  
Lavin Entrepreneurship Center

**Deborah Brazeal**  
Cal Poly Pomona  
Professor

**Christian Broberg**  
Wichita State University  
Associate Professor of Entrepreneurship

**Candida Brush**  
Babson College  
Vice Provost, Global Entrepreneurial Leadership

**Erick Caldwell**  
City of San Diego  
Deputy Chief Operating Officer

**Gaylen Chandler**  
Wichita State University Barton  
Distinguished Chair in Entrepreneurship

**David Choi**  
Loyola Marymount University  
Professor, Director of the Fred Kiesner Center for Entrepreneurship

**Alex DeNobie**  
San Diego State University  
Executive Director, Lavin Entrepreneurship Center

**Anthony Ellis**  
University of Phoenix  
Lead Faculty Area Chair, Law and Ethics

**Sarah Lord Ferguson**  
Simon Fraser University  
PhD Student and Instructor

**Del Foit Jr.**  
University of California, San Diego  
Director of Life Sciences Programs at Extended Studies

**Kim Folsom**  
National University Adjunct  
Professor

**Craig Galbraith**  
University of North Carolina  
Professor, Entrepreneurship and Technology Management
Brett Gilbert
American University
Associate Professor

Alexander Glosenberg
Loyola Marymount University
Assistant Professor, Entrepreneurship

Gabriel Gonzalez
NC State Entrepreneurship Center
Program Manager

Jose Gonzalez
Belmont University
Assistant Professor of Entrepreneurship

Jake Grady
California State University, Long Beach
Assistant Professor of Strategy

Geoffrey Graybeal
Georgia State University
Clinical Assistant Professor

Patricia Greene
U.S. Department of Labor
18th Director of the Women’s Bureau

Elissa Grossman
University of Southern California
Associate Professor of Clinical Entrepreneurship

Diana Hechavarria
Muma College of Business,
University of South Florida
Assistant Professor, Entrepreneurship

Jeff Hornsby
University of Missouri, Kansas City
Chair of Entrepreneurship and Interim Director

Kurt Jacobs
Fortis Solutions, Inc.
Founder and Chairman

Sanjay Jain
California State University, Northridge
Professor

Rangapriya Kannan-Narasimhan
University of San Diego
Associate Professor of Management

Arnon Katz
M-Bios
Founder and Researcher

Michael Lawless
University of San Diego
Clinical Professor, Academic Director of Entrepreneurship Initiatives

Hannah Levinson
Davidson College
Director of Innovation and Entrepreneurship

Tom Lumpkin
University of Oklahoma
Director, Entrepreneurship and Economic Development

Rob Mathews
Ball State University
Director of the Entrepreneurial Leadership Institute

Tony Mendes
Regnier Institute for Entrepreneurship & Innovation at UMKC
Managing Director

Michael Morris
University of Florida
Professor
Martina Musteen  
San Diego State University  
Professor of Entrepreneurship and Global Business

David Newton  
University of California, San Diego  
Professor of Entrepreneurship and Finance

Thomas Norman  
California State University, Dominguez Hills  
Management Professor

Daniel Obodovski  
Scale Incubator  
Co-Founder

Denise Parris  
University of Oklahoma  
Assistant Professor of Entrepreneurship

Leyland Pitt  
Simon Fraser University  
Chair of Business at the Beedie School of Business

Jeff Rubin  
Rubin-Hagan Associates, LLC

Bernhard Schroeder  
San Diego State University  
Director, Lavin Entrepreneurship Center Programs

Neil Senturia  
Blackbird Ventures  
CEO

Lewis Sheats  
North Carolina State University Assistant Vice Provost

Lois Shelton  
California State University, Northridge  
David Nazarian Professor of Management

Nastaran Simarasi  
Cal Poly Pomona  
Assistant Professor of Strategic Management

Erica Snider  
San Diego State University  
Zahn Innovation Platform Launchpad  
Marketing and Entrepreneur Advisor

Diana Barron Villaverde  
Universidad de Las Americas Puebla  
Professor

Dan Wadhwani  
University of the Pacific  
Professor, Chair in Entrepreneurship

Justin Wolske  
California State University, Los Angeles  
Professor

John York  
Akita Biomedical  
Medical Communications & Consulting

Anatoly Zhuplev  
Loyola Marymount University  
Professor of International Business

Ted Zoller  
University of North Carolina  
Clinical Scholar, Professor, and Director of the Center for Entrepreneurial Studies

Conference Sponsors:
- SDSU Fowler College of Business
- Intuit Education
- Lloyd Greif Center for Entrepreneurial Studies
- University of Southern California, Marshall School of Business
ZAHN INNOVATION PLATFORM
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

Peter and Irwin Zahn

The Moxie Foundation, led by Irwin and Peter Zahn, is the foremost sponsor of the Zahn Innovation Platform (ZIP) Launchpad. In addition to providing support for ZIP Launchpad’s initial setup and funding, the Zahns also provide services and advice to the ZIP Launchpad teams. It is thanks to Irwin Zahn and his vision to help young entrepreneurs that this enterprise was started.

Irwin continues to be a strong voice for the development of the center, as well as its guidelines and operating policies. He is a San Diego-based businessman and philanthropist who has always believed that 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.”
Zahn Innovation Platform Launchpad

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

The platform provides mentorship and business acumen through a collaboration with the Lavin Entrepreneurship Center and the Fowler College of Business. It also offers engineering services through the HG Fenton Company Idea Lab for rapid prototyping and all necessary community connections needed to help startups develop new products and launch businesses.

Together, the ZIP Launchpad and Lavin Entrepreneurship Center have worked on numerous projects, providing synergy to promote entrepreneurship at SDSU. Below is a list of events and projects for the 2018-2019 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 29 teams representing all seven colleges on campus. ZIP Launchpad teams have raised more than $15 million from both investors and competitions since its inception in 2012. These student-run teams have reported revenues of over $5 million and have created 64 jobs. Since the ZIP Launchpad’s founding, 250 student teams have been accepted into the program.

Cathy Pucher is the executive director of the ZIP Launchpad. Prior to leading the on-campus incubator, she was the founding executive director of EvoNexus, a San Diego- and Irvine-based incubator. After six years of operations, companies that graduated from EvoNexus have raised 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, Founder, Summit Suncare
GIFTS, GRANTS AND SCHOLARSHIPS
GIFT, GRANTS AND SCHOLARSHIPS

GRANTS - 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 the daughter of Dr. Leonard H. Lavin, whose generous support helped grow the Lavin Entrepreneurship Center.

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

The Lavin Startup Fund provides funding that directly supports qualifying students who are experimenting with business startups or product commercialization. Examples of such support may include the following types of activities: early prototyping, web or application development, brand development, legal services, or travel to trade shows and competitions. In addition to supporting student-run startups, a portion of the fund is also used to arrange periodic networking events for students, such as dinners with accomplished entrepreneurs and business leaders.

During the 2018-19 fiscal year, nine student entrepreneurs and student-run startups were awarded more than $31,000 combined.

They include, SoulMUCH, a sustainable food company, Rooted Rituals, an environmentally-friendly skincare company, and Vardas Solutions, a manufacturer of stress management devices.

Truely, another recipient of the funding, is on a mission to combat the harmful health and environmental consequences of oil-based plastic by developing a new breed of nontoxic plant-made bioplastic.

“Our team being awarded the Seed Fund was a huge kick-start for us, not only financially but also for company morale and motivation,” said co-founder Joshua Munoz. “Launching a startup is a challenging endeavor and this funding was such an encouragement, giving us validation that the committee saw the potential and value in our efforts.”

The new plastic that Munoz and his team are developing utilizes naturally-renewable plant materials as opposed to fossil fuel chemicals. Munoz attributes much of his company’s success
to all of the help and support that he has received from the Lavin Center and the Seed Fund.

“I would encourage any SDSU entrepreneurs who have a strong case for funding to apply for the Seed Fund,” Munoz said. “Surrounded with skilled advisors and partners, team Truely is currently preparing for our upcoming launch in the spring of 2020.”

Another key part of the Seed Fund program involves periodic networking dinners with accomplished entrepreneurs and business leaders.

CEO of Optima Office Accounting Services, Jennifer Barnes, was one of the business leaders chosen to inspire and talk to Lavin Students at a private dinner in April.

Rather than meeting in a classroom, this format creates a casual atmosphere for rich discussion between the aspiring student entrepreneurs and the more established entrepreneurs who were once in their shoes.

“I believe in educating and empowering the next generation of students who are going to be running our world,” she said. Barnes praised the group of students she conversed with at the dinner and sees them as future entrepreneurs.

“This is just a really bright group of students,” she said. “You can tell they are going to be leaders in our community. They will start businesses and become leaders in the community. It seems like the Lavin Center has genuinely done a very good job of attracting and retaining the very best students out there.”

“I’ve been running outsource accounting firms for seven years and this one I am spinning off on my own without partners,” Barnes said.

Barnes, who graduated with an executive MBA at SDSU in 2008, believes in giving back to the community and inspiring student entrepreneurs and their endeavors.
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 (CSU) Program for Education and Research in Biotechnology (CSUPERB) since March 2007. In this role, she is responsible for strategic planning and new initiatives related to the life sciences across the 23 campuses of the CSU system. In addition, Baxter manages the National Science Foundation-funded CSU Innovation Corps (I-Corps), a system-wide entrepreneurship education program. She currently serves on the 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 SDSU 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 2018 CSU Innovation Corps cohort was exclusively for California State University student teams with both undergraduate and graduate students participating. Teams start with a biotechnology research-based idea, interview potential customers and partners, and apply creative thought to find a problem and solution 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 COLLABORATIVE LEADERSHIP TEAM:

- Susan Baxter (PI), Executive Director, CSUPERB
- Alex DeNoble, Professor, Management, San Diego State University & Executive Director, Lavin Entrepreneurship Center
- Stanley Maloy, Associate Vice President, Research and Innovation, San Diego State University
- Tommy Martindale, Director, Technology Transfer Office, San Diego State University
- James Prince, Associate Dean, Research and Graduate Programs, College of Agriculture, Food & Environmental Sciences, Cal Poly
- Cathy Pucher, Executive Director, Zahn Innovation Platform (ZIP), San Diego State University
- Kemi Sawyer, 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 San Diego State University students in the Lavin Entrepreneur Program, business majors with a specialization in entrepreneurship, and those enrolled in the entrepreneurship minor. The Larry and Madeline Petersen Scholarship provides support to upper division, full-time students that are enrolled in the entrepreneurship specialization or entrepreneurship minor to encourage them to pursue their entrepreneurial dreams and learn how to transform their ideas into profitable businesses. Through this scholarship, the Petersens’ goal to support the Fowler College of Business’s Lavin Entrepreneurship Center continues to thrive.

Larry Petersen graduated from San Diego State University with a bachelor’s degree in marketing (class of 1971). He is the founder and president of LP Marketing, a sales and marketing organization in 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.”

Andrea Roberts is an integrated marketing communications major with two minors in entrepreneurship and in spring was awarded the Petersen Scholarship by the Lavin Entrepreneurship Center for the 2019-20 academic year. She was recognized for her hard work and innovation while participating in the Lavin Entrepreneur Program.

“This is the first scholarship I have been awarded and it’s been a tremendous help in my everyday life to keep doing the things I love and keep me on a track toward success,” said Roberts. “I’ve been using the funds to better my quality of life, like getting a gym membership and saving for a car, as well as investing funds into my business, such as buying labels and getting product insurance.”

While attending SDSU, Roberts has been involved with numerous business associations on campus, such as the ZIP Launchpad, the Entrepreneur Society, Women in Entrepreneurship and the
annual Student Research Symposium, where she won an award for her business achievements.

“I am extremely grateful for all the resources that I’ve been able to tap into, and I understand that a lot of people and opportunities have aided me along the way,” Roberts said. “To anyone reading this who has helped me, I hope you see some of yourself in my success. I appreciate you.”

Roberts said her greatest aspiration is to make the world a better place, and she feels that the Lavin Entrepreneur Program has provided her with connections and friendships that will help her with this cause.

“It feels amazing to have people support you in what you’re doing and inspire you to push your limits. I can’t imagine my college experience without the Lavin Entrepreneur Program,” Roberts said. “It has opened more doors for me than I can count.”

PAST WINNERS OF THE LARRY AND MADELINE PETERSEN SCHOLARSHIP INCLUDE:

2019 – Andrea Roberts
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 is directed toward campus entrepreneurship efforts.

Thanks to his generosity, the Lavin Entrepreneurship Center is able to provide an annual scholarship of $5,000 to two outstanding entrepreneurship students to help them pursue their passions. The selected students demonstrate a significant propensity for entrepreneurship achievement and have participated in formal programs in the Zahn Innovation Center 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.”
2019 WINNERS OF THE CONRAD PREBYS SCHOLARSHIP INCLUDE:

• Tammy Nguyen,
  Lavin Entrepreneur Program
  Tammy Nguyen is a business marketing major with a minor in entrepreneurship. While she 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 president for Streets of Hope San Diego, a non-profit organization that feeds and builds relationships with the homeless. Nguyen also works as a project coordinator at the Lavin Entrepreneurship Center. “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.”

• Matthew Kolbl,
  Lavin Entrepreneur Program
  Matthew Kolbl is a fourth-year international business major with a minor in Spanish. Prior to joining the Lavin Entrepreneurship Program, he collaborated with various entrepreneurs through his internship with the ZIP Idea Lab. He has also completed a digital marketing internship through the Lavin Entrepreneurship Center and an internship as a real estate analyst. Set to graduate in the spring, Matthew is looking to launch his own entrepreneurial endeavor in San Diego.
AWARDS

Lavin Entrepreneur Executive Director Wins Lifetime Achievement Award

Fowler College of Business management professor, Dr. Alex DeNoble, was honored on the floor of the United Nations on June 27, 2019 with the International Council of Small Business’ (ICSB) Lifetime Achievement Award. DeNoble also serves as the executive director for SDSU’s Lavin Entrepreneurship Center.

“The award recipients were selected based on their distinguished service on behalf of micro, small and medium enterprises (MSME), global recognition, and strong research and teaching,” said ICSB project manager, Jordyn Murphy.

Along with DeNoble, Jeffrey Cornwall of Belmont University, Charles Matthews of the University of Cincinnati and George Solomon of George Washington University were also honored. This marks the first time the ICSB has presented the Lifetime Achievement award, though DeNoble was previously recognized with the ICSB’s Presidential Award in 2016.

“To be recognized with three of the most respected and admired academics in the field of entrepreneurship education was truly an unexpected and remarkable honor for me,” said DeNoble. “I am genuinely delighted to be a recipient of the ICSB inaugural Lifetime Achievement Award and am humbled to be recognized among such noteworthy colleagues.”
FINANCIAL SUPPORT

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

**Individual Gifts**
Carol Lavin Bernick
Carmen Bianchi
Nancy & Tim Myers

**Alumni Gifts**
Matthew Callahan
Vincent Meade
Thom McElroy

**Company Gifts**
Ernst & Young
Kendra Scott LLC
United Way

**Board Member Gifts**
Robert Bello
Michelle Donavan
Steve Hoffman
Zeynep Ilgaz
Bruce Knowlton
Mark Monahan
Robert Wilcox
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