USASBE Outstanding Emerging Entrepreneurship Program 2015 Finalist
Ohio University
Nominee: Dr. Luke A. Pittaway pittaway@ohio.edu
Professor and Director, Center for Entrepreneurship
Ohio University

FOCUS ON OHIO

35,000+
Total enrollment, all campuses

10
Fulbright Scholars [2010-2011]

63rd
Among public national universities, U.S. News & World Report rankings [2015]

70
Nationally competitive awards [2010–11]

200,000 +
Total alumni worldwide

1,113
Total full-time faculty, all campuses [2010-11]

The best student-centered learning experience in America
“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

Center for Entrepreneurship

• 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

The best student-centered learning experience in America
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
College of Business students with an interest in entrepreneurship

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

Non-business major students interested in entrepreneurship

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

Student and graduate entrepreneurs

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 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.

The best student-centered learning experience in America
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

The best student-centered learning experience in America
Key People

Leadership Team

Center Staff and Admin

Faculty

Fellows

Student Employees

The best student-centered learning experience in America
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.”

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

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

BA 1000
Business College Intro
Business Core

MGT 3740
Ideation and Business Models

ACCT 3770
Entrepreneurial Accounting

MGT 4700
Theories of Entrepreneurship

ACCT 1020
(ACCT 102)
Decision Making with Accounting Business Core

MGT 3450
Entrepreneurial Leadership

MGT 3730
Entrepreneurial Business Consulting (Applied)

OR

MGT 3735
Entrepreneurship in Practice

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)

- **MGT 3700** Introduction to Entrepreneurship
- **MGT 3730** Entrepreneurial Business Consulting (Applied)
- **Sophomore standing**
- **MGT 3550** Creativity and Innovation Management
- **MGT 3735** Entrepreneurship in Practice

### Choose 2—Junior Standing

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 4520</td>
<td>Entrepreneurial Finance</td>
</tr>
<tr>
<td>MGT 3720</td>
<td>Technology Commercialization</td>
</tr>
<tr>
<td>BUSL 3780</td>
<td>Legal Aspects of Entrepreneurship</td>
</tr>
<tr>
<td>MGT 3650</td>
<td>International Market Assessment and Entry</td>
</tr>
<tr>
<td>MGT 3450</td>
<td>Entrepreneurial Leadership</td>
</tr>
<tr>
<td>MKT 4900</td>
<td>Entrepreneurial Sales</td>
</tr>
</tbody>
</table>

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

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

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

3rd ANNUAL SCRIPPS INNOVATION CHALLENGE

Imagine it. Design it. Pitch it.

$25,000 in prizes

**Important Dates**
- October 30: SIC Kickoff, Baker Center Ballroom, 4-7 pm.
- 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.

What is the Scripps Innovation Challenge?
The Scripps Innovation Challenge is a university-wide competition that gives students 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 services and product solutions as the basis for a start-up 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 or audiences.

New this year, the winners of the Scripps Innovation Challenge will automatically advance to the International Innovation Cup, where they may win an additional $5,000 cash prize and business development support.

Follow us! @SIC_OHIO facebook.com/ScrippsInnovationChallenge

http://www.ohio.edu/scrippscollege/innovationchallenge/

The best student-centered learning experience in America
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
2014 Developments

{Students}

- Increase from 42 to 84 majors in 2014
- 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
- New faculty, two assistant professors and one visiting professor
- Recruited new assistant director
- Starting a Certificate in Social Entrepreneurship
- New courses: “Entrepreneurship in Practice” and “Social Entrepreneurship”
- Established Advisory Board

The best student-centered learning experience in America
Contact

• Nominee
  – Luke Pittaway
    • Director pittaway@ohio.edu

• Presenters
  – Hugh Sherman
    • Dean, College of Business shermanh@ohio.edu
  – Lynn Gellermann
    • Executive Director gellerml@ohio.edu
  – Noah Rosenblatt
    • Student Marketing Director nr383611@ohio.edu