

THE CENTER FOR
ENTREPRENEURSHIP

USASBE Outstanding Emerging Entrepreneurship Program 2015 Finalist

Ohio University

Nominee: Dr. Luke A. Pittaway pittaway@ohio.edu

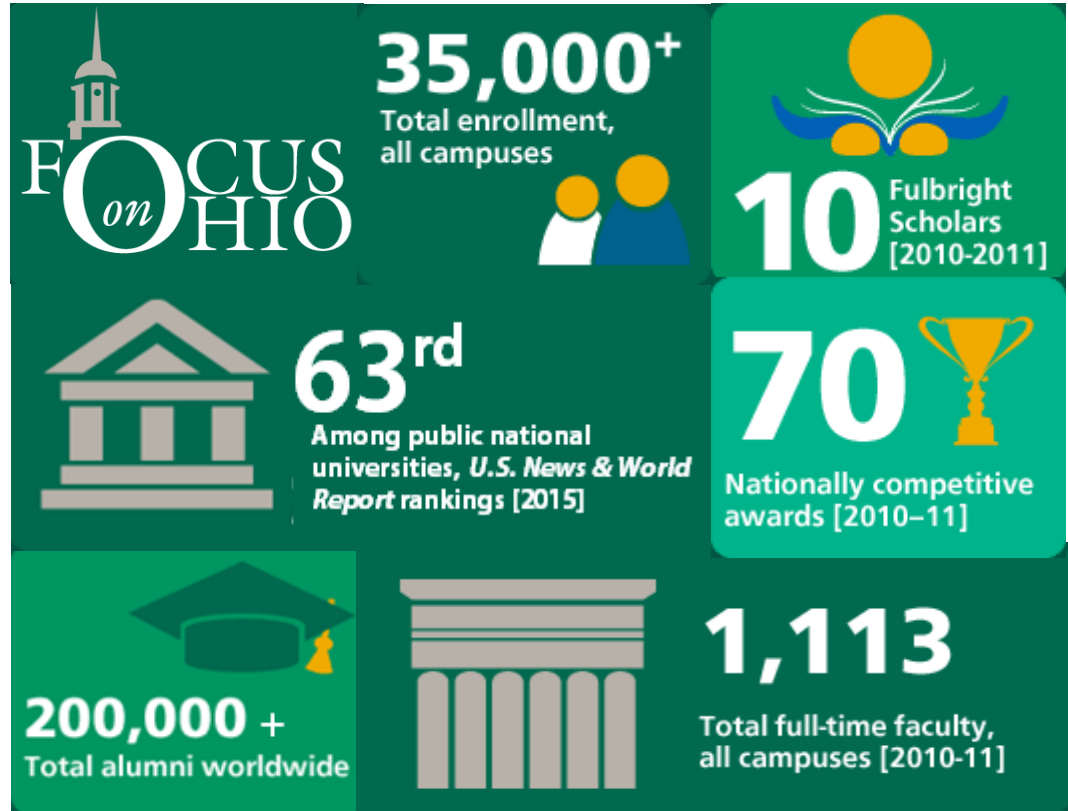
Professor and Director, Center for Entrepreneurship

The best student-centered learning experience in America



OHIO
UNIVERSITY

Ohio University



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Center for Entrepreneurship

“Contribute to Ohio University’s entrepreneurial eco-system by enhancing entrepreneurship education, university-based entrepreneurial activity and regionally focused business development.”

“*Seeing the enthusiasm of the students, faculty, and professional staff around the notion of creating jobs, starting companies and taking technologies to the marketplace is truly gratifying.*”

—David Pidwell, Ohio University alumnus and Foundation Board Member

- 2011: Approved by trustees and formally launched
- 2012-2013: Program development focus
- A unique partnership between OHIO’s College of Business and Voinovich School of Leadership and Public Affairs
- Builds on successes of TechGROWTH Ohio



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Primary Objectives

- Opportunities in entrepreneurship for all students
- Development of innovative curriculum
- Programs for entrepreneurs in the region
- Mentoring, internships and connections with alumni, entrepreneurs and businesses
- Educational opportunities for faculty and researchers
- Student run entrepreneurship clubs and businesses



*“I found my passion in entrepreneurship;
I want to help others do the same.”*

*—Heather Gruda, '14
Entrepreneurship Consultant, The Amani Group*

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Crowdentials provides portals, entrepreneurs and investors compliance solutions to easily navigate and comply with the JOBS Act. We create streamlined software-as-a-service applications that are as intuitive as they are scalable. Our highly agile in-house team allows us to stay flexible and service our customers to the highest standards by providing everything from implementation to ongoing maintenance and troubleshooting.

College of Business students with an interest in entrepreneurship

Non-business major students interested in entrepreneurship

Student and graduate entrepreneurs

Heather Gruda, '14

- Major: Entrepreneurship and Management and Strategic Leadership
- President, Enactus
- Co-vice President, Future Leaders Program, Voinovich School of Leadership and Public Affairs
- Co-director of Operations, Consulting Fellows

Alexander Harshaw, '15

- Major: Integrated Media Studies
- President, Ohio University Entrepreneurs
- Member, Ohio University Senate Appropriations Commission
- Ohio University Representative, Y Combinator Student Leaders
- Scripps-Howard Foundation Media Entrepreneurship Fellowship Award Winner

Richard Rodman, '14

- Major: Specialized Studies, Entrepreneurship and Business
- Co-founder and CEO, Crowdentials
- Rated #1 Start-Up in Cleveland by TechCzar
- Former President, Ohio University Entrepreneurs
- Finalist, 2013 Entrepreneur of the Year
- 1st Place, Ohio University Idea Pitch

crowdentials

Bobcat Hatchery graduating businesses include:

- | | |
|----------------------|----------------------|
| • Genre Major | • SafeTime |
| • OUESM | • Foleeo |
| • LiveInteractive | • Birdy Boards |
| • Sports Matrix PLUS | • 530 Funds |
| • Solar Glass | • FlashCorp |
| • Eraser | • Sway the Crowd |
| • Mason Estep | • Initio Interactive |
| • Crowdentials | • 33 Corridor |

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Strategic Framework

Advisory Board

Research

Infrastructure and Human Capital

Programs for the
College of Business
and Voinovich
School

University wide
Programs

Extracurricular
Activities and
Events

Programs for
Student Start-ups

Programs for
Entrepreneurs

Marketing, Public Relations, and Networks

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Key People

Leadership Team



Center Staff and Admin



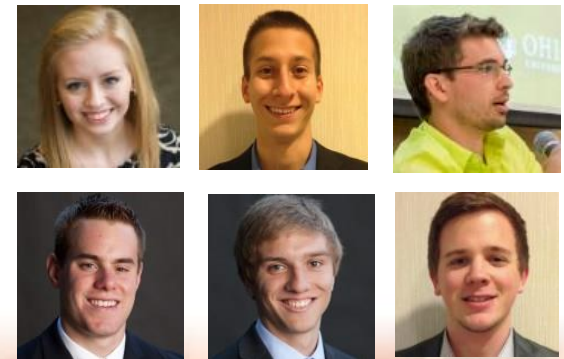
Faculty



Fellows



Student Employees



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Teaching and Learning

“The Center follows the University ethos of student-centered learning and uses an experiential and action learning philosophy for teaching small student groups.”



Reddit co-founder Alexis Ohanian, right, invited Bobcat alum Alan Schaaf on stage for a “fireside chat” about Internet entrepreneurship at Ohio University.

- Student-centered learning
- Experiential and action learning designs
- Integration of hands-on learning with more traditional forms
- Consulting history
- Thinking and theory
- International focus

IC
Innovation Center
Fueling bright ideas.

Interested in Working with StartUps?
It's Not Too Late
Internships for Fall Semester are still available!

Gain real, hands-on experience with one of Southeast Ohio's fast-growing companies!

Opportunities available in accounting, finance, marketing, management, information systems, entrepreneurship and more!

For More Information Contact
the Innovation Center's Client Services Coordinator
Lauren McCullough
mccull11@ohio.edu

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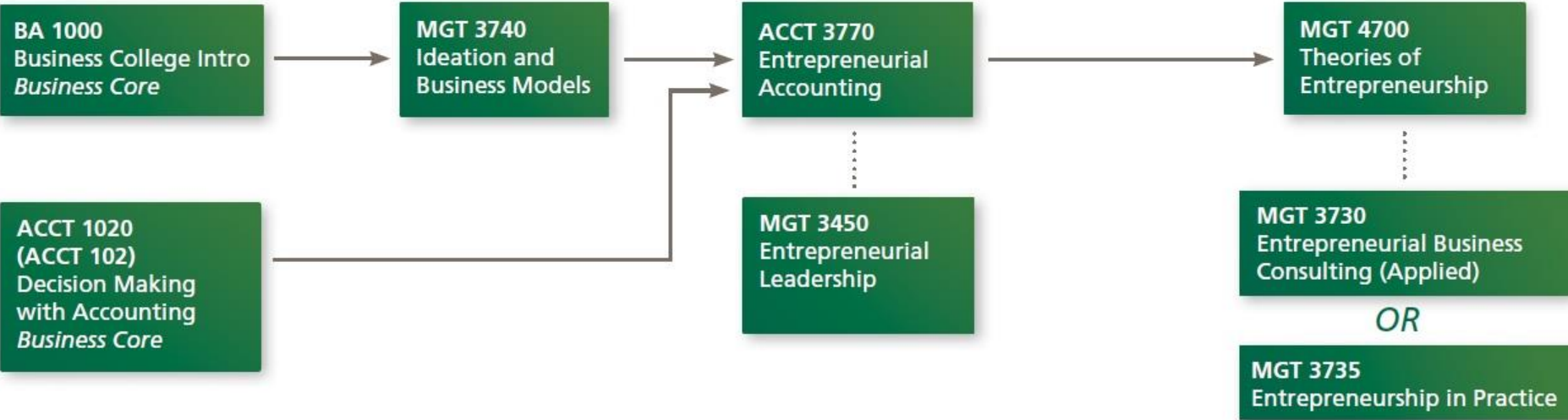


Exhibit 1: Entrepreneurship Major Program Design

ENTREPRENEURSHIP MAJOR (BBA)

KEY (EXHIBIT 1 & 2)
 → required pre-requisite
 recommended pairings

| CHOOSE 1—JUNIOR STANDING | | |
|---|---|--|
| MGT 3710 Business Plan Design | MGT 3720 Technology Commercialization | MKT 4900 Entrepreneurial Sales |
| MGT 3650 International Market Assessment and Entry | MGT 3400 (MGT 340) Organizational Behavior | BUSL 3780 Legal Aspects of Entrepreneurship |



{PROGRAM OUTCOMES}

84 Ohio University students are currently enrolled in the entrepreneurship major

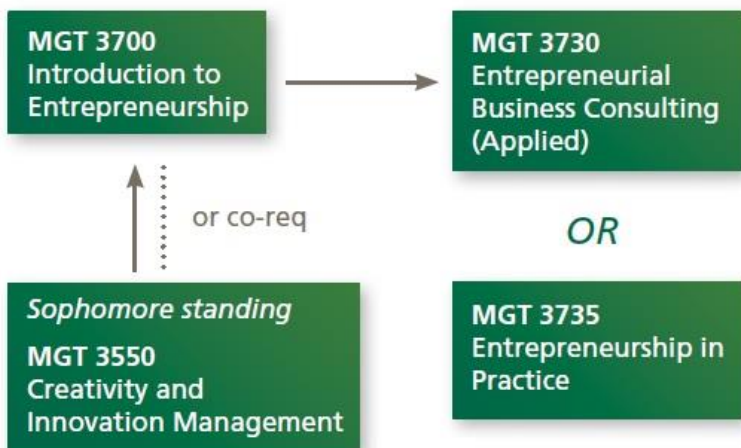
80% of these entrepreneurship students are double majoring in entrepreneurship with an additional major in accounting, finance, and marketing as common options

46 events associated with Ohio University's Center for Entrepreneurship were held throughout the region from April 1, 2012–May 31, 2014

4,000+ participants took part in these events

Exhibit 2: Entrepreneurship Certificate Program Design

ENTREPRENEURSHIP CERTIFICATE (NON-BBA)



CHOOSE 2—JUNIOR STANDING

FIN 4520
Entrepreneurial
Finance

MGT 3720
Technology
Commercialization

BUSL 3780
Legal Aspects of
Entrepreneurship

MGT 3650
International Market
Assessment and
Entry

MGT 3450
Entrepreneurial
Leadership

MKT 4900
Entrepreneurial Sales

OR

Any 2 of the preapproved classes from the pre-approved colleges. This includes, Scripps College, Russ College, and the College of Fine Arts. A full list of electives can be found at Bobcat-entrepreneur.com or via the undergraduate programs catalog.

{PROGRAM OUTCOMES}

23

Ohio University students are currently enrolled in the Entrepreneurship Certificate program from the following schools:



Scripps College
of Communication



College of Fine
Arts



Russ College of
Engineering and
Technology



Honors Tutorial
College



Student Clubs

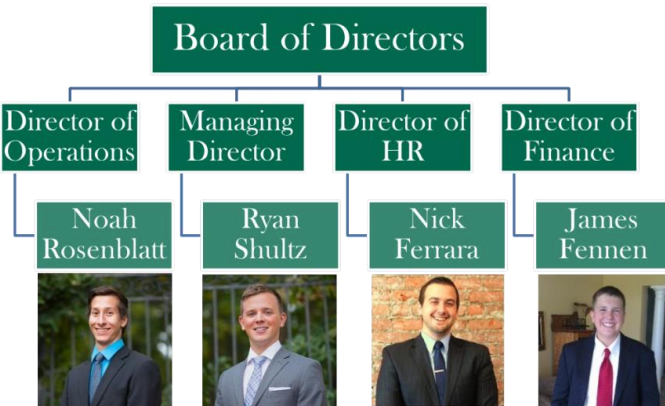


“ I was drawn to Enactus because the organization thrives on creativity, drive, and cooperation. Our meetings are energetic and positive; the sort of place where you can openly share your concerns about a project or your ideas for a new one. I truly value that unconditional honesty and acceptance as fertile ground for the cultivation of great ideas and great leaders.”

—Andrew Meyer, '14, Industrial and Organizational Psychology Major; Vice President, Enactus



- OU Entrepreneurs
- Consulting Fellows
- Enactus
- Epsilon Nu Tau
- Think Design



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Events

NOV 13

Presented by **Dr. Rita Klapper**

OUT OF THE BOX THINKING

ENTREPRENEURSHIP AND CREATIVITY

The CREATE space (333 Putnam Hall)
11am - 12:30pm

Working creatively? Working to innovate? Join Dr. Rita Klapper, Senior Lecturer in Entrepreneurship & Strategy at University of Middletown, UK in an out of the box thinking session, exploring creativity & entrepreneurship in society. Anyone is welcome. Business & Fine Arts students encouraged!

RSVP to bergenm@ohio.edu // Free & open to all OU staff & faculty

CREATE space & THE CENTER FOR ENTREPRENEURSHIP

Presents Entrepreneurship In Music

Friday, April 4, 2014 // 10:45 a.m.
Glidden Hall, Room 101

- Welcome James Undercofler, Artistic Director of the National Orchestral Institute of the University of Maryland, & Chair and Professor at the State University of New York.
- Hear how James is developing the first-ever master's degree in entrepreneurship in the arts, along with the real importance of entrepreneurship in music.
- Ask questions and discuss what Ohio University can do.

Featuring
James Undercofler, U of Maryland

RSVP to bergenm@ohio.edu // Free & open to all OU staff & faculty

The Ohio University Center for Entrepreneurship Celebrates

Global Entrepreneurship Week

A record 150 countries and millions of people around the world are preparing for a massive celebration during next week in November. Meet leaders and entrepreneurs, entrepreneurial organizations of the local, national and global levels. For the seventh year, Global Entrepreneurship Week empowers and inspires entrepreneurs to launch and grow new ventures while also examining programs and policies to help new firms start and scale.

NOVEMBER 14-16
Faculty Advisor: Gordon Giegien, Innovation Center

Startup Weekend
The 54-hour program brings together designers, developers, entrepreneurs, engineers and business experts to pitch an idea and form a viable startup company. www.startupweekend.org

NOVEMBER 18
12:00 - 1:00pm, Alexander Cunningham Room, Baker Center

The Venture Cafe
Presented by: Steve Hammers
Asking Entrepreneurial Mindsets Across Multiple Contexts

NOVEMBER 19
12:00pm - 1:00pm, Alexander Cunningham Room, Baker Center

GISday
Q&A/GEW Open House
Learn about the many ways that Geographic Information Systems (GIS) can make your present or future more interesting and engaging. www.ohio.edu/gis

NOVEMBER 21-22
Global Storm Hackathon
Bring friends, family, or business-minded individuals with a passion to positively impact the world. Join 10 leading universities around the world in a social hackathon.

Social Street

The Center for Entrepreneurship is a partnership between the College of Business and the Voinovich School of Leadership and Public Affairs. ohio.edu

LOOK WHO'S COMING TO OU!!

ALEXIS OHANIAN

CO-FOUNDER REDDIT.COM

Following the presentation, Alexis will be signing his latest book: *Without Their Permission*

Monday, February 24, 2014
Center for Entrepreneurship
Guest Lecture Series
Ohio University Campus
Margaret M. Walter Hall Rotunda
6:30-9:00 pm

EARLY-BIRD REGISTRATION
<http://www.ohio.edu/entrepreneurship/>
Limited Seating - Act Now!
(seats must be registered to attend)

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As part of **Global Entrepreneurship Week**, join the Center for Entrepreneurship and the Robert D. Walter Center for Strategic Leadership in welcoming the nationally recognized entrepreneur and leader in service and hospitality:

Cameron Mitchell

President and Founder of Cameron Mitchell Restaurants
Monday, November 18th at 6:30 PM
Baker Center Theater (BUC220)

Ocean Prime, **PEARL**, **Lanterns**, **MARCELLA**, **Ocean Club**, **Martinis**, **Black Pearl**, **Black Pearl**

Open to all Ohio University students, faculty, and staff!

Presented by the College of Business in partnership with the Voinovich School of Leadership and Public Affairs.

THE RUSS COLLEGE OF ENGINEERING AND TECHNOLOGY
The Institute of Industrial Engineers presents:

"Entrepreneurship NOW"

COMPETE AT GAME SPEED,
WIN, AND HAVE FUN...
NO SUIT REQUIRED

Join OHIO alumni Michael Giuliano at an open forum for engineering and business students. Michael has led operations and major product development launches for corporations and private investors spanning original concept to commercial launch in excess of \$1B. He is widely considered a leading authority on team techniques and corporate strategy.

Michael is most recognized as the United States Patent & Trademark Owner of certifiedlean® and has over 11,000 hands-on hours (billed) in formal Lean-Sigma Program Deployments (Shingijutsu) and Corporate Strategy (Hoshin Kanri). He has directly trained over 35,000 professionals and has authored formal Lean-Sigma Programs and Official Corporate Curriculum spanning nearly every industry, discipline, and profession.

Wed., April 23 @ 2-3 p.m.
Academic & Research Center 314

Questions? Eric May, er72111@ohio.edu

Create for Good. OHIO UNIVERSITY

Guest Lecturer on "Entrepreneurship for Artists" • Meredith Pizzi

From Paper to Reality: Pitch Your Proposal

A Shark Tank Experience!

Friday, February 28th

Open to all OU students and faculty
3:10 - 5:00 p.m. • CREATE_space, Putnam Rm. 239

Proposal pitches due Tuesday, Feb. 25 to gaistk@ohio.edu.
For proposal guidelines visit www.ohio.edu/finstart.

Sponsored By

CENTER FOR ENTREPRENEURSHIP Social!

Thursday, September 11, 2014
7:00-8:00pm
Baker University Center - Community Room 242

WHO: All Entrepreneurship club leaders and general club membership. Students considering entrepreneurship club participation are welcome!

WHY: Learn more about entrepreneurship student organizations. Meet fellow entrepreneurship certificate and major students. Get information on entrepreneurship events, trips, teams and more!

The Center for Entrepreneurship is a partnership between the College of Business and the Voinovich School of Leadership and Public Affairs.

Join the Center for Entrepreneurship and Ohio University Entrepreneurs for

THE IDEA FACTORY

The Idea Factory is a think tank event that brings students together to find solutions for everyday problems and promotes entrepreneurial thinking.

Register at CE@ohio.edu

FREE PIZZA!
Baker 240 and 242
March 27, 2014
8 - 9 PM

The Center for Entrepreneurship is a partnership between the College of Business and the Voinovich School of Leadership and Public Affairs.

Join the

Black Student Business Caucus

in welcoming the

OHIO UNIVERSITY CENTER FOR ENTREPRENEURSHIP

For an exciting presentation about entrepreneurial opportunities on campus. Meet student entrepreneurs, business consultants, OU faculty, members of the OU entrepreneurship clubs.

Learn about events, trips and entrepreneurship certificates/majors.

Wednesday, September 10th
Maggie Davis room - 1st floor Baker Center
Presentation: 7:00 pm
Refreshments to follow

THE BLACK STUDENT BUSINESS CAUCUS, THE CENTER FOR ENTREPRENEURSHIP, OHIO UNIVERSITY

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Competitions

3rd ANNUAL SCRIPPS INNOVATION CHALLENGE

SIC
SCRIPPS INNOVATION CHALLENGE
\$25,000 in Prizes

Imagine it. Design it.
Pitch it.



Dean Scott Tiltworth presents the 2014 \$10,000 First Prize to Naeem Gul, Ehsan Arifmand and Enakshi Roy.
Photo by Megan Westervell

Important Dates

- October 30
SIC Kickoff, Baker Center Ballroom, 4-7 p.m.
- December 4
Deadline for team registration
- January 26
Round 1 deliverables due
- February 13
Finalists announced
- March 16
Round 2 deliverables due
- March 23
Final Pitch Day during Communication Week

SCRIPPS College of Communication **OHIO** UNIVERSITY

What is the Scripps Innovation Challenge?

The Scripps Innovation Challenge is a university-wide competition that gives Bobcats the opportunity to create innovative solutions to real-world media and communication problems. The goal is to harness the creativity of Ohio University students in order to develop new and innovative service and product solutions as the basis for a startup business.

Who is eligible?

The Scripps Innovation Challenge is open to any Ohio University student, regardless of their major. Students may compete as individuals or teams. Historically, the strongest entries have come from interdisciplinary teams.

What do the winners receive?

A total of \$25,000 will be awarded. First Prize is \$10,000. Second Prize is \$5,000. There will be several \$1,000 "Honorable Mention" awards. An additional \$5,000 in prize money will be awarded for entries that also provide a diversity strategy to reach underserved or underrepresented communities/audiences. **New this year, the winners of the Scripps Innovation Challenge will automatically advance to the International Innovators Cup, where they may win an additional \$5,000 cash prize and business development support.**

Follow us! [@SIC_OHIO](https://twitter.com/SIC_OHIO) facebook.com/ScrippsInnovationChallenge
<http://www.ohio.edu/scrippscollege/innovationchallenge/>

CENTER FOR ENTREPRENEURSHIP



IDEA PITCH COMPETITION

Are you a designer, coder or business minded individual?
 With a passion to positively impact the world?



The OU Center for Entrepreneurship is participating in a global hackathon with 10 leading international universities

PLEASE JOIN US!
24 hours on November 21-22, 2014

For more information: ce@ohio.edu
 Deadline for applications is October 31st



Simonyi International Video Pitch Competition



Home About Apply Training Materials

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Programs for Start-ups



- Bobcat Hatchery
- Fellows Mentoring
- Start-up Weekends
- Innovation Accelerator
- Technology Mixers
- Innovation Center
- TechGROWTH Ohio

{PROGRAM OUTCOMES}

11

student start-ups have graduated from the Innovation Engine Accelerator including:

(see Exhibit 9 for profiles)

- Initio
- FlashCorp
- Affine
- Lightborne Lore
- Parabox
- MyCampus
- AccessAble
- Atlas Language Innovations
- Razor Dynamics
- Foleeo
- Lydria

Unique Aspects

- College of Business and Voinovich School Collaboration
- Access to capital and commercialization expertise
- Certificate in entrepreneurship
- Venture development pipeline inside and outside of the curriculum
- Rural Southeastern Ohio
- Unique relationships with international partners via Global Consulting Program

TechGROWTH's total cumulative impact on the region:

\$23M

in resources obtained for 110 faculty and student innovators at Ohio University since inception in 2007-2008

\$2.5M

of this \$23M was used for direct funding of OHIO spin-out companies

\$15M

in follow-on funding from external resources (investments, grants, etc.) garnered by these OHIO spin-out companies

\$5.4M

generated in new revenues by these innovators and start-ups

\$150M

of resources obtained have accelerated the nearly 500 clients served since the program's inception

2014 Developments

{Students}



Increase from 42 to 84 majors in 2014

17

Non-BBA students to 76 per semester
(23 certificate students)



Established Student Advisory Board



Recruited student ambassadors

{Program}



Founded International Pitch Competition



Developed entrepreneurial fellows network and champions network

3

New faculty, two assistant professors and one visiting professor



Recruited new assistant director



Starting a Certificate in Social Entrepreneurship

2

New courses; “Entrepreneurship in Practice” and “Social Entrepreneurship”



Established Advisory Board

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Contact

- Nominee

- Luke Pittaway

- Director pittaway@ohio.edu

- Presenters

- Hugh Sherman

- Dean, College of Business shermanh@ohio.edu

- Lynn Gellermann

- Executive Director gellerm1@ohio.edu

- Noah Rosenblatt

- Student Marketing Director nr383611@ohio.edu