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TRIBUTE TO LEONARD LAVIN .67
Annually, the staff at the Lavin Entrepreneurship Center and I take the time to review our activities and accomplishments during the previous academic year. It is always a special time for me to reflect on the highlights and occasionally, the lowlights that have shaped our evolving experiences as a center for entrepreneurial excellence. The 2019-20 academic year will most certainly be remembered as the year of the COVID-19 global pandemic. Our lives have changed in dramatic ways as the novel corona virus diffused through all corners of the world and impacted everyone. It began in fall 2019 in Wuhan China as an emerging issue. But how much attention did we really pay to it at the outset? After all, this was a situation far away from us. Why would we even be concerned? But then, as the new year rolled around, we started realizing the magnitude and rapid spread of the virus. By the end of February, the uncertainties and steady rise of illness and death required drastic measures across all aspects of society including academia. At San Diego State University, all faculty, staff and students were ordered off campus and we had to figure out how to maintain continuity for our students who were in the middle of their semester studies. Under such trying circumstances, I am extremely proud of how the amazing team at the Lavin Entrepreneurship Center responded to our immediate need to convert to a virtual operation.

Overnight, we all became experts at Zoom as our primary means of communication. We had to figure out which Lavin programs we could run and which programs we had to suspend. First on the chopping block was our annual California Entrepreneurship Educators Conference. For six years, we have been inviting thought leaders in our field to our campus to push the envelope by re-imagining how we teach and conduct research. But how could we run such an event in the midst of this global pandemic? Speakers were canceling due to travel restrictions and conference registrants were asking for refunds. We had no choice. But as I considered our staff who had worked for a year in preparing for this event and as I participated in an informative conversation at another conference in Miami Florida, I regained a spark of confidence. Thus with 3 weeks to spare, and with the support of our key partner at the International Council for Small Business (ICSB), we made the decision to run a virtual conference with no prior experience. We pulled off an amazing 2-day event with more than 20 sessions and over 1000 global participants!
Reinvigorated now, we figured out how to maintain all of our operations in a virtual context. Thus, in the pages that follow, you will read about our accomplishments across our many programs including, but not limited to the Lavin Entrepreneur program, our various entrepreneurship competitions, our internship program and our seed fund. But first, take some time to look at the faces and read the names of our amazing staff and advisory board members who worked tirelessly to make this all happen. To our graduating students, I offer my sincere thanks for all that you did for us while you worked at the Center. I am confident that you will draw on these experiences as you embark on your professional lives.

At the Lavin Entrepreneurship Center, we are in the business of preparing the next generation of SDSU entrepreneurs. Such preparation requires resiliency, innovation and drive. In the words of our benefactor, Dr. Leonard H. Lavin, and in his book by the same title, we believe that “Winners Make it Happen”.

With sincere gratitude,

**Alex F. DeNoble**, Ph.D,
Executive Director and Entrepreneurship/Business Professor
LAVIN ENTREPRENEURSHIP CENTER OVERVIEW

The mission of the Lavin Entrepreneurship Center is to instill entrepreneurship across San Diego State University and to facilitate students in developing 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, programs, internships, resources and events.

*The primary purposes of the Lavin Entrepreneurship Center are:*

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

2. To support research initiatives of faculty and 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.
LAVIN ENTREPRENEURSHIP CENTER STAFF

Alex F. DeNoble is the executive director of the Lavin Entrepreneurship Center and a professor of management and entrepreneurship for the Fowler College of Business at 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 Senior Vice President of Partnerships on 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. In 2019, Schroeder was awarded the Teaching Excellence Award by San Diego State University’s Fowler College of Business. Schroeder 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 an honor.”

— Bernhard Schroeder,
Director Lavin Entrepreneurship Center Programs
Our student staff consist of undergraduate and graduate students across all seven colleges at San Diego State University. In collaborative efforts, our student staff merge various areas of expertise and passion to operate and energize the Lavin Entrepreneurship Center. Following the end of the 2020 academic year, six of the center’s staff completed their academic journeys at SDSU*. Their contributions to the Lavin Entrepreneurship Center are immensely appreciated. We congratulate them on their accomplishments and wish them the best in their future endeavors. They are followed by a new team of student staff eager to bring the center to new heights.

THOMAS BLANTON*
Marketing Specialist

EMMANUEL GAMBINO*
Accounting Assistant

BRETT HARRIS*
Marketing Specialist

KAYLA HOLM
Writer

JOSHUA JOINER
Accounting Assistant

AISHWARYA KHANNA
Web Developer and CRM

CHANELLY LAGUNA*
Graphic Designer

LOBNA MOHAMED*
Internship Program Coordinator

JACINDA MOLINA
Marketing Specialist

TAMMY NGUYEN*
Marketing Specialist

WILL REYNA
Videographer

DOMENIQUE SCIUTO
Marketing Specialist

AMBER SIMES
Graphic Designer
The Lavin Entrepreneurship Center advisory board is composed of seasoned entrepreneurs, executives, investors, and professional service providers dedicated to the expansion of entrepreneurship at San Diego State University and throughout the San Diego community. Our advisory board utilizes their years of expertise to provide strategic and tactical support, fundraising opportunities, community collaborations, and solution-oriented decisions in benefit of the Lavin Entrepreneurship Center. The advisory board’s direction has strengthened the center’s renowned reputation.

CARMEN BIANCHI
Founder and Director, EMC Business Forum

ROBERT BELLO
Associated Real Estate, Land Use and Environmental Practice Group

ALEX F. DENOBLE Ph.D.
Executive Director, Lavin Entrepreneurship Center

SHELDON DEREZIN
Founder and Partner, CPA Firms

MICHELLE HON DONOVAN
Partner, Duane Morris LLP

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

BELLA MESSINA
SDSU Entrepreneur Society President, 2019

STEVE HOFFMAN
CEO, Modern Postcard
ZEYNEP ILGAZ
Founder, Confirm BioSciences

BRUCE KNOWLTON
Partner, CPA

MARK MONAHAN
Partner, Inversiones Seguras

GAIL NAUGHTON
Former Dean, SDSU Fowler College of Business; CEO and Founder, Histogen

STEVEN OSINSKI
CEO 3Hr Learning; Lecturer, Marketing Department - Fowler College of Business at SDSU
LAVIN ENTREPRENEURSHIP PROGRAM
Dr. Leonard H. Lavin challenged the directors of the Lavin Entrepreneurship Center to curate a world-class specialty program aimed at enhancing and progressing entrepreneurial competencies across campus. In 2008, Dr. Lavin’s vision was enacted and the Lavin Entrepreneur Program was officially established. Since its start, the Lavin Entrepreneur Program has progressed from a one-year experience to a two-year undergraduate program, consisting of formal and structured introductions into the mechanisms and methodology of starting a business. Students are afforded invaluable experiences and exposed to a well-developed curriculum of entrepreneurship, which when combined, equip them to be innovative leaders.

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 its students have to the local entrepreneurship ecosystem. Students receive one-on-one mentorship from a designated and successful entrepreneur or business leader, who provides them with examples and guidance on how to achieve their individual goals. All of the meetings provide the Lavin Entrepreneurs with opportunities to network with community leaders, potential investors and serial entrepreneurs.

The core curriculum of the program is delivered through a progressive series of four seminar courses during the students' junior and senior academic years. During these years, the Lavin Entrepreneurs engage in activities that help them to develop an understanding of the entrepreneurship process through a wide array of engagement activities. Students have opportunities to meet and interact with practicing entrepreneurs within the local startup ecosystem.

Throughout their time as Lavin Entrepreneurs, students meet weekly as part of the academic component of the program to discuss their assigned entrepreneurship readings and relevant course content. 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.

Over the past twelve years, our program has graduated more than 200 alumni, producing the next generation of entrepreneurs and risk-takers to transform their personal career trajectories. As our program has improved throughout the years, there has been a notable increase in participants and a more eclectic group of students pursuing careers in entrepreneurship.

This past year, we welcomed David Turner, a highly accomplished serial entrepreneur to lead the first year cohort of the program. David joins experienced entrepreneur and venture capital investor, Kimberly King who leads the second year cohort in the program. During the tumultuous COVID-19 driven spring 2020 semester, both instructors and student cohorts rapidly transitioned to a new (and hopefully temporary) on-line format. The program will continue in this manner until we are allowed to once again operate within our beautiful and spacious William E. Leonhard Entrepreneurship Center located in the Engineering and Interdisciplinary Sciences Building.
BA 311: Lavin Entrepreneur I Seminar
Lavin Entrepreneurs will be introduced to entrepreneurship as a potential path for future career development. Students will begin developing entrepreneurial competencies and professional networks. They will also be introduced to the basics of ideation, opportunity recognition, and business model development.

BA 312: Lavin Entrepreneur II Seminar
Lavin Entrepreneurs will continue to build their entrepreneurial competencies and mindsets, utilize entrepreneurship frameworks for business opportunity assessment, ideation, feasibility analysis techniques in ventures, and how to interact and negotiate with strategic partners.

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

BA 412: Lavin Entrepreneur IV Seminar
Lavin Entrepreneurs will focus on company creation activities. Building upon the “iterated” business model canvas developed during the course, students are exposed to the types of challenges, issues, and decisions that must be made while formulating their launch plan. By the end of this course, students will develop and present an investor pitch of their proposed new business venture.

As we reach completion of our twelfth year of the Lavin Entrepreneur Program, we thank our participants and supporting figures that persisted through unusual circumstances. The novel coronavirus pandemic forced closure of the San Diego State University campus in mid-March, burdening the traditional in-person format of our programs with a rapid adoption of on-line teaching skills. With supportive adaptability from all agents of our program, we were able to facilitate our objectives virtually. We congratulate our graduating class of 2020 Lavin Entrepreneurs for their dedication to growing their entrepreneurial competencies, building their networks, and pursuing entrepreneurship journeys as well as their adoption of on-line educational format.

INSTRUCTORS

David Turner - First Year Cohort
Kimberly Davis King - Second Year Cohort
LAVIN ENTREPRENEUR STUDENTS

2018 - 2020 CLASS OF LAVIN ENTREPRENEURS

Paige Doherty - College of Sciences
Tiffany Gil - Fowler College of Business
Victoriana Gonzalez - Fowler College of Business
Diego Hernandez - College of Professional Studies and Fine Arts
Daniel Kelly - Fowler College of Business
Matt Kolbl - Fowler College of Business
Michael Kosoff - Fowler College of Business
Jason Kramer - College of Sciences
Parker Perry - College of Sciences
Erick Sanchez - Fowler College of Business
David Alexander Sinclair - Fowler College of Business
Zac Solomon - Fowler College of Business
Ali Sufi - Fowler College of Business
Caitlin Sziksza - Fowler College of Business
Isaac Torres - Fowler College of Business
Chad Vardas - College of Sciences
Alireza Varzdar - Fowler College of Business
Joseph Wilk - Fowler College of Business

2019-2021 CLASS OF LAVIN ENTREPRENEURS

Adrian Armenta - Fowler College of Business
Trevor Bailey - Fowler College of Business
Reid Becker - Fowler College of Business
Jake Bradley - Fowler College of Business
Patricia Campanella - Fowler College of Business
Ben Chao - Fowler College of Business
Sam Deleon - Fowler College of Business
Margen Dishmon - Fowler College of Business
Lasse Engel - Fowler College of Business
Leonardo Godinez - Fowler College of Business
Eduardo Gonzalez - College of Health and Human Services
Naveed Gorgani - Fowler College of Business
Jake Hurwitz - Fowler College of Business
Kyle Joyce - Fowler College of Business
Regan Jung - Fowler College of Business
Pranav Kalra - Fowler College of Business
Logan Lacher - Fowler College of Business
Niv Levi - Fowler College of Business
Navy McKee - Fowler College of Business
Bella Messina - College of Sciences
Benjamin Nguyen - College of Professional Studies and Fine Arts
Kimberly Perlman - College of Professional Studies and Fine Arts
Micah Porter - Fowler College of Business
Austin Salvail - Fowler College of Business
Domenique Sciuto - Fowler College of Business
Ben Sharpiro - Fowler College of Business
Michael Viesa - Fowler College of Business
Jasmin Villa - Fowler College of Business
Matthew Wallace - College of Professional Studies and Fine Arts
Ryan A. Wallace - Fowler College of Business
Ryan Wooldridge - Fowler College of Business
Nour Zabaneh - Fowler College of Business
A hallmark of the Lavin Entrepreneur Program is that each of our Lavin Entrepreneur students is paired with a mentor volunteer we have recruited from our networks in the business community. We are so grateful to have such a supportive group of talented and highly accomplished individuals who have been willing to work with and mentor our next generation of entrepreneurs. With our sincere thanks, below we recognize these outstanding individuals.

**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, HoursLogger

**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

“Setting honest expectations for budding entrepreneurs is key and I felt as if the team at the Lavin Entrepreneurship Center understood this and was supporting this message.”

— Win Cramer,
CEO and President of JLab Audio
2019-2021 LAVIN MENTORS

Julius Alejandro - Director of Convergence, Startup San Diego (SDSU Alum)

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

Hilary Anne - Vice President of Sales and Strategic Partners, Verse.io

Jennifer Barnes - CEO, Optima Office, Inc. (SDSU Alum)

Julien Brandt - Co-founder and President, Digitopia (SDSU Alum)

Eric Chriss - CEO and Founder, CUSTOMatrix

Craig Collins - Executive Recruiter and Senior Director Homebuilding and Construction, Newport Group (SDSU Alum)

Edward Cox - Executive Vice President Strategic Alliances and Global Head of Digital Medicine, EVERSAN

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

Jack Doheny - Co-founder of Bold Brew (SDSU Alum)

Donna Fabbri - Owner, PERFECTO! By Fabbri Consulting LLC

Jeff Fenster - Founder and CEO, Everbowl

Gabriel Galvez - CEO, CAPTARGET

Tim Garrett - Co-Founder, Laird Apparel

Melani Gordon - Co-founder and CEO, Evergreen (SDSU Alum)

Steve Gottlieb - Chief Marketing and Success Officer, Verse.io

Jeffery Grad - Co-founder, Evolution Fresh

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

James Heller - Co-founder and CEO, Wrapify

Brian Jones - Founder, Nuts and Bolts of PR and Vizabiliti

Kristin Kahle - Founder, NavigateHCR

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

Evan Kesner - Project Manager, JLL

Slava Khristich - Founder and CTO, TATEEDA,

Michael Librizzi - (SDSU Alum)

James McGowan - Chief Innovation Officer, Culture Works HR

Duncan McLaren - CEO and Co-founder, My Total Health
Clay Melugin - Senior Program Manager-- Technology, Neptune Technology Group

Kevin Popovic - Founder, Ideahaus; Director, ZIP Idea Lab – SDSU

Jesse Rubin - COO, MindTouch (SDSU Alum)

John Saunders - Vice President of Technology and Web Development, Power Digital Marketing Agency (SDSU Alum)

Amish Shah - CEO and Founder, Deep Origins

Ty Smith - Founder and CEO, Vigilance Risk Solutions (VRS)

Zack Stevens - Design and Brand Strategist, zstvns.design (SDSU Alum)

Carl Thomas - Senior Advisor, Head of Sport

Jason Tuschen - Co-founder and CEO, Randori, Inc.

Ryan Vanshur - Co-founder and Vice President of Client Success, Coursekey (SDSU Alum)

Matt Voight - Co-founder and CEO, Saambaa

Gerry Widmer - CEO, FIDUS (SDSU Alum)

Adam Weiler - Co-Founder, Strongvolt (SDSU Alum)

Michelle Weinstein - CEO and Founder, Fitzee Foods

Brian Yui - CEO - HouseReabte
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.

The trilateral partnership creates a win-win-win for the two universities and Duane Morris. SDSU students have the opportunity to gain access to pro bono legal advice during the startup phase of their businesses. This program is designed to reach our entrepreneurship students early enough in their business development processes so that they ideally, we can help them to minimize their chances of dealing with legal issues as their businesses unfold. SDSU students also learn how to work with, and engage with, an internationally recognized law firm. Students in the USD School of Law’s Entrepreneur Clinic, who are on track to become attorneys, learn how to work with clients while under the tutelage of practicing attorneys at the USD Law Clinic and several of the partners at Duane Morris LLP. The program gives the attorneys at the Duane Morris San Diego office the opportunity to meaningfully engage with students from both the law program at USD and the emerging entrepreneurs within our program.

SDSU students in the program are offered free workshops and the ability to connect with USD law students. They are also offered access to 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 partnerships of its kind in the region which combines student learning experiences with the skills of practicing attorneys.

“As a longtime board member of the Lavin Entrepreneurship Center, I felt this was a tremendous opportunity for us to support startups as a firm and individually.”

— Michelle Hon Donovan, Partner, Duane Morris
LEAP CONSISTS OF FOUR KEY COMPONENTS:

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

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

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

**Duane Morris Pro-bono Legal Services:**
In very limited cases, the Duane Morris attorneys will evaluate if they can take on the responsibility of handling a student’s legal affairs and challenges. These decisions are made on a case by case basis.
Entrepreneurship is a global experience. Becoming a leader in global entrepreneurship education means fostering ties with international entrepreneurship educators, institutions and organizations. The Lavin Entrepreneurship Center residing in San Diego, is aptly positioned to build cultural bridges. The United States-Mexico border lies twenty 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 ideal opportunities for cross-border collaborations between students and entrepreneurs from both countries.

With our prime location, SDSU was able to foster a 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 with entrepreneurship leaders in Tijuana, Mexico and San Diego. Our two institutions are dedicated to the advancement of entrepreneurship education and use our relations to better the field.

Lavin Entrepreneur Students Host Students From CETYS Universidad

During the Fall 2019 semester, Lavin Entrepreneurs welcomed students from CETYS Universidad to San Diego State University for an entrepreneurship inspired tour. In years past, San Diego State University faculty and students have travelled to Tijuana to explore the entrepreneurial resources and facilities of CETYS Universidad and the entrepreneurial ecosystem in the Tijuana region. This year, the two institutions flipped and students from CETYS were given an inside look into the entrepreneurial environment at SDSU and in the San Diego community.

Their first stop on the trip was a tour of the SCALE (Smart Cities Accelerator, Labs and Environment) Incubator. Located in downtown San Diego, SCALE is a smart cities-focused tech hub co-founded by Daniel Obodovski, a Lavin Entrepreneur mentor. CETYS Universidad students were joined by Lavin Entrepreneurs at this unique facility, where they learned about what's happening at the intersection of data science and technology, and saw how urban problems, such as downtown parking and homelessness, can be addressed through smart city platforms.

"SCALE was very interesting because to our knowledge, there is nothing similar in Tijuana to address city related concerns in this manner ... It’s awesome that the incubator hasn’t been open very long and they already have several projects going on."

— Enrique Anaya
CETYS Universidad student studying international business

Back at the Lavin Entrepreneurship Center, the Mexican and American students heard from San Diego Entrepreneur and Lavin Entrepreneur instructor David Turner, as well as from Professor Jeffrey Stamp, a creativity and innovation specialist and founder of Bold Thinking.

The visit was an important moment for blending and collaborating across borders. The Lavin Entrepreneurship Center values CETYS Universidad’s partnership in growing entrepreneurship education, and we welcome them beyond tours. Faculty from CETYS Universidad were also presenters at our 2020 California Entrepreneurship Educators Conference. As we look towards further establishing cross-borders collaborations, we will be reimagining and reinventing the ways in which we can further engage.
Inspiring entrepreneurship requires enabling it. The financial aspects of starting a business can be a burden to students and a deal breaker in the success of their entrepreneurship aspirations. Luckily, our center is supported by individuals who actively work to enable entrepreneurs. Carol Lavin Bernick gifted the Lavin Entrepreneurship Center $250,000 over a five year period to help fund student-led startups. Bernick’s funding can be used for a variety of reasons including early prototyping, web or application development, brand development, legal services, travel to trade shows and competitions, and much more!

Ms. Bernick offers continued dedication to the growth and success of the Lavin Entrepreneurship Center. She serves as the 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. As an entrepreneur herself, she saw the value in investing in entrepreneurship education and enabling entrepreneurs.

With Ms. Bernick’s support, the Lavin Startup Fund was established. Over the last year, $52,560.00 was dispersed through the fund to sixteen student startups. The Lavin Startup Fund consists of two main parts: project funding and seed fund dinners.

**PROJECT FUNDING**

Project funding provides funds directly in support of qualifying students who are experimenting with business startups and/or product commercialization. During Fall, Spring and Summer semesters, students apply for seed funding to be determined by a specially selected committee. The committee that determines eligibility is typically composed of the Lavin Entrepreneurship Center directors, faculty, Advisory Board members, and students. Students present business proposals to this committee who then evaluate amount requests to be given in support of their venture or offer conditional amounts, pending the completion of a given task.
Fall 2019 Project Funding

FYT- Free Your Taste (Jeff Peroutka) -  
$5,000: a fashion business to help small-to-medium sized fashion brands gain sales and attention.

FreeBody (Jason Cornell) -  
$1,500: enables arthritis patients to continue to pursue their favorite athletic activities regardless of joint pain.

Lift Your Eyes (Karina Sierra Ornelas) -  
$5,000: uses virtual and augmented reality to help curate a child’s overall experience

Varddas Solutions, LLC (Chad Vardas) -  
$5,000: development of a prototype

Alireza Varzdar -  
$2,500: attendance at an industry trade show

Winter 2019 Project Funding

Black Dollar Beauty (Alicia Burgess and Don Turner) -  
$500: offers people with curly, tightly-textured hair a convenient way to find beauty services.

Lonely Floater (Ryan Wallace) -  
$1,000: offers hip-hop, EDM and punk rock fans a lifestyle brand with which to promote their individuality and awareness through clothing and accessories

Baby Box (Victoriana Gonzalez) -  
$650: provides parents with an easy-to-use, rental-based subscription service that saves them valuable time and money on new clothes for their rapidly growing children

Vent Packz (Thomas Linton) -  
$4,200: aims to solve the problem of back sweat produced by the lack of ventilation between a person’s back and their backpack.
Spring 2020 Project Funding

Brixbo (Ben Gutierrez and Cameron Sacks) -
$3,900: focuses on building a next generation energy storage solution with battery storage modules that you can connect and stack together

Clarity Car Washing (David Sinclair) -
$250: focuses on a high end unique car washing service

Twin Events Management (Tammy Nguyen) -
$4,095: focuses on helping companies plan and manage events

TekMate (Ben Shapiro, Naveed Gorgani, Jasmin Villa, and Michael Viesca) -
$5,000: focuses on teaching elderly consumers how to use new technologies

Save the Food (Till Hartwig and Davis Boring) -
$3,695: focuses on helping restaurants sell leftover foods at a discounted rate

Black Dollar Beauty (Alicia Burgess and Don Turner) -
$5,000: offers people with curly, tightly-textured hair a convenient way to find beauty services.

Koi Energy (Hieu Nguyen) -
$5,000: energy based gum as a healthy alternative to coffee and energy drinks.
The second component of the Lavin Startup Fund is seed fund dinners. A portion of the funds are used to arrange periodic networking events such as dinners with accomplished entrepreneurs and business leaders. During these dinners, students accepted into the Lavin Entrepreneur Program get the opportunity to meet a successful entrepreneur at an intimate restaurant setting. This format allows for an excellent atmosphere for rich discussion between the aspiring student entrepreneurs and the more established entrepreneurs who were once in their shoes. Rather than financial enablement, seed fund dinners enable students to learn from the experiences of other entrepreneurs.

Six dinners were entertained this past year, four in the fall and two in the spring. A total sum of $5,565 was allocated towards hosting entrepreneurs to share their journeys and expertise with a select group of Lavin Entrepreneurs. The Spring 2020 semester, including the remainder spring seed fund dinners, were cancelled because of COVID-19 health and safety restrictions prompted in San Diego County. As we look towards adapting with the circumstances, we are exploring alternatives to in-person seed fund dinners.

**FALL 2019 SEED FUND DINNERS:**
- Steve Hoffman - Founder and CEO of Modern Postcard
- Shanda Sumpter - Founder of HeartCore Business
- Win Cramer - CEO of JLab Audio
- Travis Lubinsky - Founder of Flex Watches

**SPRING 2020 SEED FUND DINNERS:**
- Jeff Fenster - Founder and CEO of Everbowl
- Robert Schulte - Founder and CEO of LumaTax

“The Lavin students never cease to amaze me with their passion, drive, and intellectual curiosity,” said Schulte. “It is refreshing to see the unrelenting pursuit of entrepreneurship that these students engage in during their undergraduate studies and I am excited to follow their progress in the years to come.”

— Robert Schulte, CEO of LumaTax
We at the Lavin Entrepreneurship Center pride ourselves in preparing the next generation of entrepreneurs. Alumni of our Lavin Entrepreneur Program have gone on to leave their mark through their innovation, creativity and dedication to bettering industries in a rapidly changing world. Listed below are the brands that past Lavin Entrepreneurs have founded. We actively follow our alumni’s growth along with their company’s growth. As they grow, we grow.

COMPANIES

Advisor Jam
Atom Collective
Ay, Que Rico
Aztech’s
Bamboo Tranquility
BloomFile
Scott’s Cheap Flights
Bold Brew
Bomfy B
Bright Side Network Media
Coastal Media Management
Compete Marketing, HelpFlow
Crypto Club
CTM Cases LLC
Denver on the Rocks
DevCo.
Digital Growth Machine
Enjoy Globally
Enver
Fatberry
Finding Direction University
Forte Shelter, LLC
Freelance Marketing
Freeway App
Fuller Digital Marketing
Genesis
Golden Era Auto Parts
Greek Love
Holonis
Hype Audio
Junto
Kateboards
Kimmy’s Kini’s
Klassic & Relentless
LaserClean
LoginLegacy
Lonely Floating
Lunavo Labs
Maia Analytica
Meech Media Group
Mercato
MG MArketing
Mila Flats
Mint Condition Car Detail
Mr. Checkpoint & Wavey Inc
Pei Technology
Power Digital Marketing, Inc.
Raul Hernandez Inc.
Restoar
Rooted Rituals
Schwartze Hof Baumgart GbR
and Private Parties
Shakesmart
Shredlights
SlickCentral
SOLO Eyewear
TekMate
TipNetwork
Togally.com
Vardas, Inc.
West Major
Y in Yang Entertainment
YNV Music
Your Case
ZeroPressure
Ziptopic
ENTREPRENEURSHIP COMPETITIONS
ENTREPRENEURSHIP COMPETITIONS

The Lavin Entrepreneurship Center utilizes competitions as a way for our students to test and master entrepreneurial competencies. Competitions encourage the process of prioritizing, organizing and executing ideas into solutions and plans. Entrepreneurship competitions reflect the competitive and fast-paced nature of entrepreneurship. Students affiliated with our center participate in homegrown competitions and travel the country to participate in intercollegiate competitions.

LAVIN VENTURESTART PROGRAM

We initiated the Lavin VentureStart Program, based on funding provided by Dr. Leonard H. Lavin, to offer students opportunities to pursue entrepreneurial passions in a competitive outlet. The Lavin VentureStart Program is a series of Lavin VentureStart Competitions, designed to unify multidisciplinary students whose talents, ideas, and energy may serve to operate tomorrow’s leading firms. Our goal at 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.

A Lavin VentureStart Competition is hosted during fall and spring semesters and is open to all levels of students. Prior to competing, the participants attend VentureStart workshops to prepare for the event and submit business model designs based on their ideas. After interacting with consumers, these groups modify their initial business models to reflect market-based feedback. The five teams selected to compete in the competition present their business ideas to a panel of three judges, all of whom are professional entrepreneurs.

PROGRAM STRUCTURE

For the 2019-2020 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.
PROGRAM RESULTS

FALL 2019 VentureStart Program:

WINNERS:
1st place – FreshTech
(Benjamin Shapiro, Jasmin Villa, Michael Viesca, Naveed Gorgani)
2nd place – BabyBox
(Victoriana Gonzalez)
3rd place – Genie
(Amanda Yousif)

JUDGES:
John Saunders, VP of Technology at Power Digital Marketing
Eric Birkemeier, Founder and CEO of ShredLights
Ryan Vanshur, Co-founder of CourseKey.

SPRING 2020 VentureStart Program:

WINNERS:
1st place – Kid Fyt
(Adrian Armenta, David Evelo, Isabella Messina, Benjamin Shapiro)

JUDGES:
Jack Doheny, Co-Founder of Bold Brew
Zach Stevens, Designer and Brand Strategist of Stevens Design
John Saunders, Vice President of Technology, Web Development at Power Digital Marketing
The Lavin Entrepreneurship Center assembles and conducts the LeanModel Competition at San Diego State University as a preliminary competition to the larger competition at Brigham Young University. The competition is open to all levels of students, including undergraduates, graduates and Ph.D. students. The competition’s goal is to help create more viable startups that are solving big problems in large markets and industries. Key components of the competition are the startup team’s business model, a MVP (minimum viable prototype), research and testing with real potential customers, and then, based on results, either to pivot or to develop a new go-forward plan. Problem identification, lean mentality, rapid MVP prototyping, and customer testing and research along with the proposed business and marketing strategy are key elements that judges evaluate. The LeanModel Competition rewards students for identifying and defining assumptions, testing those assumptions in the marketplace, and then pivoting their business model based on customer interactions.

Following a three-year hiatus, we brought back the Lean Model Competition during the spring 2020 semester in conjunction with SDSU’s ZIP Launchpad. Adhering to the SDSU online learning mandate, the competition was hosted via Zoom on March 20, 2020. During the day-long event, eight teams participated in the semi-finals to pitch ideas. The winner of the competition was Koi Energy. Koi Energy focused on developing energy gum as a healthy alternative to coffee and energy drinks. Their prize winnings totalling $5,000 will be used to elaborate their business plan with research and development.

“The LeanModel competition was an amazing experience that helped us understand how to approach and tackle real world problems. It taught us the importance of customer testing and making data driven decisions, which we will continue to apply to our business.”

— Hieu Nguyen
Koi Energy.

SEMI-FINALS JUDGES:
Maria Gonzalez-Branch
Jim Matteo
Cathy Pucher

COACHES:
Jack Doheny
Julien Brandt
Tanya Hertz

FINALS JUDGES:
Robert Schulte
Jennifer Barnes
Kristian Rauhala
VENTURE CAPITAL INVESTMENT COMpetition

The Venture Capital Investment Competition (VCIC) is the nation’s premiere strategy competition for venture-minded entrepreneurial undergraduate and MBA students. Consisting of eight student led teams per region, VCIC offers an opportunity to judge five entrepreneurs seeking funding for their businesses. Each team evaluates the strength of each venture by acting as a hypothetical VC firm and invests in the entrepreneur they deem most fit. A panel of ten venture capitalists judge competitors on their selections and strategy.

John McMillan, a VCIC advisor and former VCIC participant, coaches the undergraduate and MBA teams. Since joining the team in 2011 and being an advisor since, John has instituted structure into the training and preparation of the two teams. In the last nine years, the teams have significantly improved their performances in the competitions and their connections with local incubators.

Teams read business plans, meet CEOs, conduct an abbreviated due diligence, and summarize all of their analysis in an investment strategy that they pitch to the panel of venture capitalists. Students use quantitative skills to evaluate business plans, accounting, finance, operations, marketing, organizational behavior, strategy, among many other factors. Qualitative skills are tested during presentations and Q&A sessions from building a rapport with entrepreneurs to confidently presenting and defending strategies to VC professionals. Lastly, teamwork and strategy are essential to handle the concentrated workload. During the course of six months leading up to competitions, the undergraduate and graduate teams meet frequently.

This year’s MBA team consisting of Jonathan Bolz, Ryan Cran- dall, Samantha Jacobs, Jennifer Ramil, and Matthew Volman, placed 3rd at the West competition in Tempe, Arizona. Unfortunately, the undergraduate team consisting of Arman Haan, Lawrie German, Audrey Casper, Logan Breslin, and Daniel Kelly, did not place.
LAVIN ENTREPRENEURSHIP CENTER INTERNSHIP PROGRAMS
The Lavin Entrepreneurship Center Internship Programs include for-profit and nonprofit companies to give students multi-faceted business learning experiences. Qualified students are individually matched with local companies to ensure a mutually beneficial relationship. These students engage in various projects ranging from operations, finance, and management to business development, research, communication, and marketing. The Lavin Entrepreneurship Center hosts mid-semester meetings and end of semester briefings with the interns to monitor their progress with their client companies and track the completion of student learning objectives. Undergraduate, MBA and other graduate interns can take part in the development of short and long-term projects. Interns have focused on a wide range of projects including but not limited 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
- Traditional Marketing
- Web Development

Through the program this year, a number of SDSU students had the opportunity to spend time working with local start-ups and growing ventures. The program connects students to internship opportunities that help them develop their skills and professional competencies, while also providing companies with talented help. These experiences allow SDSU students to build relationships with experienced professionals who not only lend advice, knowledge and insight, but also provide guidance and support as our students seek to launch their professional careers.

**INTERNETSHIP PROGRAM FINDINGS:**

We conducted a survey during the end of April through the beginning of May 2020 with both student interns and supervisors from client companies. These surveys reveal the extent to which our internship program is successful. Over a three week period, students and supervisors from our internship program were sent a Qualtrics survey via email. Our intern survey yielded a 47.1% response rate and our supervisor survey yielded a 53.3% response rate. Questions asked in the survey revolved around logistics of the internships and participant experiences.

The functional areas of the reported internships were primarily, marketing, sales/business, software/web development, project management and finance/accounting. 62.5% of interns reported being able to apply their academic learnings to the internship. 87.5% of interns reported having a great to moderate understanding of the tasks assigned to them throughout their internship. While 100% of supervisors reported feeling that their intern had a great to moderate understanding of their tasks and responsibilities. Overall, 87.5% of supervisors and 75% of interns were satisfied with the program and their experience in the program. 100% of supervisors reported being somewhat likely to extremely likely to hire another Lavin intern.
This past year, the Lavin Entrepreneurship Center and the Launch Factory, a startup studio accelerator, agreed to a partnership that provides valuable startup internships to SDSU students. These unique paid internships provide students with key insights into the early stages of research and validation for possible startups. In addition, some students actually work in the “funded” startups, gaining knowledge in the startup phase of a company.

The Launch Factory is a startup studio that employs a highly systematic approach to launching companies. This process provides a clear guide to vetting opportunities, developing strategy, and launching companies. They believe that process is the cornerstone to startup success and how their teams prioritize high-performance business operations and planning.

What sets the Launch Factory apart from other incubators or accelerators is the following:

- Launch Factory uses a unique competitive format to identify founders for their startups. Their strategic planning process then identifies remaining skills gaps and helps them build the right leadership team around the founders.

- Launch Factory identifies and develops their startup ideas internally, relying on a structured screening and due diligence process to select the best ideas for pursuit.

- Launch Factory provides pre-seed funding for each company with a modest salary for each founder, and assists with further fundraising. Their companies are incubated internally and given space to work and grow until they are ready to exit.

“What I liked the most about this internship is that it allowed me the opportunity to see an entire business at a high level,” Rogers said. “Most internships would have pigeon-holed you into one minute area of business, but with this one I was able to see things from an executive’s perspective.”

— Alexis Rogers
MBA Candidate
**INTERNS AND CORRESPONDING CLIENT COMPANY**

<table>
<thead>
<tr>
<th>Intern Name</th>
<th>Corresponding Company</th>
</tr>
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<tbody>
<tr>
<td>Collin Miller</td>
<td>Value Vision</td>
</tr>
<tr>
<td>Alexis Rogers</td>
<td>Launch Factory</td>
</tr>
<tr>
<td>Issac Torres</td>
<td>Launch Factory</td>
</tr>
<tr>
<td>Regan Jung</td>
<td>Promise2Kids</td>
</tr>
<tr>
<td>Kimberly Hunyh</td>
<td>Promise2Kids</td>
</tr>
<tr>
<td>Erick Pompa</td>
<td>MentorBoost</td>
</tr>
<tr>
<td>Meaghan Flickinger</td>
<td>MentorBoost</td>
</tr>
<tr>
<td>Natalie Wilson</td>
<td>HNM Systems</td>
</tr>
<tr>
<td>Paxton Miller</td>
<td>Status10</td>
</tr>
<tr>
<td>Pranav Kalra</td>
<td>Reel Axis</td>
</tr>
<tr>
<td>Erick Sanchez</td>
<td>BrainLeap Tech</td>
</tr>
<tr>
<td>Robert Cooke</td>
<td>HNM Systems</td>
</tr>
<tr>
<td>Jermaine Rocacorba</td>
<td>Bird Rock Systems</td>
</tr>
<tr>
<td>Rebecca King</td>
<td>Carrie House (SDSU Lab)</td>
</tr>
<tr>
<td>Leonard Aalysha</td>
<td>Munday Marketing</td>
</tr>
<tr>
<td>Phillip McKellips</td>
<td>Confirm Biosciences</td>
</tr>
<tr>
<td>Vanessa Jauregui</td>
<td>Evoque DCS</td>
</tr>
<tr>
<td>Andrew Schamutz</td>
<td>Confirm Biosciences</td>
</tr>
<tr>
<td>Victorianna Gonzalez</td>
<td>Made Here</td>
</tr>
<tr>
<td>Austin Abhay</td>
<td>Launch Factory</td>
</tr>
<tr>
<td>Malian Redmon</td>
<td>Bird Rock Systems</td>
</tr>
<tr>
<td>Blake Meyer</td>
<td>Endera HQ</td>
</tr>
<tr>
<td>Reid Becker</td>
<td>Endera HQ</td>
</tr>
<tr>
<td>Swetha Suryanarayanan</td>
<td>Bird Rock Systems</td>
</tr>
<tr>
<td>Anthony Welcher</td>
<td>Bird Rock Systems</td>
</tr>
<tr>
<td>Benjamin Shapiro</td>
<td>Briton Capital</td>
</tr>
<tr>
<td>Victorianna Gonzalez</td>
<td>Bindle Bottle</td>
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</tbody>
</table>

“The SDSU students we hired were better candidates than the alternatives,” said Chisum. “For each position that we’ve hired, we’ve looked at a lot of candidates and we’ve been impressed at the quality that we’ve seen from students from SDSU’s various entrepreneurship programs.”

— Brad Chisum
Founder of Launch Factory and SDSU Alum
CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE
Seven years ago, the Lavin Entrepreneurship Center initiated a boutique-style conference to bring together world class entrepreneurship educators and researchers to discuss future trends and the forecasted direction of the field. In the years since, the Center has been able to attract some of the top names in academia to join us for a few days of fruitful discussions, and the formation of new collaborations.

2020 marked unprecedented times in the execution of a variety of Lavin Entrepreneurship Center programs, including our annual California Entrepreneurship Educators Conference (CEEC). The Coronavirus pandemic forced a complete closure of the San Diego State University campus, hindering our traditional format of CEEC. In an attempt to reimagine our conference and persist in suitable conditions, we moved the conference into a virtual space. Over a period of two days, April 16th and 17th, we live streamed 26 sessions, featuring 55 speakers over the Zoom video platform to almost a thousand attendees. With participants representing 65 countries, 28 states, and 875 universities, this conference enabled us to reach a global audience in a “reimagined” way.

ICSB PARTNERSHIP

The International Council for Small Business (ICSB) partnered with the Lavin Entrepreneurship Center to produce the 2020 California Entrepreneurship Educators Conference. ICSB is a membership-based organization that links entrepreneurs, educators, policy-makers and experts to further entrepreneurship understanding and knowledge. ICSB is committed to the progression and growth of entrepreneurship worldwide and actively works in support of entrepreneurship educational organizations.

As a partner, ICSB was a crucial player in the marketing of our conference. They extended details and resources about our conference to their extensive network of entrepreneurs.

The collaborative marketing efforts of our two organizations reached beyond our usual audience to generate a record-breaking conference. In addition, ICSB supported the production of the 2020 conference by managing logistics of the host platform, Zoom.

We want to acknowledge the organizing Lavin Entrepreneurship Center and ICSB teams who rigorously worked to produce the 2020 conference online in an accelerated time frame. From the Lavin Entrepreneurship Center, Tammy Nguyen, Brett Harris and Jacinda Molina and from ICSB, Dr. Ayman Eltarabishy (Director), Skye Blanks, and Kyle Lyon. These two highly competent teams produced our most widely received conference. We are appreciative of all their work and dedication to the effort.

ICSB and the Lavin Entrepreneurship Center will continue to partner for the 2021 California Entrepreneurship Educators Conference.
REIMAGINED

The 2020 California Entrepreneurship Educators Conference (CEEC) was appropriately themed Reimagine the Discipline of Entrepreneurship. The theme was fully intended to stimulate conversations about the future of entrepreneurship and how educators can conceptualize and frame entrepreneurship as it evolves. A variety of themes were covered, including social entrepreneurship, digital entrepreneurship, curriculum insights, crowdfunding and creativity and innovation. Each day the conference ended with a virtual happy hour where attendees were able to directly interact with entrepreneurs and educators to further any discussions. The entirety of this year’s conference was intended to stimulate creativity in thought and to allow educators to see entrepreneurship education in a new light. As entrepreneurship education evolves and temporarily changes, reimagining the approach and content of entrepreneurship is crucial to the overall success of students pursuing this field.

“We were thrilled with the decision to hold the conference virtually and to have over a thousand educators register from different parts of the world was truly humbling.”

— Alex DeNoble
Executive Director, Lavin Entrepreneurship Center
LIST OF SPEAKERS

Kaveh Abhari
San Diego State University
Assistant Professor of Management
Digital Innovation Lab
Director

Mujtaba Ahsan
San Diego State University
Associate Professor of Management

Ricardo Alvarez
CETYS Universidad
Professor
International Council for Small Business, Mexico
President

Jeff Alves
Journal of the International Council for Small Business
Managing Editor

Skye Blanks
International Council for Small Business
Junior Project Manager

Debbi D. Brock
Expert on Social Entrepreneurship and Professional Trainer/Consultant

Alex Bruton
University of Calgary
Professor of Entrepreneurship and Engineering

Brad Burke
Rice Alliance for Technology and Entrepreneurship at Rice University
Managing Director
Global Consortium of Entrepreneurship Center
Executive Director

Ernest Cadotte
University of Tennessee
Emeritus Professor of Innovative Learning

Chantal Line Carpentier
Chief

Michael Cunningham
National University System
Chancellor

Jamey Darnell
Smeal College of Business at Pennsylvania State University
Clinical Assistant Professor of Entrepreneurship

Alex DeNoble
Lavin Entrepreneurship Center
Executive Director
San Diego State University
Professor of Management

Brian Dovey
Domain Associates
Partner

Craig Galbraith
Cameron School of Business at the University of North Carolina
Professor of Management

Elissa Grossman
Lloyd Greif Center for Entrepreneurial Studies Director
University of Southern California
Professor of Entrepreneurship

Tanya Hertz
REC Innovation Lab
Director
San Diego State University and San Diego Miramar College
Lecturer
Jeffrey S. Hornsby  
Regnier Institute for Entrepreneurship  
Executive Director

Denis Iurchenko  
California State Polytechnic University, Pomona  
Professor

Sanjay Jain  
California State University, Northridge  
Professor

Jill Kickul  
Brittingham Social Enterprise Lab at the University of Southern California  
Narayan Research Director  
Lloyd Greif Center for Entrepreneurial Studies  
Professor

Kimberly King  
StartR Accelerators at Rady School of Management at University of California, San Diego  
Co-Director  
University of California, San Diego and San Diego State University  
Lecturer

Ki-Chan Kim  
School of Business at the Catholic University  
Professor of Management

Norris Krueger  
OCED/EUI, HE Innovate, Entrepreneurship360  
Senior Subject Matter Expert-Entrepreneurial Learning, Entrepreneurial Ecosystems

Eric Liguori  
Rowan Center for Innovation and Entrepreneurship  
Rohrer Professional Chair of Entrepreneurship and Executive Director

David Lingelbach  
University of Baltimore  
Professor of Entrepreneurship

Kyle Lyon  
International Council for Small Business  
Junior Project Manager

Adnane Maalaoui  
Director of Entrepreneurship Programs  
IPAG Business School

Leith Martin  
Troesh Center for Entrepreneurship and Innovation at the University of Nevada, Las Vegas  
Executive Director

Anthony Mendes  
Regnier Institute for Innovation and Entrepreneurship at the University of Kansas City, Missouri  
Managing Director

Emil Milevoj  
Lyles Center for Innovation and Entrepreneurship at Fresno State University  
Director

Michael H. Morris  
Keough School of Global Affairs at the University of Notre Dame  
Professor of Entrepreneurship

Mike Moyer  
Farley Center for Entrepreneurship at Northwestern University  
Professor

John Mullins  
London Business School  
Associate Professor of Management Practice

Chad Navis  
Clemson University  
Associate Professor of Entrepreneurial Leadership

Art Neill  
New Media Eights  
Executive Director  
California Western School of Law  
Professor of Law

Jelani Odlum  
The Michelson Institute of Intellectual Property  
Program Manager
Ahmed Osman  
*International Council for Small Business*  
President

Roberto Parente  
*Salerno University*  
Professor of Entrepreneurship and Innovation

Jennifer Patel  
*MiraCosta College*  
Regional Director of Business and Entrepreneurship

Cathy Pucher  
*Zahn Innovation Platform Launchpad*  
*San Diego State University*  
Executive Director

David Rahn  
*California State University, Chico*  
Lecturer of Entrepreneurship and Strategy  
*The E-Incubator at California State University, Chico*  
Director

Bruce Reinig  
*San Diego State University*  
Dean of Fowler College of Business  
Professor of Management and Information Systems

Renee Rottner  
*University of California, Santa Barbara*  
Assistant Professor

Anna Nikina Ruohonen  
*Grenoble Ecole de Management*  
Professor  
*HundrED Finland*  
Ambassador

Winslow Sargeant  
*Genaesic, LLC*  
Head of Capital Markets  
*International Council for Small Business*  
President-Elect

Bernard Schroeder  
*Lavin Entrepreneurship Center at San Diego State University*  
Director of Programs  
*San Diego State University*  
Clinical Faculty

Lois M. Shelton  
*Nazarian College and California State University, Northridge*  
Professor of Management and Entrepreneurship

Julienne Shields  
*United States Association for Small Business and Entrepreneurship*  
Chief Executive Officer

Gangaram Singh  
*National University*  
EVP and Provost

Michael Sloan  
*San Diego State University*  
Lecturer

Patrick Snyder  
*BizStarts*  
Executive Director

Jeffrey Stamp  
*University of Minnesota*  
Senior Lecturer in Entrepreneurship  
*Bold Thinking, LLC.*  
Chief Storyteller

Samantha Steidle  
*National Association of Community College Entrepreneurship*  
Lead Consultant  
*Virginia Western Community College*  
Professor of Entrepreneurship
Tyler Stillman  
Southern Utah University  
Director of Entrepreneurship

Ayman Tarabishy  
George Washington University  
Deputy Chair of the Department of Management  
International Council of Small Business  
Executive Director

Shahab Tayeb  
California State University, Fresno  
Assistant Professor

Bruce Teague  
Eastern Washington University  
Professor of Entrepreneurship  
EWU Center for Entrepreneurship  
Founding Director

David Turner  
San Diego State University  
Lecturer

Francisco Velez-Torres  
CETYS Universidad

Dean of the College of Business

Craig Watters  
Riata Institute for Global and Social  
Entrepreneurship at Oklahoma State University  
Director

Rebecca White  
Lowth Entrepreneurship Center at the University of Tampa  
Executive Director

Doan Winkel  
Edward Muldoon Center for Entrepreneurship at John Carroll University  
Kahl Chair in Entrepreneurship and Director

Christoph Winkler  
Hynes Institute for Entrepreneurship and Innovation at Iona College, New Rochelle  
Endowed Professor and Founding Program Director

Justin Wolske  
California State University, Los Angeles  
Faculty

John York  
University of California, San Diego  
Lecturer

Congcong Zheng  
San Diego State University  
Associate Professor

Ted Zoller  
The Entrepreneurship Center at the University of North Carolina, Chapel Hill  
Director
Over the last two decades, entrepreneurial learning has flourished and evolved at San Diego State University. SDSU has proven a commitment to promoting interdisciplinary education and expanding their undergraduate programs. All this to ensure students have the opportunities to build key competencies and skills to follow them through their entire professional career. With the expansion of the Fowler College of Business to include a larger array of entrepreneurial courses, the Lavin Entrepreneurship Center and SDSU have forged a foundation of entrepreneurship excellence.

Entrepreneurship students at SDSU are able to develop important competencies through sound curriculum and experiential learning. The Lavin Entrepreneurship Center offers a collection of programs that act in support of the undergraduate curriculum and academic resources. Between living and working with aspiring entrepreneurs, minoring in entrepreneurship, or specializing in entrepreneurship, students are given options in exploring entrepreneurship at SDSU.

JOURNEY TO ENTREPRENEURSHIP

Exposure to entrepreneurship happens from the beginning of a student’s experience at San Diego State University. Freshmen are given the opportunity to join the Journey to Entrepreneurship Dorm Floor, a residential learning community aimed at housing students with similar interests and providing early exposure to entrepreneurship. Students on the dorm floor are also enrolled in a freshmen level entrepreneurship course which includes diverse majors from across campus.

The freshman level entrepreneurship course is a one-unit leadership oriented class offered through Student Life and Leadership. BA-100 teaches aspiring entrepreneurs how to spot trends, gaps, and shifts in large populations. Enrolled students are given the opportunity to connect with entrepreneurs and SDSU alumni alike. The course is taught by the Lavin Entrepreneurship Center’s own Alex DeNoble and Bernard Schroeder.
ENTREPRENEURSHIP MINORS

• **BUSINESS ENTREPRENEURSHIP MINOR:**

The business entrepreneurship minor is a specially designed path for students majoring in business, hospitality and tourism, and international business. The minor 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.

• **NON-BUSINESS (CROSS-CAMPUS) ENTREPRENEURSHIP MINOR:**

The non-business entrepreneurship minor is a specially designed path for students outside of the Fowler College of Business and outside the hospitality and tourism major. The minor consists of 12 units of upper-division entrepreneurship coursework, a 3 unit accounting course, a capstone course, and at least one unique enrichment activity.

ENTREPRENEURSHIP SPECIALIZATION IN THE MANAGEMENT MAJOR:

The Entrepreneurship Specialization in the management major is crafted specifically for students who are interested in exploring the mechanisms of starting a business. This specialization complements the management concepts and strategies introduced in the management department’s core curriculum, and integrates an innovation and entrepreneurship mindset to the existing framework. Students explore the ins-and-outs of family business, franchising, international and social ventures, as well as creativity and innovation.

MUSIC ENTREPRENEURSHIP AND BUSINESS SPECIALIZATION:

Five years ago, San Diego State University introduced the Music Entrepreneurship and Business Program. The program blends key facets of music and entrepreneurship into a cohesive program for students in music disciplines. The program was initiated as a partnership between SDSU’s College of Professional Studies and Fine Arts, the management department in the Fowler College of Business, and the Lavin Entrepreneurship Center. Participants in the specialization are conferred a bachelor of music with a minor in entrepreneurship.

Students are admitted to the rigorous professional music entrepreneurship and business program based on academic qualifications and an audition process. Students in the program complete coursework related to music, business and entrepreneurship. For music studies, students complete core courses that focus on music history, music theory, and aural skills, in addition to receiving weekly private lessons in their applied area. On the business side, the program embeds 15 units of entrepreneurship courses that teach students how to identify business opportunities, develop a vision for a venture, and introduce both funding and marketing to that venture. Students also must complete an internship to fulfill the experiential component of the specialization and gain hands-on experience.
Cultural awareness and the benefit of understanding diversity within business are core skills we aim to develop within our students. We facilitate this development through international entrepreneurship explorations, including study abroad programs, international university partnerships, and visiting professor opportunities.

**SDSU and CETYS UNIVERSIDAD PARTNERSHIP**

Becoming a leader in international entrepreneurship education meant 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 twenty 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, Mexico, and San Diego.
The fundamental learning outcome of any study abroad program is new perspectives, which is key to fueling an entrepreneurial mindset. At SDSU there are over 50 study abroad opportunities each year offered through the International Student Center, covering a vast array of cultures from all over the world. Each country has an entrepreneurial clique that students will interact with, including fellow entrepreneur students, incubators, and founders. The main entrepreneurship program took place over a shortened winter semester, December 27, 2019 to January 12, 2020) in Rome, Italy. An additional required course for students in our entrepreneurship track was available in Shanghai, China.

**MGT 358:**

**Fundamentals of Entrepreneurship in Rome, Italy**

In this course, students learn the process of initiating, expanding, purchasing, and consolidating business through concepts, theories and techniques of managerial innovation and implementation.

**BA 405:**

**International Business Strategies in Shanghai, China**

In this course, students analyze the integration of business administration principles along with the concepts for strategy design, implementation, and control in both domestic and global markets. Through case studies, experiential learning, and simulations, students are immersed into the establishment of top management policies.

During these study abroad programs, students are fully immersed into the culture surrounding the universities and given opportunities to explore culture beyond the classroom. Whether it is eating pasta by the Colosseum while contemplating the Italian economy and consumer market or standing beneath the Oriental Pearl Tower thinking about the global reach of Chinese manufacturers, students have numerous opportunities to expand their horizons. These two cities and programs inform students of the standing of entrepreneurship in a global setting while allowing them experiential learning.
ZAHN
INNOVATION
PLATFORM
LAUNCHPAD
The Zahn Innovation Platform (ZIP) Launchpad is an incubator that supports San Diego State University innovators and aspiring entrepreneurs by providing a collaborative working space for admitted teams at no cost to them. It welcomes students, faculty and staff from any department on campus and aims to help them transform their ideas into companies.

ZIP Launchpad is our partner in entrepreneurship at SDSU. The interconnectedness of our two centers provides students with opportunities to further develop and explore entrepreneurship in substantial ways. Throughout both center’s existence, many of our students frequently overlap with ZIP Launchpad. We give students the competencies and edge to pursue business ventures, while ZIP Launchpad provides them the resources essential to instituting their ventures.

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

The ZIP Launchpad and Lavin Entrepreneurship Center have worked on various projects, providing synergy to promote entrepreneurship at SDSU. Below is a list of events and projects for the 2019-2020 school year:

- MakeFEST - 3D Printing
- PitchFEST with SDSU Entrepreneur Society
- Strike a Startup
- PitchFEST with AKPsi
- MakeFEST (Arduino Microcontroller)
- Hackathon
- IAS Bright Minds Showcase (Virtual)
- Strike a Startup (Virtual)
- Paint your Perspective (Virtual)
- Speaker Series - Dane Chapin (Virtual)

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

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<tr>
<th>CATEGORY / NAME</th>
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<td>Jeni Aronson</td>
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<td>Paul Peter</td>
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<td>Cathy Pecher</td>
<td>Zahn Innovation Platform</td>
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<td>Juliana Telloa Steen</td>
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<td>Michelle Donovan</td>
<td>Dunn Morin (Eagle)</td>
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<td>Kimberly King</td>
<td>Entrepreneurship / Venture Capital</td>
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<tr>
<td>Dr. Samantha Mathis</td>
<td>Hukullik (Psychologist / Motivational)</td>
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<tr>
<td>Tamara Roman</td>
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<td>The Rich Quets (PM)</td>
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<td>FINANCIAL</td>
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<td>Jennifer Barnes</td>
<td>Optima Office, Inc.</td>
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<tr>
<td>Jacqueline Maldonado</td>
<td>CPA, American Institute of Certified Tax Planners</td>
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<td>Sara Ashton</td>
<td>Golshine</td>
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<td>Aly Fitzgerald</td>
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<td>Erika Maccari</td>
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<td>Jula Chaski</td>
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<td>Miranda Stedler</td>
<td>Havas Edge (Marketing)</td>
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LAVIN ENTREPRENEURSHIP CENTER ANNUAL REPORT

LECTURE SERIES

Over the course of a given school year, the Lavin Entrepreneurship Center is involved in two prominent lecture series, in addition to various guest speakers: the L. Robert Payne Lecture Series and the Women in Entrepreneurship Lecture Series. These two series combined, bring numerous elite and prominent entrepreneurs and business leaders to speak to students. The lectures provide students the opportunity to resonate and develop a deeper understanding of the diverse journeys that individuals work through in entrepreneurship. From business mishaps to family obstacles to difficult decision making, each speaker touches on important parts of everyday life and clues students into the development of entrepreneurs.

“The Women in Entrepreneurship and Leadership Conference was a spectacular and empowering event to be a part of! As a young woman studying entrepreneurship, I was inspired by hearing the amazing success stories the panelists shared. I had a great time getting to speak and network with these business leaders and look forward to the next conference!”

— Jacinda Molina
Lavin Entrepreneur and Lavin Marketing Specialist
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 considerable 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.

Audiophile, Noel Lee, launched Monster Cable Products in 1979 with a dream of revolutionizing the audio industry. Four decades later, it’s safe to say he succeeded. Upon discovering that different wires in speaker cables produce varying qualities of sound, Lee founded his now-legendary music tech company and went on to work with some of the world’s most beloved musical artists, including Dr. Dre, Iggy Azalea and Earth, Wind & Fire.

On September 18, Lee spoke to more than 250 SDSU students at the SDSU Theater in the Conrad Prebys Aztec Student Union. He used the lens of his own entrepreneurial journey to express to student attendees the importance of having a willingness to tolerate risk, of having relentless charisma and of believing in yourself even when others don’t.

Past speakers in the L. Robert Payne Lecture Series include:

- Ralph Rubio, Founder of Rubio’s Coastal Grill
- 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 NIKAt 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 for whom Fowler College of Business is named.
In 2016, the Women in Entrepreneurship and Leadership Lecture Series was established at San Diego State University through a generous gift from Lavin Entrepreneurship Center Board Member, Steven Osinski and his family. The purpose of this program is to bring outstanding female entrepreneurs and leaders on campus to engage and inspire SDSU students.

The organizers of this program curate two panels of experienced women alongside a keynote speaker to partake in presentations, workshops, and a networking reception. This day-long event starts with a panel, transitions into a collection of workshops, followed by a keynote presentation, and finishes with another panel. Students are able to directly engage with women in business and understand their journeys.

The 2020 Women in Entrepreneurship Leadership Lecture Series took place on February 27th, 2020. The event started with an emerging leaders and entrepreneurs panel, followed by several workshops, a presentation by Olympian, Allyson Felix, and finished with an executive leaders panel. A variety of topics were covered from self-branding, gender and minority biases, and using language to cultivate mindfulness.

**GUEST SPEAKERS:**
- Victoria Ashton - Vice President of People, GoSite
- Eriko Bailey - Vice President of Supply Chain, Pura Vida Bracelets
- Heather Doyle - Zone Business Manager, Frito-Lay
- Angelia Trinidad - Founder and CEO, Passion Planner

**EXECUTIVE LEADERS PANEL:**
- Lisa Graham - Senior Director of Global Leadership, Adobe Systems
- Susan McLain - Senior Vice President of Global Product Management, Disney
- Ronda Sedillo - CFO and Senior Vice President, Padres
- Erin Taylor - Strategy Director of Food Service, PepsiCo

**KEYNOTE SPEAKER:**
- Allyson Felix - Nine-Time Olympic Medalist in Track & Field

**WORKSHOP FACILITATORS:**
- Amanda Nachman - CEO and Publisher, CollegeMagazine
- Virginia Tinley - Executive Director, Challenged Athletes Foundation
- Allison Long-Pettine - Co-founder, ADASTRA Ventures
- Shontay Lundy - Creator and Founder, Black Girl Sunscreen
- Susaina Chugani Marquez - Assistant Professor of Marketing, San Diego State University
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.

2019-2020 ENTREPRENEUR SOCIETY OFFICERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Positions</th>
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<tbody>
<tr>
<td>Bella Messina</td>
<td>President</td>
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<tr>
<td>Adam Amanylla</td>
<td>Vice President of Operations</td>
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<tr>
<td>Isaac Javed</td>
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<tr>
<td>Landon Delgadillo</td>
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<tr>
<td>Lisa Schloss</td>
<td>Vice President of Public Relations</td>
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<td>Zach Fischer</td>
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<td>Ryan Sutherland</td>
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<tr>
<td>Jessica Gutin</td>
<td>Vice President of Marketing</td>
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<tr>
<td>Casey Garner</td>
<td>Vice President of Events</td>
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</tbody>
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2019-2020 ENTREPRENEUR SOCIETY GUEST SPEAKERS

- Noel Lee, CEO of Monster Cable
- Beck Bamberger, CEO of BAM Communications
- Jon Sinton, President of Progressive Agenda LLC
- Claude Jones, Director of Walmart Labs
- William Whittle, President of Biking Buenos Aires
- Craig Stevens, Partner at SeaPoint
Hack Our Future

In late February of 2020, Entrepreneur Society and the ZIP Launchpad Women in STEM Initiative hosted an interdisciplinary hackathon for students to construct high-tech solutions to some of the most pressing areas of society. The day and a half long event started at noon on Friday, February 28 and lasted till 5:00 pm on Saturday, February 29. During this time, students involved in marketing, engineering, coding, pitching, sustainability, health, entrepreneurship and business development competed for a variety of prizes totalling $9,000.

The tech startup event was in partnership with Startup San Diego as a way for students to accelerate learning and meet industry experts. It also offered students a way to gain valuable experience for their resumes and collaborate with students in diverse areas of expertise.

The hackathon focused on challenges within sustainability, diversity & inclusion, and wellness with an aim of creating high-tech solutions to make the world a better place. Experts from Amazon Web Services, Adobe, and the ZIP Launchpad’s HG Fenton Company Rapid Prototyping Lab assisted and advised students as they built, coded, designed, and pitched their product and business ideas.

Prizes were awarded for the most innovative pitch, second most innovative pitch, and best pitch. Union Bank Women in STEM Booster, the sponsors of each prize, stipulated that any prizes awarded to winning teams were to be doubled if
ENTREPRENEURS’ ORGANIZATION PARTNERSHIP
The San Diego entrepreneurship community is expansive and intersects within the Entrepreneurs’ Organization. The Entrepreneurs’ Organization is a global network of entrepreneurs and business owners who join to meet personal and professional goals while being surrounded by like-minded individuals. With branches all over the country and world, EO is a global connector of entrepreneurs and a local resource for boosting our entrepreneurship programs.

As a resource, Entrepreneurs’ Organization offers students heightened outlets of exploration and opportunity. EO provides structured educational content for first-stage business development and an accelerator program. EO hosts student entrepreneur awards where local entrepreneurs compete against peers to qualify for progressively larger competitions, eventually competing in global finals.

Our connection with EO, allows students to visualize their aspirations and learn from experienced individuals. The base that is formed by networks of people, who themselves have risen through the ranks and overcome failed business, is a base that helps students understand and grow. Entrepreneurs involved with EO, supported our VentureStart Competition, serving as judges and coaches. VentureStart is a competition that encourages students to generate practical business ideas for everyday problems. Any guidance they receive during this competition is highly useful. EO was also involved in our Payne Lecture Series where Noel Lee of Monster Cable spoke.

In year’s past, EO has partnered with our center to bring students to EO events, where prominent speakers like Shaun White have spoken. The Lavin Entrepreneurship Center values our relationship with the Entrepreneurs’ Organization and will continue to partner with them.
GIFTS, GRANTS, SCHOLARSHIPS AND AWARDS
Over the past year, our center has been lucky enough to be involved in a variety of gifts, grants, scholarships, and awards. The individuals in and around our center are continuously being recognized for their accomplishments, roles, and/or contributions to entrepreneurship. Whether on a global scale or within the university, students and faculty alike are being recognized for their contributions to entrepreneurship.

**NATIONAL SCIENCE FOUNDATION CSU I-CORPS PROGRAM**

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

Both undergraduates and graduate students participated in teams to start with a biotechnology research-based idea, interview potential customers and partners, and apply creative thought to find a problem-solution fit based on their idea. Teams attended webinars to learn about the customer discovery process, business model canvas concepts, business communications and legal considerations, as well as regulatory and reimbursement issues. Webinars are taught by experienced life science entrepreneurs, industry professionals and faculty associated with CSU I-Corps.

**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 was responsible for strategic planning and new initiatives related to the life sciences across the 23 campuses of the CSU system. In addition, Baxter managed the National Science Foundation-funded CSU Innovation Corps (I-Corps), a system-wide entrepreneurship education program. She currently serves on boards at Biocom Institute and the California Life Sciences Institute, the nonprofit arms of two California biotechnology industry associations.

During this past year, Baxter officially retired from San Diego State University. We are immensely appreciative of Susan’s commitment to the CSU I-Corps program and are looking forward to the continuing impact she will have on the program while serving on the collaborative teaching team. We wish her the best in her future endeavors and are grateful for all of her contributions to the program and San Diego State University.
CSU I-CORPS COLLABORATIVE TEACHING 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

RON L. FOWLER INTERN(S)

Ron L. Fowler is a local business icon. As executive chairman of the San Diego Padres ownership group and CEO of Liquid Investments Inc. Fowler received his Bachelor of Arts degree in business and economics from St. Thomas College and his M.B.A. from the University of Minnesota. Fowler pursued his career within the alcoholic beverage industry, dancing around brewery to brewery, eventually landing in San Diego. Fowler is the namesake of the San Diego State University Fowler College of Business.

Each year the Lavin Entrepreneurship Center identifies one or two students as the Ron L. Fowler Intern. The student(s) intern receives this award for their contribution to the Lavin Entrepreneurship Center that has exceeded the expectations set forth by their job description. This intern has shown drive and dedication to support the launch of new programs that impact the lives of San Diego State students. This year two Lavin staff members were named Ron L. Fowler Interns, Chanelly Laguna and Lobna Mohamed.

Chanelly Laguna as a graphic designer overhauled the Lavin Entrepreneurship Center’s visual image and brand. Using her creativity and passion to support visual perceptions, Laguna solidified her craft in order to illustrate the center’s brand. Laguna produced graphics for the 2020 California Entrepreneurship Educators Conference, the 2018-2019 annual report, competition graphics, and plenty more.

Lobna Mohamed as the Internship Coordinator managed the Lavin Internship Program. Mohamed was awarded the award for increasing client and student satisfaction, regulating dozens of interns hours, and expanding the program as a whole. Mohamed revamped the Internship program to onboard dozens of new client companies and diversify the positions available to students.
**LARRY AND MADELINE PETERSON SCHOLARSHIP**

Lawrence, ’71, and Madeline Petersen have been supporting entrepreneurs on the San Diego State University campus for years. The Petersens expanded their support with the introduction of the “Larry and Madeline Petersen Endowed Scholarship in Entrepreneurship.” The scholarship supports SDSU students enrolled in the Lavin Entrepreneur program, the entrepreneurship specialization or the entrepreneurship minor.

Mr. Larry Petersen graduated from SDSU with a Master’s degree in Marketing. He is a founder and President of LP Marketing, a sales and marketing organization in California providing services to major consumer and professional electronics manufacturers. In addition, Mr. Petersen founded Bayview Distributing and Development. The Petersens have been supporting and nurturing the Lavin Center’s young entrepreneurs throughout the years. With their combined efforts, the Lavin Entrepreneurship Center will be able to give the next generation of entrepreneurs not only the knowledge, but also financial support.

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

This year’s recipient was Andrea Roberts. Roberts was a former Marketing Specialist with the Lavin Entrepreneurship Center. Roberts was chosen because of her entrepreneurial endeavors, including founding and running her own business called Rooted Rituals.

**CONRAD PREBYS ENTREPRENEURSHIP SCHOLARSHIP**

Conrad Prebys was a highly respected property developer and philanthropist. Originally graduating from Indiana University in Bloomington, Prebys moved to San Diego where he donated millions of dollars to San Diego State University. Most memorably, Prebys is the namesake to the Conrad Prebys Student Union. Prebys’ generosity and philanthropic work in San Diego resulted in the university conferring a Honorary Doctoral Degree of Humane Letters to him.

The Conrad Prebys Endowed Entrepreneurship Scholarship is a scholarship offered through the Prebys Scholarship Series. In a large gift to the university, Prebys donated $20 million for academic scholarship use and university improvements. A portion of these Prebys scholarships are extended to students actively involved in entrepreneur programs on campus, including the Lavin Entrepreneur Program and ZIP Launchpad. Unlike other scholarships, this scholarship is open to all class levels.

This year’s recipients were Tammy Nguyen and Matthew Kolbl. Nguyen is a former marketing specialist for the Lavin Entrepreneurship Center and graduate of the Lavin Entrepreneur Program, and Kolbl is a recent graduate of the Lavin Entrepreneur Program. These two students were chosen for their active involvement in the entrepreneurship programs.
FREDERICK W. PIERCE ENTREPRENEURSHIP SCHOLARSHIP

Frederick W. Pierce ’88 is a distinguished alumni of San Diego State University, a real estate developer and investor. He has dedicated his career to the support of students in higher education. Serving as the Redevelopment Project Director for SDSU while simultaneously serving as President and CEO of Pierce Education Properties, L.P.. Pierce studied finance and real estate, receiving both his bachelors and masters degrees through SDSU.

The Pierce Entrepreneurship Scholarship is focused on students pursuing a major or minor in entrepreneurship and offers priority to students involved in SDSU’s entrepreneurship programs. The scholarship aims to energize entrepreneurial behavior in students through financial relief.

Tiffany Gil, was the recipient of this years Pierce Entrepreneurship Scholarship. Gil is a recent graduate of the Lavin Entrepreneur Program. Her involvement in the Lavin Entrepreneur Program and ZIP Launchpad made her a prime candidate for this scholarship. The scholarship money was used to support Gil's business pursuits with ZIP Launchpad. Gil is eligible to receive the scholarship again in the next academic year.
Dr. Alex DeNoble, Executive Director of the Lavin Entrepreneurship Center and a Fowler College of Business Management professor, was honored on the floor of the United Nations during the summer of 2019 with the International Council for Small Business’ (ICSB) Lifetime Achievement Award.

According to ICSB President and CEO, Dr. Ayman Tarabishy, “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.”

Along with Dr. DeNoble, Dr. Jeffrey Cornwall of Belmont University, Dr. Charles Matthews of the University of Cincinnati and Dr. George Solomon of George Washington University were also honored. This was the first time the ICSB has presented the Lifetime Achievement award. 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, 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.”

— Alex DeNoble
Winner, Lifetime Achievement Executive Director,
Lavin Entrepreneurship Center
In addition to winning his lifetime achievement award, Dr. DeNoble spoke on the floor of the United Nations for his second time in two years. In his speech, he offered perspectives on the role of entrepreneurship education and the future of work in the context of the fourth industrial revolution, commonly known as Industry 4.0. He went on to discuss how new technologies, such as artificial intelligence, augmented reality, virtual reality, cloud computing, and robotics are transforming business processes. The implications of these new technologies on jobs will be many and varied. To address them, Dr. DeNoble offered recommendations.

“For researchers, we must deepen our understanding of the competencies necessary to start and grow companies, and to work in Industry 4.0 environments,” DeNoble said. “For educators, we must design and redesign our curricula to better prepare the next generation and to retool the current generation to be value-added players.”

He finished by giving recommendations for how policy-makers, investors and grant-makers can also prepare for new technological advancements. Ending with “What we need here is just a little bit of that human touch…Because technology can never replace the humanness that brings us to the table.”

“Industry 4.0 causes us to reflect on how emerging technologies are disrupting the way in which we currently conduct business that will impact how we live, work and play,” DeNoble said.

“For researchers, we must deepen our understanding of the competencies necessary to start and grow companies, and to work in Industry 4.0 environments,” DeNoble said. “For educators, we must design and redesign our curricula to better prepare the next generation and to retool the current generation to be value-added players.”

— Alex DeNoble
Executive Director,
Lavin Entrepreneurship Center
Bernard Schroeder, the Lavin Entrepreneurship Center’s Director of Programs, was among three SDSU faculty members awarded a Teaching Excellence Award for 2019 by the school’s Fowler College of Business. He was chosen by the Faculty Development Committee for having shown outstanding skills in the classroom and for his consistent dedication to his students and to the university’s business school.

Schroeder, who has authored four books and has worked with startups in Silicon Valley, earned his MBA at SDSU in 2007. Since 2008, he has worked and lectured at the university, teaching students about entrepreneurship, branding, creativity and marketing strategy.

In addition to lecturing, Schroeder has assisted many SDSU student entrepreneurs with their startups through the Lavin Entrepreneurship Center. He advises students on everything from building a prototype to raising capital. Schroeder also leads a popular entrepreneurship study abroad program in various locations throughout Europe during SDSU’s winter break and was chosen as the “Most Influential Professor” by SDSU’s top management undergraduate student in 2018.

“I came to the university in 2008, hoping to make some kind of difference in the lives of students,” said Schroeder. “Paying it forward and helping to build our entrepreneurship programs on campus has been one of the best things I have done in my life.”

— Bernhard Schroeder  
Director, Lavin Center Programs
BERNHARD SCHROEDER AS VISITING PROFESSOR OF ENTREPRENEURSHIP IN ROME

Bernhard Schroeder, director of the Lavin Entrepreneurship Center programs, spent five weeks during the summer of 2019 as a Visiting Professor of Entrepreneurship at John Cabot University (JCU). In this role, Schroeder taught two courses to international students at the Rome-based American university. The first, Introduction to Entrepreneurship, examined the entrepreneurial process, from recognizing opportunity to planning, organizing and growing a new venture. In the second course, Entrepreneurial Marketing, students explored the challenge of creating marketing programs for startups with little or no budget.

During Schroeder’s stay, JCU hosted its Fifth Annual Ambassadors’ Luncheon, for which it welcomed 34 ambassadors and cultural attachés to its campus from countries such as Australia, Estonia, Indonesia, Spain, France, Portugal, Nicaragua, Qatar, and Uganda.

In addition to meeting and building cultural bridges with foreign dignitaries, Schroeder had the opportunity to speak at the luncheon. In his talk, titled “How Creativity, Mindset and Planet Will Play a Role in the Next Generation of Innovation,” Schroeder discussed the impact of Generation Z, which is the most technology-savvy generation in the last 25 years and which will comprise 32% of the world’s population by next year.

Schroeder was JCU’s first Visiting Professor of Entrepreneurship. The position was created as part of a JCU initiative to expose students to professors from leading programs around the world. JCU has an academic partnership with the study abroad program at SDSU, where Schroeder has taught for more than ten years while also teaching winter-break study abroad courses, including in Rome, for more than six years.
“Study abroad mgt 358 in Italy with Bern Schroeder was a one of a kind experience that I will never forget, not only did I make lifelong friends, but life long memories as well. One of my favorites was walking around Rome and exploring the city and then getting to meet Giovanni Fassi from Fassi gelato, he told us about the history behind the company, how it was the first Gelateria in Rome, Italy and how he has pivoted since owning the business being passed down through generations and how he now has a number of franchise locations across Asia. He even taught us how to make gelato!

Throughout the duration of the trip we got to build our own businesses, conduct customer interviews and pitch our business plan at the end of the 2 weeks. We also got to visit various startups and talk with entrepreneurs and learn about the Italian entrepreneurship ecosystem.”

— Domenique Sciuto
Lavin Entrepreneur and Lavin Marketing Specialist
TRIBUTE TO LEONARD LAVIN

As we complete another year of amazing activities designed to prepare the next generation of entrepreneurs, we constantly remind ourselves that we continue to embody the challenge that Dr. Leonard H. Lavin set out for us when making his generous gift to officially name our Lavin Entrepreneurship Center.

Leonard, while we miss your vibrancy and enthusiasm for supporting young people on their own unique entrepreneurial journeys, you continue to serve as an inspiration for our work. We know that you would be proud of these accomplishments, yet we also know that you would be pushing us to even higher standards of achievement, because “Winners Make it Happen”!

Your legacy will live on for many generations of future SDSU entrepreneurs to come.