



## Annual Conference - January 19-22, 2017 - Philadelphia

### **Learning Journey 1 - Creative Arts Entrepreneurship Excursion in the City of Brotherly Love**

Presented by the MWE and Arts Special Interest Groups

9:00 – Meet at Loew’s Hotel for walk or bus ride to Culture Works

9:30 - 10:30 Culture Works Greater Philadelphia - tour and talk with Thaddeus Squire, Managing Director

*Culture Works is a platform for sharing space, technology, and expert human resources— “rented” out in different packages and portions—much like a co-op. The community supports individual artists, curators, and producers in all fields including music, dance, theatre, visual arts, design, architecture, film and other media (as well as disciplines and hybrids yet-to-be-named). They also support the history and heritage community: museums, historic sites, collections, libraries, journalism, and the humanities, making them one of the most multi-disciplinary organizations in the region. (<http://www.cultureworksphila.org/about/>)*

10:30 – bus to Dornsife Center for Neighborhood Partnerships

11:00 – Dornsife Center tour

*The Dornsife Center is a neighborhood hub that embodies the spirit of collaboration. The center brings neighbors together with all of Drexel’s colleges and schools, administrative units, and many nonprofit partners to offer stakeholder-driven programming that supports the health, wellness and stability of the surrounding neighborhoods. Described as an “urban extension center,” it offers various programs that place Drexel students, faculty and staff alongside community members to solve problems in West Philadelphia. (<http://drexel.edu/civicengagement/dornsife/overview/>)*

12:00 – Lunch at Landmark Americana Grill – 3333 Market St. (pre-ordering and pre-payment arrangements are being made)

12:45 – James Wright from Lancaster Avenue’s People’s Emergency Center (PEC) will talk to the group at Landmark Americana and tour Drexel gallery (<http://www.lancasteravephilly.com/>)

*Drexel Gallery - “In honor of Drexel’s 125th anniversary we will be hosting 125 Years: Drexel and the City, which will be an exhibition addressing the past, present and future of Drexel in Philadelphia. The project, spearheaded by Art History Department Head LiLy Milroy, is a collaborative effort of departments across Westphal, including digital media, the Fox Historic Costume Collection, performing arts and more.”*

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1:00 – optional walk on Lancaster Avenue or buses to ExCITE Center

2:00 – Drexel University ExCITE Center – break into two groups with tour of the lab and the incubator (<http://drexel.edu/excite/>)

3:00 Presentation at ExCITE Center

*The Expressive and Creative Interaction Technologies (ExCITE) Center was established in 2013 as a University-wide strategic initiative for research innovation. The Center pursues activities at the intersection of Technology, Design, and Entrepreneurship, a reframing of Drexel's founding pillars of Art, Science, and Industry for the modern age. The highly multidisciplinary approach of ExCITE employs a diversity of perspectives to foster creativity, personal expression, curiosity, and collaboration.*

4:00 bus returns to Loews Hotel

### **Learning Journey 2 - Philadelphia's Phood Phamilies – A Food Tour of Family-based Food Businesses**

Departure from hotel: 11am

Philadelphia is iconic for its unique contributions to the culinary landscape, from cheesesteaks to the Philly pretzel. But, did you know that many of our most iconic brands are also family-owned and have multiple generations under their belts (or should we say aprons)? Join USASBE and their learning journey host, Saint Joseph's University's Initiative for Family Business and Entrepreneurship, for a unique tour into the tastes of Philly that combines the spirit of family entrepreneurship and food innovation with some of our tastiest and best-known brands. Participants will begin the day with a family business program at Saint Joseph's University's majestic Mandeville Hall, home of the Erivan K. Haub School of Business, followed by lunch at 116-year old Ralph's Italian Restaurant, the oldest continuously family-owned Italian restaurant in the United States.

After lunch, participants will be whisked away to Philadelphia's historic indoor public market, the Reading Terminal, where our tour of food and family continues as we visit family-owned food vendors ranging from produce, meat and seafood to Amish specialties and baked delectables. We hope that you will join us as we experience and celebrate the tangible legacy of tastes and aromas that *is* Philadelphia family business.

For more info about Ralph's and the Reading Terminal Market, please reference their respective websites: [ralphsrestaurant.com](http://ralphsrestaurant.com)  
[readingterminalmarket.org](http://readingterminalmarket.org)

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Return to hotel: 3:30pm

### ***Learning Journey 3- Community College Entrepreneurship and the Goldman Sachs 10K Small Business Program***

Presented by the Community College of Philadelphia

Time 1:30 - 4:30 p.m.

Journey to the Community College of Philadelphia to learn more about two innovative programs helping to drive entrepreneurship in Philadelphia. The College runs a non-credit Mobile Food Management Program — Introduction to Food Truck Entrepreneurship in conjunction with faculty from the College's Culinary Arts program. Chef John Olsen will provide an overview of the three part program helping spread Philadelphia's vibrant foodie culture across the City. The group will also join in on the first day of class for a new cohort of scholars participating in Philadelphia's Goldman Sachs Ten Thousand Small Businesses Program (10KSB), a national program, hosted and run at 14 Community College sites across the country. The College's 10KSB site started in 2013, helping over 300 small businesses throughout the region increase revenues and create new jobs. Participants will learn first hand about the innovative curriculum, peer learning model, and how it helps drive results for the scholars. The program will feature the opportunity to hear from alumni of both programs and learn about how the College and its programs played an integral role in growing their business.

### ***Learning Journey 5- Philadelphia Investment & Innovation Ecosystem***

Time 1 - 4 pm

This learning journey will take participants on a visit to Drexel University and the University City Science Center. The majority of the program will take place at ic@3401 at 34<sup>th</sup> & Market Streets in Philadelphia. ic@3401 is the largest group of funded, early-stage tech companies in Philadelphia. Located at the intersection of academic, business & civic interest in Philadelphia's Innovation District, the space and the community are designed to increase entrepreneurial and business acumen. By joining a vetted community, members join a group of diverse entrepreneurs that want to build their high-growth startups, but do not want to go it alone.

ic@3401 community connects members to the experts, investors, and resources needed to develop a project, find product-market fit, and accelerate a business.

As a partnership between Drexel University and the Science Center, ic@3401 allows members to tap into the creative minds of academia and industry. Located at uCity Square, in the heart of University City's innovation district, members benefit from close access to the SEPTA's subway, trolley and regional rail lines, and Amtrak's 30th Street Station. The location is in the University City KIZ which gives early stage companies access to sellable tax credits of up to \$100,000 annually. ic@3401 members also benefit from proximity to restaurants, coffee shops, and programming at spaces like Quorum and the Microsoft Reactor.

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ic@3401 is also home to the nationally-ranked startup accelerator program, DreamIt. DreamIt is one of the top 20 most active venture firms in the country and a top 10 global accelerator. They help exceptional entrepreneurs scale by providing them with access to customers and capital.

The program will begin with a tour of ic@3401 and a presentation from their team. The program will continue with a presentation from the DreamIt team who will discuss the Philadelphia innovation and entrepreneurial ecosystem. Additional guests will discuss the University City and Drexel University ecosystems that are playing a key role in the revitalization of West Philadelphia.

Finally, the program will include a panel discussion featuring Philadelphia-area investors and startup founders who will discuss their experiences from both sides of the table.

Philadelphia Innovation Ecosystem presenters:

- Archna Sahay, Director, Entrepreneurial Investment at City of Philadelphia
- Eamon Gallagher, Program Director at IC@3401
- Steve Barsh, Chief Innovation Officer at DreamIt

Funders and funded panel:

Startups:

- Kerton
- Tassl
- Roar for Good

Investors

- DreamIt
- RobinHood Ventures
- Others to be announced

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