2018
GCEC AWARD NOMINATION

AWARD CATEGORY
OUTSTANDING CONTRIBUTIONS TO VENTURE CREATION

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1) CLEARLY STATE THE PURPOSE AND GOALS OF THE PROGRAM, INCLUDING TARGET AUDIENCE

Three main divisions partner together to make up Michigan State University’s Entrepreneurship Program:

- Spartan Innovations (Venture Creation)
- Undergraduate Entrepreneurship & Innovation (Entrepreneurship Minor)
- Burgess Institute for Entrepreneurship & Innovation (Business School)

Launched in October 2012, Spartan Innovations formed as Michigan State University’s venture creation department for both MSU faculty and any currently enrolled student. Spartan Innovations is comprised of two teams described below.

2) DESCRIBE HOW THE VENTURE ACCELERATION PROGRAMS WORK

FACULTY & GRADUATE VENTURE CREATION:

Directed by Andrew McColm, the faculty and graduate venture creation team works to commercialize cutting-edge, translational research currently underway at MSU, focusing on launching startups with market potential. This team brings together industry experts, who serve as Entrepreneurs-in-Residence, and leverages MSU graduate and Ph.D. students, as well as faculty researchers. This team executes an annual, paid fellowship program, called Venture Fellows. For each cohort, this competitive program selects MBA students and twelve doctoral candidates from across research disciplines. The group is divided into four teams, which are then assigned an MSU-based technology or innovation. With each project assigned, each team is tasked with the development of a strategic plan to take their respective projects to market.

UNDERGRADUATE VENTURE CREATION & ENTREPRENEURIAL DEVELOPMENT:

Under the direction of Paul Jaques, the student venture creation and entrepreneurial development program focuses on students from all colleges and any declared major. Working closely with MSU Undergraduate Entrepreneurship and Innovation’s team (the minor program) and the Burgess Institute for Entrepreneurship & Innovation (Business School), has formed a natural pipeline, where students apply concepts learned in the classroom to real-world experiences.

Open to all students, Spartan Innovations houses a student incubator, the MSU Hatch. Joining the MSU Hatch is a painless process: Applicants provide a brief description of their proposed ideas and attend an orientation session. Our expert staff guides them through the venture-focused, three-stage process: Discovery, Validation, and Launch.

In the Discovery Phase, MSU Hatch students are expected to create a business model canvas and conduct customer discovery. Students research competitors and establish the differentiating qualities their ideas possess and assess how these ideas fit into the existing marketplace. Passionate about students and devoted to the learning process, our program requires students to attend other applicable workshops and entrepreneurial-related events across the ecosystem.

Upon successful completion of the Discovery Phase, students begin the Validation Phase, developing a comprehensive sales and marketing plan as well as building a financial program with projections. This phase establishes accountability and establishes concrete goals.

The final step in our process—called the Launch Phase—we provide student entrepreneurs access to funding for expenses such as marketing, travel, legal, entity formation, provisional patenting,
prototype production, among other costs encountered during the launch of a startup. During this phase, students are required to build a comprehensive business plan, create a logo and pitch deck, and explore outside accelerators and incubators.

Alongside the Spartan Innovations’ leadership staff, mentors, and consultants, our center hires a team of over twenty interns who assist MSU Hatch student companies with graphic design, web design, CAD Design and 3D printing, legal consultation, marketing, business development, finance, food regulations, and mobile app development. Spartan Innovations pays for all extensive services from a generous endowment. No equity stake is taken in student companies.

### 3) OUTLINE HOW THE PROGRAM ENGAGES THE COMMUNITY (FACULTY, ALUMNI, MENTORS, FUNDERS) WITH THE ASSOCIATED VENTURES AND ENTREPRENEURS

Dedicated to serving MSU’s student body, faculty, and the Greater Lansing Area's community, Spartan Innovations offers a robust, inclusive line of programming:

- The Innovate State speaker series is a prime example of one of our most successful programs. Innovate State brings young, successful professionals (mostly MSU alum) to share their entrepreneurial journey with a student and community audience.

- Adding depth and breadth to offered content, Spartan Innovations is proud to present the workshop series, titled Entrepreneur's Pocket Guide. Open to students and the community, workshop attendees receive expert advice on a wide range of topics, from website creation to effective business plan writing to active brand expression via social media. Workshop facilitators range from staff to alumni to community business owners.

- Spartan Innovations helps entrepreneurs hone their pitch skills and prepares them to compete at the local, state, and national levels. However, building a healthy, vibrant, and rewarding entrepreneurial ecosystem requires all to have some skin in the game, which is why Spartan Innovations organizes several pitch competitions.
  - The GreenLight Michigan Business Model Competition is the most significant pitch competition produced by Spartan Innovations. Open to anyone in Michigan, entrepreneurs compete for a chance to win a total of $100K in cash prizes.
  - The Burgess Institute for Entrepreneurship and Innovation, Spartan Innovations sponsors and supports the Broad Business Model Competition, open to any MSU student.
  - Two (2) Startup Weekend events are held each year, involving the community and our database of mentors.

- MSU alumni and community members engage with our entrepreneurs on a regular basis, from providing sponsorships for our various programs and spaces, acting as mentors and hiring on as EIRs and interns.

- Spartan Innovations supports many community startup-minded activities around the state of Michigan, such as sponsoring and judging other pitch competitions, acting as mentors and board members, and offering guidance and support to other entrepreneurial endeavors.
• Our staff advises four student-led entrepreneurial organizations advised by our entrepreneurial staff and supported by our mentors:
  o MSU Entrepreneurship Association
  o MSU Women in Entrepreneurship
  o MSU MBA Entrepreneurship Association
  o OptimizeMSU (Social Entrepreneurship)

• In November 2016, the Michigan State University Foundation (Spartan Innovations’ parent company) launched its venture investment arm, Red Cedar Ventures (RCV). Consisting of a $3.5M Pre-Seed Fund and a $5M Opportunity Fund, RCV focuses on growing startup companies created by MSU researchers, faculty, staff, and student entrepreneurs. Students looking for pre-seed or follow-on funding are encouraged to pitch their companies.

• The Spartan Innovations leadership team manages and operates the Conquer Accelerator. Launched in June 2016, this ten-week, intensive summer program annually selects four to six teams through a competitive application process. Each chosen startup company receives $20k investment in exchange for 5% equity stake. Conquer’s model is both intentional and collaborative. With a roster of over forty successful entrepreneurs, venture capitalists, and angel investors—many of whom are MSU alumni—Conquer teams have immediate access to the MSU network and resources.

4) PROVIDE A LIST OF OUTCOMES ACHIEVED FROM EFFORTS IN ANY OF THE THREE TYPES OF ACTIVITIES (COMPETITIONS, INCUBATORS, ACCELERATORS) TO INCLUDE: A) NUMBER OF PARTICIPANTS, B) NUMBER AND AMOUNT OF AWARDS GRANTED TO STUDENTS, C) NUMBER OF STARTUPS GENERATED

COMPETITIONS
• GreenLight Business Model Competition (since 2013)
  a. Number of participants: 780 applications; 139 finalists; 1510 attendees
  b. Number and amount of awards: 56 awards; $400K in total prizes
  c. Number of startups generated: 139

• Broad Business Model Competition (since 2014)
  a. Number of participants: 190 applications; 41 finalists; 350 attendees
  b. Number and amount of awards: 20 awards; $110K in total prizes
  c. Number of startups generated: 41

INCUBATOR
• The MSU Hatch (since inception, 2012)
  a. Number of participants: 1158
  b. Number and amount of awards and funding: $15,940,615 (includes follow-on funding)
  c. Number of startups generated: 257 (incorporated or completed all program stages)

ACCELERATOR
• Conquer Accelerator (since 2016)
  a. Number of participants: 220 applicants; 15 selected teams
  b. Number and amount of awards: 15 awards; $300K in total awarded funding
  c. Number of startups generated: 15
Competitions: GreenLight 2018 Winners
Competitions: Broad Business Plan Competition

Competitions/Event: Startup Weekend
Incubator: MSU Hatch - the three stage, milestone driven program for students
Incubator: MSU Hatch - interns and support for Hatch members
Example of Hatch Companies

Events: Student-facing educational workshop series

ENTREPRENEUR’S POCKET GUIDE
A SPARTAN INNOVATIONS WORKSHOP SERIES
100PM @ 300 ROOM

SEPTEMBER 5 | LINKEDIN—GET CONNECTED
Desired Watts, MSU UNDERGRADUATE ENTREPRENEURSHIP AND INNOVATION

SEPTEMBER 6 | STORY ON WITH MAR/COM
Rose Tankerhol & Scott Swanson, MICHIGAN, WORTHY

SEPTEMBER 13 | SOCIAL MEDIA & BRAND PRESENCE
Aayin Richard, MSU FOUNDATION

SEPTEMBER 20 | TAX PREP & FINANCIAL STATEMENTS
Lesley Bergquist, SIMPLIFIED TAX & ACCOUNTING

SEPTEMBER 27 | CREATING A WEBSITE
Jeff Pompiliano, GRAVITY WORKS DESIGN

OCTOBER 4 | CREATING A WINNING PITCH DECK
Paul Jaques, SPARTAN INNOVATIONS

OCTOBER 11 | ENTITY AGREEMENTS & IP
Richard Mariczak, IN-REX

OCTOBER 18 | HOW TO CREATE A BUSINESS PLAN
Kim Seymuth, BURGESS INSTITUTE FOR ENTREPRENEURSHIP & INNOVATION

OCTOBER 25 | SELLING ON AMAZON.COM
Neil Korn, MSU UNDERGRADUATE ENTREPRENEURSHIP AND INNOVATION

NOVEMBER 1 | 3D PRINTING
Joe Coom, LANSING ECONOMIC AREA PARTNERSHIP

NOVEMBER 8 | OVERVIEW OF APP DEVELOPMENT
Chris Fritz, LANSING CODE LAB

NOVEMBER 15 | INVESTMENT & TERM SHEETS
Patti Grazia, INVEST DETROIT

REGISTER: ESHIP.MSU.EDU/CALENDAR

MICHIGAN STATE UNIVERSITY
OUTSTANDING CONTRIBUTIONS TO VENTURE CREATION
INNOVATE STATE
SPEAKER SERIES

Events: Innovate State Speaker Series

6 p.m. – 7 p.m. - Pizza Provided!
MSU Innovation Center, 300 Room
325 E. Grand River Ave. #300 East Lansing, MI 48823

1/17
Max Schmidt
Founder, 1701 Bespoke

1/30
Brad Epker
Chief Revenue Officer, GI Sinc

2/13
Ben Bator
Founder, TextsFromLastNight

2/27
Justin Kershaw
Founder/Owner, Venia Medical Supply & Hanga

3/21
Jennifer Estill
Principal/Owner, Red
Head Design Studio

4/18
Stephanie Morley
Actor and Co-Founder, COO, Zomedica

Register on eship.msu.edu/calendar
GREATERTLANSING
ENTREPRENEURIAL
BOOTCAMP

ENTREPRENEURIAL BOOTCAMP OFFERS:

FRESH IDEAS

INTERACTIVE WORKSHOPS

BUSINESS GROWTH STRATEGIES

INNOVATIVE GUEST SPEAKERS

TURN YOUR IDEA INTO A REALITY!

AUGUST 23-24, 8:00AM-5:00PM

INNOVATION CENTER
325 E GRAND RIVER AVENUE
SUITE 300 | EAST LANSING, MI

REGISTER TODAY!
ESHIPBOOTCAMP2017.EVENTBRITE.COM

MICHIGAN STATE UNIVERSITY
OUTSTANDING CONTRIBUTIONS TO VENTURE CREATION
Events: MSU Innovation Celebration - showcasing both faculty and students

**2018 Innovation Celebration**

**News & Events**

- 2018 Innovation Celebration
- 2017 Innovation Celebration
- Innovation of the Year
- Innovator of the Year
- MSU Technology Transfer Achievement Award
- 2016 Innovation Celebration
- Innovation of the Year
- Innovator of the Year
- MSU Technology Transfer Achievement Award
- 2015 Innovation Celebration
- 2015 Innovation Celebration Winners
- 2014 Innovation Celebration

Home >> News Events >> 2018 Innovation Celebration

The eighth annual MSU Innovation Celebration: April 2018!

The MSU Innovation Celebration is Thursday, April 19, 2018, 4-6 p.m. in the Huntington Club on the 4th floor of Spartan Stadium.

This networking reception showcases innovative technologies and startups developed in campus labs, classrooms, and beyond. We honor MSU researchers and students who reported an invention, licensed a technology or were awarded patents during the academic year, and recognize outstanding achievements in technology transfer and sponsored research.

MSU Student Entrepreneurial Organizations

**GET INVOLVED**

- **MSU EA (Entrepreneurship Association)**
- **Optimize MSU**
- **MSU Women in Entrepreneurship**
- **MBA Entrepreneurship Association**

**Collaborate. Grow. Conquer.**

Conquer Accelerator helps growing companies overcome challenges, providing $20K in funding and ten weeks of hands-on mentorship and training. Follow the third cohort of teams, beginning their journey on June 4th, 2018.

[CHECK OUT OUR PREVIOUS COHORTS](#)

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**MEET SEASON THREE: 2018 COHORT**

Our Season Three Cohort begins in June. Check out Conquer Accelerator’s Class of 2018.

- **AgileCare Solutions**
- **Every Two Minutes**
- **Hidlo Studios**
- **Lingco Language Labs**
- **Vloggle**

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**MICHIGAN STATE UNIVERSITY**

OUTSTANDING CONTRIBUTIONS TO VENTURE CREATION
TEAM LEADERS & MENTORS

Our mentors—many of whom are Michigan State University alumni and are either entrepreneurs or business leaders—support Conquer Accelerator teams in a number of ways, from specific subject support on topics like fundraising, technology, and network-building to weekly goal tracking.

Henry Balanon Tech Entrepreneur
Craig Brown Entrepreneur & Private Investor
Bob Burgess Senior Advisor
Ryan Doom Web Ascender
Kelly Ford Edison Partners
Adrian Fortino Mercury Fund
Patti Glaza Detroit Innovate & the First Step Fund
Michelle Hayward Bulldog Design
James Hill Edison Partners
John Hill Techstars
Sam Hogg Huron River Ventures
Bradley Hoos Hacker Fellows
Marc Hudson Rocket Fiber
Ryan Jankovic CleanStart Surgical
Neil Kane MSU Undergraduate Entrepreneurship
Roger Koenig MSU Technology Business Advisor
Brett Kopf Remind
Bruce Leech CrossCom National
Mary Lemmer Foodscape
Iris Linder Capital Community Angel Investors
Parish Malde SU2 Systems Inc.
John McLane McLane & Affiliates
Eric Meier Sandler Sales
Patrick Murphy DePaul University
Thomas Nastas Innovative Ventures Inc.
Ted K. Neely II Goldman Sachs
Jake Pechtel TechSmith
Erik Qualman Motivation Speaker & Author
Aaryn Richard MSU Foundation
Chris Rizik Renaissance Venture Capital Fund
Christen Rochon DivasAndDorks.com
Kerry Ann Rockquemore National Center for Faculty Development & Diversity
Stan Samuel GR Current
Jonathan Schimmel Seegene Technologies
William M. Seifert Entrepreneur & Startup Advisor
Chris Sell Michigan State University
Ted Serbinski Techstars Mobility
Amber Shinn MSU Innovation Center
Jordan Skole Remake Detroit
Travis Stoliker Saddleback BBQ
Chris Sudgen Edison Partners
Ken Szymusiai MSU Burgess Institute for Entrepreneurship & Innovation
William Thomason ES Innovation Fund
Mike Vichich Wisely
David Washburn MSU Foundation
Carl Winans OceanVue
Alan Yefsky Executive & Advisor