### 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
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:45 a.m. - 9:00 a.m.</td>
<td>Shuttle to Illinois Tech</td>
<td>Hilton Chicago 8th Street Lobby</td>
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<tr>
<td>7:00 a.m. - 8:45 a.m.</td>
<td>Breakfast</td>
<td>Hilton Chicago Waldorf Room, 3rd Floor</td>
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<tr>
<td>7:30 a.m. - 4:00 p.m.</td>
<td>Registration and Help Desk</td>
<td>Hermann Hall Auditorium 3241 S. Federal</td>
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<td>9:00 a.m. - 9:20 a.m.</td>
<td>Welcome</td>
<td>Hermann Hall Auditorium</td>
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<tr>
<td>9:20 a.m. - 10:20 a.m.</td>
<td>Keynote: Genevieve Thiers</td>
<td>Hermann Hall Auditorium</td>
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<td>10:20 a.m. - 10:40 a.m.</td>
<td>Break</td>
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<tr>
<td>10:40 a.m. - 3:20 p.m.</td>
<td>Sessions I-III and Lunch</td>
<td>Illinois Tech Campus</td>
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<td>3:20 p.m. - 3:40 p.m.</td>
<td>Break</td>
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<td>3:40 p.m. - 4:40 p.m.</td>
<td>Keynote: David Kalt</td>
<td>Hermann Hall Auditorium</td>
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<td>4:40 p.m.</td>
<td>Shuttle to Hilton Chicago</td>
<td>Hermann Hall 3241 S. Federal</td>
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<tr>
<td>6:00 p.m.</td>
<td>Shuttle to Incubators</td>
<td>Hilton Chicago 8th Street Lobby</td>
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<tr>
<td>6:30 p.m. - 9:30 p.m.</td>
<td>Incubator Receptions</td>
<td>1871 222 W. Merchandise Mart Plz #1212</td>
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<td>mHub 915 W. Chicago Ave.</td>
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<td>Blue1647 2150 S. Canalport Ave.</td>
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<tr>
<td>10:00 p.m. - 11:00 p.m.</td>
<td>Hospitality Suite</td>
<td>Hilton Chicago Waldorf Room, 3rd Floor</td>
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</tbody>
</table>

See the following pages for detailed times, descriptions and room locations. See back cover for campus building map.
Whole view of innovation: Re-thinking Innovation Education in Institutions of Higher Learning
Anjio 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.

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.

Building a Well-Funded Center
Elaine Hogan, University of California, LA
Laura Lee Hughes, Texas A&M University
Blake Petty, Texas A&M University
Jeff Reid, Georgetown University

The Saint Mary’s University Entrepreneurship Centre (SMUEC) has been operating for 29 years in Halifax, Nova Scotia. We look forward to sharing with you our current funding structure, how it has evolved, and where it is going as we rebrand and continue to develop our programs locally and nationally. We have studied our current revenue model, and understand how it must evolve in order to prepare for future changes in our funding landscape. In this session we look forward to sharing information on diversification, endowment opportunities and how we plan on differentiation from other Entrepreneurship Centers and their revenue models.

Funding Diversification
Michael Sanderson, Saint Mary’s University

‘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.

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.

An incubator does what the name implies. It takes a fledgling business and provides it some of the mentoring, 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.

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.

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.)**

**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.

**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 last 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.

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

*Peter Cortle*, StartupTree
*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!

**Defining the Visitor Engagement Digital Experience**

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

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### SESSION II

**1:00-2:00 p.m.**

**Illinois Tech Campus**

**Concurrent Sessions**

**Entrepreneurship Beyond the Business College**

*Megan Carver*, Marquette University

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.

**Entrepreneurship and the Creative**

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

Arts Technology Department Chair, Jessa Wilcosen, 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?

**Engaging the Community Through Performance Learning**

*Jessa Wilcosen*, Millikin University

This session will focus on how entrepreneurship education can connect to the creative and performing arts. Through case studies and workshops, participants will explore how the arts and entrepreneurship intersect and how to better engage students in interdisciplinary work.

**Design Thinking for Innovation in Entrepreneurship Education**

*Lisa Gundry*, DePaul University
*Livia Benoit*, 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.

**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.
Those of us who are building entrepreneurial ecosystems in America’s heartland face a serious handicap. 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.

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.

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.

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!

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 kept pace?

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.

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.

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.

This session will be led by I-Corps national faculty and Node leads and will cover I-Corps pilot programs including SBIR Phase 0 and Mentor, new Teams solicitation, including ‘technical lead’ as PI substitute, what other agencies are doing I-Corps: connection of Sites, Nodes, and the national Teams program.

Cross-Sector Partnerships: University Centers as Coordinators, Conveners, and Catalysts
Rob Laika, Tulane University
John F. Clarke, Tulane University

How to Get Higher Conversions after Large Entrepreneurship Events on Campus
Chuck Sacco, Drexel University
Alexander Zorychta, University of Virginia

Building Program Financial Sustainability: Insights from Our Journey
Mark Cagnon, Penn State University
Mark J. Theiss, Penn State University

Intellectual Property in Today’s Innovation Ecosystem: Lessons from the Classroom
Mayra Lombara, Michelson Institute for Intellectual Property
Hannah Levinson, Michelson Institute for Intellectual Property

WE Innovate: Inspiring female entrepreneurs in STEM subjects
Liz Choonara, Imperial College London

Networking Session: Insights on Mentoring Entrepreneurs
Jerome Smith, Massachusetts Institute of Technology

Session II
SESSION II
SESSION II
1:00- 2:00 p.m.
SCHEDULE FRIDAY, OCTOBER 19
Illinois Tech Campus
Concurrent Sessions (cont.)

SESSION II
SESSION II
SESSION II
1:00- 2:00 p.m.
SCHEDULE FRIDAY, OCTOBER 19
Illinois Tech Campus
Concurrent Sessions (cont.)

SESSION II
SESSION II
SESSION II
1:00- 2:00 p.m.
SCHEDULE FRIDAY, OCTOBER 19
Illinois Tech Campus
Concurrent Sessions (cont.)
**SESSION III**

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

**SCHEDULE**

**Concurrent Sessions**

**Break**

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

Dianne Welch, University of North Carolina Greensboro

Joe Roberts, Webster University

Julienne Shields, Millikin University

Steven Cramer, University of North Carolina Greensboro

Gina 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.

**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.

**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.

**2:20-3:20 p.m.**

**Illinois Tech Campus**

**Hermann Hall #002**

**SESSION III (cont.)**

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

Lori Fischer, Michigan State University

Ashton Kays, 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.

**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.

**From Basement to Palace: Lessons Learned from Building an innovation hub**

Mikkel Sorensen, University of Denmark

DTU SkyLab is an innovation hub providing infrastructure, coaching and a strong community supporting. Its three focus areas include: Start-ups, company collaboration and courses. This session dives into key challenges and learnings from building the SkyLab and outlines opportunities in the extensive expansion that will take place in the coming years.

**The Past & Future of Equity Crowdfunding**

Jeff Thomas, Central Michigan University

Joe Green, Central Michigan University

David Nowos, 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.

**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 will 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.
SESSION III
2:20
3:20 p.m.
Illinois Tech Campus
Concurrent Sessions (cont.)

Fostering a Culture of Collaboration For Entrepreneurship Across a Large Research Institution
Laura Freericks, 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.

London: Unicorn Capital of Europe
Ben Cole, Loughborough University
Timothy Barnes, Loughborough University London

London is a hotbed of diverse talent and the standout 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 #123
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.

Break
10:20 p.m.
10:40 p.m.
Has the Lean Startup failed us? If not, how not? If so, what are we doing about it?
David Touve, University of Virginia

Capturing Attention of the First Year Student
James Zebrowski, The University of Tampa
Wendy Plant, Florida State University
Mindyl Wallis, Wavenue University

By the Bootstraps: The Creation Story of our Center for Social Impact
Whitney Roberts, North Central College
Jeremy Gudauskas, North Central College

Infusing Innovation and Entrepreneurship within the Liberal Arts
Monica Dean, Smith College
Tim Johnson, Smith College

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

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).

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.

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.

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.

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. 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.
SESSION IV

10:40-11:40 a.m.

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

Chris Coleridge, University of Cambridge

Inclusive Entrepreneurship

Shahid Qureshi, IBA Karachi

Social Impact and Entrepreneurship

Entrepreneurial Outcomes

Georgina Campbell Flatter, MIT of Technology

Megan Mitchell, Massachusetts Institute of Technology

Prosperity as a Means to Driving Global Entrepreneurship Education

Donna Heslin, University of Toronto

What do Entrepreneurship Students Want?

Trish Thomas, Lake Forest College and Northwestern University

Donna Heslin, University of Toronto

Cheryl Mitchell, University of Toronto

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

Failure is often credited as integral to entrepreneurial success. Yet, many failures could be avoided 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.

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.

What do Entrepreneurship Students Want?

Dan Cohen, Wake Forest University

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.

Entrepreneurship Education as a Means to Driving Global Prosperity

Megan Mitchell, Massachusetts Institute of Technology

Georgina Campbell Flatter, MIT

Entrepreneurship beyond the Business College

Other Topics

Tina Hrabak, Future Founders

Katie Sowa, Future Founders

Entrepreneurship in High School and Beyond

Karin O’Connor, Northwestern University

Growth and Scaling

Linda Darragh, Northwestern University

Karim O’Connor, Northwestern University

A Method for Developing Ideas that Can Scale

Dan Cohen, Wake Forest University

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

Dresden Goldberg, The University of Texas at Dallas

Steve Cuengerich, The University of Texas at Dallas

Entrepreneurship in High School and Beyond

Katie Sowa, Future Founders

Tina Harbak, Future Founders

Community Focused Entrepreneurial Centers Attached to Academic Institutions

Ebony Miller-Wesley, Rochester Institute of Technology

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

Troy D’Ambrosio, University of Utah

Student Engagement: 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.

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.

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?

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.

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

What does it take to actually get your students to become successful founders beyond the classroom? Based on empirical studies, 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.
A Poet and a Quant Walk into a Bar: Promoting Creativity and Collaboration Beyond the Business School
Maggie Cong Huyen, Northwestern University

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

Women in Entrepreneurship: The Entrepreneur’s Role at the Center and Launching New Initiatives
Abigail Ingram, DePaul University
Jinda Birkenbuel, Birk Creative, Google Digital Coach, Honest Field Guide Podcast
Dima Elissa, VidMed-3D
Valarie King-Sailey, OnShore Technology Group
Carolyn Leonard, Dymynd Angels

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.

How does entrepreneurship fit into the study of humanities, 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.

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.

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.

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.

Executive directors and entrepreneurs-in-residence coming the challenges encountered by moving from business to academia.
SESSION V 1:00-2:00 p.m.
Illinois Tech Campus
Concurrent Sessions (cont.)

Applying Entrepreneurial Mindset in Industrial Partnerships
Doan 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.

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-undererved 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.

Structuring the University Ecosystem
Carrie White, West Virginia University

Many universities have innovation ecosystems. How do they get started? How do they communicate? What does the structure look like? What are the challenges and how can we work to overcome or improve upon the process? This interactive discussion will work towards providing successful models and answer your questions.

SESSION V 1:00-2:00 p.m.
Illinois Tech Campus
Concurrent Sessions (cont.)

Is There a “Best” Amount of Planning? A Discussion and Research Review
Peter Thorsron, 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 Thorsron 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 Zasadil, 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 well-being 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.

NCvention: 12 Years of Acceleration in the Classroom
Michael Marasco, Northwestern University

NCvention is an experiential and interdisciplinary program that trains a startup within a specific industry sector. Today we have 12 different classes in areas including: medicine, 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 Worwath, 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.
### 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
- But I’m Not An Entrepreneur: Effective Strategies for Student Engagement Beyond the Business School  
  - Taysha Williams, Texas Tech University  
  - Kelli Frias, Texas Tech University  
  - Cameron Smith, Texas Tech University  
  - Phil Sizer, Texas Tech University  
  - Kimberly Gramm, Texas Tech University  
  - Kaysha Williams, Texas Tech University

### SESSION VI (cont.)

#### Broadening the Student Start-Up Concept Pipeline: Finding and Developing New Startup Ideas From External Strategic Partners
- Richard DeMartino, Rochester Institute of Technology

#### Start Local. Go Global. How To Do Inclusive Economic Development By Strengthening Entrepreneurs
- Lyneir Richardson, Rutgers University

#### 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  
  - Lyneir Richardson, Rutgers University

#### ImagineU: A Case Study of Inclusion through Community and Institutional Collaboration
- Michael Hoffmeyer, University of Memphis  
  - Frances Fabian, University of Memphis

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**SESSION VI**

**2:20-3:20 p.m.**  
Illinois Tech Campus  
Concurrent Sessions

**Entrepreneurship — So What Do We Really Mean**
- Eric Rice, Johns Hopkins University  
  - Manelle Dridi, Johns Hopkins University

**“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

**MTCC Ballroom**

**2:20-3:20 p.m.**

**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  
  - Lyneir Richardson, Rutgers University

**ImagineU: A Case Study of Inclusion through Community and Institutional Collaboration**
- Michael Hoffmeyer, University of Memphis  
  - Frances Fabian, University of Memphis

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**SESSION VI**

**2:20-3:20 p.m.**  
Illinois Tech Campus  
Concurrent Sessions

**Creative Collisions…**
- Manelle Dridi, Johns Hopkins University  
  - Eric Rice, Johns Hopkins University

**MTCC Ballroom**

**2:20-3:20 p.m.**
SESSION VI
2:20-3:20 p.m.
Illinois Tech Campus

Concurrent Sessions (cont.)

SESSION VI
2:20-3:20 p.m.
Illinois Tech Campus

Concurrent Sessions

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?

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.

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 15 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.

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.

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-dos 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.

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.

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 vis-à-vis a network of hubs and programs. Learn how the I2N is boosting economic growth, diversity, productivity and talent retention in a regional context.