MISSION OF THE NOMINATED PROGRAM

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

OHIO UNIVERSITY
CENTER FOR ENTREPRENEURSHIP

Outstanding Emerging Entrepreneurship Program
2015 Award Nomination

MISSION OF THE NOMINATED PROGRAM

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

OHIO UNIVERSITY’s Center for Entrepreneurship (CE) is a collaboration between the College of Business and Voinovich School of Leadership and Public Affairs at Ohio University. Since its launch in 2011, the Center has grown rapidly through key partnerships with TechGROWTH Ohio, the University’s regional venture development program, and the Innovation Center, the University’s business incubator.

LEADERSHIP TEAM

Lynn Gellermann
Executive Director

Dr. Luke Pittaway
Director, Center for Entrepreneurship

Dr. Hugh Sherman
Dean, College of Business

Dr. Mark Weinberg
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NOMINEE

CONTACT FOR ADDITIONAL MATERIALS

Ohio University’s Center for Entrepreneurship (CE) is a collaboration between the College of Business and Voinovich School of Leadership and Public Affairs at Ohio University. Since its launch in 2011, the Center has grown rapidly through key partnerships with TechGROWTH Ohio, the University’s regional venture development program, and the Innovation Center, the University’s business incubator.

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PRIMARY OBJECTIVES

The Center is tasked with providing educational programs for undergraduates and postgraduates, as well as further enhancing the entrepreneurial culture across Ohio University’s campus and in the surrounding region. These aims are achieved by the following:

- Providing opportunities in entrepreneurship for all students at Ohio University
- Ensuring the development of innovative entrepreneurial curriculum including enhancing applied and transformative learning
- Further enhancing and developing programs for entrepreneurs in the region
- Expanding mentoring/internship activities and connections with alumni, entrepreneurs, and businesses
- Providing continuing educational opportunities for faculty, researchers, and students
- Developing student-run entrepreneurship clubs

PRINCIPLE STUDENTS SERVED

The principle aim of the Center for Entrepreneurship is to have an impact on all students at Ohio University by focusing on three principle target groups.

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.

As the Center progresses, we plan to enhance our educational activities for entrepreneurs and in 2014, launched an Emerging Leaders Program for supervisors and junior managers in our region’s growing businesses.

---

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

—Heather Gruda, ’14
Entrepreneurship Consultant, The Amani Group
Taken together, the entrepreneurship program at Ohio University has five key areas of focus:

- Academic programs focused on entrepreneurship, small business management, and innovation.
- Programs and activities to support university-wide entrepreneurship education.
- Campus-wide extracurricular activities designed to improve general interest and awareness of entrepreneurship.
- Support systems to help students and graduates who are engaged in the process of starting businesses.
- Executive programs and activities to enhance the potential of entrepreneurial ventures.

In 2014, the Center recruited two new Assistant Professors, a Visiting Professor, and an Executive-in-Residence. Three staff members help organize events and activities, and the CE draws on a team of postgraduate and undergraduate assistants. In 2014, the Center began recruitment of an Advisory Board, started an “entrepreneurial fellows” network of alumni mentors, and recruited “entrepreneurial champions” from across the university.

The Center follows the University ethos of student-centered learning and uses an experiential learning philosophy for teaching small student groups. Courses integrate hands-on learning with more traditional forms of learning such as small business consultancy, talks from guest speakers, and insights from theory. The Entrepreneurship Major has grown rapidly. In August 2014, the Center recruited two new Assistant Professors, a Visiting Professor, and an Executive-in-Residence. Three staff members help organize events and activities, and the CE draws on a team of postgraduate and undergraduate assistants. In 2014, the Center began recruitment of an Advisory Board, started an “entrepreneurial fellows” network of alumni mentors, and recruited “entrepreneurial champions” from across the university.

ENTREPRENEURSHIP EDUCATION IN THE COLLEGE OF BUSINESS

The goal of the Major is to provide students with an in-depth and rigorous study of the field of entrepreneurship, focusing on honing students’ ability to either start a new venture or meaningfully contribute in a corporate entrepreneurial setting. Upon graduation, students are prepared to start their own small business, to assist other entrepreneurs in starting up or running a business, or to contribute to entrepreneurial activities in established organizations (see Exhibit 1 for Major program design). Success in entrepreneurship requires a broad base of conceptual knowledge, personal skills, and competencies. The required courses in the Major ensure a variety of rich developmental experiences that include applied learning, case analysis, research projects, team-based active learning projects, and guest speakers, in addition to traditional classroom lectures and discussions. The Major places a strong emphasis on written and oral communications skills, teamwork, and personal initiative.

Requirements: The Entrepreneurship Major requires a minimum of 128 hours and university-wide graduation requirements, as well as College of Business core requirements, major requirements, and electives (see Exhibit 3 for course descriptions). In 2014, we added a new course “Entrepreneurship in Practice” allowing students to focus on projects associated with their own venture as an alternative to taking the consulting capstone.

UNIVERSITY-WIDE ENTREPRENEURSHIP EDUCATION

The Center assists in the provision of many cross-campus entrepreneurship opportunities including curricular and extracurricular options (see Exhibit 2 for Certificate program design).

Certificate in Entrepreneurship

Students from any college, discipline, or major outside the College of Business are able to earn an Entrepreneurship Certificate by taking 15 credit hours of a combination of courses offered by the Center through the College of Business, the Voinovich School, and other participating colleges. The Center has a target of 100 students for the Certificate program within the next three years and currently has 23 students enrolled. In 2012, we had 17 non-business students taking certificate classes, by Fall 2014, this had grown to 74 students. Students must take three core classes from the College of Business and two electives which are typically provided by the student’s home college of study.

CORE CLASSES

- MGT 3550 Creativity and Innovation Management: Students explore personal creativity, management practices, the relationship between creativity and innovation, and the process of innovation in a business setting.
- MGT 3700 Introduction to Entrepreneurship: Students learn about the opportunities and challenges of creating and managing a new venture. Emphasis is placed on how to manage a new venture and operate it profitably.
- MGT 3730 Entrepreneurial Business Consulting: Students work as consultants with real businesses. They conduct background research, analyze the client’s current situation and context, and make recommendations on how to address a defined business problem.

COLLEGE OF BUSINESS ELECTIVES

The College of Business provides a series of electives to the Certificate that are available on a rotating cycle (see Exhibit 4 for College of Business Certificate electives). In addition, each College on campus provides approved electives for the Certificate that originate from within the student’s discipline.
CURRENTLY APPROVED UNIVERSITY-WIDE ELECTIVES

The Center is in the process of approving University-wide electives for the Certificate. At present, the Russ College of Engineering and the Scripps College of Communication have completed their approved electives, and the College of Fine Arts is close to finalizing electives (Exhibit 5 outlines the currently approved University-wide Certificate electives).

MGT 3735 ENTREPRENEURSHIP IN PRACTICE

This course is designed as a capstone course. Students who apply and are accepted work as individuals or as teams and complete a plan for an original idea, make a formal pitch to a potential investor, and meet other experiential learning requirements. Students have the opportunity to work in the Bobcat Hatchery.

EXTRACURRICULAR ACTIVITIES

The Center also supports five entrepreneurship clubs, and runs many extracurricular events and activities. These student run organizations provide students with opportunities to network with entrepreneurs, help organize public lectures, and run competitions (see Exhibit 6 for details of student-run clubs). Some of the extracurricular events provided by the CE include: a Venture Café series of best practice seminars; a public lecture series; Global Entrepreneurship Week events; National Entrepreneurship Week events; an Idea Pitch Competition; and the Scripps Innovation Challenge (a full list of events and selected brochures is provided in Exhibit 7).

The Center for Entrepreneurship assists in regional events and activities in the following five key areas:

- **Outreach Events**: to promote and support the region’s business support ecosystem.
- **Capacity Enhancing Events**: to train trainers/coaches/mentors/service providers.
- **Entrepreneurial Support Events**: workshops, training, and competitions.
- **Investment Opportunity Events**: pitches, angel training/development, and industry showcases.
- **Regional Planning Events**: involving private and public leaders, and economic developers.

SUPPORT SYSTEMS FOR STUDENTS AND GRADUATES STARTING BUSINESSES

The Center also offers programs to assist student and graduate entrepreneurs.

- The **Ohio University Bobcat Hatchery** provides space, mentoring, and pre-incubation advice to students that are considering starting a business.
- The **Innovation Engine Accelerator** provides a summer program of business start-up support for a number of student-led ventures each year; the Center provides Lean Start curriculum and venture mentoring to the start-up teams.
- **Start-Up Weekend** provides a venue for building entrepreneurial teams and an intense idea generation process.
- **Technology-mixers** provide a basis for networking and innovation.
- Our **Entrepreneurial Fellows mentoring program** matches alumni entrepreneurs with student entrepreneurs to provide assistance to students as they plan and start their ventures.
- For appropriate venture opportunities, **TechGROWTH Ohio** provides start-up services, seed-stage investment capital, and access to angel and venture capital finance. TechGROWTH also assists prospective student entrepreneurs in preparing for competitions, awards, and investment acquisition.
- **Student-led businesses** can graduate into the **Innovation Center**, a Digital Technologies Incubator for student entrepreneurs in Ohio University’s technology incubator.

Support Systems for Entrepreneurs

The Center for Entrepreneurship works within Ohio University’s entrepreneurship ecosystem to support established entrepreneurs in the region. In addition to TechGROWTH Ohio, the Center works with the Small Business Development Center and Purchasing Assistance for Small Firms, and offers CEO Forums for established entrepreneurs, technology mixers, and lunch-and-learn seminars. In August 2014, the Center partnered with the Walter Center for Strategic Leadership to launch an Emerging Leaders Program. The program assists growing businesses across Southeastern Ohio with managerial and leadership training aimed to assist the leadership skills of supervisors and junior managers.
College of Business and Voinovich School Collaboration

The Center for Entrepreneurship builds on a unique historical collaboration between the College of Business and the Voinovich School of Leadership and Public Affairs. The Center gains several unique strengths as a result of this relationship, including wide-ranging economic development relationships and regional projects across private, social, and public sectors.

Connection and Engagement with TechGROWTH Ohio

The Center grew out of existing activity led by TechGROWTH Ohio, a venture development organization offering technical assistance and pre-seed funding to early stage technology companies in Southeastern Ohio. The $32 million public-private partnership of the State of Ohio, Third Frontier Program, Ohio University, and the private investment community, serves the Center for Entrepreneurship in myriad ways, focusing on applied student learning and student entrepreneurial support. TechGROWTH provides students opportunities to work directly with start-ups and to shadow its investment processes, including market research, business development, technology commercialization, and due diligence. TechGROWTH also provides direct assistance and funding to student entrepreneurs who compete for resources alongside other entrepreneurs both at Ohio University and in the region.

Certificate in Entrepreneurship

The Certificate in Entrepreneurship provides a unique model for university-wide entrepreneurship education. The Certificate is designed around the student’s disciplinary background and specific entrepreneurial effort. For example, students interested in medicine can study how to manage a small medical practice, students interested in mechanical engineering can learn how to start a high-tech product focused company, and students interested in dance can learn how to be self-employed or manage portfolio careers.

Bobcat Hatchery

The Bobcat Hatchery is a student-centered idea lab with a goal of promoting, stimulating, and supporting ideation development within the entrepreneurial student environment at Ohio University. Idea development at the Bobcat Hatchery ultimately leads to the establishment of high-growth companies. The Bobcat Hatchery provides a broad scope of services including space centrally located on campus, prototype production facilities, product realization and development services, and business consultation (see Exhibit 10 for more detailed information on the Bobcat Hatchery).

Global Consulting Program—University of Pécs, Hungary

The Global Consulting Program prepares students for the global business community that they will enter upon graduation. At each GCP location, students partner with foreign business students to research and propose solutions for real local companies, learning business problem-solving techniques and gaining international consulting experience. OU’s Center for Entrepreneurship has worked with the GCP partner in Hungary for many years (OU celebrated 25 years of the relationship recently) and regularly sends entrepreneurship students to the University of Pécs for seven to nine weeks to work on entrepreneurial consulting projects. More recently OU has worked with the University of Pécs, through a Simonyi Foundation grant, to develop an entrepreneurship center at the university.

Sources of Funding and Support

Initial funding for the CE was provided by the College of Business, the Voinovich School, and an alumnus of the University (see Exhibit 8 for more detailed information on CE funding and support). Additional support has come from other Colleges at Ohio University for specific events. Planned external fundraising involves targeting foundations, corporations, state and federal government, and alumni. It is the CE’s goal to become self-sustaining within five years.

Program Benefits for Students

- The Center for Entrepreneurship enhances opportunities within the curriculum at Ohio University for students interested in various aspects of entrepreneurship, including providing a diverse portfolio of classes in many subject areas.
- The Center works with academic units across the University to build academic curriculum, hands-on applied learning, and continuing education opportunities for students who are interested in entrepreneurship.
- The Center has expanded mentoring and internship programs for students with Ohio University alumni, other entrepreneurs, businesses, and organizations.
- The Center encourages the development of student-run entrepreneurship programs and clubs that enhance the general entrepreneurial culture at the university.
- The Center attracts, educates, mentors, and supports high-talent undergraduate and graduate students, as well as researchers and faculty across the University and helps them assess entrepreneurship as a career opportunity.
- The Center helps students start, fund, and grow real entrepreneurial ventures that have added value to our local economy.
PROGRAM OUTCOMES
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

Bobcat Hatchery graduating businesses include:
- Genre Major
- OUESM
- LivelInteractive
- Sports Matrix PLUS
- Solar Glass
- Eraser
- Mason Estep
- Crowdamentals
- SafeTime
- Foleeo
- Birdy Boards
- 530 Funds
- FlashCorp
- Sway the Crowd
- Initio Interactive
- 33 Corridor

APPENDICES
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

**CHOOSE 2—JUNIOR STANDING**
- FIN 4520 Entrepreneurial Finance
- MGT 3720 Technology Commercialization
- MKT 4900 Entrepreneurial Sales
- MGT 3650 International Market Assessment and Entry
- MGT 3450 Entrepreneurial Leadership

Exhibit 2: Entrepreneurship Certificate Program Design
ENTREPRENEURSHIP CERTIFICATE (NON-BBA)

- MGT 3700 Introduction to Entrepreneurship
- MGT 3730 Entrepreneurial Business Consulting (Applied)
- Sophomore standing
- MGT 3550 Creativity and Innovation Management

- OR

**CHOOSE 2**—JUNIOR STANDING
- MGT 3720 Technology Commercialization
- MKT 4900 Entrepreneurial Sales
- BUSL 3780 Legal Aspects of Entrepreneurship

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.
Exhibit 3: Major in Entrepreneurship Course Descriptions

<table>
<thead>
<tr>
<th>Entrepreneurship Requirements</th>
<th>Electives</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 4700 Theories of Entrepreneurship: Broadly examines historical,</td>
<td>MGT 3650 International Market Assessment and Entry: Examine</td>
</tr>
<tr>
<td>literary, and business perspectives on entrepreneurship.</td>
<td>concepts, frameworks and tools for assessing international market opportunities and for selecting and market entry.</td>
</tr>
<tr>
<td>MGT 3450 Entrepreneurial Leadership: Students learn the concepts</td>
<td>MGT 3720 Technology Commercialization: Find, evaluate, and develop</td>
</tr>
<tr>
<td>and theories about leadership and build leadership skills.</td>
<td>raw technical ideas into commercially viable product concepts, and build into business propositions.</td>
</tr>
<tr>
<td>MGT 3740 Ideation and Business Models: Learn to create business</td>
<td>MGT 3730 Legal Aspects of Entrepreneurship: Designed for students who want to start, join, or invest in a start-up or new business at any time during their career.</td>
</tr>
<tr>
<td>opportunities and make mistakes in a quest for true innovations.</td>
<td></td>
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<tr>
<td>ACCT 3770 Entrepreneurial Accounting: Allows students to better</td>
<td>MKT 4900 Entrepreneurial Sales: Students gain an understanding of the theory and process of negotiation and sales in entrepreneurial settings.</td>
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<tr>
<td>handle typical day to day operations of start-ups and small</td>
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<tr>
<td>businesses.</td>
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<tr>
<td>MGT 3730 Entrepreneurial Business Consulting: Work as consultants</td>
<td>MGT 3400 Organizational Behavior: Examines the behavior of</td>
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<tr>
<td>with real businesses and conduct research, analyze the client’s</td>
<td>individuals and groups in organizations.</td>
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<tr>
<td>current situation, and make recommendations to address a business</td>
<td></td>
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<tr>
<td>problem.</td>
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<tr>
<td>MGT 3735 Entrepreneurship in Practice: Students work in the Bobcat</td>
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<tr>
<td>Hatchery in an action-based learning environment to create and</td>
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<td>implement innovative entrepreneurial solutions to real problems.</td>
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Exhibit 4: College of Business Certificate Electives

<table>
<thead>
<tr>
<th>Description</th>
<th>Courses</th>
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</thead>
<tbody>
<tr>
<td>FIN 4820 Entrepreneurial Finance: Apply basic financial management</td>
<td>EE 4953 Electrical and Computer Engineering Capstone Design I</td>
</tr>
<tr>
<td>techniques to small business environment (100 or fewer employees).</td>
<td>EE 4963 Electrical and Computer Engineering Capstone Design II</td>
</tr>
<tr>
<td>MGT 3650 International Market Assessment and Entry: Examine</td>
<td>CS 4560 Software Design and Development I</td>
</tr>
<tr>
<td>concepts, frameworks and tools for assessing international market</td>
<td>CS 4561 Software Design and Development II</td>
</tr>
<tr>
<td>opportunities and appropriate means of international market entry.</td>
<td>ME 4701 Mechanical Engineering Capstone Design I</td>
</tr>
<tr>
<td>MGT 3720 Technology Commercialization: Find, evaluate, and develop</td>
<td>ME 4702 Mechanical Engineering Capstone Design II</td>
</tr>
<tr>
<td>raw technical ideas into commercially viable product concepts,</td>
<td>ISE 4190 Senior Capstone Design I</td>
</tr>
<tr>
<td>and build those into business propositions.</td>
<td>ISE 4191 Senior Capstone Design II</td>
</tr>
<tr>
<td>BUSL 3780 Legal Aspects of Entrepreneurship: Designed for students</td>
<td>AVN 4800 Business in Aviation</td>
</tr>
<tr>
<td>who want to start, join, or invest in a start-up or new business</td>
<td>AVN 4890 Transition to Aviation Industry</td>
</tr>
<tr>
<td>at any time during their career.</td>
<td>ETM 4620 Operations &amp; Production Capstone</td>
</tr>
<tr>
<td></td>
<td>ETM 3630 Quality Management Systems</td>
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<td></td>
<td>COMS 4050 Meeting and Conference Planning</td>
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</tbody>
</table>

Exhibit 5: University-Wide Certificate Electives

<table>
<thead>
<tr>
<th>Courses</th>
<th>Courses</th>
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</thead>
<tbody>
<tr>
<td>EE 4953 Electrical and Computer Engineering Capstone Design I</td>
<td>EE 4963 Electrical and Computer Engineering Capstone Design II</td>
</tr>
<tr>
<td>CS 4560 Software Design and Development I</td>
<td>CS 4561 Software Design and Development II</td>
</tr>
<tr>
<td>ME 4701 Mechanical Engineering Capstone Design I</td>
<td>ME 4702 Mechanical Engineering Capstone Design II</td>
</tr>
<tr>
<td>ISE 4190 Senior Capstone Design I</td>
<td>ISE 4191 Senior Capstone Design II</td>
</tr>
<tr>
<td>AVN 4800 Business in Aviation</td>
<td>AVN 4890 Transition to Aviation Industry</td>
</tr>
<tr>
<td>ETM 4620 Operations &amp; Production Capstone</td>
<td>ETM 3630 Quality Management Systems</td>
</tr>
<tr>
<td>COMS 4050 Meeting and Conference Planning</td>
<td>COMS 4050 Meeting and Conference Planning</td>
</tr>
</tbody>
</table>

PROGRAM OUTCOMES

- 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

Bobcat Hatchery graduating businesses include:

- 84
- 46
- 4,000+
Alan Schaaf founded the image hosting site Imgur in 2009, while a junior at Ohio University. Known as The Simple Image Sharer, Imgur (pronounced imager) provides a fast and easy service for sharing images with the internet. This year, Imgur raised $40 million from Andreessen Horowitz in a Series A round of funding, as well as an additional investment from Reddit. Today, Imgur has more than 130 million unique visitors with 40 billion image views a month.

Exhibit 6: Student Clubs Supported by the Center for Entrepreneurship

The Consulting Fellows Program equips Ohio University’s future leaders with the necessary skills for a successful career in consulting, as entrepreneurs, or any aspect of business. The program’s components—consulting, workshops, networking, start-up support, and mentorship are organized by the College of Business exclusively for College of Business students of any major.

Enactus is an international non-profit organization that works with leaders in business and higher education to mobilize university students to make a difference in their communities while developing the skills to become socially responsible business leaders.

Epsilon Nu Tau is the Nation’s first entrepreneurship fraternity and helps students launch and maintain sustainable businesses. Students run their own nonprofit business, including everything from recruitment, marketing tactics to legal documents, event coordination, and financial statements.

Ohio University Entrepreneurs is an organization that gives entrepreneurs the tools to bring their business ideas to life. OUE members are taught the skills to become better leaders and entrepreneurs. Members network with like-minded people, meet and listen to guest speakers, and manage different parts of the organization.

ThinkDesign was founded at Ohio University as an advertising agency that connects organizations with individuals who have professional media talents. ThinkDesign looks beyond traditional marketing disciplines for efficient marketing and improved publicity. The club helps place students in a position where they can develop their professional skills and expand their portfolio. Students graduate with solid work experience.

EXHIBIT 7: Events

MONTHLY EVENTS

Lunch and Learn—Luncheon speakers covering topics relevant to small-business growth and sustainability.

SEMESTER/QUARTERLY EVENTS

Start Up Weekend Athens—A global franchise program providing aspiring entrepreneurs a chance to develop business ideas during a 54 hour weekend.

 ventures13winners.cfm

Venture Café—Networking and information sessions to explore and discuss best practices in entrepreneurship in a casual setting.
Guest Lecture Series—Inspirational and educational presentations by distinguished entrepreneurs, innovators and industry leaders.

Technology Mixer—Social networking opportunity for students and professionals in the technology sector.

CEO Roundtable—Opportunity for founders and CEOs to share advice, lessons learned, and network with early-stage companies.

BioVenture Showcase—Presentations by early-stage biotech/medical device companies to generate awareness, raise investment funds, and encourage bio-commercialization.

Innovation Awards Gala—Celebration and awards for regional achievements in innovation, creativity, and entrepreneurship.

Clean Energy Challenge Competition—Student teams commercializing university technology, sponsored by the US DOE to encourage innovation in the clean energy sector.

ANNUAL EVENTS

Student EXPO/Pitch Competition—Ohio University’s Center for Entrepreneurship has created several pilot efforts that achieved leverage internally at the University and also regionally. A key exemplar is the OU CE’s annual Pitch Competition. This event, inaugurated in 2011 at the University’s annual Student Research Expo, provides competing University students an opportunity to showcase their presentation skills and entrepreneurial aspirations without the requirement to complete a full business plan. Pitches, accompanied by a one-page description of the proposed startup, are prepared by the student after a training session, and assessed on competition day by a team of external judges and former winners.

The competition was well-received for the past three years and is planned again for 2014. A variant of the pitch competition has also occurred in several OU classes, including a repeated classroom exercise through the School of Media Arts and Studies. This year the competition is expanding to the region. With grant funding through the Voinovich School of Leadership and Public Affairs, a three-institution competition is underway at Shawnee State University, Rio Grande University, and Ohio University’s Chillicothe campus. These three entities will compete internally, and then join in a three-part finale in the Spring of 2014. The Center for Entrepreneurship is pleased to have served as the enabler for this exciting regional educational opportunity in entrepreneurship.

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
- Lydeo

BioVenture Showcase—Presentations by early-stage biotech/medical device companies to generate awareness, raise investment funds, and encourage bio-commercialization.

Innovation Awards Gala—Celebration and awards for regional achievements in innovation, creativity, and entrepreneurship.

Clean Energy Challenge Competition—Student teams commercializing university technology, sponsored by the US DOE to encourage innovation in the clean energy sector.

Idea Factory—Rapid idea vetting, strategy building exercise to develop capabilities for innovation.

Innovation Engine Accelerator—An intensive 12 week program for select start-up companies to refine their business model and receive entrepreneurial coaching in preparation for a final pitch to investors.

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http://www.ohio.edu/compass/stories/10-11/5/kuratko-lecture-recap.cfm

http://www.ohio.edu/voinovichschool/article.cfm?customel_datapageid_1792195=1843380

http://www.ohio.edu/research/communications/iea_participants13.cfm

http://www.ohio.edu/research/communications/iea_participants13.cfm

National Business Women’s Week celebration—Events to recognize the contributions and achievements of women entrepreneurs.

National Entrepreneurship Week celebration—Celebration and recognition of entrepreneurship and entrepreneurial education in the US.

State of the Region Conference—Private, public, and social leaders pursuing discussions on topics relevant to the economic growth of the region.

Art of the Pitch Workshop—Preparatory workshops to develop pitch skills and techniques necessary for Pitch Competitions, supplemental classroom curriculum, and project proposals.
SPECIAL EVENTS

Student Entrepreneurship Panel—Panel of successful student entrepreneurs discussing their start-up experiences.

3 Rivers Venture Fair (student participation)—Organize student delegations to observe one of the nation’s foremost showcases for technology innovations and investment opportunities.

Shale Gas Supply Chain Conference—Conference to discover ways to grow the shale industry in Ohio in a manner that benefits Ohio businesses and provides opportunities for entrepreneurs.

Rural Action/Zero Waste Conference—Collaboration with communities to increase waste diversion in support of local wealth/environmental health and to create economic activity through “waste to wealth” businesses.

PORTSfuture student competitions—Regional university-level student pitch competitions centered on environmentally sustainable ideas for re-purposing of the Piketon gaseous diffusion site.

Exhibit 8: Sources of Center for Entrepreneurship Funding and Support

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<th>Name</th>
<th>Description</th>
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<tr>
<td>Ohio Third Frontier</td>
<td>Ohio Third Frontier funding TechGROWTH last year totals $6M for operations and $5.75M for 3rd PreSeed Fund—some of this supports CE for the accelerator, pitch competitions, guest lecturers and panelists from industry, etc. (about half of these amounts are OU’s match to the program)</td>
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<td>Appalachian New Economy Partner</td>
<td>Standing state line item appropriation Appalachian New Economy Partnership (ANEP) was re-upped in state budget and we added CE as a use of funds ($715K) over two years. This runs through the Voinovich School of Leadership and Public Affairs.</td>
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<td>Economic Development Agency</td>
<td>US Department of Commerce, Economic Development Agency (EDA)—long-time relationship with and funding to Voinovich School of Leadership and Public Affairs under two grant titles for rural economic and business development.</td>
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<td>Board of Regents</td>
<td>Ohio Board of Regents funding in areas of commercialization broadly and for inclusive competitiveness for underrepresented Ohioans in the innovation economy, including women, minorities and rural populations.</td>
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<td>Advisory Council</td>
<td>CE is assembling national Advisory Council which includes successful VCs, angel investors, entrepreneurs and alumni. Center will leverage members and their national networks for funding support, naming rights, endowed chairs, etc.</td>
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<td>OU Foundation</td>
<td>OU’s Foundation and its board, as founding supporters of the CE, are a resource and national network upon which to draw for continued support.</td>
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<td>Commercialization Gains</td>
<td>$140M and national ranking in commercialization proceeds / national research spending (#1 in Ohio, #4 in US on that measure, 2010).</td>
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<td>Private Donor/Other Support</td>
<td>$150,000 in 2010 and 2011 from an individual donor; continued support from former governor and Senator; continued support from corporations.</td>
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Exhibit 9: Graduates of the Innovation Engine Accelerator

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<td><strong>MyCampus</strong> is a mobile app that allows college students to quickly sell and buy items in a secure and safe environment. Founders Brian Adams and Chelsea Browne developed a product that does not require users to provide personal information to exchange goods. There are more than 21 million college students in the United States, and they sell an average of $350 in used items (such as textbooks, tickets and furniture) annually.</td>
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<td><strong>Razor Dynamics</strong> offers a product that improves mobile phone location services. Current services are not always accurate or intuitive, says founder Christian “Rico” Sagardia, who developed the product with Gary Grant and Isaac Smith. The tool refines technology using existing sensors in smart phones and provides a 3D graphical interface. The product could be used by fire fighters and first responders, or consumers looking for a better way to find friends and family in crowded or unfamiliar environments.</td>
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<td><strong>AccessAble</strong> has developed a website to provide travel information and booking services for people with limited mobility. The site provides comprehensive information about the accessibility of restaurants, hotels and other tourism sites. There are more than 56 million people in the United States with limited mobility, according to founders Ben Weiner, Frances Weiner, Alex Bill and Ryan Cox.</td>
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<td><strong>Foleco</strong> has developed an online portfolio tool for job seekers in the business, engineering and technical fields. Users can showcase a full portfolio of work experience and samples, and the site contacts them about job openings that are a good fit for their skills. The start-up also will pitch the product to recruiters seeking qualified applicants for jobs, according to founders Lillie Ranney and Joe Pollard.</td>
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<td><strong>Anyvent</strong> is software for inexperienced event planners. Many nonprofit organizations or student associations rely on people with little professional event planning experience to organize major programs. These positions experience high turnover, leaving organizations with little institutional memory from year to year. The software aims to solve both problems by creating a streamlined platform for event planning that can be archived by the organization, according to founders Sam Pattantyus and Daniel Williams.</td>
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<td><strong>Atlas Language Innovations</strong> has created an educational online video game that can teach users Arabic and other in-demand languages. Most foreign language software programs rely on rote memorization and flash card techniques, but Atlas is focused on interactive stories that can teach vocabulary and grammar, according to founders Samuel Bockhoven and Sergio Gonzalez.</td>
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OBJECTIVES

The Bobcat Hatchery is a student-centered idea incubator. An incubator is a low cost, supportive environment that helps new ideas and start-ups get establishment and develop to the point that they can stand on their own. Our goal is to promote, stimulate, and support ideation development within the entrepreneurial student environment here at Ohio University. Business creation at the Bobcat Hatchery will ultimately lead to the establishment of high-growth companies in Ohio and nationally. Positive business impacts can only do more to stimulate economic development in the Southeast Ohio region and beyond.

The focus of the Bobcat Hatchery is innovative, emerging student ventures. It provides a broad scope of services including cost-effective space and support, space centrally located on campus, prototype production facilities, product realization and development services, and business consultation.

The Bobcat Hatchery will stimulate interaction between student entrepreneurs and other Ohio University students, faculty, administrators, and staff. It will also offer unique research and development collaborations with local entrepreneurs, capitalizing on their facilities, business management expertise, and technologies to leverage our student entrepreneurial success.

The time spent as part of the Bobcat Hatchery will provide real-world experience for our student entrepreneurs in ideation, business innovation and creation, research and development.

THE INCUBATION RESIDENCY

The length of student business involvement with the Bobcat Hatchery is tied to progression in growing the venture. Student ventures sign a six-month agreement, which is renewable based upon an evaluation of progress and the professionalism of the company’s officers in the shared incubator space. A maximum residency of one year is generally applied.

GENERAL INFORMATION

- Services: The Bobcat Hatchery offers office space, business consulting, technical consulting, master agreements, lab access, administrative assistance, reception, conference/meeting rooms, break rooms, mailroom, Internet connections, phone, and fax & copy.
- Management: Staff at the Center for Entrepreneurship and the Center for Entrepreneurship Student Executive Team manage the Bobcat Hatchery.
- Application: Student(s) may find the application and criteria online. Bobcat Hatchery will accommodate 10 teams and maximum occupancy will be no more than 40 students.