

UMass Amherst Announces \$10 Million Gift from Douglas and Diana Berthiaume to Create Entrepreneurship Center

April 23, 2014 | Contact: Ed Blaguszewski

AMHERST, Mass. – The University of Massachusetts Amherst announced a \$10 million gift from longtime supporters Douglas and Diana Berthiaume to create a world-class Center for Entrepreneurship within the university's Isenberg School of Management.

Douglas Berthiaume, a 1971 management school graduate of UMass Amherst, is chairman, president and CEO of Waters Corp. in Milford, and co-chair of UMass Rising, the university's \$300 million campaign. He said, "Over the past 20 years I have become intimately involved with a number of aspects of the university, including the school of management and the environmental sciences. I have seen firsthand how great research, a committed faculty and private partnerships give students a richer learning environment. Diana and I look forward to seeing the impact this new center will have across the university."

The Douglas and Diana Berthiaume Center for Entrepreneurship will be the hub of a campus network of scholars, innovators and entrepreneurs, with a three-fold mission of supporting research, education and practice, all targeted at transforming ideas into business realities. The Berthiaumes' donation builds on the couple's extraordinary support for the university, which includes a previous gift of \$5 million in support of Isenberg School initiatives.

UMass Amherst Chancellor Kumble R. Subbaswamy noted, "We are grateful for this most generous gift from two of the university's greatest benefactors. It speaks volumes about the education Doug Berthiaume received here in Amherst and about his understanding of the power of education to foster innovation in the real world. Because of Doug and Diana, the Center for Entrepreneurship will be able to apply the fruits of research done across the university's flagship campus to improve businesses throughout the Commonwealth, the nation and the world."

The cross-disciplinary nature of the center will include significant collaborations with the College of Natural Sciences and the College of Engineering. Key aspects planned include an entrepreneur-in-residence program; a research paper series; credit-based courses for students as well as mini-courses and workshops geared toward practicing professionals; internship programs; engagement with leading organizations; elevator pitch and business plan competitions building on the existing Innovation Challenge; incubator space and coaching support for new-venture start-ups, and support for small business development.

Mark Fuller, Dean of the Isenberg School, observed, "With this transformational gift, the Berthiaumes will make real the vision of a coordinated, synergistic approach to research, teaching and the practical application of resources to support aspiring entrepreneurs. The Berthiaume Center will address multiple areas of entrepreneurship, including technology-based business, small business and social entrepreneurship."

Douglas Berthiaume, who grew up in Chelmsford, leads Waters Corp., a laboratory analytical instrument and software company with 5,000 employees and operations in 27 countries. Berthiaume and Waters have also supported the university with scientific instrument donations, including a \$450,000 chromatography/mass spectrometer, and by financial and program support to the Integrated Concentration in Sciences (iCons) program, another interdisciplinary approach to learning.

Berthiaume was one of the initial directors of the UMass Amherst Foundation, the private non-profit organization created in 2003 to raise private funds for the Amherst campus. He is chairman of the Boston Children's Hospital Trust Board, and a trustee of the Boston Children's Hospital Medical Center, and a past director of Genzyme Corp. He was awarded an honorary Doctor of Laws degree from UMass Amherst in 2005.

Sampling of Entrepreneurial Course Offerings

- **Introduction to Entrepreneurship:** This course teaches how to start for profit or non-profit organizations and to raise necessary funding.
- **New Venture Creation:** In teams, students will identify a specific opportunity, investigate its feasibility, and plan its operation. This course has been designated as a
- **New Ventures:** Case-based entrepreneurship course focusing on the entrepreneurial experience. Topics include the business plan, raising money for a new venture, assessing the riskiness of new businesses and the unique management challenges of startups.
- **New Venture Financing:** After reviewing the basics of capital structure, the course covers a full range of financing options from venture capital to corporate investments, government grants and “crowdfunding.” The course also addresses strategic financial decisions that the entrepreneur encounters as the company matures.
- **New Venture Organization and Growth:** Students learn how entrepreneurs form companies, build teams, secure intellectual property and develop a corporate culture. Particular attention is paid to founder relations and the dynamic between the CEO and board of directors.
- **Special Topics in Collegiate Wind Competition:** The U.S. Department of Energy selected UMA to participate in the 2016 Collegiate Wind Competition alongside 10 other academic institutions. To create an off-grid wind turbine prototype for the competition, UMA has created a two-semester course including students of Mechanical and Industrial Engineering, Electrical Engineering, and the Isenberg School of Management.
- **Technology Management: Innovation & Entrepreneurship:** Undergraduate and graduate students in the fields of Mechanical Engineering, Chemical Engineering, Computer Science, Business Administration, among others create several student teams to test a business model according to the Lean Startup.
- **Open Source Innovations:** Students will consider the applications of open source software within the environmental sciences. This course features faculty in Biology, Public Health, Engineering, as well as Building and Construction Technology.
- **Social Entrepreneurship:** Students will learn the skills and strategies of business to innovatively solve social, environmental, and economic problems. This course will help students identify and create business opportunities that have positive social impacts.
- **Entrepreneurial Journalism:** In this course, students will learn how to use their journalism skills to find and create new opportunities, through startup businesses or freelancing. Projects include case studies of profit-making journalistic websites, and the development of a site, from concept to business plan.
- **Foundations in Arts Entrepreneurship:** This course is a primer in entrepreneurship for arts students and those in cognate fields. Students will examine the breadth of professional opportunities available in the Creative Economy and explore strategies for pursuing them. Based on these examinations, students will construct a personal mission statement, build an individualized portfolio of materials appropriate for professional development purposes, and begin a journal to formulate, collect, and grow creative venture ideas.

Selection of Affiliated Faculty and Administrators

- **Betsy Schmidt**, Public Policy & Non-Profits
- **B.J. Roche**, Journalism
- **Craig Nicolson**, Environmental Conservation
- **Scott Auerbach**, Chemistry
- **Bogdan Prokopovych**, Social Enterprises
- **Carol Soules**, Civic Engagement
- **David McLaughlin**, Electrical and Computer Engineering
- **Robert MacWright**, Technology Transfer Office
- **Matthew A. Lackner**, Mechanical Engineering
- **Charles M. Schweik**, Environmental Conservation

Hundreds of Students Push Technology Boundaries at HackUMass

April 14, 2015 | Written by: Dan Glaun, MassLive

On Saturday afternoon, the newly opened, \$93 million Integrative Learning Center at the University of Massachusetts Amherst was a hub of activity. It was the opening hours of Hack UMass, a 36-hour hackathon that would see hundreds of students team-up to create tech projects, from phone applications to medical gadgets.

Aspiring coders and developers crowded around desks, peering at laptop screens. A mini-trade show occupied the building's lower floor, with tech companies displaying their latest products. Mechanically inclined students labored over welding stations in a tent set up on the lawn outside the student union.

By 1 a.m., a creative buzz still filled the center's halls, though with some differences. Cans of energy drinks littered work-spaces, and whiteboards that had been the site of tentative diagramming that morning were filled to their edges. Some students napped on couches and chairs, but others labored through the night, committed to what organizer Michaela Shtilman-Minkin described as a chance for engineers and coders to push boundaries.

The hackathon, on its second year, has expanded rapidly. About 500 students were expected to participate, compared to 100 last year, and they had access to some of the latest developer toys - including the virtual reality interface Oculus Rift, which has tech-watchers salivating over potential uses ranging from gaming to medicine.

Though sponsored by the Isenberg School of Business' Berthiaume Center for Entrepreneurship, HackUMass is largely organized by electrical systems and engineering students. It gives students a chance to escape the academic grind and practice skills job recruiters look for, Shtilman-Minkin said.

"You don't really get to branch out and explore other skills, especially ones that apply in the industry," she said of the university's engineering program. "At HackUMass you get to come here for the weekend, and for 36 hours, you get to work on whatever you want. You have space, tools, and mentors."

Sean McGrath, Bryce Fisher, Christian Haughwout and Tariq Ahmad had turned their sights on a low-tech feature of every hospital stay: the bracelet snapped on a patients' wrist during admission.

"We're developing a smart electronic version of that," McGrath said. "It would maintain records of all your health information and also live update your location in the hospital."

Attleboro high school junior David Neary, on his fourth hackathon, said he planned on working through the night to finished his project, an application designed to silently call 911 for situations when a safe phone call was impossible. The project, which took home honors at Sunday's award ceremony, was inspired by a news story he read about a woman who could not safely call police during a home invasion.

"I enjoy being able to make a difference, whether it be a small thing or a big thing," Neary said.

Not every group wrestled with such substantive issues. For UMass student Nick Delfino and his team, their mission was less weighty, if not simpler: to jerry-rig an RC car so it could be controlled by an application.

"It's definitely more for fun," Delfino said. "We're not making a large scale commercial application to sell."

By 1 a.m., activity had slowed, and the number of students chatting in the center's common areas was decreasing in favor of those sleeping on couches. A thinner crowd stared intently at their laptop screens, empty cans of energy drinks dotting their desktops.

Richard Cui, Diane Kim and SeihakRithy Muth, a group of freshman computer science students, were still building the four-player chess game they had started earlier Saturday. The white board, which had been half-filled with diagrams that morning was covered in its entirety by 1 a.m.; the team had developed a graphical interface for the program, but were still working on game mechanics.

Completing the game on time would be a challenge, Cui said, but "we're pretty much almost done with our goal."

Delfino and his teammates were making progress on their RC car, though not without some kinks that needed fixing. By 2 a.m. the team had one of four directions down pat, with the car moving forward on command. Left, right and backwards, though, were still in the works.

"So far we have forward down very well," Delfino said. "We're going to use the gyroscope on the controller next to turn it left and right."

UMACorps

UMACorps provides educational programs, individualized services, and mini-grants for faculty, students and staff interested in exploring opportunities to disseminate and broaden the results of their research through commercialization. Services and events are informed by hypothesis-driven entrepreneurship in general, and the National Science Foundation Innovation Corps (NSF I-Corps™) teams program in particular. In addition, we actively connect participants to additional resources within and beyond UMass. See below for relevant program and service offerings of UMACorps:

One-on-one consultations to assist with NSF I-Corps Team development are available to those interested in applying to participate in the program. You need not be ready to submit an application. We can clarify the application process, help you put together a team, connect you to complementary resources and work with you to move forward when the time is right.

The **Breakfast Briefing on Innovation Tools and Campus Resources** is held once each semester. The purpose is to give faculty, students and staff all the information necessary to get started in 90 minutes. The event includes an overview of the Lean LaunchPad method, a hypothetical commercialization challenge to get everyone involved in using the business model canvas, and an overview of campus resources. Networking before and after the program allows participants to make connections on the spot. This program is open to everyone; you don't need an idea to participate!

The **Innovators' Jumpstart** is a two-day, hands-on workshop that provides a deeper introduction to state-of-the-art practices for transitioning ideas, inventions, and new technologies into the marketplace as well as the basic business considerations involved in creating a startup. It is designed for faculty, students and staff who want to learn while working on their own new venture ideas. If you are in the process of launching a new venture, or are giving serious consideration to pursuing a technology-based and/or innovation-driven business idea, get off to a good start by attending the Innovators' Jumpstart. Teams are strongly encouraged to register and are welcome to bring a mentor from the private sector.

Mini-grants to support customer discovery and/or the development of NSF I-Corps teams are available to participants in the Innovators' Jumpstart and other UMACorps offerings.