

# CONFERENCE TRACKS

## Entrepreneurship Beyond the Business College

- Curriculum, course offerings, and programs in non-traditional areas
- New degree programs, including interdisciplinary degrees
- Innovative new teaching & experiential learning approaches
- Best practices in fostering middle school and high school entrepreneurial mindsets
- The role of the centers in cultivating scholarly research
- Fostering a culture of collaboration for entrepreneurship
- Design thinking for innovation

## Social Impact and Entrepreneurship

- Incorporating social responsibility into entrepreneurship & business courses and programs
- Programs surrounding social entrepreneurship

## The Center: How, What, Where, Why?

- Fail & Pivot – lessons learned from building an innovation hub
- Programming
- Funding
- Metrics and measuring impact

## Entrepreneurial Outcomes

- Metrics and measurement
- Ethical challenges facing today's startups
- Identifying supporting and strengthening entrepreneurs
- Weaving yoga + ikebana in 12 steps

## Engaging the Community

- Supporting entrepreneurs in the community
- Designing for diversity and inclusion – curriculum and programs designed for unique social segments such as women entrepreneurs
- Collaborations with key stakeholders and leaders across local, regional, & national ecosystems

## Incubators, Accelerators and Start-up Capital

- Novel co-curricular programming (incubators, maker spaces, etc.)
- Best practices
- Cross-sector partnerships
- How to think like a venture capitalist
- Learning pathways

## Global Entrepreneurship

- Novel curriculum, course offerings, programs & experiential learning offered by universities and organizations outside the U.S. – Stockholm, UK, Romania, Denmark, Canada, etc.
- Fostering international partnerships
- Funding or support from international sources

## Entrepreneurship Tools and Tips: Vendors and Users

- Tools, tips, and planning
- Mentors, partnerships, events and competitions

## Other Topics

- Growth & scaling
- A method for developing ideas that can scale
- Blockchain and entrepreneurship



	<b>Registration</b> Hilton Chicago 720 S. Michigan Ave. Waldorf Room, 3rd Floor	10:00 a.m. - 6:00 p.m.
	<b>Bus Tour</b> <b>SOLD-OUT</b> Northwestern + University of Chicago Departs from Hilton Chicago 8th Street Lobby <i>Pre-Registration Required</i>	12:00 p.m. - 5:00 p.m.
	<b>New Member Pre-Conference Session</b> Hosted by Jeff Reid, Georgetown University and Brad Burke, Rice University DePaul Campus Department of Management and Entrepreneurship 1 East Jackson Blvd, Suite 7000	5:30 p.m. - 6:30 p.m.
	<b>Welcome Reception</b> Sponsored by StartupTree DePaul Campus Coleman Entrepreneurship Center 1 East Jackson Blvd, Suite 7900	6:30 p.m. - 9:30 p.m.
	<b>Hospitality Suite</b> Sponsored by Tulane Albert LePage Center for Entrepreneurship and Innovation Hilton Chicago Waldorf Room, 3rd Floor	10:00 p.m. - 11:00 p.m.



SCHEDULE  
**FRIDAY, OCTOBER 19**

SCHEDULE  
**FRIDAY, OCTOBER 19**



	<b>Shuttle to Illinois Tech</b>	Hilton Chicago 8th Street Lobby	7:45 a.m. - 9:00 a.m.
	<b>Breakfast</b>	Hilton Chicago Waldorf Room, 3rd Floor	7:00 a.m. - 8:45 a.m.
	<b>Registration and Help Desk</b>	Hermann Hall Auditorium 3241 S. Federal	7:30 a.m. - 4:00 p.m.
	<b>Welcome</b>	<b>Hermann Hall Auditorium</b> President Alan W. Cramb, Illinois Institute of Technology President Gabriel Esteban, DePaul University Mayor Rahm Emanuel	9:00 a.m. - 9:20 a.m.
	<b>Keynote: Genevieve Thiers</b>	<b>Hermann Hall Auditorium</b>	9:20 a.m. - 10:20 a.m.
	<b>Break</b>		10:20 a.m. - 10:40 a.m.

	<b>Sessions I-III and Lunch</b>	<b>Illinois Tech Campus</b> See the following pages for detailed times, descriptions and room locations. See back cover for campus building map.	10:40 a.m. - 3:20 p.m.
	<b>Break</b>		3:20 p.m. - 3:40 p.m.
	<b>Keynote: David Kalt</b>	<b>Hermann Hall Auditorium</b>	3:40 p.m. - 4:40 p.m.
	<b>Shuttle to Hilton Chicago</b>	Hermann Hall 3241 S. Federal	4:40 p.m.
	<b>Shuttle to Incubators</b>	Hilton Chicago 8th Street Lobby	6:00 p.m.
	<b>Incubator Receptions</b> Sponsored by VentureWell	<b>1871</b> 222 W. Merchandise Mart Plz #1212 <b>mHub</b> 965 W. Chicago Ave. <b>Blue1647</b> 2150 S. Canalport Ave	6:30 p.m. - 9:30 p.m.
	<b>Hospitality Suite</b> Sponsored by SDSU Lavin Entrepreneurship Center	Hilton Chicago Waldorf Room, 3rd Floor	10:00 p.m. - 11:00 p.m.



SESSION I

10:40-11:40 a.m.

Illinois Tech Campus

Concurrent Sessions

Entrepreneurship Beyond the Business College

**Whole view of innovation: Re-thinking Innovation Education in Institutions of Higher Learning**

**Anijo Mathew**, Illinois Institute of Technology  
**Aaron Cook**, Illinois Institute of Technology

It is likely that innovation is already happening on your campus but gets stuck in the silos. In this session, we describe the Whole View framework, developed to engage transdisciplinary thinking at Illinois Tech. Session participants will engage in active discussion about and learn to engage the framework in an institution of higher learning.

**Kaplan Institute Steelcase Commons, 2nd Floor**

10:40-11:40 a.m.

SESSION I

10:40-11:40 a.m.

Illinois Tech Campus

Concurrent Sessions (cont.)

Entrepreneurial Outcomes

**Metrics (or, You're Probably Tracking All the Wrong Stuff)**

**Alexander Zorychta**, University of Virginia  
**David Ochi**, University of California, Irvine

"When a measure becomes a target, it ceases to be a good measure." The metrics we usually focus on optimizing are not even the ones that indicate the success of an entrepreneurship education program. Come hear how focusing on other aspects will in turn boost these "vanity metrics" as well.

**MTCC Auditorium**

10:40-11:40 a.m.

Social Impact and Entrepreneurship

**Designing for Sustainability: Tools for Building Better Businesses and Products**

**Phil Weilerstein**, VentureWell  
**Janine Elliott**, VentureWell

How can we help students ensure that their world-changing solutions don't contribute to tomorrow's problems? This workshop-format session provides tools to help all student innovators think holistically about maximizing positive social and environmental impacts while reducing business risks and unintended consequences. You will explore materials that are easy to integrate into existing curriculum and brainstorm applying tools for your situation.

**MTCC Ballroom**

10:40-11:40 a.m.

Incubators, Accelerators and Start-Up Capital

**Accelerator Metrics that Matter: Tell Your Story Through Powerful Key Performance Indicators**

**Mark Lieberman**, Oregon State University  
**Carrie White**, West Virginia University  
**Audrey Iffert-Saleem**, Oregon State University

Most metrics collected by accelerators are beholden unto their funders. Often meaning: companies started, funded or jobs created. It is difficult to show causality of accelerator impact. This interactive session focuses on three metrics: inputs, processes, and outputs. Additionally, we discuss processes to determine the optimal metrics for intended outcomes.

**Retallia #104 Auditorium**

10:40-11:40 a.m.

The Center: How, What, Where, Why?

**Building a Well-Funded Center**

**Elaine Hagan**, University of California, LA  
**LauraLee Hughes**, Texas A&M University  
**Blake Petty**, Texas A&M University  
**Jeff Reid**, Georgetown University

How can a center generate enough income to operate at cash flow break-even, while building its working capital base and an endowment for the future? This panel will share what worked and what didn't as they developed fiscal discipline and fundraising strategies on the path to long-term financial self-sufficiency.

**Perlstein #131 Auditorium**

10:40-11:40 a.m.

Global Entrepreneurship

**Building Economy, Community, & Sustainability Through Business Incubators**

**Tony Frontera**, Binghamton University

An incubator does what the name implies. It takes a fledgling business and provides it some of the mentorship, resources and structure it needs to succeed. Straightforward. Right? Although the goal may be clear, the path to it is anything but. Let's talk about the keys to incubation success.

**Hermann Hall Alumni Lounge**

10:40-11:40 a.m.

**Global Entrepreneurship**

**Erick Mueller**, University of Colorado Boulder  
**Matt Meltzer**, Sage Corps

We believe entrepreneurs' value extends beyond our campus and regional communities. In this session we'll discuss global experience programs that allow our students to work, live, and consult in a variety of different communities. Our goal is to share our learnings and insights with fellow centers and answer questions that linger around global entrepreneurship.

**E-Ship Study Abroad in 10 Days or Less: Making It Brief, Affordable and Learning-Rich**

**Anne Hoag**, Penn State University  
**Mark Gagnon**, Harbaugh Entrepreneurship Scholar

Entrepreneurship is global and study abroad teaches how differences in culture, politics and economics shape a region's start-up scene. However, a semester abroad is increasingly unattainable for students. We'll share our solution for a 10-day Spring Break trip to Israel, the Startup Nation. We'll discuss planning, recruiting, learning objectives and outcomes.



SESSION I

10:40-11:40 a.m.

Illinois Tech Campus

Concurrent Sessions (cont.)

Engaging the Community

**Building a Vibrant On Campus Enterprise Community**

Linsey Cole, London South Bank University

Add value to the student experience by engaging your enterprise community; this session will share London South Bank University (LSBU's) story of building an on-campus enterprise community of start-ups, entrepreneurs and more established SMEs across three incubators and highlight how this has supported curricular/co-curricular activities, alumni engagement and employability.

Wishnick #113 Auditorium

10:40-11:40 a.m.

**The Entrepreneurial Boomer**

Kent Lutz, University of Cincinnati Blue Ash

Entrepreneurs over 50 years of age represent a tremendous market opportunity for higher education. Boomers are seeking ways to "Refire and not Retire." Encore Entrepreneurship is a great path for Boomers to follow both in the for-profit and non-profit arenas where they can make a lasting impact in our world. Additional reasons Boomers want to act and think entrepreneurially is because of their desire for independence, a need to pursue a passion and/or to increase their income. In this session we will discuss the pathway to becoming an encore entrepreneur, and how higher education can participate in this growing market segment.

Entrepreneurship Tools and Tips: Vendors and Users

**Building Up the Entrepreneurship Community through Events, Competitions, and Mentorship**

Peter Cortle, StartupTree  
Chuck Sacco, Drexel University  
Cindy Klein-Marmer, Babson College  
Dan Cohen, Wake Forest University  
Neil Kane, Michigan State University  
Luis Martinez, Trinity University

How are top entrepreneurship programs setting up and running core initiatives while building up the community? What steps are being taken to position key initiatives for further growth including events, competitions, mentorship--keeping in mind both the short-term and long-term impact? Join this panel to learn and participate in these discussions!

Pritzker #129

10:40-11:40 a.m.

Other Topics

**Defining the Visitor Engagement Digital Experience**

Jeremiah Fitzgerald, PanoScape™  
John F. Clarke, Tulane University  
Rob Lalka, Tulane University

In this session you will learn how Tulane University is using the PanoScape™ platform to cater to a variety of users, including sharing powerful stories for their entrepreneurship center.

Hermann Hall #003

10:40-11:40 a.m.



SEE PAGE 8 for lunch/networking topics and table numbers. Please understand these lunch sessions will be on first come first serve basis until table is full.

11:40 a.m. - 1:00 p.m.

Hermann Hall Ballroom and Exposition Center

SESSION II

1:00-2:00 p.m.

Illinois Tech Campus

Concurrent Sessions

Entrepreneurship Beyond the Business College

**Entrepreneurship and the Creative**

Amy E. Rogers, North Central College  
Brian Hanlon, North Central College  
Julie Shields, Millikin University  
Thomas Cavenagh, North Central College

This discussion centers around strategies for engaging and implementing entrepreneurship programs geared towards the creative fields. Areas of focus include: the need for entrepreneurial training and experiences within the arts, how to address those needs through programming and curricular activities, and strategies for collaboration, engaging students, and connecting peers across disciplines.

Hermann Hall #002

1:00-2:00 p.m.

**Engaging the Community Through Performance Learning**

Jessa Wilcoxon, Millikin University

Arts Technology Department Chair, Jessa Wilcoxon, invites workshop participants to consider how to better engage third-party stakeholders in classroom experiences and student run-ventures through group discussions and design thinking exercises. Is being more interdisciplinary the key to more opportunities?

Entrepreneurship Beyond the Business College

**Design Thinking for Innovation in Entrepreneurship Education**

Lisa Cundry, DePaul University  
Livia Bercot, DePaul University

Design Thinking provides a framework to confront complex problems and identify opportunities using the designer's methods to understand needs and match them with valued solutions. This session will introduce the framework and provide tools and techniques to help centers and students drive innovation in entrepreneurship education.

MTCC Ballroom

1:00-2:00 p.m.

**Using Design Thinking to Design a Student Innovation Space**

Megan Carver, Marquette University

Design thinking is all about creative problem solving; first, fully understanding the problem; second, exploring multiple solutions; third iterating through prototyping and testing and then implementation and refinement. This session will highlight the design thinking process and the benefits of using it to create a student innovation space.



**SESSION II**

1:00-2:00 p.m.

Illinois Tech Campus

Concurrent Sessions (cont.)

Engaging the Community

**Building Entrepreneurship in the Heartland**

**Sarah Goforth**, University of Arkansas  
**Yvonne Cariveau**, Minnesota State University, Mankato

Those of us who are building entrepreneurial ecosystems in America's heartland face a serious handicap: our so-called "flyover states" constitute what some consider a dead zone for innovation. In this panel session, we discuss challenges facing Heartland ecosystems and discuss the creative strategies we have used at the University of Arkansas and Minnesota State University to create visibility for entrepreneurship, connect entrepreneurs to investors, and build momentum in our communities.

**Wishnick #113 Auditorium**

1:00-2:00 p.m.

The Center: How, What, Where, Why?

**How to Get Higher Conversions after Large Entrepreneurship Events on Campus**

**Chuck Sacco**, Drexel University  
**Alexander Zorychta**, University of Virginia

This session will outline two schools' approaches to driving higher "conversions" and engagement from their large-scale entrepreneurship events so that center staff can learn what's necessary to measure and increase conversions from these events. The session will include a discussion of the audience's experience in driving conversions from large events.

**Perlstein #131 Auditorium**

1:00-2:00 p.m.

**Building Program Financial Sustainability: Insights from Our Journey**

**Mark Gagnon**, Penn State University  
**Mark J. Theiss**, Penn State University

We will share our story of growth that resulted in building a leading university entrepreneurship program with over \$6.5 million in supporting funds. Key decision points will be examined along our funding journey including what worked, what didn't, and how we pushed on to create a sustainable resource base.

Incubators, Accelerators and Start-Up Capital

**Cross-Sector Partnerships: University Centers as Coordinators, Conveners, and Catalysts**

**Rob Lalka**, Tulane University  
**John F. Clarke**, Tulane University

Universities coordinate resources, convene talent, and catalyze new business ideas, making university entrepreneurship centers ripe for collaboration with the business community. Learn how Tulane University collaborates with partners ranging from local firms and investors to international companies like Stripe, Amazon AWS, Hubspot, and IBM Watson—and how you can, too!

**Rettaliata #104 Auditorium**

1:00-2:00 p.m.

**Intellectual Property in Today's Innovation Ecosystem: Lessons from the Classroom**

**Mayra Lombera**, Michelson Institute for Intellectual Property  
**Hannah Levinson**, Michelson Institute for Intellectual Property

Intellectual property (IP) – patents, trademarks, copyright, and trade secrets – is the foundation of every corporation in today's economy. In fact, Harvard Business Review estimates that 80% of the worth of U.S. companies lies in their IP portfolios. So why is IP education not keeping pace?

**SESSION II**

1:00-2:00 p.m.

Illinois Tech Campus

Concurrent Sessions (cont.)

Global Entrepreneurship

**WE Innovate: Inspiring female entrepreneurs in STEM subjects**

**Liz Choonara**, Imperial College London

WE Innovate, Imperial College London's women's entrepreneurship program in STEM, is inspiring a new generation of entrepreneurial role models. It has supported over 200+ students since 2014, led to the creation of over 30 start-ups with teams raising £2.8M+ in funding. In this session we will share best practice from the program.

**Pritzker #129**

1:00-2:00 p.m.

Entrepreneurship Tools ...

**Networking Session: Insights on Mentoring Entrepreneurs**

**Jerome Smith**, Massachusetts Institute of Technology

From a perspective of 18+ years running its internal mentoring program and of working with dozens of organizations around the world, the MIT Venture Mentoring Service (MIT VMS) will lead a conversation for sharing of insights on building effective, sustainable mentoring programs as a critical resource for supporting entrepreneurs.

**MTCC Auditorium**

1:00-2:00 p.m.

Entrepreneurship Beyond the Business College

**When an Established Program Already Exists: Building a Technology Entrepreneurship Program**

**Travis J. Brown**, Indiana University

The development of the Innovation & Entrepreneurship Program within the School of Informatics, Computing, and Engineering at Indiana University will be discussed, specifically regarding the key tactical considerations inherent in an effective strategy when endeavoring to build an entrepreneurship program outside of a business school.

**Hermann Hall Alumni Lounge**

1:00-2:00 p.m.

Global Entrepreneurship

**Strengthening International Connections Through Entrepreneurship**

**Raj Melville**, Deshpande Foundation  
**Ashwin Mehta**, University of Massachusetts Lowell  
**James McLellan**, Queens University, Kingston, Ontario

Deshpande Foundation seeds global entrepreneurial efforts to enable next generation students build entrepreneurial team-based skills and solutions. Its partners at the University of Massachusetts Lowell Global Entrepreneurship Exchange program and the Queens University International Innovation Term will share how their programs cross cultures and geographies while strengthening student entrepreneurial capabilities.

**Hermann Hall #003**

1:00-2:00 p.m.



Break

1:20 p.m. -  
2:20 p.m.

SESSION III

2:20-  
3:20 p.m.

Illinois  
Tech  
Campus

Concurrent  
Sessions

Entrepreneurship Beyond the Business College

**10 Years After: The Coleman Entrepreneurship Infusion Model**

**Dianne Welsh**, University of North Carolina Greensboro  
**Joe Roberts**, Webster University  
**Julienne Shields**, Millikin University  
**Steven Cramer**, University of North Carolina Greensboro  
**Cina Betti**, WPI

Attendees will learn the model, how it works, and how it can be replicated. Each panelist will give 3 best practices, 3 lessons learned, and 3 suggestions for further implementation. Panelists include the national director, and campus directors/associate directors to give different perspectives. Interactive with the audience.

Hermann  
Hall  
#002

2:20-  
3:20 p.m.

Entrepreneurship Beyond the Business College

**Closing the Gender Gap: Actionable Solutions to Engage Women in your Entrepreneurial Ecosystems**

**Cindy Klein Marmer**, Babson College  
**Susan Duffy**, Babson College  
**Ellen Weber**, Temple University

Utilizing Babson's methodology of Ideas in Motion, this interactive workshop brings people together to solve challenges related to engaging more women in entrepreneurship programming through immediate action. Process can be replicated for other challenges throughout your organizations. You will walk away with best practices to better serve women entrepreneurs on campus and ultimately increase the number of women engaged in your entrepreneurship programming.

MTCC  
Ballroom

2:20-  
3:20 p.m.

Engaging the Community

**Building Effective and Engaging Entrepreneurship Mentor Programs: A Workshop to Discuss Best Practices**

**Alex DeNoble**, San Diego State University  
**Rebecca White**, University of Tampa  
**Jeff Hornsby**, University of Missouri  
**Ted Zoller**, University of North Carolina

This session highlights best practices for building effective mentor programs. We will discuss processes for fostering meaningful mentor / mentee relationships including recruiting and training of mentors; preparing students to get the most from such relationships; identifying follow-on management of these relationships; obtaining feedback and making adjustments along the way.

MTCC  
Auditorium

2:20-  
3:20 p.m.

SESSION III

2:20-  
3:20 p.m.

Illinois  
Tech  
Campus

Concurrent  
Sessions  
(cont.)

Entrepreneurial Outcomes

**Student Perspectives: What Does Student E-Ship Leadership Look Like?**

**Lori Fischer**, Michigan State University  
**Ashton Keys**, Ninety6  
**Brianna Makaric**, Brite Bites  
**Katie Musial**, Michigan State University  
**Bailey Paxton**, Agile Care Solutions

University entrepreneurial culture cannot exist without students. MSU cultivates students' drive to take initiative, identify problems and create solutions. This session will present both successes and improvement opportunities in building entrepreneurial programs as seen through the eyes of students themselves. Hear about fascinating journeys through entrepreneurship directly from MSU students.

Wishnick  
#113  
Auditorium

2:20-  
3:20 p.m.

The Center: How, What, Where, Why?

**Resource-Challenged vs. Resource-Rich Entrepreneurship Programs: Providing Excellence with Less**

**John Laurie**, Baylor University  
**Kendall Artz**, Baylor University  
**Luis Martinez**, Trinity University

Resource-rich and resource-challenged entrepreneurship programs share the same goal; provide high quality experiential entrepreneurship education. While resource-rich programs can provide seemingly limitless opportunities for their students, less-resourced schools don't need to be saddled with low quality entrepreneurship education. This session discusses options available to resource-challenged schools that enable them to provide high-impact learning experiences for students.

Perlstein  
#131  
Auditorium

2:20-  
3:20 p.m.

Incubators, Accelerators and Start-Up Capital

**The Past & Future of Equity Crowdfunding**

**Jeff Thomas**, Central Michigan University  
**Joe Green**, Central Michigan University  
**David Nows**, Central Michigan University

This session will: (i) summarize the status of the different types of equity crowdfunding; (ii) review proposals to change equity crowdfunding laws; (iii) consider what could happen if funding portals and equity management platforms with legal templates combined; and (iv) discuss how this information may impact universities and entrepreneurship centers.

Retталиата  
#104  
Auditorium

2:20-  
3:20 p.m.

**Entrepreneurial Strategy: How to Think Like a Venture Capitalist**

**Patrick Vernon**, University of North Carolina at Chapel Hill  
**Jeff Reid**, Georgetown University

In this session we'll discuss what could be a new elective in your entrepreneurship program and a way to leverage students' interest in venture capital. We can debate: is VC a topic of finance or strategy? The proposed elective focuses on the strategic elements of venture capital, giving students a valuable perspective on entrepreneurial strategy.



# SCHEDULE FRIDAY, OCTOBER 19

## SESSION III

2:20-  
3:20 p.m.

### Illinois Tech Campus

Concurrent  
Sessions  
(cont.)

Entrepreneurship Beyond the Business College

### Fostering a Culture of Collaboration For Entrepreneurship Across a Large Research Institution

**Laura Frerichs**, University of Illinois Research Park and EnterpriseWorks  
**Andrew Singer**, University of Illinois  
**Nancy Sullivan**, IllinoisVENTURES, LLC  
**John Quarton**, University of Illinois at Urbana-Champaign  
**Nathan Hoffmann**, University of Illinois at Urbana-Champaign

Large research universities need to work together as an entrepreneurial ecosystem serving multiple audiences: students, staff, and faculty across colleges. The panel will describe best practices in research commercialization, early stage financing, POC funds, university venture capital, student entrepreneurship programs, living-learning communities, accelerators, entrepreneurship curriculum, NSF I-Corps, and university incubators.

Hermann Hall  
Alumni Lounge

2:20-  
3:20 p.m.

Global Entrepreneurship

### London: Unicorn Capital of Europe

**Ben Cole**, Loughborough University  
**Timothy Barnes**, Loughborough University London

London is a hot bed of diverse talent and the stand-out destination in Europe to start, scale and establish your business. Join us on a rip-roaring (really) journey through our eco-system to learn how Loughborough University London is contributing to this success and how you can join us.

Pritzker #129

2:20-  
3:20 p.m.

### Is Sport More Than Just Fun?

**Timothy Barnes**, Loughborough University London

Sport business is 8% of world GDP. That's a big market. Loughborough University, ranked number one university for sport globally, has worked with partners from four countries to pilot a global support programme for sports tech companies. And the returns? It's not just been fun.

# SCHEDULE

# SATURDAY, OCTOBER 20



### Shuttle to Illinois Tech

Hilton Chicago  
8th Street Lobby

7:45 a.m. -  
9:00 a.m.



### Breakfast

Hilton Chicago  
Waldorf Room, 3rd Floor

7:00 a.m. -  
8:45 a.m.



### Registration and Help Desk

Hermann Hall Auditorium

7:30 a.m. -  
4:00 p.m.



### Keynote: Howard A. Tullman

Hermann Hall Auditorium

9:00 a.m. -  
9:30 a.m.



### Keynote: Katlin Smith

Hermann Hall Auditorium

9:30 a.m. -  
10:20 a.m.



### Break

10:20 p.m. -  
10:40 p.m.



### Sessions IV-VI and Lunch

**Illinois Tech Campus**  
See the following pages for detailed times, descriptions and room locations. See back cover for campus building map.

10:40 a.m. -  
3:20 p.m.



### Break

3:20 p.m. -  
3:40 p.m.



	<b>Keynote:</b> <b>Julia Pimsleur</b>	Hermann Hall Auditorium	3:40 p.m. - 4:40 p.m.
	<b>GCEC Awards and GCEC 2019 Stockholm Welcome</b>	Hermann Hall Auditorium <small>See page 6 for award categories</small>	4:40 p.m. - 5:00 p.m.
	<b>Shuttle to Hilton Chicago</b>	Hermann Hall 3241 S. Federal	5:00 p.m.
	<b>Shuttle to Shedd</b>	Hilton Chicago 8th Street Lobby	6:30 p.m.
	<b>Closing Reception</b> <small>Sponsored by The Coleman Foundation</small>	Shedd Aquarium 1200 S Lake Shore Dr.	7:00 p.m. - 10:00 p.m.
	<b>Hospitality Suite</b> <small>Sponsored by Tulane Albert Lepage Center for Entrepreneurship and Innovation</small>	Hilton Chicago Waldorf Room, 3rd Floor	10:00 p.m. - 11:00 p.m.

**SESSION IV**

10:40-11:40 a.m.

Illinois Tech Campus

Concurrent Sessions

Entrepreneurship Beyond the Business College

Entrepreneurship Beyond the Business College

Incubators, Accelerators + Start-Up Capital

**Has the Lean Startup failed us? If not, how not? If so, what are we doing about it?**

David Touve, University of Virginia

The Lean Startup has been widely featured in the media and adopted by startup programs. Yet, evidence supporting the effectiveness of lean methods is mixed. This networking workshop will draw knowledge from session participants regarding their experiences with lean and insights into other innovation methods (e.g., design thinking, effectuation).

Hermann Hall #002

10:40-11:40 a.m.

**Capturing Attention of the First Year Student**

James Zebrowski, The University of Tampa  
Wendy Plant, Florida State University  
Mindy Walls, Waynesburg University

This session will focus on how we help incoming first year students develop an entrepreneurial mindset regardless of their intended major. We will discuss specific curriculum that has been targeted to students beginning their college careers as well as co-curricular initiatives, such as living learning communities, student organizations, and other programs designed to acquaint and involve students as soon as they enter our campuses.

**By the Bootstraps: The Creation Story of our Center for Social Impact**

Whitney Roberts, North Central College  
Jeremy Gudauskas, North Central College

Launched in December 2017, North Central College's Center for Social Impact brings together curriculum, programs, staff, and funding to advance change making in our community. This session will explore our creation story and how using the innovative thinking we encourage from students is helping us meet changing needs of our world.

MTCC Ballroom

10:40-11:40 a.m.

**Infusing Innovation and Entrepreneurship within the Liberal Arts**

Monica Dean, Smith College  
Tim Johnson, Smith College

To facilitate deeper connections with the College's unique collections, a post baccalaureate fellowship program in partnership with the Art Museum, Botanic Gardens and Institutional Research will facilitate new relationships and prepare graduates to deal with issues such as attracting new audiences, customer engagement and operating in a more sustainable manner.

**Student Venture Funds**

Brad Burke, Rice University  
Erik Gordon, University of Michigan  
Eric Tarczynski, Contrary Capital  
Keith Rassin, University of Houston  
Steve Guengerich, University of Texas at Dallas  
Daniel Bingyou, Northwestern University

An increasing number of students are interested in learning about venture capital as a career choice or to improve their odds of getting their startup funded. To meet this need and to provide a richer education, many universities have started or are considering starting a "student run venture fund". Hear about best practices and various models from the Wolverine Fund at the University of Michigan, the world's first student run venture capital fund, and others.

Retallata #104 Auditorium

10:40-11:40 a.m.



**SESSION IV**

10:40-11:40 a.m.

Illinois Tech Campus

Concurrent Sessions (cont.)

Global Entrepreneurship

**Cambridge University's Part-time Masters in Entrepreneurship: Answering the Old Question...**

Chris Coleridge, University of Cambridge

After seven years of experimentation with graduate qualifications in entrepreneurship, Cambridge Judge Business School launched a part-time Masters in the subject, taught both on campus and by distance learning, in September 2018. Dr Chris Coleridge will share the learning journey and how it led to the design of the program, which has 30 module choices and 13 specialist pathways.

Perlstein #131 Auditorium

10:40-11:40 a.m.

**Inclusive Entrepreneurship**

Shahid Qureshi, IBA Karachi

This initiative aims to train the common people of Pakistan to start new ventures and innovate existing business models which are environmentally, socially and ethically sustainable and add value to the national and international landscape. IBA NEP has been designed to undertake entrepreneurial teaching in 20 cities throughout Pakistan. This workshop describes the National Entrepreneurship Program in detail.

**Entrepreneurial Endurance: How Increasing Student Psychological Resilience Impacts Start-up Success**

Trish Thomas, Lake Forest College and Northwestern University

Failure is often credited as integral to entrepreneurial success. Yet, many failures could be averted if entrepreneurs knew how to ask for help, navigate tough conversations, and reframe failure as data. Embedding entrepreneurial endurance skills in entrepreneurship curriculum and programming can change success outcomes - for our students and their ventures.

MTCC Auditorium

10:40-11:40 a.m.

**What do Entrepreneurship Students Want?**

Donna Heslin, University of Toronto  
Cheryl Mitchell, University of Toronto

Through in-depth interviews with 40 entrepreneurship students, we unveiled different patterns in students' reasoning and objectives related to entrepreneurship education. Four profiles emerged by identifying patterns related to the students' reported goals, aspirations, reasoning, and decision-making. The session will explore a shift in how entrepreneurship students are conceptualized, essentially moving away from the idea of venture creation as the main goal.

**Entrepreneurship Education as a Means to Driving Global Prosperity**

Megan Mitchell, Massachusetts Institute of Technology  
Georgina Campbell Flatter, MIT

The Legatum Center for Development & Entrepreneurship at MIT educates change agents who bring market driven solutions to bear on the world's greatest challenges. A Fellowship provides tuition and a curated suite of resources to position students to scale for-profit ventures in emerging markets. Learn how the Center equips Fellows with the skills and mindset to drive prosperity and change through principled entrepreneurship.

Hermann Hall #005

10:40-11:40 a.m.

**SESSION IV**

10:40-11:40 a.m.

Illinois Tech Campus

Concurrent Sessions (cont.)

Engaging the Community

**Community Focused Entrepreneurial Centers Attached to Academic Institutions**

Ebony Miller-Wesley, Rochester Institute of Technology

Entrepreneurship centers that are attached to academic institutions and have a focus on the community rather than the students, meaning, one does not need to have a prior relationship with the institution to utilize the program and service offerings. Session will introduce the center, discuss challenges, impact, and transferability.

Wishnick #113 Auditorium

10:40-11:40 a.m.

**The Lassonde Studios: How space has transformed the entrepreneurial engagement on campus**

Troy D'Ambrosio, University of Utah

The session will cover how the opening of the Lassonde Studio, which combines a startup space with a residential community, has radically changed student engagement in entrepreneurial activities (most unanticipated) on our campus and highlight the importance of spaces and how space can create a culture of innovation.

**Growth and Scaling**

Linda Darragh, Northwestern University  
Karin O'Connor, Northwestern University

Although the focus on many entrepreneurship programs is on 'launching' a venture, more students will be involved in scaling a company. Scaling requires managing all the different functions of a business in concert. How do we prepare students for this entrepreneurial career path?

Pritzker #111 Auditorium

10:40-11:40 a.m.

**A Method for Developing Ideas that Can Scale**

Dan Cohen, Wake Forest University

This session focuses on an in depth description of the empirically tested IDEATE framework designed to help nascent entrepreneurs spot, evaluate, and select high potential entrepreneurial ideas.

**Innovate(her): Introducing Middle School Girls to the Entrepreneurial Mindset**

Dresden Goldberg, The University of Texas at Dallas  
Steve Guengerich, The University of Texas at Dallas

We created Innovate(her)™ to educate young women about technology, finance, and the entrepreneurial mindset. This interactive workshop will cover the Innovate(her)™ program from concept to implementation. It is one among several the Institute for Innovation and Entrepreneurship at UT Dallas has engaging our region in developing an inclusive entrepreneurship environment.

Siegel #118 Auditorium

10:40-11:40 a.m.

**Entrepreneurship in High School and Beyond**

Katie Sowa, Future Founders  
Tina Hrabak, Future Founders

What does it take to actually get your students to become successful founders beyond the classroom? Based on tactical situations, we'll reveal how to help your students evolve from wannapreneur to actual entrepreneur starting in high school, college, and even as they become alumni.



**Lunch and Networking**

SEE PAGE 9 for lunch/ networking topics and table numbers. Please understand these lunch sessions will be on first come first serve basis until table is full.

11:40 a.m. -  
1:00 p.m.

Hermann Hall Ballroom and Exposition Center

**SESSION V**

1:00-2:00 p.m

Illinois Tech Campus

Concurrent Sessions

Entrepreneurship Beyond the Business College

**A Poet and a Quant Walk Into a Bar: Promoting Creativity and Collaboration Beyond the Business School**

Maggie Cong Huyen, Northwestern University

Creativity matters - but how can it be developed and aligned across a university to drive value for entrepreneurial-minded students? This session will explore the intersection of arts and business at Northwestern University, and examine the Kellogg School of Management's initiatives to promote creative problem solving in its Artist-In-Residence studio.

**Incorporating entrepreneurship in humanities and psychology curricula**

Jennifer L. Miller, Illinois Institute of Technology  
Ronald S. Landis, Illinois Institute of Technology  
Carly A. Kocurek, Illinois Institute of Technology

How does entrepreneurship fit into the study of human sciences, and more importantly at the intersection of humanity and technology? The purpose of this session is to provide examples of how entrepreneurship education is incorporated in the Lewis College of Human Sciences at Illinois Institute of Technology. In particular, we will focus on two courses, one related to child development and the other related to game studies.

**Women in Entrepreneurship: The Entrepreneur's Role at the Center and Launching New Initiatives**

Abigail Ingram, DePaul University  
JinJa Birkenbeuel, Birk Creative, Google  
Digital Coach, Honest Field Guide Podcast  
Dima Elissa, VidMed-3D  
Valarie King-Bailey, OnShore Technology Group  
Carolyn Leonard, Dymynd Angels

Hear from Chicago entrepreneurs on their goals and motivations for participating in entrepreneurship programs. This panel will provide conference attendees the opportunity to learn about the launch of the Women in Entrepreneurship Institute at DePaul, including the outcome-based planning that is made possible only by the participation of successful entrepreneurs.

Hermann Hall #002

1:00-2:00 p.m.

MTCC Ballroom

1:00-2:00 p.m.

**SESSION V**

1:00-2:00 p.m

Illinois Tech Campus

Concurrent Sessions (cont.)

Entrepreneurship Beyond the ...

Entrepreneurship Beyond the Business College

Entrepreneurial Outcomes

**Beyond the Bottom Line: Entrepreneurship Education in an Increasingly Complex World**

Jennifer McFadden, Yale University  
Patricia Resio, Yale University

At Yale, we encourage students to design companies that deliver long-term financial gain, as well as long-term societal benefit. We'll share techniques we use to teach students how to build more human companies--those that create positive impact not just for founders, but also for their employees, communities, and the world.

Perlstein #131 Auditorium

1:00-2:00 p.m.

**Surviving and Thriving in Academia: A Guide for New (and Not So New) Non-Academics**

Steven Phelan, Fayetteville State University  
Sara Cochran, University of Missouri System  
Il Luscri, Washington University in St. Louis  
Gurpreet Jagpal, University of the West of England, Bristol

Executive directors and entrepreneurs-in-residence often experience frustration when dealing with faculty and senior academic administrators. This session is intended to provide insight into academic motivations from the perspective of professor, dean, provost, and university system, each represented by a member of our panel. After opening remarks, the panel will moderate a Q&A session with the audience on overcoming the challenges encountered by moving from business to academia.

Herman Hall #003

1:00-2:00 p.m.

**Student Outcomes, Not Just Startups: From Jean-Baptiste Say to Daymond John and the Red Hot Chili Peppers**

Vincent DiFelice, University of Delaware  
Dan Freeman, University of Delaware

For entrepreneurial students, there's a unique outcome not widely recognized; a future aligned with previously unknown interests and newly discovered passions. This session focuses on how students, when applying the growth mindset of the entrepreneur as a purposeful adventurer, reveal new interests and realize new opportunities not initially imagined.

MTCC Auditorium

1:00-2:00 p.m.

**Yogibana at Cornell University: Weaving Yoga + Ikebana in 12 Steps**

Mona Anita Olsen, Cornell University

Yogibana is an artistic wellness concept that weaves yoga and ikebana in 12 steps. Yogibana is a fusion of design, art, hospitality and wellness practices, and entrepreneurship created by Innovation Barn (Norway). This session reviews the launch of Yogibana at Cornell's Risley Residential College for the Creative and Performing Arts.



**SESSION V**

1:00-2:00 p.m

Illinois Tech Campus

Concurrent Sessions (cont.)

Entrepreneurship Tools and Tips: Vendors and Users

**Applying Entrepreneurial Mindset in Industrial Partnerships**

**Dorn Carranza**, VentureWell

As the engagement between academic researchers and industry becomes a common pathway for research and commercialization, experience shows that one of the most important strategies for faculty to forge successful partnerships is developing an Entrepreneurial Mindset. This session will highlight key components of an entrepreneurial mindset necessary to establish more meaningful partnerships.

**Turn Students into Entrepreneurs**

**Elizabeth Binning**, GrowthWheel  
**Michael Sanderson**, Saint Mary's University  
**Matt MacPhee**, Saint Mary's University

Join us to learn how using visual and interactive tools help students take a deeper dive and instantly see the visual data regarding the progress of decisions and actions they are working on as well as the outcomes they have achieved in their project. We will discuss how the absolute flexibility of the toolbox means that it can be fully adapted to an existing curriculum or center service protocol.

**Siegel #118 Auditorium**

1:00-2:00 p.m.

**SESSION V**

1:00-2:00 p.m

Illinois Tech Campus

Concurrent Sessions (cont.)

Entrepreneurship Tools and Tips: Vendors and Users

**Is There a "Best" Amount of Planning? A Discussion and Research Review**

**Peter Thorsson**, Palo Alto Software, maker of LivePlan; Lane Community College

The very concept of "planning" has weathered tremendous debate, especially in recent years, resulting in some confusion about the most current and measurable best practices. In fact, the answer is simple in concept but nuanced in execution: there is a "correct amount" of planning for any entrepreneur, at any stage, in any industry. But for those who want to take advantage, how can a class or program possibly accommodate the seemingly infinite variety of cases? In this session, Peter Thorsson will present findings from teaching and mentoring experiences—alongside study results and anecdotes—to outline how your center can include these best practices, either in a single course or spread across an entire program.

**Preparing Students for Financial Success in Business and Life with QuickBooks and Other Real-World Tools**

**Chris Holbrook**, San Diego State University Zip Launchpad  
**Dave Zasada**, Intuit Education

Preparing students for financial success in business and life with QuickBooks and other real-world tools Chris Holbrook, Entrepreneur & Professor at the San Diego State Zip Launchpad will discuss how he empowers his students by focusing on the financial wellbeing of both the entrepreneur and the business. You'll walk away with knowledge of how to bring real-world experiences to life with free QuickBooks from Intuit Education and other financial management tools.

**Pritzker #111 Auditorium**

1:00-2:00 p.m.

Entrepreneurship Beyond the Business College

**Building A Local Entrepreneurial Ecosystem**

**Kristin Barrett**, University of Chicago

At the Polsky Center for Entrepreneurship and Innovation at the University of Chicago, our support for entrepreneurs and innovators doesn't stop at the borders of our campus. Many of our resources are available to members of the local community - which is the traditionally-underserved mid-South Side of Chicago. Community members with no affiliation to the university can join the Polsky Exchange - the 34,000 square-foot coworking space in downtown Hyde Park - for a small monthly fee and have access to mentors, networking opportunities, and over 400 events annually. This presentation will address the challenges and benefits of extending university resources to the local community, and the importance of supporting local economic development.

**Wishnick #113 Auditorium**

1:00-2:00 p.m.

Incubators, Accelerators and Start-Up Capital

**NUvention: 12 Years of Acceleration in the Classroom**

**Michael Marasco**, Northwestern University

NUvention is a experiential and interdisciplinary program that focuses on building a startup within a specific industry sector. Today we have 8 different classes in areas including: medtech, therapeutics, transportation, web+media, energy, analytics, advanced materials and wearables. In-depth discussion of this curriculum and case studies of students will be presented.

**Learning Pathways**

**Linda Darragh**, Northwestern University  
**Mark Werwath**, Northwestern University

One of the most challenging tasks in entrepreneurial education is to create a pathway of learning opportunities that addresses the individual needs of student businesses as they progress. This session will explore how Northwestern has developed a cross-school pathway to build and launch businesses that integrates courses, incubators and accelerators.

**Retaliata #104 Auditorium**

1:00-2:00 p.m.



**Break**

1:20 p.m. - 2:20 p.m.



**SESSION VI**

2:20-3:20 p.m.

Illinois Tech Campus

Concurrent Sessions

Entrepreneurship Beyond the Business College

**Run a Startup Without an MBA? Programs for Creating and Supporting Scientist- and Engineer-led Startups**

Leo Mui, University of Toronto  
Richard McAloney, University of Toronto

How can universities train scientists and engineers to start companies without getting an MBA? This session will explore the programs developed by the Impact Centre that have inspired and aided scientist-entrepreneurs to successfully commercialize technology and will discuss how university incubators can accommodate the unique needs of the science-based startup.

**But I'm Not An Entrepreneur: Effective Strategies for Student Engagement Beyond the Business School**

Heather Mercer, Ryerson University

The main barrier to engaging students across disciplines is the stigma of entrepreneurship. Through strategic outreach, programming, curricular connections, and shifts in language, half of participants in Ryerson's incubator Zones are now from faculties other than Business and Engineering. This session will share specific examples of our most effective strategies.

**Entrepreneurship – So What Do We Really Mean**

Eric Rice, Johns Hopkins University  
Manelle Dridi, Johns Hopkins University

Most colleges/universities now host at least one entrepreneurship course ... but what content is taught, what skills are emphasized, how is instructional time distributed, what differences are apparent between programs taught in schools of business and in other divisions/schools of the university like engineering? Syllabi analysis answers questions!!

**"Bottoms UP!" Serving a Winning Approach to Creative Collisions...**

Kimberly Gramm, Texas Tech University  
Phil Sizer, Texas Tech University  
Cameron Smith, Texas Tech University  
Kelli Frias, Texas Tech University  
Taysha Williams, Texas Tech University

Developing collaborative collision programs require new thinking and an approach with a twist. Building trust is critical for a team or early stage startup to succeed. Centers catalyzing complex ideas MUST consider engaged scholarship and a holistic approach to developing the entrepreneur. Learn key metrics and insights for undergraduate research, leading diversity minority programs, and building faculty trust.

Hermann Hall #002

2:20-3:20 p.m.

MTCC Ballroom

2:20-3:20 p.m.

Entrepreneurship Beyond the Business College

**SESSION VI**

2:20-3:20 p.m.

Illinois Tech Campus

Concurrent Sessions (cont.)

Entrepreneurial Outcomes

**Broadening the Student Start-Up Concept Pipeline: Finding and Developing New Startup Ideas From External Strategic Partners**

Richard DeMartino, Rochester Institute of Technology

An important function of most entrepreneurship centers is to identify, mentor, and advance student entrepreneurial concepts. To be successful in this effort centers must first find interested students, hopefully with pre-existing business concepts. This session will outline the history, successes, lessons, stakeholders and administrative capacity required for these types of programs. The presenter will lead a discussion on how entrepreneurship centers can foster the creation of high-quality potential business opportunities.

**Start Local. Go Global. How To Do Inclusive Economic Development By Strengthening Entrepreneurs**

Lyneir Richardson, Rutgers University

This session will share best practices of an urban-focused university-based entrepreneurship center. Session participants will hear how to (a) get funding and launch inclusive programs to help local entrepreneurs, (b) expand to new markets by partnering with higher education institutions and NGO's, and (c) generate publicly engaged scholarship.

**Designing for Diversity and Inclusion: Why It Matters and What to Do About It**

Ji Mi Choi, Arizona State University  
Rebecca Corbin, National Association for Community College Entrepreneurship  
Ian Grant, University of New Hampshire  
Isabelle Monlouis, Georgia State University

Explore strategies for increasing participation of historically excluded groups and underrepresented people in entrepreneurship. Discuss dimensions of underrepresentation around first-generation college, ethnic and racial minority, low- to moderate-income, gender and sexual orientation, and more. Share insights from current programs and past experiences, and gain guidance and best practices.

**ImagineU: A Case Study of Inclusion through Community and Institutional Collaboration**

Michael Hoffmeyer, University of Memphis  
Frances Fabian, University of Memphis

The ImagineU program is a collaborative effort amongst 7 local colleges. It is an intensive 12-week experience involving college students from varied schools, socioeconomic backgrounds, and ethnicities, and teaches them everything from opportunity recognition to pitching investors as they develop companies over the course of the program. They take away entrepreneurship skills...and so much more.

MTCC Auditorium

2:20-3:20 p.m.

Wishnick #113 Auditorium

2:20-3:20 p.m.



**SESSION VI**

2:20-3:20 p.m.

Illinois Tech Campus

Concurrent Sessions (cont.)

Other Topics

**Blockchain and Entrepreneurship**

Jeff Reid, Georgetown University  
Lamont Black, DePaul University  
Amit Rampurkar, Bitnary.co

The business value-add of Blockchain is expected to exceed \$3.1 trillion by 2030. How are organizations, entrepreneurs and academics using blockchain to mirror this growth? How will businesses benefit from this revolutionizing technology? And how will those teaching entrepreneurship help students find applications for blockchain technology in their startups?

Retaliata #104 Auditorium

2:20-3:20 p.m.

**SESSION VI**

2:20-3:20 p.m.

Illinois Tech Campus

Concurrent Sessions (cont.)

Global Entrepreneurship

**How to Build Sustainable Entrepreneurship Education in Romanian Medium and Small Sized Universities**

Paul-Andre Baran, Romanian-American Foundation Entrepreneurship Center

Currently, entrepreneurship education in Romania needs to become a priority for higher education bodies, a fact highlighted in EY's "Romanian Entrepreneurship Barometer" (2016). According to the study, 61% of the surveyed entrepreneurs think that today's education is not helping young people become entrepreneurs. They underline the importance of continuous education, especially through mentorship opportunities and meeting entrepreneurs.

Perlstein #131 Auditorium

2:20-3:20 p.m.

**Create and Cultivate a Startup Community from the Ground Up**

Marwan Ayachte, Stockholm School of Entrepreneurship

This talk will offer practical cheat codes comprising offline and online tools to gather and cultivate an entrepreneurship ecosystem. I will go through specific to-do's and how-to's in the one hour workshop, running as an instruction manual to execute on how this should be done. This will be based on my experience of building and co-organizing a startup meetup event that is now Europe's largest monthly meetup event, in one of the best performing startup ecosystems in the world, per capita.

Entrepreneurship Beyond the Business College

**E-Cubed: Engaging Entrepreneurial Engineers, Lessons and Tools from Stanford and Michigan**

Matt Harvey, Stanford University  
Jonathan Fay, University of Michigan  
Aileen Huang Saad, University of Michigan  
Eric Bacyinski, University of Michigan

Are you a new center serving an entire campus, or an established program in a business or engineering school? In this session, learn ways to authentically engage (and sustain) engineering student and faculty participation in entrepreneurship programs and gain frameworks to develop "what's next" action items to implement back on campus.

Siegel #118 Auditorium

2:20-3:20 p.m.

Global Entrepreneurship

**The Antidisciplinary Revolution**

Anja Melander, Stockholm School of Entrepreneurship

In this session I will describe what it means to have an antidisciplinary mindset and how embracing diversity can fuel innovation. I will also provide insights into how one can build a resilient culture that is elastic enough to embrace change yet firm enough to provide a clear direction.

Pritzker #111 Auditorium

2:20-3:20 p.m.

**How the Integrated Innovation Network (I2N) Drives Regional Entrepreneurship Aspirations**

Siobhan Curran, University of Newcastle, Australia

In 2016 The University of Newcastle, Australia (UON) established the Integrated Innovation Network (I2N) to empower not only students and faculty, but the whole community to develop the skills required to create game-changing ventures of unique value via a network of hubs and programs. Learn how the I2N is boosting economic growth, diversity, productivity and talent retention in a regional context.

**Undergraduate Entrepreneurship: Inclusive, diverse and campus-wide**

Neil Kane, Michigan State University  
Paul Jaques, Michigan State University  
Ken Szymusiak, Michigan State University

In four semesters Michigan State University's Minor in Entrepreneurship rose to 590 students representing 90+ majors in 13 discrete colleges with over 220 startup teams in the student incubator. The vision, philosophies and tactics, as well as the role of faculty and the student incubator, will all be discussed.