



2021

annual
report



SAN DIEGO STATE
UNIVERSITY

Lavin Entrepreneurship Center
Fowler College of Business



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letter from the executive director

Each year, I have the privilege of reviewing the experiences we all shared at the Lavin Entrepreneurship Center during the academic year that has just come to a close. During my 39 years serving on the faculty at San Diego State University (including 11 as Executive Director of the Lavin Entrepreneurship Center), the past two academic years (July 1 through June 30, 2019-2020 and 2020 - 2021) have been the most unique and extraordinary of my entire career. Midway through the Spring 2020 semester, we were all asked to leave the campus, as the COVID 19 virus rapidly spread throughout the globe. As faculty members, we had to immediately switch from our traditional face to face instruction to learning new skills to help our students finish out their semester online. Little did I know at the time that this move would last more than a year. Thus, our entire operation and programs of the Lavin Entrepreneurship Center were moved to virtual environments. I am so proud of our permanent staff as well as our student staff who worked tirelessly during this past academic year to keep our operations running.

As you flip through the pages of this beautifully designed annual report, you will have the opportunity to read about the many programs and engagement activities that we were able to offer to our key student, faculty and community stakeholders. The amazing part is that these activities all happened while everyone remained fully or partially quarantined and working virtually. The resilience of our team and the people we engaged with throughout the year will leave a lasting memory for me as I will someday reflect on my incredible almost four decade career at San Diego State University.

I want to take this opportunity to personally thank our student staff, many of whom graduated in May 2021, for their hard work, dedication and belief in our mission of preparing the next generation of entrepreneurs. As you move on in your careers, you will be well equipped to adapt to the many changes that will come your way. The organizations that hire these amazing students will be very lucky. They applied the power of teamwork and commitment to advancing the work of our Center. They will build on the experiences they had with us in ways that will truly benefit the next organizations they choose to affiliate with. I also want to thank our Lavin Entrepreneurship Center Program Director, Bern Schroeder and our Financial Analyst, Beryl Pratts for their work in enabling us to offer these programs and keeping the Center in a financially sound position. A heartfelt thanks to our Lavin Entrepreneur program instructors David Turner and Kim King for finding ways to keep our Lavin Entrepreneur students focused on building their entrepreneurial competencies and networks during an entire academic year online. Finally, our deep appreciation goes to our amazing group of mentors for our Lavin Entrepreneur students and our Advisory Board members for maintaining their faith in us and working with our students in so many meaningful ways.

Each of the programs you are about to read about in this report, stand as a testament to the strength and dedication of this amazing group of people who together as students, faculty staff and community constitute The Lavin Entrepreneurship Center. I truly believe that our benefactor, Dr. Leonard H. Lavin would be proud of what we have accomplished together. Dr. Lavin, your legacy will live on for many generations of future SDSU Lavin Entrepreneurs - just as you envisioned it!

With sincere gratitude,

Alex F. DeNoble, Ph.D.

Executive Director and Entrepreneurship/Business Professor

Lavin entrepreneurship center overview

The Lavin Entrepreneurship Center, within San Diego State University's Fowler College of Business, has emerged as a recognized thought leader in the field of entrepreneurship education and research. Along with the faculty in the Management Department in the Fowler College of Business and the Zahn Innovation Platform (ZIP) Launchpad, we have built programs that are consistently recognized by news outlets such as U.S. News & World Report in 2021 with a #14 ranking among public universities and ranked #36th among all universities nationally. The mission of the Lavin Entrepreneurship Center is to help students develop an entrepreneurial mindset and to develop the entrepreneurial skill sets necessary to compete in our rapidly changing, global economy. Through dynamic curriculum, experiential programs, mentors, local business leadership, and philanthropy, the center serves as a resource for continuous, ever-growing education among students, business leaders, entrepreneurs, and educators

The primary goals of the Lavin Entrepreneurship Center are:

- 01** To inspire entrepreneurial behavior across a culturally and economically diverse student population on campus, by enabling students to develop the entrepreneurial competencies necessary to compete in the global economy through experiential learning programs.
- 02** To support research initiatives of faculty and other stakeholders who are focused on deepening our understanding of the development of entrepreneurs and entrepreneurial processes.
- 03** To engage local, regional and global communities with education, philanthropy, and programs that enhance entrepreneurship acumen and support entrepreneurial business ventures.

Lavin Entrepreneurship Center Staff



Alex F. DeNoble is a Professor of Management & Entrepreneurship and Executive Director of the Lavin Entrepreneurship Center at San Diego State University. He is a current Board Member (senior vice president, partnerships) at the International Council for Small Business (ICSB). He also served as the 2015 President of the United States Association for Small Business and Entrepreneurship (USASBE). His primary areas of expertise include entrepreneurship and corporate innovation, technology commercialization and strategic management. He has conducted research in these areas and has taught related classes in the University's undergraduate, graduate and executive MBA programs. He has published articles in such journals as IEEE Transactions on Management, the Journal of Business Venturing, Entrepreneurship Theory and Practice, the Journal of Small Business Management, the Journal of High Technology Management Research, and the Journal of Technology Transfer. He has been involved in several startups and also has consulted with numerous organizations including Qualcomm, San Diego Gas & Electric, and Siemens.



Bernhard Schroeder is a director at the Lavin Entrepreneurship Center and is responsible for all of the center's major experiential programs. He is also a senior lecturer teaching entrepreneurship and creativity courses 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 and co-founder of a \$1 billion global marketing agency. He did the early branding and marketing for startups Yahoo! and Amazon.com and many other leading brands. He received a B.A. in business administration from Walsh College and an MBA from San Diego State University.

Beryl Pratts Beryl Pratts is the Lavin Entrepreneurship Center senior finance and administration analyst. She is responsible for financial forecasting, budgeting, as well as streamlining and managing the financial information for the center's programs. Prior to starting at the center, Pratt 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.



student staff

Our student staff consists of undergraduate and graduate students across various colleges at San Diego State University. Their diverse areas of expertise allows them to collaboratively and effectively manage the Lavin Entrepreneurship Center's operations. Following completion of the 2020-2021 academic year, four student staff members completed their program and graduated from SDSU. Their contributions to the center are immensely appreciated, and we wish them the best in their future endeavors.



Mary Ainsworth
Writer



Sirena Briant
Marketing Specialist



Aishwarya Khanna
Web Developer & CRM



Rylie Jennings
Marketing Specialist



Joshua Joiner
Accounting Assistant



Neha Pearce
Videographer



Jacinda Molina
Marketing Specialist



Sylvia Paredes
Graphic Designer



David Brumel
Internship Program
Coordinator

lavin entrepreneurship center



Carmen Bianchi
Founder and Director
EMC Business Forum



Mark Monahan
Chairman
Lavin Entrepreneurship
Center's Board of Advisors
Partner, Inversiones Seguras
LLC



Sanford Ehrlich, Ph.D
Partner
Hall & Ehrlich, LLC



Bruce Knowlton
Partner
CPA



Shelley Lightfoot
Executive Director
Southern California Institute



Landon Delgadillo
SDSU Entrepreneur
Society President,
2020-2021

advisory board



Michelle Hon Donovan
Partner
Duane Morris LLP

The Lavin Entrepreneurship Center advisory board is composed of seasoned entrepreneurs, executives, investors, and professional service providers from a diverse array of backgrounds. Whether members are donors, alumni, or even current students, their dedication to the growth of entrepreneurship at San Diego State University is crucial. Our advisory board utilizes their years of experience to provide support for our events and programs, while bringing forth fundraising opportunities and potential community collaborations as well. The board's strategic assistance only strengthens the center's, and the university's, reputation as a leader in entrepreneurship education. During the 2020 - 21 academic year. The following people served on the Lavin Entrepreneurship Center advisory board:



Kursat Misirlioglu
CEO
MirKa Investments, LLC



Stephen Hoffman
Founder
Modern Postcard



Dr. Gail Naughton
Founder
Histogen, Inc.



Steven Osinski
CEO
3 Hour Learning



Alissa Thompson
Chief Operating Officer
Cornerstone Managing
Partners



Zeynep Ilgaz
Founder & President
Confirm BioSciences

a global leader in entrepreneurship



lavin
entrepreneur
program

Our Vision and Mission

When natural curiosity is matched with a student's growth mindset, a wealth of opportunity can present itself. With this comes the discovery of resources and mentorship needed to launch a startup company. This is the guiding principle that SDSU's Lavin Entrepreneur Program is based upon. Built to cultivate an entrepreneurial mindset across campus, students from every major are invited to participate in a peer-based cohort of like-minded individuals with similar aspirations. Over the next two years of the program, students are equipped with the necessary mentorship, tools, and resources needed to turn aspirations and passions into actual startups.

Program Overview

When curious, dedicated students are offered the correct resources, entrepreneurial Over the last 13 years, the Lavin Entrepreneur Program has graduated more than 250 alumni, many of whom have started their own companies. The success of the program is due to the integration of rigorous, scholastic curriculum, paired with cutting-edge, experiential activities for these undergraduate students. The program was initiated out of Leonard Lavin's gift to the Entrepreneurship Center at SDSU in 2011. Since then, the program has garnered national recognition, and SDSU has been ranked #14 in the nation in undergraduate entrepreneurship.

As the Lavin Entrepreneur applicant pool grows each year, we are working to expand entrepreneurship offerings across the campus. Our goal is to foster an entrepreneurial mindset in students and to equip them with a plethora of resources needed to understand how to spot trends, discover problems, engage with customers and eventually create a startup company. Undergraduate students have the motivation, the passion, and the dedication to learn while we give them the leadership skills and the entrepreneurial competencies to turn that drive into tangible success.

Experiences for students include:

- Individual mentorship from an accomplished entrepreneur and/or business leader
- Attendance at private dinners and networking events with accomplished entrepreneurs
- Business pitch competitions in front of angel investors and seasoned venture capitalists

- Individualized advice and guidance from instructors, guest speakers, mentors and alumni
- Exposure to a like-minded, but diverse peer group of students who have similar aspirations
- Access to the vast network of professionals connected to the Lavin Center

Academic Curriculum

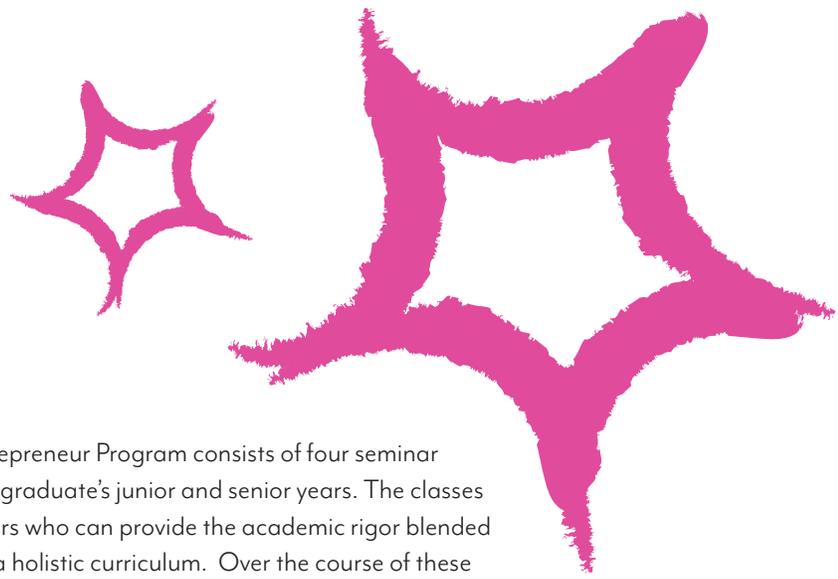
The core curriculum of the program is delivered through a progressive series of four seminar courses which spans the students' junior and senior academic years. During these four semesters, the Lavin Entrepreneurs engage in a curriculum taught by entrepreneurs that develop their understanding of the entrepreneurial journey. The course curriculum integrates key learnings like research and business models with startup resources and academic lessons to provide students with the challenging, tangible experiences of ultimately selling products/services to customers. In addition to the course curriculum, accomplished entrepreneur guest speakers and knowledge expert workshops are hosted. Students also have the opportunity to meet and interact with current entrepreneurs in the local startup ecosystem and learn from their experiences.

Lavin Alumni Companies

Since the launch of the program, many companies have been started by Lavin alumni. To name a few:

- Endera, founded by John Walsh, is a hardware and software technology-based company delivering next-generation commercial electric vehicles.
- CourseKey, co-founded by Luke Sophinos, is an education and training SaaS platform serving both educational and commercial customers.
- Scott's Cheap Flights, co-founded by Brian Kidwell, is a next-generation SaaS platform that offers a subscription service for finding inexpensive flights using a powerful real-time search engine.
- Shredlights, founded by Eric Berkemeier, is a provider of innovative LED lighting solutions for action sports including skateboards, electric bikes, helmets, etc.

curriculum



The academic aspect of the Lavin Entrepreneur Program consists of four seminar courses that are taken during an undergraduate's junior and senior years. The classes are taught by experienced entrepreneurs who can provide the academic rigor blended with experiential knowledge to deliver a holistic curriculum. Over the course of these four seminars, students go through the process of research, understanding trends, discovering problems, business ideation, prototype development, market trial, and eventual consumer testing.

Instructors

David Turner - First Year Cohort

Kimberly Davis King - Second Year Cohort

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, professional networks, and will be paired with an individual mentor. They will also be introduced to the basics of opportunity recognition and business model development.

BA 312: Lavin Entrepreneur II Seminar

Students will continue to build their entrepreneurial competencies and mindsets by working with their mentors and course curriculum. In addition, they will utilize entrepreneurship frameworks for business opportunity assessment, ideation, feasibility analysis techniques in ventures, and how to interact and negotiate with strategic partners.

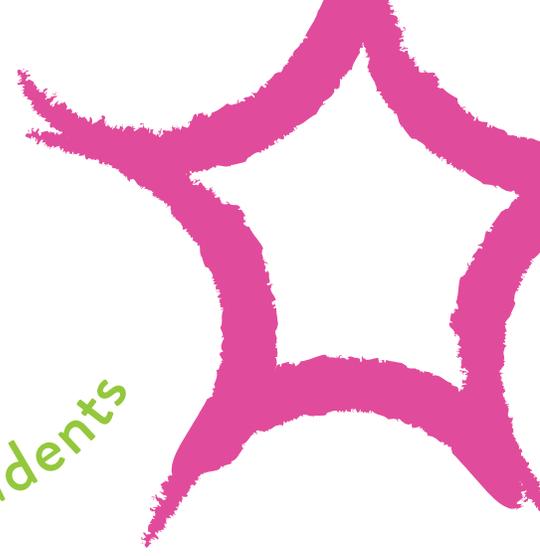
BA 411: Lavin Entrepreneur III Seminar

With business models developed, Lavin students will begin implementing learned entrepreneurial competencies to refine and deliver business models for pitching. Customer iteration will develop proof of concept, and students will make pivots as necessary. Students will develop an understanding of data metrics, successful customer interaction, and how to pivot successfully.

BA 412: Lavin Entrepreneur IV Seminar

Lavin Entrepreneurs will focus on company creation and launch. Building upon the business model canvas and proof of concept they developed during the previous course, students formulate a final market trial and launch plan. By the end of this course, students will develop and present an investor pitch of their proposed new business venture.

lavin entrepreneur students



2019 - 2021 Class of Lavin Entrepreneurus

Adrian Armenta

Fowler College of Business

Trevor Bailey

College of Health and
Human Services

Sam Deleon

Fowler College of Business

Lasse Engel

Fowler College of Business

Naveed Gorgani

Fowler College of Business

Logan Lacher

Fowler College of Business

Navy McKee

Fowler College of Business

Bella Messina

College of Sciences

Benjamin Nguyen

College of Professional Studies
and Fine Arts

Domenique Sciuto

Fowler College of Business

Ben Shapiro

Fowler College of Business

Michael Viesa

College of Arts and Letters

Jasmin Villa

College of Arts and Letters

Matthew Wallace

College of Professional Studies
and Fine Arts

Ryan A. Wallace

Fowler College of Business

Patricia Campanella

Fowler College of Business

Margen Dishmon

Fowler College of Business

“ *Entrepreneurship is a result of curiosity, discipline, and openness to exploring new ideas. The Lavin Entrepreneurship Center has the environment and resources to support such efforts and instill confidence in our future business leaders.*

- Riju Khetarpal



2019 - 2021 Lavin Mentors

Julius Alejandro

Director of Convergence, Startup San Diego
(SDSU Alum)

Jennifer Barnes

CEO, Optima Office, Inc. (SDSU Alum)

Jack Doheny

Co-founder of Bold Brew (SDSU Alum)

Jeff Fenster

Founder and CEO, Everbowl

Gabriel Galvez

CEO, CAPTARGET

Steve Gottlieb

Chief Marketing and Success Officer,
Verse.io

Jeffery Grad

Co-founder, Evolution Fresh

James Heller

Co-founder and CEO, Wrapify

Jim Kalb

Owner and President, OptiFuse (SDSU Alum)

Evan Kesner

Project Manager, JLL

Gerry Widmer

CEO, FIDUS (SDSU Alum)

Kevin Popovic

Founder, Ideahaus

Zach Stevens

Founder and Owner, ZSTVNS (SDSU Alum)

Ty Smith

Founder and CEO, VRS

Jason Tuschen

Co-founder, Randori INC

Carl Thomas

Founder and Creator, BestBossEver.com

Alex Martinez

Founder and CEO, Real Estate Skills (SDSU Alum)

A New Journey in Unprecedented Times

Successful entrepreneurs see failures as opportunities to adapt to given circumstances and challenges. 2020 presented a situation that demanded immediate pivots, and in the case of some students, caused life-altering changes to be made. Although our operations and experiences were all turned virtual, faculty and staff preserved the integrity of the unparalleled Lavin Entrepreneur Program experience.

The 2020 - 2022 Lavin cohort was our first ever cohort interviewed, recruited, and taught online over live Zoom sessions. An integral part of the Lavin Entrepreneur Program involves building bridges between students in different colleges on campus. The online setting proved to make this more challenging, but not impossible. Student teams were still able to meet one another, form founding teams together, and develop innovative business models through collaboration and teamwork. In addition, new milestones were made including the recruiting the largest class of Lavin entrepreneur students. This enabled the center to expand its reach across campus and into different niches of students and organizations.

Experiential components of the class lived on. Guest speakers were brought in, pitching competitions were held over Zoom, and essential resources such as mentorship and legal advice were able to be offered despite geographical and technological constraints encountered. As we move into a post pandemic world, we will take the learnings from this past year with us. Resiliency is a crucial trait needed within entrepreneurs, and our Lavin Entrepreneur students certainly have fostered that within themselves.



Lavin entrepreneur students

2020 - 2022 Class of Lavin Entrepreneurus

Miguel Gonzalez

Fowler College of Business

Cristina Tonello

College of Arts and Letters

Anubhav Garg

College of Sciences

Dustin Javaherian

Fowler College of Business

Cody Leibert

Fowler College of Business

Harris Ness

Fowler College of Business

Alexander Grom

Fowler College of Business

Dahlia Wong

Fowler College of Business

Miguel Aldrete

Fowler College of Business

Dylan Rubin

Fowler College of Business

Rylie Jennings

Fowler College of Business

Maryana Khames

College of Arts and Letters

Brian Hanna

Fowler College of Business

Luis Cruz Velasco

Fowler College of Business and
College of Arts and Letters

Ovannes Gallegos

Fowler College of Business

Aiden Grayson

Fowler College of Business
and Computer Science

Will Stranz

Fowler College of Business

Shane Connell

College of Engineering

Lucas Schwartz

Fowler College of Business

Connor McGlynn

Fowler College of Business

Mary Ainsworth

College of Professional Studies and Fine Arts

Richard Barrera

Fowler College of Business

Evan Ferguson

Fowler College of Business

Liam Howlett

Fowler College of Business

Matt Davolio

Fowler College of Business

David Yusha

College of Professional Studies and Fine Arts

Elias Garcia

College of Engineering

Max Colditz

Fowler College of Business

Sirena Briant

College of Professional Studies and Fine Arts

Jessica Octavio

College of Sciences

Jennifer Harris

Fowler College of Business

Johana Mariela Lozano

Fowler College of Business

Domenique Bastos

College of Professional Studies and Fine Arts

Taylor Kallmann

College of Sciences

Gabrielle Ahad

College of Engineering

Jacinda Molina

Fowler College of Business

2020 - 2022 Class of Lavin Mentors

Alan Lewis

Cofounder and CIO, DiversyFund

Brandon Stanford

Eastridge Workforce Solutions

Bruce Merati

CEO, Uplayl

Bryon Kibildis

Senior Certified Financial Planner

Cason Lane

Creator, Cason Lane Strategic Communications

Dan Frank

3 Wire Systems, Founder

Dan Yates

CEO and Cofounder, Endeavor Bank, (SDSU Alum)

Dereck Tatman

CEO, Global Genome Center

Eric Northbrook

Managing Director, Voit Real Estate

Gal Yosef

CEO and Cofounder, Decido

Gary Weiss

Principal, L.A. Realty Partners, (SDSU Alum)

George Habib

Remodel Works

Gregg Anderson

Cofounder and CEO Origin63, (SDSU Alum)

Jim Kalb

Serial Entrepreneur, (SDSU Alum)

Jim Riedman

CEO, Phoenix Footwear

John Shin

Founder and Managing Director, RSI Security

Jon Corrin

CEO and Founder - XILO

Jonathan Reynolds

CEO, Visionary

Kyle Buckett

Founder and Managing Partner of Fortis Partners

Leo Carillo

Cofounder and CEO, Hair Craft Co, (SDSU Alum)

Lisa Druxman

Founder and CEO, FIT4MOM, (SDSU Alum)

Lorne PolgerCofounder and Senior Managing Director,
Pathfinder Partner**Mark Pecota**

CEO and Cofounder, LaunchBoom, (SDSU Alum)

Paul KitchinCEO and President, Atlas Executive
Consulting, (SDSU Alum)**Phillip Flakes**

Cofounder and CEO, Wimple

Reid Carr

CEO, Red Door Interactive

Ryan Gamble

Founder and President, Intraratio

Scott Holmen

CEO and Founder, Agency73, (SDSU Alum)

Sean Ferrel

Founder, Managed Solution

Shiv Shukla

CEO, NeuraLace

Steve RudermanFounder and President, Credit and Collection News
(CCN), (SDSU Alum)**Tony Raval**

CEO and Cofounder, FrescoData & IDMERIT

Travis Fisher

CEO and Cofounder, TicketSauce

Will Clodfelter

Serial Entrepreneur

William Holmes

CEO and Founder, Rx-Safe, (SDSU Alum)

Zeynep IlgasChief Advisor and, Confirm BioSciences Inc,
(SDSU Alum)

Lavin entrepreneur program instructors

Kimberly King

Kimberly Davis King is a venture partner with Legacy Impact Capital, a California-focused social impact investment fund. With over 15 years in the venture capital industry, Kim has been focused on investing and mentoring startups and high growth companies. Kim is also currently on the screening committee for Evonexus, a San Diego incubator and advisor to several early stage and growth companies including ZafeSoft, Pathway Genomics, PhiloMetron and Verve Wireless. She also sits on various non-profit boards and holds leadership positions including the RSF Unit Children's Hospital, Commnexus/EvoNexus, HBS Alumni Board, RSF Community Center, and the RSF Education Foundation. Kim holds a B.S in industrial engineering from Stanford University and a M.B.A. from the Harvard Business School. During the 2020 - 2021 academic year, King taught BA 412 to the class of second year Lavin entrepreneurs.



a global leader in entrepreneurship



David Turner

David Turner is a lecturer of entrepreneurship and business management at San Diego State University. Turner has over 20 years of executive and entrepreneurship experience, holding positions such as vice president of operations, founder, president and CEO. Professor Turner has a Bachelor degree in economics and a Master degree in information systems from Louisiana State University and has attended programs at the UCLA Anderson School of Business as well as the Aji Network LEIP program. Turner taught BA 312 to the class of first year Lavin entrepreneurs during the 2020 - 2021 academic year.



partnerships
& resources

Lavin Entrepreneur Advocacy Program (LEAP)

Legal complications can crush a startup before it has even launched off the ground. And in following the LEAN startup model, founders rarely have the financial backing to fight a lawsuit case, hire lawyers, and pay hefty fees.

Students often find themselves in similar positions when starting a company. Technicalities such as trademarking, corporate taxes, company equity, and more can be left off the radar until it's too late, eliminating all progress and bringing a company back to square one.

The Lavin Entrepreneurship Center recognized this reoccurring issue and thus created the LEAP program, the Lavin Entrepreneur Advocacy Program, in response. LEAP is a trilateral, mutually beneficial partnership with Duane Morris LLP, a national law firm, and The University of San Diego's law clinic. In this program, SDSU students are given the opportunity to work with and engage with Duane Morris legal advisors, and gain access to pro bono legal services. Duane Morris also holds a free workshop on campus, covering common topics founders must be familiar with including stock ownership, intellectual property, employer and employee relationships, tax entities, finances and more. The goal is to reach our entrepreneurship students early enough in their business development process so that ideally, we help them to avoid legal ramifications as their companies unfold.

Students in the USD School of Law's Entrepreneur Clinic, who are on track to become attorneys, benefit from LEAP as well. They have the opportunity to work with student founders and get experience with real-world circumstances. This also allows them to get training from under from the practicing attorneys at the USD Law Clinic. Last, the program gives the attorneys at the Duane of 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.

The structure of LEAP is unique, as it is one of the first business school - law school - legal firm partnerships in the region that combines student learning experiences with the skills of practicing attorneys.

The Lavin Center's connection to the entrepreneurial ecosystem in San Diego led to the ideation of this program. Michelle Hon Donovan, a Lavin Entrepreneurship Center advisory board member, and a partner at Duane Morris, was the originator of LEAP's design and establishment.

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, 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 an excellent way for our students to learn how to work with an attorney in setting up a business on a strong legal foundation.

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

Lavin center startup SEED fund

Inspiring entrepreneurship requires enabling it. The financial aspects of starting a business can be a burden to college students and a deal breaker in the success of their entrepreneurial aspirations. Fortunately, our center is supported by individuals who actively work to equip entrepreneurs with the tools needed to launch their companies. Carol Lavin Bernick, one of our valued donors and Dr. Leonard Lavin's daughter, graciously gifted the Lavin Entrepreneurship Center \$250,000 over a five year period to help fund student-led startups.

With the help of Bernick's funding, 15 student startups have received seed funding since the program started with \$40,795 over the last year. This funding is being used for a variety of reasons including early prototyping, web or application development, brand development, legal services, travel to trade shows, competitions, and much more. The Lavin Startup Fund consists of two main parts: startup project funding and seed fund dinners.

Ms. Bernick offers support and 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 chair 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.



Startup 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 pitch business models 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.

Spring 2020 Project Funding

Till & Till Inc.

Marc C.J. Bumatay

\$ 750.00 - Focuses on helping restaurants sell leftover foods at a discounted rate

Solana Ave

Megan Kendall, Patricia Tonsing

Contingency amount to be determined - Line of sustainable, compostable party supplies

Shore Cubby

Trevor Bailey

\$5,000 - Digital locker system to prevent beachgoers from theft.

Kai Pono Solutions

Navy McKee

\$ 3,767.00 - Device filtering stormwater at the street level

MedNotes

Mariah Mendez

\$750 - An application helping seniors manage their medication while keeping families at ease

Shezza Socks

Tiffany Gil, Ella De Laza

\$2,406 - Padded socks with a small foam cushion on the heel to prevent blisters and rubbing

Lonely Floater

Ryan Wallace

\$3,247.20 - Clothing brand meant to promote individualism, diversity, and multiculturalism

Summer 2020 Project Funding

Till & Till Inc.

*Till Hartwig, Davis Boring,
Marc C.J. Bumatay, Till Hueh*

\$1,000 - Focuses on helping restaurants sell leftover foods at a discounted rate

Teach Private Lessons

Benjamin Nguyen

\$ 250.00 - Teaches independent music teachers how to obtain clients

TekMate

*Ben Shapiro, Naveed Gorgani,
Jasmin Villa, Michael Criesca*

\$1,560.00 - Focuses on teaching elderly consumers how to use new technologies

Wubbie

Jessica Octavio

\$532.00 - Communication app supporting young adults living with chronic illness connect with a support system

Hempres Hygenics

McKenna Avery

\$ 8,067.00 - Feminine hygiene products made from hemp material



Fall 2020 Project Funding

Koi Energy

Hieu Nguyen

\$ 5,000.00 - Energy based gum as a healthy alternative to coffee and energy drinks.

Bridge Networking

Isaac Javed, Michael Gecawicz

\$ 1,000.00 - Software allowing users to log into all social platforms from one application

Wubbie

Jessica Octavio

\$ 3,130.00 - Communication app supporting young adults living with chronic illness connect with a support system

Hempress Hygenics

McKenna Avery

\$875 - Feminine hygiene products made from hemp material

Mathly

Jeremy Goold, Rainier Dirawatun

\$ 3,000.00 - Online service providing real time, supplemental math help to grades 6-10

Session A

Liam Noroian, Matthew Wallace

\$ 439.00 - Conferencing software meant to help music producers collaborate



Lavin Center Startup SEED Fund Dinners

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, Lavin Entrepreneur students have the opportunity to meet with a successful entrepreneur at a private restaurant setting. This format allows for an excellent atmosphere for rich discussion between the aspiring student entrepreneurs and the accomplished company owners who were once in their shoes. Rather than financial enablement, seed fund dinners enable students to learn from the experiences of experienced entrepreneurs. Dinners during the 2020 - 2021 academic year were cancelled because of COVID-19 health and safety restrictions prompted by COVID-19.ca.gov in San Diego County. We were happy to reestablish these invaluable dinners in the fall of 2021.

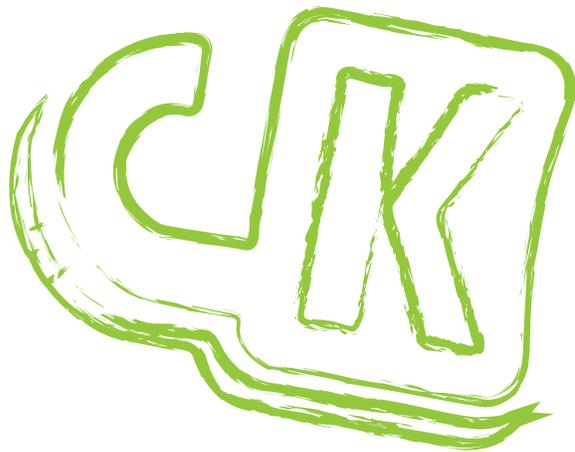
alumni companies

The mission of the Lavin Entrepreneurship Center is preparing and enabling the next generation of entrepreneurs. One of our cornerstone programs is the Lavin Entrepreneur Program. This two year immersive program with experiential courses (taught by entrepreneurs), focused workshops, pitch competitions, individual mentors and guest dinners with entrepreneurs is yielding significant results. Alumni of our two-year Lavin Entrepreneur Program have gone on to create a variety of startups that have grown into respected companies. Listed below are a few of the companies that Lavin Entrepreneurs have founded.

Companies

Bamboo Tranquility
 BloomFile
 Bomfy B
 CourseKey
 Den, Inc.
 HelpFlow
 Enjoy Globally
 Endera, Inc
 Forte Shelter, LLC
 Girlie Garage
 Generation eSports
 Junto Global
 Meech Media Group
 Mercato
 MG Marketing
 Mila Flats

Newco
 Power Digital Marketing, Inc.
 Productive Profits
 Pror Marketing
 RallyBound
 Real Estate Skills
 Restoar
 Scott's Cheap Flights
 ShakeSmart
 Shredlights
 Sunrise Leads
 SOLO Eyewear
 TipNetwork
 William Painter



community impact partners



The Lavin Entrepreneurship Center at San Diego State University is uniquely positioned in the entrepreneurial ecosystem in San Diego. In terms of startups, entrepreneurial activities, and investors, San Diego ranks in the top six regions in the USA based on venture capital investment. With five major universities and a total of 26 colleges, San Diego provides the business community with highly educated resources to fuel the local economy.

Top industry clusters include aerospace, biomedical and biotechnology, military and defense, communications software, hospitality and tourism, life sciences, action sports, craft breweries, and an emerging cloud and SaaS cluster. It is in this environment that we have partnered with following organizations to engage our entrepreneurship students with local businesses and to fuel the growth of entrepreneurship in the region.



Southern California Institute

SCI is a San Diego-based thought leader providing resources, education, and advice via collaborative think tanks, events, programs, online content, and introductions, to help family-based businesses grow. The purpose of the partnership is to help the Lavin Entrepreneurship Center find innovative ways to serve the growth needs of family businesses, and to provide opportunities for the Lavin students to build their professional networks by meeting and interacting with key executives at those family businesses. Joe Strazzeri, co-owner of SCI and partner of Strazzeri Mancini LLP said, “The Lavin Center’s association with SCI will enhance the center’s visibility and inspire businesses to ‘give back’, as well as increase student opportunities for mentorship with business owners and hands on networking.”

Leadership and Entrepreneurship Center

The Center for Leadership and Entrepreneurial Studies is a non-profit that seeks to build leadership capacity in small business organizations, with the goal of developing both the entrepreneur and the business as a successful venture. The Lavin Entrepreneurship Center will be collaborating with them to launch their Entrepreneurship and Adversity program. The program objective is to help members of the San Diego community, particularly those facing economic or other hardships, in starting and growing a business. The Lavin Center will be utilizing university faculty, students and staff to develop and support a six-week boot-camp, made to introduce the basic tools, concepts, and principles relevant to launching and growing a successful venture.

National Security Innovation Network

San Diego State University and the U.S. Department of Defense's (DoD) National Security Innovation Network (NSIN) will work together to initiate collaboration between DoD end-users, SDSU students and faculty, and San Diego's early stage venture community. The goal is to develop innovative solutions to critical national security problems in a variety of topics including healthcare, smart cities, autonomous systems, and cybersecurity. This will give students and faculty opportunities to solve real-world national security problems at startup speed. The partnership also strengthens the talent and startup pipeline for government and industry in the region. NSIN's SDSU University program director will work closely with the Lavin Entrepreneurship Center to expand NSIN's network across the SDSU campus and with startup founders in San Diego.



Lavin Entrepreneur Advocacy Program (LEAP)

LEAP is a partnership between The Lavin Entrepreneurship Center, Duane Morris LLP, and University of San Diego's law clinic. This partnership grants student entrepreneurs at the center access to legal guidance from professional advisors, which, when provided early enough in a business venture, can hopefully lead to the prevention of a lawsuit and other legal issues. Students at USD also benefit by shadowing Duane Morris' legal advisors, as they learn how to apply their curriculum to real-world scenarios presented by our student entrepreneurs. Lastly, Duane Morris gets the experience of meaningfully engaging with both emerging entrepreneurial students at SDSU, and students on track to become attorneys at USD.

SCORE

SCORE, the Service Corps of Retired Professionals, is dedicated to providing services and support to entrepreneurs, start-up businesses, and established small businesses. The San Diego chapter has over 126 volunteers with a vast array of experience and knowledge to offer; the local chapter has been consistently recognized for its excellence in the programs and services it offers. Some events put on by SCORE include workshops, CEO forums, women's breakfasts, mentorship pairings, and more. The Lavin Entrepreneur program partners with SCORE to further integrate itself into the broader entrepreneurial ecosystem, while also bringing in mentors and guest speakers from SCORE.

The background is a solid pink color. There are three thick, teal-colored brushstrokes that are curved and appear to be painted over the pink. One is at the top, one in the middle, and one at the bottom. In the center, there is a faint, light pink circular graphic that looks like a stylized globe or a sphere with some internal lines. The text "entrepreneurship competitions" is written in a white, sans-serif font, centered on the page.

entrepreneurship
competitions

The Lavin Entrepreneurship Center hosts various entrepreneurship competitions as a way for our students to test and master entrepreneurial competencies. Competitions teach students through experience, by putting them through the process of prioritizing, organizing and solving problems that can be developed into realistic solutions and business plans. These entrepreneurial competitions reflect the competitive, fast-paced nature of entrepreneurship. Students affiliated with our center participate in homegrown competitions and also travel the country to participate in intercollegiate competitions.

VentureStart competition

We were able to utilize Leonard H. Lavin's funding to create the Lavin VentureStart Competition. This event offers students the opportunity to pursue entrepreneurial passions in a competitive outlet. The Lavin VentureStart Competition is a series of sales pitching competitions, designed to unify multidisciplinary students whose diverse talents, ideas, and backgrounds complement one another. The program goal at the Lavin Entrepreneurship Center is to identify and nurture these outstanding teams of student entrepreneurs; when the right talents join forces, we have seen outstanding business models formed and molded in response to customer input and interaction.

A Lavin VentureStart Competition is hosted during fall and spring semesters and is open to all students from any college on campus. Prior to competing, the participants attend VentureStart workshops to prepare for the event. Based on the nature of the competition, which varies, student teams are assembled at the competition, given their challenge, and have just three hours to do research, investigate the competition, determine the problem or opportunity, and then pitch their solution to a panel of three judges, all of whom are seasoned entrepreneurs.

Competition Structure

The Venture Start Competition begins with two preliminary workshops presented by Bernard Schroeder, director of programs at the Lavin Entrepreneurship Center. The first workshop is designed to guide students through the process of identifying trends and gaps in the market, as well as developing viable business models and mapping out ideas. In the second workshop, students learn how to pivot initial business structures depending on customer interactions and feedback.



For the 2020 - 2021 academic year, the competition took two distinct approaches. In the fall of 2020, student teams were presented with five problems in the current market: reducing water consumption in the home, creating the next generation of retail, increasing financial investing for 18 - 30 year-olds, disrupting an industry with an Internet of Things solution, and creating the next generation of tourism. Students were challenged to identify a core problem and develop a solution to solve one of the five problems.

In the spring of 2021, the event introduced a new structure. Instead of asking students to pitch completely new business ideas, the center presented four existing businesses that had been negatively affected due to COVID-19 restrictions. Students were asked to measure the impact COVID-19 had on one of the four small businesses, and pitch a way in which the business could pivot its business model in order to survive and thrive during the pandemic.



Competition Results

FALL 2020

TEAM WINNERS:

Reid Becker
Ben Shapiro
Isabella Messina

ENTREPRENEUR JUDGES:

Eric Berkemeier (CEO and Founder of Shred-lights), Gregory Crisci (Founder, TipNetwork, Channel and Partner Manager at FeverFree.ai)
Jeff Fenster (CEO and Founder of Everbowl)

SPRING 2021

TEAM WINNERS:

Reid Becker
Ben Shapiro
Isabella Messina

ENTREPRENEUR JUDGES:

Reid Carr (Lavin Mentor)
Jennifer Barnes (Lavin Mentor)
Dan Huss (Lavin Mentor)
Evan Kesner (Lavin Mentor)



LEAN model competition

The Lavin Entrepreneurship Center conducts the Lean Model Competition at San Diego State University as a regional competition to the global IBMC Competition at Brigham Young University. The SDSU competition is open to all levels of students, including undergraduates, graduates and Ph.D. students, and its goal is to help create more viable startups that are solving big problems in large markets and industries.

Key components of the competition include identifying a problem worth solving, creating the startup team's business model, an MVP (minimum viable prototype), research and testing with real potential customers, and finally, based on results, to launch the company, to pivot or to develop a new go-forward plan. Problem identification, lean mentality, rapid MVP prototyping, and customer testing and research are key elements that judges evaluate, along with the proposed business and marketing strategy. The Lean Model Competition rewards students for identifying and defining assumptions, testing those assumptions in the marketplace, and then pivoting their business model based on customer interactions.

Based on the global pandemic in the 2020 - 2021 academic year, SDSU suspended the LeanModel Competition and BYU also canceled the global IMBC Competition. We look forward to bringing the competition back to campus in the spring of 2022.



venture capital investment competition

The Venture Capital Investment Competition (VCIC) is the nation's annual premiere strategy competition for future venture investors. Each region of the country hosts six student-led teams for both undergraduate and MBA student divisions. VCIC offers an opportunity for the student team to judge three entrepreneurs seeking funding for their businesses. Each team then evaluates the strength of the ventures by acting as a hypothetical VC firm, and invests in the entrepreneur they deem most fit. A panel of ten professional venture capitalists judge student teams on their selection, term sheet valuation and strategy.

To prepare for this competition, teams read business plans, meet CEOs, conduct a variety of abbreviated due diligence efforts, and summarize all of their analysis in an investment strategy that they pitch to a "practice" 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 Q&A sessions, analyzing how well students build a rapport with entrepreneurs, and how confidently they present and defend their strategies to VC professionals. Lastly, teamwork and strategy are essential to handle the concentrated workload. During the course of six to eight months leading up to competitions, the undergraduate and graduate teams meet frequently to prepare.

This past year, SDSU had the privilege of hosting the MBA Western Regional Venture Capital Investment Competition. Graduate student teams from Arizona State University, Pepperdine University, UCLA, UCSD, the University of Southern California, and the University of San Diego came together via Zoom to compete in this regional event. The competition was organized by the SDSU VCIC student teams.

New VCIC Coaches

John McMillan, a VCIC advisor and former VCIC participant (SDSU), coached the undergraduate and MBA teams from SDSU for the past seven years, with this 2021 being his last year. Next year our new VCIC advisor coaches, Paige Doherty and Robert Schulte, will prepare the SDSU teams for this global competition. Doherty is an alumna of the Lavin Entrepreneurship Program and previously participated in VCIC competitions; she now works as a development success engineer for WorkOS. Schulte is an alumnus of the SDSU Entrepreneur graduate program, CEO and founder of Luma Tax, and is a serial entrepreneur. He has decades of experience in entrepreneurial ventures and acquisitions. Together, Schulte and Doherty are committed to elevating the competitiveness and visibility of the SDSU teams, while also creating a world-class forum for students who wish to expose themselves to venture capital as a career.

a global leader in entrepreneurship





lavin center
internship program

The Lavin Entrepreneurship Center Internship Program recruits SDSU students for both startups and nonprofit companies alike to give students a multi-faceted business learning experience. Once companies apply and are vetted by a student coordinator, qualified students are recruited and individually matched with local companies according to their background, experience, and future career goals. This tailored internship experience results in a mutually beneficial relationship that sometimes lasts beyond a student's college career. Interns engage in various projects ranging from operations, finance, computer programming 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. In addition, students record achievements, goal progression, and the completion of their learning objectives throughout the semester. Undergraduate and graduate interns can take part in the development of short and long-term projects that usually span the semester.



What I love about this internship is the ability to get practical real world experience in numerous fields

*- Slone Smith
Student*



internship program

student intern response rate
47.1%
survey findings

We conducted a comprehensive survey during the spring of 2020 that included both student interns and supervisors from client companies. We wanted to quantitatively measure the program, its process and the outcomes. The survey results revealed key insights to the program including areas of success and other areas for improvement. Over a three week time period, students and hiring supervisors from our internship program were sent a Qualtrics survey via email. Our intern student 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 internship projects and participant experiences.

The functional areas of the reported internship projects were primarily, marketing, sales/business development, software engineering, 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 be extremely likely to hire another Lavin Center intern.

supervisor response rate

53.3%

interns being able to apply their academic learnings during internship

62.5%

interns reported having great modular understanding of tasks assigned

87.5%

supervisors reported feeling that their intern had great to moderate understanding of the tasks assigned to them

100%

87.5% of supervisors were satisfied with the program

87.5%

75% of interns were satisfied with the program

75%

supervisors reported being somewhat likely to be extremely likely to hire another Lavin Center intern

100%

2021 internships

The goal of our internship program is to place SDSU students in entrepreneurial projects so as to acquire access to company leadership and to participate in the overall experience of a growing firm. This past year, our relationship with one startup, Endera, exemplified our program. Founded by John Walsh, a former Lavin Entrepreneur, this commercially based supplier of electric vehicles was experiencing phenomenal growth and turned to our program to assist them in meeting early company objectives. Remarkably, we placed seven SDSU students into their company and they ultimately hired three of them permanently.

Students & Companies

Kyra McCue
HNM Systems

Arsham Sanavi
ValueVision

Sreehari Pillai
ValueVision

Jasmin Villa
Endera

Lasse Engel
Endera

Isabella Messina
Endera

Keval Chavda
Endera

Dominique Scuito
Endera

Niko Bird
Endera

Jeffrey Van hoot
Endera

Brian Cung
RSI Security

Maahir Vasi
RSI Security

Allan Sur
SDSU AI Lab

Jessie Jewell
SDSU AI Lab

Arya Talebnia Hir
SDSU AI Lab

Tiffany Gil
VitaRX/College Finance

Pranav Kalra
VitaRX/College Finance

Sophie Riker
SD Leadership Center



Two years ago, the Lavin Entrepreneurship Center and the Launch Factory, a startup accelerator based in San Diego, 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 employs a highly systematic approach to launching companies. Brad Chisum, a SDSU alumni and co-founder whose initial startup was acquired by Google, uses a different approach to creating startups. He and his cofounder have identified more than 10 startup opportunities they believe could be successful companies. What they do differently, is that they go and recruit the “cofounders” for these opportunities through a deliberate and thorough process. This process provides a clear guide to vetting opportunities, developing strategies, and recruiting talented entrepreneurs to launch them. They believe that this process is the cornerstone to startup success and the way their teams prioritize high-performance business operations and planning will actually lead to more startups being successful.

In the past two years, the Launch Factory has employed interns from the Lavin Entrepreneurship Center and SDSU graduates to deploy four startups and have recently raised additional funding from investors to launch the next eight startup opportunities. In addition, both cofounders have served as mentors and guest speakers in the Lavin Entrepreneur Program.



entrepreneur
society

entrepreneur society

The Entrepreneur Society is a recognized student organization on campus 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 Entrepreneur Society also puts on events, workshops, and guest speaker sessions, which offer networking opportunities among like-minded students with similar goals of starting a company. Students are therefore enabled to find mentors, become more integrated into the entrepreneurial ecosystem in the city, and accelerate their progress towards launching a startup, all through the Entrepreneur Society meetings and events.

Highlights for 2020 included several online talks including an insightful session from Doug Palladini, CEO of Vans, a global shoe and apparel company. Doug attended SDSU as a student and described his journey and provided valuable lessons on building a career. Another amazing online talk was given by Thom McElroy, co-founder of Volcom, a large action sports company. His talk was all about “finding your passion”; the talk featured a 25 minute documentary of Thom talking students about how he found his passion by choosing school over a professional skateboarding contract, changing his majors at SDSU, accepting a low paying but meaningful graphic design position and ultimately creating his own marketing agency and co-founding Volcom. He closed his talk with the words “design your luck” by owning your journey and making the little decisions to pursue your passion.

“It’s been a great opportunity

to say the least” - Liam Howlett, Student





2020-2021 Board

Landon Delgadillo

President

Isaac Javed

VP

Amanuel Mikre

VP of Membership

Harris Ness

Innovation

Nolan Matura

VP of Finance

Rainer Dirawutan

VP of Outreach

Joshua McFaul

Logistics

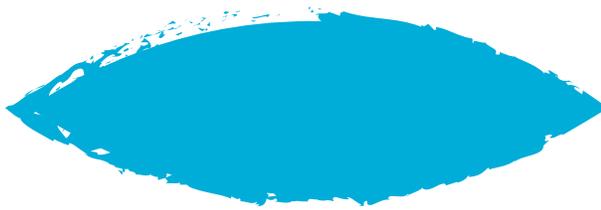
David Bejko and

Trevor Bailey

VP of Marketing

Ben Shapiro

Events



2020-2021 Speakers

Kim Kaupe

Founder, Bright Ideas Only

Chris Holbrook

CEO, Mentor Boost

Scott Brusseau

President, Newport
National Corporation

Doug Palladini

President, Vans

Cody Barbo

Founder & CEO, Trust & Will

Victoria Curcuro

Lead Executive
Recruiter, Target

Tom McElroy

Co-founder, Volcom

Neal Bloom

CEO, Riding Tides Partners

John Bailey

CEO, Lumenai Investments

Paige Doherty

Developer Success
Engineer, WorkOS

Hilary Bateman

Owner, Little House
of Flowers

Brad Chisum

CEO, Launch Factory



The logo features a central blue silhouette of a person with arms raised in a celebratory gesture. This silhouette is set against a background of three wavy, brush-stroke-like lines in shades of blue and teal. The overall design is vibrant and energetic, suggesting a focus on entrepreneurship and education.

california entrepreneurship educators conference

the 2021 conference

Mission and Overview

The California Entrepreneurship Educators Conference (CEEC) held its eighth annual conference and was designed to facilitate discussion of future trends and the forecasted direction of entrepreneurship education and research. This annual conference brings together entrepreneurship educators and researchers from around the world to share insights in both entrepreneurial pedagogy and research.

Amidst the ongoing coronavirus pandemic, the California Entrepreneurship Educators Conference was held online for the second year in a row. The online conference was held on April 15th and 16th, and featured a live stream of 39 sessions and 127 speakers and panelists over both Zoom and Airmeeet platforms to 425 attendees. Participants this year represented 21 countries, 23 USA states and two U.S. territories. The theme of the conference was “reinvent”, as we encouraged reinventing new ways of looking at entrepreneurship both in the classroom and for entrepreneurial research.

The conference featured six keynote sessions covering themes from the new AACSB standards to ethics and entrepreneurship, to social impact, with industry professionals Michael Morris, Rebecca White, and Caryn Beck-Dudley leading the way. In addition to these six sessions, there were twenty-nine other sessions, just as impactful, exploring themes from creativity and innovation to STEM and entrepreneurship to arts and entrepreneurship, with university professors and experts like John Mullins, Doan Winkel, and Jeffrey Stamp.

ICSB Partnership

The Lavin Entrepreneurship Center partnered with The International Council for Small Business (ICSB) to produce the 2021 California Entrepreneurship Educators Conference. ICSB is a membership-based organization that links entrepreneurs, educators, policy-makers, and experts to further entrepreneurship understanding and knowledge. We want to acknowledge the teams at the Lavin Entrepreneurship Center and ICSB who tirelessly worked to produce the 2021 conference online. From the Lavin Entrepreneurship Center, Jacinda Molina, Domenique Sciuto, Kayla Holm, Amber Simes, Aishwarya Khanna, Neha Pearce, Alex DeNoble, Bernhard Schroeder, and Beryl Pratts, and from ICSB, Dr. Ayman El Tarabishy (Director), Skye Blanks, and Kyle Lyon. These two highly competent teams produced and organized the extensive logistics of the conference; without them it wouldn't have been the success it was. We are appreciative of all their work and dedication to the effort.



list of speakers

Stephen Abbott

Lecturer • Cal State San Bernardino

Dennis Abremski

Executive Director • Institute for the Global Entrepreneur at the University of California, San Diego

Mujtaba Ahsan

Associate Professor • San Diego State University

Howard Aldrich

Kenan Professor • University of North Carolina, Chapel Hill

Julius Alejandro

Cofounder and Chief Strategy Officer • Dipster LLC

Jeff Alves

Managing Editor • Journal of the International Council for Small Business

Cesar Bandera

Associate Professor • New Jersey Institute of Technology

Mark Bannister

Dean, College of Business and Economics • Boise State University

Dennis Barber III

Assistant Professor • Miller School of Entrepreneurship at East Carolina University

Caryn Beck-Dudley

President and CEO • AACSB

Alex Breckon

Assistant Director • Institute for the Global Entrepreneur at the University of California, San Diego

Candida Brush

F.W. Olin Distinguished Professor of Entrepreneurship • Babson College

Alex Bruton

Professor • University of Calgary

Tom Byers

Professor • Stanford University's School of Engineering

Chantal-Line Carpentier

Chief • United Nations Conference on Trade and Development (UNCTAD)

Vivek Chhabra

Partner • 21iQLabs

David Choi

Professor • Fred Kiesner Center for Entrepreneurship at Loyola Mount University (LMU)

Min Choi

Designer and Educator • Min Choi Design

Michael Ciuchta

Professor • Manning School of Business at the University of Massachusetts, Lowell Associate

Rick Coplin

Adjunct Professor • Fisher College of Business at The Ohio State University

Susana Correia-Santos

Assistant Professor • Rowan University

Rani J. Dang

Direction ICE (Innovation Centre for Entrepreneurship) • Université Côte d'Azur

list of speakers continued

Jamey Darnell

Associate Professor • Smeal College of Business at Penn State University

Alex DeNoble

Executive Director, Lavin Entrepreneurship Center • San Diego State University

George Deriso

Lecturer • University of Colorado, Boulder

Mario Dipp

Campus Dean • CETYS University

Jason D'Mello

Assistant Professor • Loyola Mount University

Ami Doshi

Lecturer • San Diego State University

Lisa Druxman

Founder • FIT4MOM

Laura Dunham

Professor of Entrepreneurship and Associate Dean • University of St. Thomas' Schulze School of Entrepreneurship

Craig Elias

Entrepreneur in Residence • EBow Valley College in Calgary

Aaron Elkins

Associate Professor • San Diego State University

Ayman El Tarabishy

President and CEO • International Council for Small Business (ICSB)

Judi Eyles

Director of the Pappajohn Center for Entrepreneurship and CyBIZ Lab • Iowa State University

Vivian Faustino

Affiliate Professor • University of San Francisco

Jon Fjeld

Professor • Duke University

Ron Fowler

CEO, Vice Chairman and Co-Owner • Liquid Investments San Diego Padres

Craig Galbriath

Professor • Cameron School of Business at the University of North Carolina, Wilmington

SherRhonda Gibbs

Dean, Kenneth W. Monfort College of Business • University of Northern Colorado

Alex Glosenberg

Assistant Professor • Loyola Mount University

Shalini Gopalkrishnan

Professor • Valencia College

Gary Graves

Professor • Fullerton College

Geoffrey Graybeal

Clinical Assistant Professor • Georgia State University

Cathleen Greiner

Regional Chair • Los Angeles County Region, California Community Colleges

Marc Gruber

Vice President of Innovation • Swiss Federal Institute of Technology Lausanne

Parisa Haim Faridian

Assistant Professor • San Diego State University

Jake Hansen

Market Segment Executive • Apple

Michael Hard

Program Director • National Security
Innovation Network University

Michael Harris

J. Fielding Miller Distinguished Professor
• Miller School of Entrepreneurship at
East Carolina University

Theresa Harris

Director of Procurement • University of
San Diego

Diego Mauricio Herrera Falla

Senior Specialist • Capital Markets and
Financial Institutions Division of the
Inter-American Development Bank

Tanya Hertz

Lecturer • San Diego State University

Danny Holt

Research Director • Stephenson
Entrepreneurship Institute

Jeffrey Hornsby

Henry Bloch/Missouri Endowed Chair
of Entrepreneurship and Innovation •
University of Missouri-Kansas City

Ulla Hytti

Professor • University of Turku

Shingo Igarashi

Associate Professor • Kyushu University

Duane Ireland

University Distinguished Professor and
Benton Cocanougher Chair in Business
• Mays Business School, TexasA&M
University

James Irvine

Director, Corporate and Continuing
Professional Education • Westchester
Community College

Kurt Jacobs

Assistant Professor • Anderson Center
for Entrepreneurship & Innovation at the
University of Tennessee, Knoxville

Sanjay Jain

Professor • Nazarian College of Business
and Economics

Margaret Johnsson

Executive Director and Founder •
Entrepreneurship Education Institute

Gabi Kaffka

Lecturer • Utrecht University

Yong Jin Kim

Professor • Sogang Business School

Ki-Chan Kim

Vice President of Humane Entrepreneur-
ship • International Council for Small
Business (ICSB)

Kimberly King

Adjunct Professor • San Diego State
University

Jamie Kraft

Director, Entrepreneurship Program •
University of Florida

Norris Krueger

Senior Subject Matter Expert • OECD/
EU EPIC (EEEPHEIC), HE Innovate,
Entrepreneurship360

Olusiji Lasekan

Assistant Professor • Universidad
Catolica de Temuco in Chile

Eric Liguori

Rohrer Chair of Entrepreneurship • Row-
an University

Antonios Livieratos

National Technical University of Athens
• Entrepreneurship Consultant

list of speakers continued

Adnane Maalaoui

Director for Entrepreneurship Programs • IPAG Business School

Jennifer Madden

Dean, School of Business • Linfield University

Stanley Maloy

Associate Vice President for Research & Innovation and Professor of Biology • San Diego State University

Bertha Martinez-Cisneros

Coordinator of the International Logistics Program • CETYS University

Ashwin Mehta

Lowell Professor • University of Massachusetts

Emil Milevoj

Director for the Lyles Center for Innovation and Entrepreneurship • Fresno State University

Leann Mischel

Associate Professor • Coastal Carolina University

Donald Moliver

Dean, Leon Hess Business School • Monmouth University

Michael Morris

Professor • Keough School of Global Affairs at the University of Notre Dame

John Mullins

Associate Professor of Management Practice • London Business School

Martina Musteen

Professor • San Diego State University

David Newton

Professor • Rady School of Management at UC San Diego

Moses Ngoze

Senior Lecturer • Technical University of Mombasa in Kenya

Anna Nikina-Ruohonen

Professor • Grenoble Ecole de Management

Temple Northup

Director of the School of Journalism and Media Studies • San Diego State University

Jelani Odlum

Program Manager • The Michelson Institute of Intellectual Property

Ahmed Osman

CEO • CHROME

Nadiya Parekh

Assistant Professor • Sonoma State University

Roberto Parente

Professor • University of Salerno

Katia Passerini

Provost and Executive Vice President • Seton Hall University

Jennifer Patel

Regional Director of Business and Entrepreneurship • MiraCosta College

Andrew Penaluna

Professor Emeritus • University of Wales Trinity Saint David

Sylvia Perez

Professor • CETYS Universidad

Uday Phadke

Cofounder and Executive Chairman • AcceleratorIndia

Audra Quinn

CEO and Cofounder • UnCorked! Games

Faiz Rabbani

Lecturer • Dammam Community College

Alexandros Ragoussis

Senior Economist • International Finance Corporation (IFC), World Bank Group

David Rahn

Director • California State University, Chico

Bruce Reinig

Interim Dean, Fowler College of Business • San Diego State University

Diana Robinson

Associate Professor • CETYS University

Winslow Sargeant

Senior Advisor for Globalization and Head of Capital Markets • Genaesis

Bernhard Schroeder

Director of Programs, Lavin Entrepreneurship Center • San Diego State University

Lois Shelton

Professor • Nazarian College and California State University, Northridge

Julienne Shields

CEO • United States Association of Small Business and Entrepreneurship

Eric Smigel

Professor of Music and Coordinator of the Music History and Musicology Program • San Diego State University

Patrick Snyder

Executive Director • United States Association of Small Business and Entrepreneurship

Jeffrey Stamp

Professor • University of Minnesota

Briana Stenard

Assistant Professor • Stetson Hatcher School of Business at Mercer University

Geoffrey Stewart

Director & Endowed Chair in Regional Business Development • University of Louisiana at Lafayette LEED Center & Moody Companies/BORSF

Curt Stiles

Associate Professor • University of North Carolina at Wilmington

Philip Van Berten

Professor • Stevenson University

Shailendra Vyakarnam

Director of the Bettany Centre for Entrepreneurship • Cranfield University

Noriko Taji

Professor • Hosei University

Tracy Tanner

CEO • Kolena Corporation

David Townsend

Associate Professor • Virginia Tech

list of speakers continued

David Turner

Lecturer • San Diego State University

Jeff Vanevenhoven

Whitewater Irvin L. Young Professor of Entrepreneurship • University of Wisconsin

Francisco Velez

Professor • CETYS Universidad

Montressa Washington

Co-Director, Institute for Entrepreneurship • Shenandoah University School of Business

Tara Watrous

Werth Institute Head of Entrepreneurial Transformation • University of Connecticut

Rebecca White

Walter Chair of Entrepreneurship, Professor of Entrepreneurship and Director of the John P. Lowth Entrepreneurship Center • University of Tampa

Don Ajené Wilcoxson

Professor • Riverside City College

Grant Alexander Wilson

Lecturer • University of Saskatchewan

Doan Winkel

Endowed Entrepreneurship Chair John • Carroll University

Christoph Winkler

Hynes Endowed Professor of Entrepreneurship & Innovation • Iona College

Yi Yang

Co-Director of the Jack M. Wilson Center for Entrepreneurship • University of Massachusetts, Lowell

William Yelle

Adjunct Faculty Member • University of Massachusetts, Lowell

John York

Lecturer • University of California, San Diego

Congcong Zheng

Associate Professor • San Diego State University

Sponsors

The Fowler College of Business

International Council of Small Businesses (ICSB)

USASBE

University of Nevada, Las Vegas (UNLV)

BizStarts

Texas A&M University

University of North Carolina, Wilmington (UNCW)

California State University, Northridge (CSUN)

University of St. Thomas

Fresno State University

MirKa Investments

Tammy Nguyen Events Management



undergraduate
entrepreneurship
education

undergraduate entrepreneurship education

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 to include all interests and majors. This ensures students have 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 critical proficiencies through sound curriculum and experiential learning. The Lavin Entrepreneurship Center offers a broad array of programs and events 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 across campus have a myriad of ways to pursue their entrepreneurship education.

Journey to Entrepreneurship Dorm Floor

Exposure to entrepreneurship can happen from the beginning of a student's experience at San Diego State University. Freshmen are given the opportunity to join the Journey to Entrepreneurship residential life community - a learning community aimed at housing students with similar interests while providing early exposure to entrepreneurship. All students in the residential life community are enrolled in a freshmen level entrepreneurship course which encompasses diverse majors from across campus.

The freshman-level entrepreneurship course (BA-100) is a one-unit course and is offered in conjunction with the Student Life and Leadership program. BA-100 teaches aspiring student entrepreneurs how to spot market trends, identify problems and notice shifts in large population groups. Enrolled students are also given the opportunity to connect with local entrepreneurs and SDSU alumni. The course(s) are taught by the Lavin Entrepreneurship Center's own Alex DeNoble and Bernhard Schroeder.

Entrepreneurship Minors

Business Entrepreneurship: The business entrepreneurship minor is a specially designed pathway for students majoring in business, hospitality and tourism, or international business. The minor consists of 15 units of upper-division entrepreneurship coursework, including classes on the fundamentals of entrepreneurship, opportunity recognition, business model design, and more. The minor also requires a capstone course, tasking students to develop a viable business model and launch plan, and participation in at least one unique experiential activity.

Non-Business (Cross - Campus) Entrepreneurship: The non-business entrepreneurship minor is a specially designed area of study 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 three unit accounting course on the fundamentals of accounting, a capstone course, and at least one unique enrichment activity.

Entrepreneurship Specialization in the Management Major

Entrepreneurship Specialization in the Management Major: The entrepreneurship specialization in the management major is crafted specifically for students who are interested in exploring the management of a startup. This specialization complements the management concepts and strategies introduced in the management department's core curriculum, and takes an innovative and entrepreneurial approach to leveraging 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

San Diego State University has now offered the Music Entrepreneurship and Business Program for six years. 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 into the rigorous program based on academic qualifications and an audition process. Throughout the program, students 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 strategies to those ventures. Students also must complete an hands-on internship to fulfill the experiential component of the specialization.



a global leader in entrepreneurship

Entrepreneurship Abroad

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 community that students have the opportunity to interact with, including fellow entrepreneur students, incubators, and founders. The entrepreneurship programs normally take place over a shortened winter semester or a five week summer semester. Due to the COVID-19 pandemic, these programs were canceled for the 2020-2021 academic year.



Mixing students from the music recording program with business school students in a semester-based course was amazing in that both groups of students learned so much.

- Amber Simes Student





ZIP

launchpad

ZIP launchpad

The Zahn Innovation Platform (ZIP) Launchpad is an incubator that supports San Diego State University student 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 and the Lavin Entrepreneurship Center work together to provide students with opportunities to further develop and explore entrepreneurship in substantial ways. Due to the collaborative nature of the two entities, many of our students frequently overlap by participating in both the Lavin Entrepreneur Program and simultaneously working on their startup in the ZIP Launchpad. We give students the competencies and edge to pursue business ventures, while ZIP Launchpad provides them with the resources, funding, and support essential to instituting their ventures. In addition, the incubator provides invaluable services to student teams through the HG Fenton Company Prototyping Lab.

The ZIP Launchpad provided students with various ways to build their company and their network. Below is a list of events and projects for the 2019-2020 school year:

2019 - 2020 Events and Projects

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)

MakeFEST

Laser Cutting (Virtual)

Speaker Series

Dr. Bronner's (Virtual)

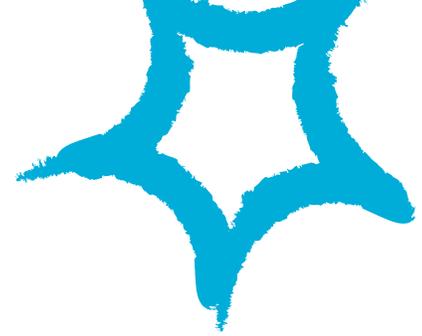
Alumni ZIP Entrepreneur Panel & Roundtable: Speed Networking

Sustainability in Business & Product Design

The Key to Raising 6 Figures + on Kickstarter: Validating Your Product Pre-Launch

Cathy Pucher - Executive Director of ZIP

Cathy Pucher is the executive director of SDSU's ZIP Launchpad. Prior to leading the on-campus incubator, she was the executive director of EvoNexus, which is a San Diego and Irvine-based incubator. Pucher earned a Bachelor of Science in electrical engineering at the University of California, San Diego. She also serves on the volunteer board for the Solana Beach Foundation for Learning, which supports local public schools with fundraising for instructors of art, science, physical education and technology.





entrepreneurship
organization (EO)
partnership

The San Diego entrepreneurship community is expansive and intersects within the Entrepreneurs' Organization (EO). The Entrepreneurs' Organization is a global network of entrepreneurs and business owners who are looking to meet like-minded individuals and work together to meet personal and professional goals. With branches all over the country and world, EO serves as both a global connector of entrepreneurs, and as a local resource for boosting our entrepreneurship programs and events.

As a resource, Entrepreneurs' Organization in San Diego offers students heightened outlets for exploration and opportunity. EO provides structured educational content for first-stage business ventures and an accelerator program for more developed startups. EO also hosts student entrepreneur competitions and awards where local student entrepreneurs compete against peers to qualify for progressively larger competitions, eventually competing in a global finals competition. This past year, several of our Lavin Entrepreneur students, in their startup Tekmate, won the San Diego Regional competition of EO and went to nationals.

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 businesses, is a base that helps students gain confidence and grow. Entrepreneurs involved with EO have supported our VentureStart Competition by 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 from our coaches is always highly useful.

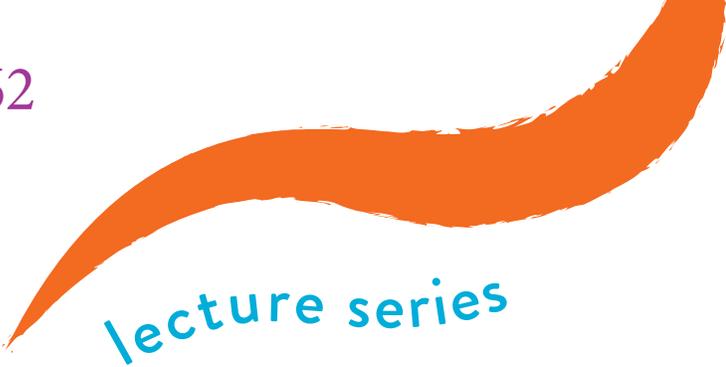
In years past, EO has partnered with our center to bring students to EO events and workshops, where prominent speakers like professional snowboarder, Shaun White, have spoken. The Lavin Entrepreneurship Center values our relationship with the Entrepreneurs' Organization and looks forward to working with EO in the future.

entrepreneurship organization partnership





lecture
series



lecture series

L. Robert Payne is a successful SDSU alumnus who built his career in real estate and development. He and his family were generous philanthropists who gave back to SDSU in several ways, including a 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 as guest speakers. Thus, the L. Robert Payne Lecture Series was created.

This lecture brings successful prominent entrepreneurs and business leaders to speak to SDSU students. The lecture provides students and other attendees the opportunity to 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 gives students insights on their development as a possible entrepreneur.

This past year, the series featured Thom McElroy, the co-founder of Volcom and SDSU alumni. While Thom studied at San Diego State, he struggled to find a major he was passionate about and he switched his career ambitions multiple times. From a business degree, he switched to graphic design, and after a few years of experience, he created his own marketing agency and then went on to be a co-founder at Volcom. Considering his experience finding and designing his path, McElroy centered his online talk around “Finding Your Purpose.” Using the lens of his own entrepreneurial journey, he expressed to student attendees the importance of being adaptable, continuing to learn, and finding what you love to do. He also stated that you intentionally “design your luck” by continuing to build your network and taking advantage of opportunities that come your way.

Past Speakers in the L. Robert Payne Lecture Series

Noel Lee

Founder, Monster Cable Products

Ralph Rubio

Founder, Rubio's Coastal Grill

Tony Hawk

Professional Skater and Co-Founder, Birdhouse Projects

John Wilson

Co-Founder, Stance

Kurt Listug

CEO and Co-Founder, Taylor Guitars

Thom McElroy

Co-Founder, Volcom

Jeff Church

Co-Founder, NIKA water

Norm Brinker

Former Chairman, Brinker International

Jim Sinegal

Co-Founder and Former CEO, Costco

John Moores

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

John Sarkisian

Cofounder, Pat & Oscar's Restaurants

Dr. Irwin Jacobs

Founder, Qualcomm

Robert J. Nugent

Former Chairman and CEO, Jack in the Box

Russell Lewis

Founder and CEO, Rhino Linings

Dr. Robert Beyster

Founder, SAIC

Ron Fowler

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

women in entrepreneurship and leadership series

In 2016, the Women in Entrepreneurship and Leadership Lecture Series was established at San Diego State University (SDSU) through a generous gift from then Lavin Entrepreneurship Center board member, Steven Osinski and his family. The purpose of this yearly event is to bring outstanding female entrepreneurs and accomplished businesswomen on campus to engage and inspire SDSU students.

The Women In Entrepreneurship and Leadership (WIL) series typically hosts a conference annually over a two day period. This past year, the conference was held virtually on March 10th and 11th, 2021. Over the two days, 16 speakers led various presentations, workshops, and a networking reception. Students were able to directly engage with successful female leaders and entrepreneurs, while also learning from their journeys and advice during the scheduled speaker events. Keynote speakers at the conference were Ally Love, the founder and CEO of Love Squad, and Katie Sowers, a professional football coach. In addition, successful women executives presented from leading brands like Amazon, Disney, Twitter, Tik Tok, Apple TV and others. Through a variety of different fields and expertise represented, an array of topics were discussed including self branding, gender and minority biases, and using language to cultivate mindfulness.

Keynote Speaker

Ally Love

Founder and CEO; Love Squad

Katie Sowers

Professional Football Coach

Leadership Panels

Jess DeBolt

Senior Client Partner-Entertainment, Twitter

Nidhi Ghai

Global Head of Ad Sales, Amazon

Amelia Jukiman

Global Communications, Tik Tok

Jackie Truong

Partnerships Lead & Brand Marketing, Google

Naz Arandi

Global Creative Director, Apple TV

Shavone

Communications & Creative
Partnerships Director, VSCO

Nicole Gervais

Global Franchise Development &
Marketing, Disney

Terri Hines

Executive Vice President of
Communications, FOX Sports

Jennie Wilkes

Director of Global Creative Marketing, Netflix

Workshops

Kristy Ryan

Community Impact Specialist, Pura Vida

Anahi Abe-Brower

Founder, Worthy Picks

Meri Birhane

CEO, Meri Consulting Services

Jasmine L. Sadler

Founder, The STEAM Collaborative

Sivan Ayla Richards

Lifestyle Blogger, Sivanayla.com

The background features a solid light green color with several overlapping circles of varying sizes and colors. A large, semi-transparent light green circle is centered in the upper half. Three smaller, solid pink circles are positioned in the corners: one in the top-left, one in the middle-right, and one in the bottom-left. The text is centered in the middle of the page.

gifts, grants,
scholarships
and awards

gifts grants and awards

The Lavin Entrepreneurship Center has had the opportunity to contribute to the awarding of several gifts, grants, and scholarships over the past year. The students involved in the center's programs are continuously being recognized for their accomplishments, roles, and/or contributions to the entrepreneurial ecosystem in San Diego and beyond. Whether on a global scale or within the university, students and faculty alike are making new strides and achievements in the space.

National Science Foundation CSU I-CORPS Program

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

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

Alex DeNoble, the executive director of the Lavin Entrepreneurship Center, serves on the CSU I-Corps board. He contributes greatly to the selection of participants, and provides critical training to the teams. Through the resources and teachings provided, teams are able to ensure their developing biotechnologies are feasible to bring to market and scalable. Stanley Maloy, Vice President of Research and Innovation at SDSU, also serves as a professor in Biology and a board member for CSU I-Corps. The combination of backgrounds in both biology and entrepreneurship in this program allows for an optimal and holistic preparation process for the participants.

CSU I-Corps Collaborative Teaching Team

Dr. Stanley Maloy

Associate Vice President, Research and Innovation, San Diego State University

Dr. Susan Baxter (PI)

Executive Director, CSUPERB

Dr. Jim Prince Associate Dean

Research and Graduate Programs, College of Agriculture, Food & Environmental Sciences, Cal Poly

Tommy Martindale Director

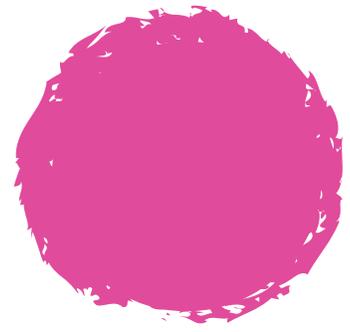
Technology Transfer Office, San Diego State University

Alex DeNoble Professor

Management & Executive Director, San Diego State University & Lavin Entrepreneurship Center

Christine Montgomery

Administrative Assistant



Small Endowment Gift Fund

In 2016, the SDSU Fowler College of Business was named in honor of San Diego philanthropists Ron and Alexis Fowler, whose \$25 million gift is the largest in the history of the university. Established as a matching endowment, this provides a challenge to the university and its supporters to raise an additional \$25 million.

Over the past year, the Small Endowment Gift Fund has been created in an effort to promote smaller donors to contribute towards the Fowler Match. Previously, donations were required to total over 100 thousand dollars in order to be matched by the Fowler family. However, due to this new development, a series of small donations may be summated into increments of 100 thousand dollars or more in order to match the \$25 million gift eventually.

The goal of the match is to support Fowler College and university leadership and become one of the world's premier business schools, focused on ethical leadership and dedicated to educating the next generation of business leaders. If interested, prospective donors may contribute to The Lavin Entrepreneurship Center's matching fund. Allowing Lavin Center donors to "Double their impact" on the center's development and improvement.



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 student as the Ron L. Fowler Intern. The student intern receives this award for their contribution to the Lavin Entrepreneurship Center that has exceeded the expectations set forth by their job description. The intern(s) is chosen based on their drive, dedication, and support they offer the new programs established by the center, and the impact that support has on the lives of students at San Diego State. This year Jacinda Molina was named the Ron L. Fowler Intern.

Marketing specialist, Jacinda Molina, has proven her merit in supporting the Lavin programs by going above and beyond in coordinating logistical needs, supporting other staff members, and showing overall poise in her position. Jacinda is heavily involved on campus and within the entrepreneurship community, including the Lavin Entrepreneur program, Associated Students, SDSU Rotaract, Phi Eta Sigma honor society, and more. Her ability to manage all her involvements with both SDSU and the Lavin Entrepreneurship Center specifically is noteworthy.



Scholarships

Larry and Madeline Petersen Scholarship

Alumnus, Larry '71, and Madeline Petersen, have been supporting entrepreneurs at San Diego State University for years. The Petersen's expanded their support with the introduction of the "Larry and Madeline Petersen Endowed Scholarship in Entrepreneurship." This scholarship supports SDSU students enrolled in the Lavin Entrepreneur Program, the entrepreneurship specialization, or the entrepreneurship minor.

Larry Petersen graduated from SDSU with a Bachelor degree in Marketing. He is a founder and President of LP Marketing, a sales and marketing organization in California providing services to major consumers and professional electronics manufacturers. In addition, Mr. Petersen also founded Bayview Distributing and Development. The Petersen's 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 grant both knowledge and financial support to the next generation of entrepreneurs.

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 Jennifer Harris. Harris is majoring in Business and minoring in Entrepreneurship, Real Estate and Leadership; she is also a current Lavin in the Lavin Entrepreneurship Program. Harris plans to utilize her entrepreneurial learnings to start up a transitional home for young mothers in the foster care system.

Frederick Pierce Entrepreneurship Scholarship

Frederick W. Pierce IV '88 is a distinguished alumnus of San Diego State University, a real estate developer, and an investor. He dedicated his career to the support of students in higher education. Serving as the redevelopment project director for San Diego State Research Foundation, 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.

Liam Howlett, a serial entrepreneur and management major, was the recipient of this scholarship this past year. At age 23, Howlett has launched three startup companies all while pursuing a degree. He is currently the CEO and founder of Safety 1st Aquatics, which has built 26 learn-to-swim program locations in California and deployed mobile swim lessons and lifeguarding services to four other states. During this past year, Howlett gave up his salary to create more opportunities and benefits for his employees. Thus, the Pierce scholarship will help him to fund his tuition costs.

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 Aztec 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 Andrew Da Cunha, Dahlia Wong, Nikolas Burd, Jacinda Molina, Jordyn Savard, Logan Kuyper, Cristina Tonello, and Mary Ainsworth. These students were chosen for their work and dedication to the programs offered by the Lavin Entrepreneurship Program.



a global leader in entrepreneurship

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

— *Leonard H. Lavin*

