

# California Entrepreneurship Educators Conference

## Online Conference Agenda

April 16-17, 2020 / 7:45am - 11am, 12pm - 5pm (PST)

### Thursday, April 16, 2020

**7:45 am**      **Welcoming Remarks** - Alex DeNoble, Bruce Reinig

**8:00 am**      **Customer-Funded Business** - John Mullins, Congcong Zheng  
John will present on the different “customer-funded business models” that start-ups can use to acquire their initial funding. He will share stories of entrepreneurial companies around the globe that have achieved success without ever raising venture capital.

**9:00 am**      **When Problems Are The Problem: Insights For Creativity And Innovation**  
- Alex Bruton, Jeff Stamp, Bernhard Schroeder  
We so often teach our students how to craft, test, and validate solutions. In this session we will explore what happens when the focus is shifted toward helping students get better at finding fruitful problems. In this session we will share our own experiences with tools, frameworks, and research methodologies for “problem-finding”. It will be practical in nature with an emphasis on things you can use in your courses and curriculum.

**9:00 am**      **Using Punctuated Equilibrium to Guide Changes to Experiential Entrepreneurship Education** - Gangaram Singh, Michael Cunningham, Brian Dovey, Alex DeNoble  
COVID-19 marks such a sudden change. In this session, moderated by Alex DeNoble, the panelists argue that the institutional cultures, vested interests, and bounded rationality of individual decision makers of experiential entrepreneurship education may be radically altered by this sudden change.

**10:00 am**      **Slicing Pie: Dividing Up Equity in a Start Up** - Mike Moyer, David Turner  
COVID-19 marks such a sudden change. In this session, moderated by Alex DeNoble, the panelists argue that the institutional cultures, vested interests, and bounded rationality of individual decision makers of experiential entrepreneurship education may be radically altered by this sudden change.

**10:00 am**      **Risk and Uncertainty in Entrepreneurial Environments : A Look at the Concrete and the Implicit** - Lois Shelton, Anna Nikina-Ruohonen, Art Neill, Jelani Odlum, Mujtaba Ahsan  
Risk and uncertainty abound in entrepreneurial environments but guidelines on how to manage them are harder to find. Here, a distinguished panel discusses how the complex turmoil of entrepreneurship impacts three key areas - employment agreements, intellectual property, and law – and offers guidelines for how to better prepare students for tackling these challenges, as well as avenues for future academic research.

---

**12:00 pm**

**Digital Entrepreneurship - David Rahn, Kaveh Abhari, Shahab Tayeb, David Turner**

There are three models for interdisciplinary collaboration between students in entrepreneurship and STEM programs to cultivate the development of practical solutions and viable products. The presenters outline those partnerships and illustrate how the courses complement each other to support the pursuit of collaboration that paves the way for new digital ventures.

---

**12:00 pm**

**Innovative Efforts in Entrepreneurship Education - Rebecca White, Jeff Hornsby, Ted Zoller, Alex DeNoble**

The directors of three award winning entrepreneurship programs share their latest programs and experiences as they reimagine the educational entrepreneurship experience for their students.

---

**1:00 pm**

**Facilitating Adjacent Lean Startup Conversations: From Practice to Research - Denis Iurchenko, John York, Jamey Darnell, Mujtaba Ahsan**

In this session, the three panelists will discuss issues related to lean startup methodology in market conditions where the "rapid speed of change" is the new normal. These issues include: creating exceptionally viable minimum products; securing external funding, such as equity-based crowdfunding; and defining and developing success metrics for empirical evaluations of the lean startup methodology. This session will give special consideration to the remote environment.

---

**1:00 pm**

**Creativity and Innovation - Jeffrey Stamp**

Key to the entrepreneurial mindset is a core competency in creative fluidity. Fostering creativity in an online environment requires a restructuring of the learning process, from teacher to student, in a two-way exchange of ideas driven by the student. This session will demonstrate experiential ways to ignite curiosity and strategic creativity in an entrepreneurial context.

---

**2:00 pm**

**Reimagining Student Engagement: Tech Tools for the New Normal and the Next Normal: Student Engagement Reimagined - Ernest Cadotte, Christoph Winkler, Justin Wolske, Elissa Grossman, Julienne Shields**

Risk and uncertainty abound in entrepreneurial environments but guidelines on how to manage them are harder to find. Here, a distinguished panel discusses how the complex turmoil of entrepreneurship impacts three key areas - employment agreements, intellectual property, and law – and offers guidelines for how to better prepare students for tackling these challenges, as well as avenues for future academic research.

---

**2:00 pm**

**Discussions with Entrepreneurship Professional Organizations - Ahmed Osman, Jill Kickul, Brad Burke, Ricardo Alvarez, Alex DeNoble**

Meet the Presidents of ICSB, USASBE, and GCEC in an interactive Q&A session! Learn how these leaders are adapting in today's fast-changing climate.

---

---

**Why Healthy Entrepreneurial Ecosystems Matter to Entrepreneurship Educators and Researchers** - Norris Krueger, Samantha Steidle, Alex DeNoble**3:00 pm**

How does what we know about healthy entrepreneurial ecosystems matter to entrepreneurship educators and researchers? We will share the Kauffman Foundation's ESHIP initiative, talk about how to best engage students in the ecosystem, and offer great research opportunities.

---

**4:00 pm****Virtual Social Gathering**

---

**Friday, April 17, 2020****7:45 am****Welcoming Remarks** - Alex DeNoble

---

**8:00 am****Pain or Pleasure: Live Your Students' Experience** - Doan Winkel, Alex DeNoble

Keeping students engaged can be challenging under the best circumstances. But in the uncertainty and newness of the online environment in which education now exists, student engagement can become exponentially more difficult. Especially for those using an experiential approach to entrepreneurship. How do experiences translate in this new reality? Tune in and bring three objects from around your house to experience the emotions your students feel through an exercise led by TeachingEntrepreneurship.org co-founder and USASBE President-Elect Doan Winkel.

---

**8:00 am****Meet the Editors: Focus on Entrepreneurship Education & Humane Entrepreneurship** - Eric Liguori, Jeff Alves, Ki-Chan Kim, Ayman El Tarabishy

At this special "Meet the Editors Session", journal editors will introduce their journals, discuss factors to consider when choosing a journal, and then give their advice on how to write papers for successful publication, and highlight common pitfalls to avoid. Everybody is welcome, though the session is particularly relevant to early career researchers. We also have a special issue on Humane Entrepreneurship with the Guest Editor Dr. KiChan Kim.

---

**9:00 am****Doing Qualitative Research in Entrepreneurship** - Sanjay Jain, Lois Shelton, Bruce Teague, Chad Navis, Renee Rottner, Mujtaba Ahsan

This workshop will provide faculty and doctoral students with practical tips on how to navigate qualitative research projects from initial idea to successful implementation. An exceptional set of experts, who have published exemplary qualitative work in top management journals and/or contributed to scholarly practice by writing about the effective use of key qualitative research methodologies, will lead this session.

---

**9:00 am**      **Entrepreneurship Centers: A New Normal** - *Emil Milevoj, Leith Martin, Cathy Pucher, Adnane Maalaoui, Kimberly King*

Meet the directors of university entrepreneurship centers in an interactive Q&A session! Learn how these directors are adapting their resources for students in today's fast-changing climate.

---

**10:00 am**      **Reimagining Entrepreneurship Through Program Innovation** - *Craig Galbraith, Bruce Teague, Tyler Stillman, Congcong Zheng*

The panelists will explore the power of reimagining entrepreneurship programming on university campuses. This discussion will be followed by a Q&A session and there will be opportunities to follow-up with panelists for additional information.

---

**10:00 am**      **Understanding Social and Humane Entrepreneurship – Perspectives from The Experts** - *Anthony Mendes, Mike Sloan, Debbi Brock, Roberto Parente*

To help build the community of social innovation, networks and resources from the ICSB Global Social Entrepreneurship Certificate program, USASBE, and Social Change Innovators will be presented. Experts will discuss growing trends and innovative practices in the fields of Social and Humane Entrepreneurship.

---

**12:00 pm**      **Entrepreneurship and Empowerment: Implications for Poverty** - *Mike Morris, Alex DeNoble*

Prof. Morris explores an empowerment perspective on entrepreneurship, and how we can address disempowerment of important parts of society. He outlines how university entrepreneurship programs, through partnerships, can directly impact poverty alleviation while also serving other parts of the academic mission. The Global Partnership for Poverty and Entrepreneurship is introduced.

---

**1:00 pm**      **Entrepreneurship in Impoverished Communities** - *David Lingelbach, Craig Watters, Patrick Snyder, Mike Morris*

A panel with many years of experience in community engagement explores big questions and creative solutions when it comes to university entrepreneurship programs and the challenges of poverty. The session will be interactive with panelists responding to questions from the audience.

---

---

**Transitioning From High School and Community Colleges to Four-Year Universities** - **Tanya Hertz, Jennifer Patel, Francisco Velez, Alex DeNoble**

**1:00 pm**

Explore the various pathways students take to become entrepreneurs: from high school to community college to university to the workforce (not necessarily in that order). Students from Cety's University, from San Diego Miramar College and from San Diego State University will share their stories of how they took non-traditional paths to becoming entrepreneurs. We will discuss the importance of taking a student-centered, systematic approach to establish relationships between educational institutions, and to develop and strengthen pathways throughout the pipeline in order to best help students transition from where they are, to where they want to be.

---

**Reimagining the Entrepreneurial Mindset to Achieve the United Nations SDGs: The Road Ahead** - **Chantal Line Carpentier, Winslow Sargeant**

**2:00 pm**

Doing well by doing good are business imperatives in today's world. With an entrepreneurial mindset, and under the umbrella of the United Nations' Sustainable Development Goals, we can accomplish this through Humane and Social Entrepreneurship.

---

**3:00 pm**

**Virtual Social Gathering**

---