



USASBE Excellence in Entrepreneurship Education Award Finalist Package
for the
Sustainable Entrepreneurship & Innovation Alliance
at the
USF St. Petersburg College of Business
in the
Outstanding Emerging Entrepreneurship Program Award Category

Submitted by:

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Outstanding Emerging Entrepreneurship Program

Name: Sustainable Entrepreneurship & Innovation Alliance at the USFSP College of Business

Key Dates: Spring 2010 – Program approved
Fall 2010 – Alliance established
Spring 2011 – Major/Minor Programs accept first students

Mission: Build an alliance composed of programs, organizations, students, faculty, executives and supporters committed to building a community of successful, visionary entrepreneurs dedicated to making an impact in the greater Tampa Bay region.

Serves: The program is designed to specifically serve three principal groups:

1. Students –served directly through our major, business-specific minor, interdisciplinary minor, and CEO Entrepreneurship Student Club
2. Entrepreneurs – both students and within our community
3. Community – by helping building an ecosystem in which our students and entrepreneurs can flourish

Benefits: The program has focused its benefits to three areas, to ensure clarity and execution:

1. Students should complete the program with a powerful understanding and working knowledge in our four core pillars: Creativity, Community, Communication and Creation.
2. Students should have every opportunity possible to be engaged and connected to Tampa Bay’s entrepreneurial ecosystem.
3. Students should have access to tools, resources, and networks that will allow them to develop successful firms – regardless of whether a student or alumni.

Innovativeness: Innovation surrounding the program has been driven by our core objective of a community alliance – blending academic programming and community development – particularly in following three areas:

1. By leveraging community development and support – Our program, including the Florida University System’s only second undergraduate major in entrepreneurship, was conceived and developed hand-in-hand with the community it supports. Entrepreneurial leaders helped shape our 4C pedagogical model (creativity, creation, community, communication), lobbied for its existence, and even funded an operational grant and scholarship on behalf of the program prior to its launch.

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2. By being the change we want to see – Our unique community alliance wants the program to produce high-growth potential firms, so every class in the curriculum has been built to educate students on this process using our 4C model. The program itself also incorporates what we teach, specifically using the lean startup methodology to build a model, close the feedback loop with students and the community, and rely on agile development to grow. Following this process has generated many firsts, including hiring the nation’s first Creative-in-Residence at a business school, offering one of the first classes ever offered on scaling a firm, and partnering with a renowned pitch coach to ensure our students are crisp verbal and visual communicators by the time they graduate.
3. By integrating the program into the community (and vice versa) – Students not only have an opportunity to work with high-growth potential firms during the capstone course, but through numerous touch points via curriculum and programming. Making this element a priority has led to several student successes outside the classroom, and has also led to more than half a dozen community programs developed in-house that have advanced the region’s entrepreneurial ecosystem, and our student’s ability to succeed within it, beyond measure.

Quality: Not only is our world-class team tailor-made for this specific program, they have been proving their quality every day, alongside our award-winning students, with honors for the overall program. Some of these include (details can be found in Appendix II):

- City of St. Petersburg proclamation of November as USFSP Entrepreneurship Month (annually since 2010)
- Creative Loafing Tampa's Best of the Bay 2011 "Best Idea Incubator"
- USF:UNSTOPPABLE Campaign “Featured Program” during 2011
- Featured “Resource Partner” for Startup Florida (part of the Startup America Partnership)
- Finalist for the 2012 Tampa Bay Technology Forum Collaboration Award (with Gazelle Lab)

Viability: Being home to only the second entrepreneurship major in the Florida University System, during a time when entrepreneurship is increasing in popularity, alongside the innovation and quality already established by the team, and the university’s commitment to the program (existing and future), should help drive our program’s viability. Student counts are climbing, from zero entrepreneurship students two years ago to more than 50 majors and 26 interdisciplinary minors today. In addition, community support is solid, with over 200 major media mentions for the alliance and its founded programs.

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Comprehensiveness: Complete major and minor degree plans can be found in Appendix VI. In addition to our innovative, interdisciplinary curriculum, our program also is home to numerous other core programs:

- *ASBE Journal of Business & Entrepreneurship*
- CEO Student Entrepreneurship Club
- Florida Small Business Development Center (SBDC) at USFSP
- FloridaStartup.com (a free startup checklist that benefits every entrepreneur in Florida – in partnership with Alorum, Gazelle Lab, and the SBDC)
- Gazelle Lab (a Global Accelerator Network member, mentor-driven, three-month, seed stage investment program)
- Tampa Bay 6/20 (a community initiative to forge a path forward to build a 20-year vision for Tampa Bay’s entrepreneurial ecosystem – in partnership with 20 community organizations and supported by over 150 entrepreneurs to date)

Depth of Support: The Alliance is composed of three dozen community organizations that publically support the program, in addition to our 15 board members – all successful, entrepreneurially-focused community leaders. Most importantly, Appendix X includes letters of support from our USF System President, USFSP Interim Regional Chancellor, and the Deans of all three Colleges at USFSP.

Sustainability: The budgetary and funding plan for the Alliance has not only assured the economic viability of the program, but the depth of support has all but assured the continued sustainability of the program. In addition to University commitments and support to date, the program has raised in excess of \$500,000 for its community programs and initiatives.

1. USFSP – the program started with one line position, and since, we have added two more full-time line positions, with an additional budgeted for the Spring of 2013. In addition, the program also has a full-time SBDC consultant and several adjuncts.
2. Gus Stavros – local philanthropist has given \$150,000 to endow a scholarship in entrepreneurship
3. Progress Energy Grant in Support of Entrepreneurship at USFSP College of Business – a \$100,000 award that helps support operation of the program
4. Wells Fargo – provides a \$10,000 sponsorship for the CEO Entrepreneurship Student Club, for operations, travel and other miscellaneous expenses.
5. Faculty – the full-time faculty in the program have been providing annual donations to support an emerging, home-grown scholarship fund.

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**Objectives
Outcomes
& Impact:** Alliance outcomes and impact are tied directly to program objectives. The program's long-term outcome is singular: Leverage a blended academic and community support program to develop an ecosystem in which our students and entrepreneurs can flourish.

1. To provide students the best possible academic experience in preparing them for careers in entrepreneurial ventures
 - Outcomes
 - Students will understand that self-venturing is a viable career option.
 - Students will be offered a curriculum in entrepreneurship that fosters an existing propensity to self-venture and will learn the requisite skills related to functioning in an entrepreneurial environment.
 - Students will have numerous campus activities available supporting their interest in entrepreneurship.
 - Students will graduate with networking connections and have clear career aspirations fostered by entrepreneurship career counseling.
 - Students will have numerous “real world” experiences through student projects, internships, and community social issue engagements.
 - Students outside the College of Business that have self-venturing ambitions will be provided necessary skills through a Minor in Entrepreneurship to improve their chances of business success.
 - Impact
 - Student Counts: more than 50 majors, 26 interdisciplinary minors
 - Campus Support: CEO Student Entrepreneurship Club, SBDC
 - Student Honors
 - 2012 CEO Startup Simulation Challenge Champion
 - 2012 Outstanding Organization of the Year (CEO Student Club)
 - 2012 Junior Student Leader of the Year (Jessica Barnett)
 - 2012 Startup Weekend Tampa Third Place (twice)
 - 2012 SEEC Pitch Competition Third Place Recipient
 - 2011 Gazelle Lab Demo Day Student Pitch Competition Winner
 - 2011 Startup Weekend Tampa Second Place
2. To serve the Tampa Bay community as a valuable and enabling resource for the advancement of entrepreneurial activities
 - Outcomes
 - Local entrepreneurial business owners will recognize the SEI Alliance as a valuable resource for assisting in their success efforts.
 - Local businesses will be provided valuable assistance through student projects, internships, and community social issue engagements.
 - Local entrepreneurial firms will benefit from a well informed and educated labor force from entrepreneurship major graduates.

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- Impact
 - Community Programs: SBDC, Capstone Consulting Course, Internship Course, Monthly Breakfast Series
 - Student Placement Highlights:
 - Jeff Baird, founder of Kngroo and developer at Medivo
 - Jessica Barnett, employee number five at Dispatch (TechStars)
 - Nicholas Barron, project manager at Greenfield Environmental
 - Reuben Pressman, founder of Check I'm Here and Swings
 - Nassim Shamsideen, sales at Mintek Mobile Data Solutions

- 3. To improve the future economic environment of the region
 - Outcomes
 - The advancement of the local entrepreneurship community will result in a sustainable economic base for the Greater Pinellas County area.
 - Greater visibility of the multitude of entrepreneurial ventures and their impact on the community will be provided.
 - Impact
 - Combined, our SBDC (since 1/1/10), Gazelle Lab, and student/faculty startups have contributed to:
 - >50 businesses started
 - >125 jobs created
 - >\$1MM capital formation
 - >\$7MM sales increases
 - >\$2MM government contracts
 - The Alliance has founded and/or co-founded half a dozen community programs that have received over 200 major media mentions, including:
 - Awesome St. Petersburg
 - FloridaStartup.com
 - For the Love of St. Petersburg
 - Gazelle Lab
 - Startup Digest Tampa Bay
 - Startup Florida
 - Startup Weekend NEXT
 - Tampa Bay 6/20