

Three Key Course Corrections to Fix EC's (and save HE)

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UVUTM

BAUGH ENTREPRENEURSHIP INSTITUTE

UVU

- Roughly 48,000 students, 41% 1st gen, mostly undergrads
- State-funded, only been a university for 18 years
- Situated in highly entrepreneurial community

UVU Baugh Entrepreneurship Institute

- Alessandra and Seth took over in 2024
- No endowment, Salaries + \$30k operational budget
- Now absorbing the community Business Resource Center

Three Key Course Corrections:

- 1) Replacing broad frameworks with industry-specific expertise
- 2) Replacing participation with market-validated outcomes as primary metrics of success
- 3) Making incubation/acceleration a community affair instead of a professorial one

Industry Specificity

Replacing broad frameworks with industry-specific expertise

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**Yet we put them in the same
classroom.**

Design thinking, Lean Startup, BMC allow us to teach entrepreneurship like we do English or Stats.

Are students consuming entrepreneurial content or creating value/businesses?

Successful entrepreneurs:

- Approach things scientifically
- Demonstrate grit, grind, & problem solving
- Have relevant, rich social capital
- Know the language of their industry
- Know their customers and channels deeply
- Develop strong partnerships

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EXPERTISE and FLUENCY are not generic.



2026 0 to CEO Tracks:

- Scalable Services
- Professional Services
- CPG
- Food/Beverage
- Tech/SaaS
- Creative Economy (Artists/Writers/Musicians)
- Freelancing
- Fashion

Market-Validated Metrics

Replacing participation metrics with economic impact

**Entrepreneurship Centers are EXPLICITLY
tasked with market outcomes**

(not just learning)

Yet our metrics favor participation and funding distributed

And...

Our domain/impact rarely leave the classroom or auditorium.

UVU 0 to CEO Metrics

Fall 2024:

75 students collectively made **\$500k+** in 1 semester

75% had revenue by semester's end

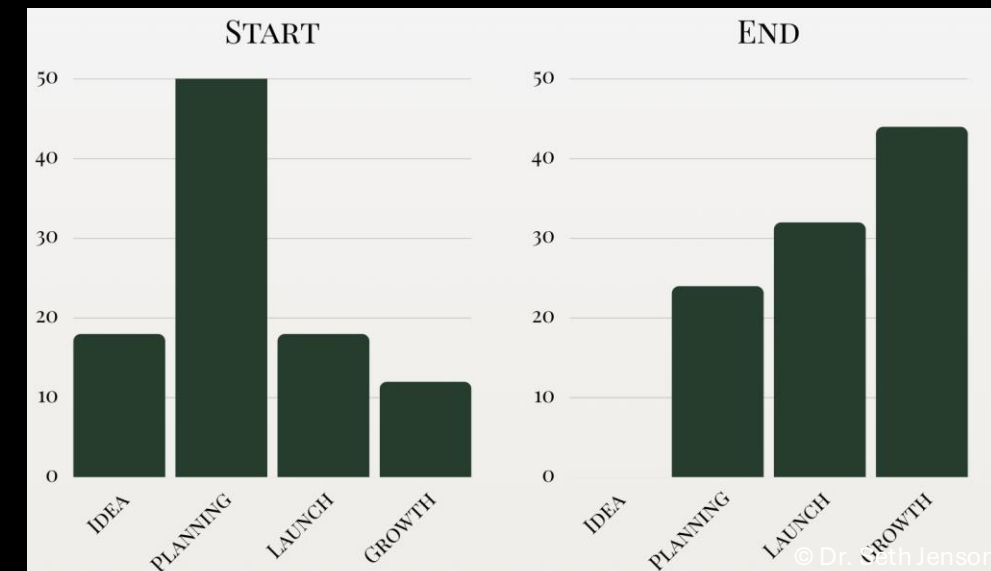
Fall 2025:

127 students collectively made **\$1.3M+** in 1 semester

70% had revenue by semester's end

Fall 2026:

175+ students will collectively make **???**



Community Teamwork

Replacing professorial effort with community orchestration/effort



The 0 to CEO
program is taught
by 8 adjuncts
AND
60+ mentors

Mon/Wed	Class topic	Objectives	Mentors class visits	Mentor 2 (workshop on Mon)	
Wed Aug 20	Kickoff: Founder Mindsets, Entrepreneurial Spirit, and Vocabulary	Sell \$100 worth of something to understand customer interaction and revenue generation.	Seth J.		
Mon Aug 25	Networking	Meet with 3 industry experts and 5 target customers	Seth J.		
Wed Aug 27	Value Props, Artistic Style, Differentiation	Identify a problem your business idea solves and draft a value proposition statement.	Kara		
Mon Sep 1 (No Class)	No Class		No Class		
Wed Sep 3	Commercializing Creative Work/Commercialization Models + Financial Models	Create a basic revenue and cost forecast for your creative business that spells out the margins for your product or service.	Seth J.		
Mon Sep 8	Value prop, Commercialization, and Modeling workshop	Refine your artistic value proposition and monetization strategy using peer feedback and AI tools (e.g., ChatGPT for concept clarity).	Christi Jacobsen (DS)	Richard Rubert (DS)	
Wed Sep 10	Testing and Validation	Conduct an experiment to test your value proposition.	Christi Jacobsen (DS)		
Mon Sep 15	Validation Workshop	Rework your assumptions based on your experiments, prepare future experiments	Christi Jacobsen (DS)	Seth J.	
Wed Sep 17	Building and Selling Your MVP	Develop a Minimum Viable Product (e.g., a small art series, short story, or design sample) for your creative business.	Matt Hatch & Christi Jacobsen (DS)		
Mon Sep 22	Creative MVP Workshop	Sell your MVP to 3 potential customers and get feedback	Matt Hatch (DS)	Christi Jacobsen (DS)	
Wed Sep 24	Building a Creative Community	Create a social media account for your creative work and gain 20 followers/supporters, make a plan for growth.	Matt Hatch & Kellyn Neumann (DS)		
Mon Sep 29	Branding and Creative Portfolios	Build a brand strategy tailored to your ideal customers and value prop using free tools (e.g., Canva).	Kara Stewart (DS) (+ Kara)		
Wed Oct 1	Creative Portfolio and Online Presence Workshop	Launch a portfolio website, event, or social media showcase for your creative work.	Kellyn Neumann (DS)		



Lectures

Workshops



A Community Effort:

Corporate Sponsors

- Provide funding
- Shape Curriculum
- Mentor

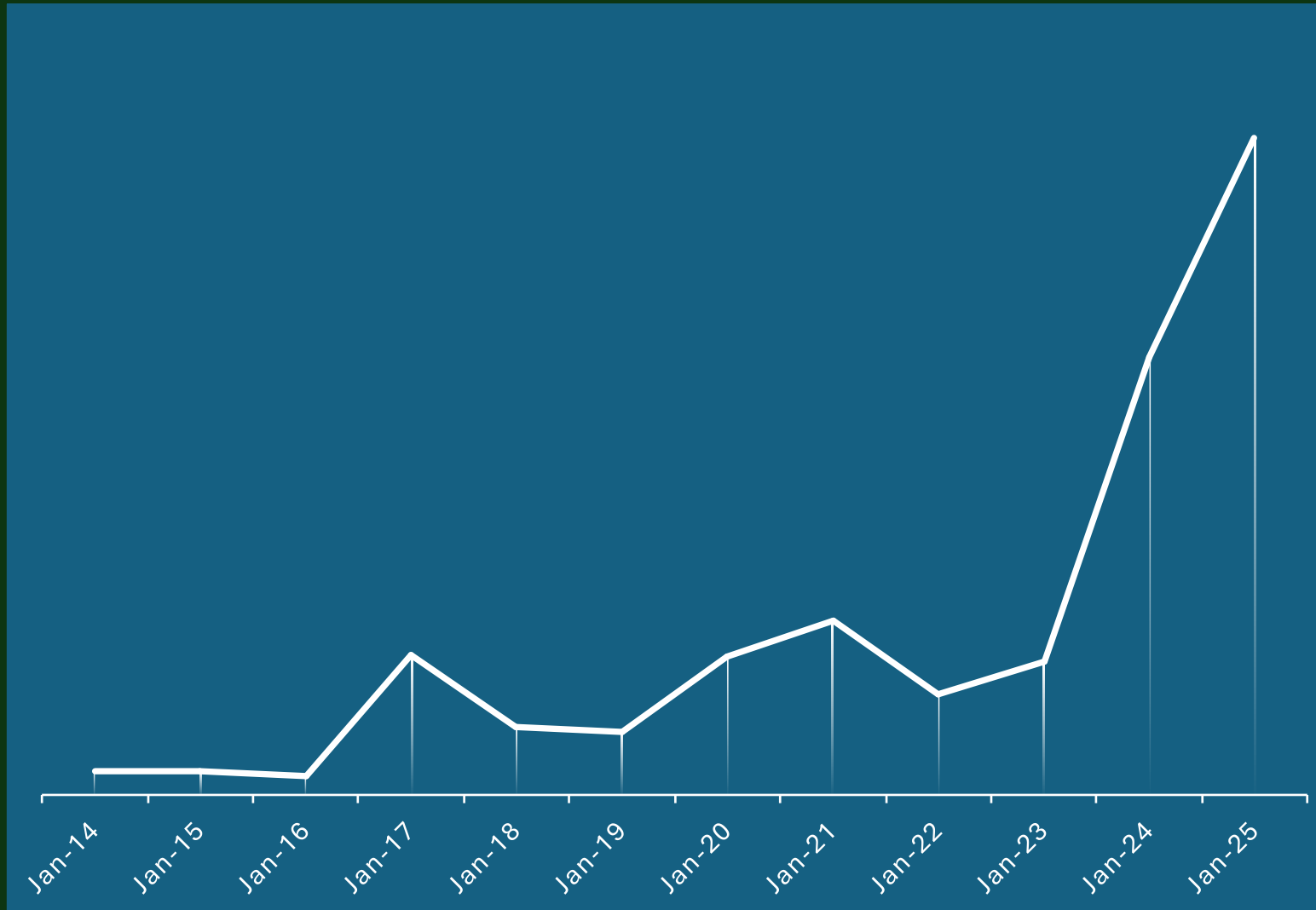
Mentors

- Teach lectures in their wheelhouse
- Guide in workshops

Adjuncts

- Coordinate mentors, fill gaps
- Shepherd students

Annual Sponsorships (excluding gifts > \$1M)



Disclaimers:

- **The all-out version of this is no small ask**
 - **But... the principles can be scaled down and applied incrementally**
- **You don't need a huge budget, but you do need to be willing to make asks/bring in community partners**
- **Managing the added logistics and scale of industry specificity (mentors, etc.) requires time... or good automation.**

Bonus: These changes are exactly what HE needs right now

- **AI renders PowerPoint-style lectures a huge waste of time (prompting a 4th course correction-> flipped classrooms)**
 - **Education needs to be less siloed/hoop-jumping, more social capital and expertise enhancing**
 - **HE is the right place for community incubation/acceleration (the current for-profit business model isn't great)**
- > HE as the gateway to a value-adding community member**
- > Not an expensive transcript**

AMA



**BAUGH ENTREPRENEURSHIP
INSTITUTE**

Dr. Seth Jenson
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The magic for students

- Find your people
 - Easy self-selection
 - Belonging, inclusion, and strong communities
 - Non-business majors find their home (we're 50%+ outside biz school)
- Pathways to revenue, not just abstractions and cheerleading
 - Revenue changes lives
- Expedited expertise, results, and confidence
 - Learner Spring, Mentor Fall



The magic for donors and partners

- **Tailored opportunities**
 - “You are the ideal org for this.”
- **Thought leadership in their space**
- **Co-creation**
 - Curriculum development, ownership
- **High-impact outcomes**

The magic for mentors

- **Automatic student-mentor fit**
 - “I want to be you in five years”
- **High-impact interactions**
 - Students are more fluent and ask specific questions mentors have experience with
- **Easy asks/always a place to contribute**

The magic for the university

- **Market experience for any major**
- **Alumni engagement**
- **Donor engagement**
- **Market-university permeability**
- **Metrics that matter**