On a campus full of leaders and student organizations, StartupHoyas provides much more of a true leadership opportunity. Nowhere else at Georgetown do students get to actually run programs and events, to make decisions with real consequences, and get to practice real leadership and management.

-Hannah Kleban, Class of 2020, co-president of StartupHoyas Club
The Georgetown Entrepreneurship Initiative is proud to apply for the Global Consortium of Entrepreneurship Centers’ Student Engagement & Leadership Award. Students are the primary focus of everything we do, and we depend heavily on our student leaders to design and deliver our many programs. Without student leadership, Georgetown University’s entrepreneurship programming would be a fraction of its current incarnation.

Overview of the Georgetown Entrepreneurship Initiative

The Georgetown Entrepreneurship Initiative inspires Georgetown University students to be entrepreneurial, teaches them entrepreneurial lessons, connects them to useful resources, and helps them pursue their own unique entrepreneurial interests. Housed in the McDonough School of Business and reaching across campus, the Initiative manages an array of courses and co-curricular programs to serve the campus-wide Georgetown University community and fosters strong connections to the vibrant Washington, DC, entrepreneurial community and the Georgetown Alumni Association.

Signature programs include the StartupHoyas Challenge Pitch Competition, the StartupHoyas Summer Launch Program, the Entrepreneurial Fellows Program, Entrepreneurs in Residence, and events such as Georgetown Entrepreneurship Day, Georgetown Entrepalooza and the Venture Capital Investment Competition. New programs include the Georgetown Venture Lab, Georgetown Ventures club, and a minor in entrepreneurship.

Our primary goals are to create a community and a culture around the topic of entrepreneurship at Georgetown University – and students are a key part of executing on that.

Philosophy of Student Engagement

There is considerable “buzz” around entrepreneurship on the Georgetown campus and that is due largely to the efforts of our student leaders. At Georgetown, our center has had only two full-time employees - each of whom also has a teaching load - and as a consequence, we rely very heavily on students to support all of our activities in and out of the classroom.

We typically have a “core” leadership team of 10–20 students, both graduate and undergraduates, and we count on them throughout the year to both make programs happen (organize, execute, drive turnout) and to ensure that our initiatives are relevant (design, review). Because there is constant turnover in our student body, we are always recruiting and developing new student leaders for our programs, and the new leaders bring new ideas and opportunities.

Perhaps what distinguishes us most is the level of responsibility we place in the hands of our students – virtually no distinction, nothing we won’t hand over to an eager and committed student. The quality of our events, the relevance, and the energy – all of these are entirely driven by student efforts and their design. Georgetown is a university that attracts aspiring leaders, and we take advantage of that by engaging student leaders as a crucial part of our team. Most of the students act as volunteer leaders, but a handful of them get paid as part-time workers through work study or graduate assistantships.

Structure of our Team

The Initiative is led by two staff/faculty members: Jeff Reid (director) and Alyssa Lovegrove (associate director), who report to the Dean of the McDonough School of Business. We recently hired a full-time program manager who is both a part-time student and manager of our new Georgetown Venture Lab. Jeff and Alyssa manage a team of over 60 additional people, none of whom are full-time employees of the Initiative: 30+ Student Leaders, 28 Entrepreneurs-in-Residence & Experts on Call & 10 Adjunct Faculty Members.

Our student-focused efforts have been delivered under the brand of “StartupHoyas.” This brand was created by student leaders in 2012 as a way to engage students in a way that did not sound too bureaucratic or
academic.

We actively work with several student organizations, but StartupHoyas is also the name of the student club that is merged with our Initiative. Any Georgetown student can join the StartupHoyas Club, with membership defined by anyone who subscribes to our weekly e-newsletter. Members attend events, pitch in competitions, take courses, receive the weekly e-newsletter, receive t-shirts and laptop stickers, and become a part of the Georgetown entrepreneurship "community."

The Georgetown Entrepreneurship Initiative has a Leadership Team that is responsible for running programs. The Leadership Team in 2017-2018 included roughly 24 undergraduates, 7 MBA students, 1 Medical School student and 1 Law School student. The leaders of our partner clubs, including StartupHoyas MBA (Georgetown MBA Entrepreneurship Club), StartupHoyas Med (Georgetown Medical School Entrepreneurship Club) and StartupHoyas Law (Georgetown Law School Entrepreneurship Club) are part of this Leadership Team.

The StartupHoyas Leadership Team is led by a Core Team of 4-6 students who meet weekly with Jeff and Alyssa, and then separately meet weekly with their team of over 20 additional students. We also employ 4-6 graduate assistants each year that help with projects including curriculum, metrics tracking, and mentor programs.

Examples of Student Leadership & Engagement

In the past year, our students have been primarily responsible for nearly everything we do. Over 3,000 students and alumni attended our events throughout the year.

Events

- **Bark Tank:** Student leaders organized one of Georgetown's biggest events of the year in which student entrepreneurs pitched to a panel of judges and competed for $100,000 in prize money. Juliana Pyo (MSB '18) played an integral role in managing the event behind the scenes by coordinating with our keynote speakers and overseeing catering and our awards ceremony.

- **Entrepalooza:** Student leaders recruited a record 88 teams to compete in our StartupHoyas Challenge Pitch Competition and organized four nights of preliminary competitions and a finale event called Entrepalooza. Hannah Kleban (MSB '20) oversaw almost all functions during the event, including tabling, creating the master event schedule, hosting judges, running pitch rooms, and managing student volunteers. The finale event included $20,000 in prizes, presentation of Georgetown Entrepreneurial Excellence awards, and a Book Launch featuring 16 newly published student authors.

- **Startup Career Fair:** Adam Shlomi (SFS '20) created a career fair with startup companies looking for summer interns and full-time employees. The fair was highly successful with 36 startups in attendance and a turnout of over 350 students.

- **Entrepreneurship Day:** Our student team led our fall semester kickoff event for the Georgetown Entrepreneurship Initiative with 250 attendees. The entire StartupHoyas team marketed the event through various channels, oversaw breakout sessions with our Entrepreneurs-in-Residence, and led discussions with keynote speakers Tom Adams, former CEO of Rosetta Stone, and Patrick McGinnis, author of The 10% Entrepreneur.

- **Georgetown University's Food Entrepreneurship Series:** Created and hosted by Alex Heintze (MSB '19), the Food Entrepreneurship Series brought food entrepreneurs in DC to Georgetown University to share their exciting experiences in the food industry with students over 4 events with a total of 165 attendees.

- **Master Panel of Alumni:** Peter Mahoney (MSB '18), former President of StartupHoyas, led a student team that invited, organized and ran a panel discussion with our alumni entrepreneurs, including the founders of Bombas Socks, Misfit Juicery, Spotluck, Atlas Corps and California
Cowboy. One hundred students heard the panelists share stories about changing the world through entrepreneurship.

- **VCIC**: Students competed as venture capitalists in this exciting competition that involved more than 80 of the best business schools in the world. Students ran a two-stage internal competition, recruiting startups and VC judges, managing team logistics and catering, and crowning Georgetown’s best team. Students then ran a training program for Georgetown’s team. In recent years Georgetown has won three Global VCIC Championships at the MBA level and two National VCIC Championships at the undergraduate level.

**New Initiatives**

- **Georgetown Ventures**: After a group of undergraduate students approached us with a proposal, we supported their creation of a new student-run entrepreneurship club. Called Georgetown Ventures, the new club operates as a student-run startup accelerator providing undergraduate entrepreneurs with funding, student consulting services, and professional mentorship. In its first year the new club has hosted several startup workshops, supported over 20 aspiring student entrepreneurs, and provided seed funding (from money they raised on their own) to 3 companies.

- **Website Redesign**: We have completely delegated the redesign of our website (startuphoyas.com) to Kyle Ratner (SFS ’20), current co-president of StartupHoyas. He has completed the first draft, and we are excited about the improvements he is making towards a more streamlined user experience. Because students are our primary audience, we find it helpful to have students designing for their peers.

- **Digital Engagement**: Students developed, created and delivered a weekly e-newsletter and managed Twitter and Facebook accounts. We reached record levels of engagement this year with a total of 61,258 people reached through digital channels - double our number from previous years! With today’s students inundated with opportunities and emails, we find marketing to be one of our most important activities, and are happy to have students leading that effort.

- **The Georgetown Venture Lab**: The Venture Lab is a new co-working space primarily for alumni-led startups. Even though its primary beneficiaries are alumni, the Lab was proposed, funded, launched and continues to be run with a great amount of student leadership. For example, Ben MacMillan-Bell (MBA ‘18) created budgets and funding proposals for the Venture Lab, resulting in $1.5 million funding that made the Lab possible. Min Lee (MBA ‘19) has helped the Lab by improving application/selection/onboarding processes, creating marketing campaigns, managing day-to-day operations, and delivering enhanced member services. With such excellent student leadership, we now have 20 alumni-led startups housed in the Lab (far above initial projections), and we have hosted numerous events in the Venture Lab.

**Summary**

The Georgetown Entrepreneurship Initiative continues to grow and achieve its goals of creating a growing culture and community around entrepreneurship at Georgetown. In addition to success metrics such as a growing number of students participating in our programs, we recently were recognized as the #19 MBA entrepreneurship program in the world by Financial Times. Without students designing and executing our programs, we would not be where we are today.
Appendix A - Student Testimonials

On a campus full of leaders and student organizations, StartupHoyas provides much more of a true leadership opportunity. Nowhere else at Georgetown do students get to actually run programs and events, to make decisions with real consequences, and get to practice real leadership and management. -Hannah Kleban, Class of 2020, co-president of StartupHoyas Club

Students are integral to every aspect of the Georgetown Entrepreneurship Initiative, from the planning stages of events and projects to the finished products. Student leaders and the team members within the Georgetown Entrepreneurship community are amazing at implementing great ideas and making them a reality. -Andrew Bridglall, Class of 2021, VP of Operations for StartupHoyas

At Georgetown, entrepreneurship is contagious. -Kamar Mack, Class of 2019, Student President 2018

Appendix B - Photo Gallery
Georgetown students are responsible for nearly everything we do, including the programs and events featured here.

StartupHoyas Core Leadership Team 2017-2018
Student Entrepreneurship Fellows Welcome Dinner 2018

Entrepalooza/StartupHoyas Challenge Pitch Competition 2018
Startup Hoyas Website – over 53,000 views

Startup Hoyas Facebook – 1,137 followers
Bark Tank Pitch Competition - Leonsis Family Entrepreneurship Prize 2018

StartupHoyas Community – always growing bigger and stronger
Appendix C – Metrics

Digital Reach 2017-2018

1,137 Facebook Followers

1,478 followers @StartupHoyas

52 Instagram Followers

5,317 Members on Mailing List

53,274 Website Views
GEORGETOWN ENTREPRENEURSHIP

2017-2018

$150,000 in prizes

469
Entrepreneurs-in-Residence Mentoring Sessions

# 19
Top U.S. MBAs for Entrepreneurship, Financial Times

16
Campus-wide Entrepreneurship Courses

790
Enrolled Students

100%
MSB Seniors learned about Entrepreneurship
86 Entrepreneurship Fellows
+56% Website Views, Year after Year

40 Alumni Startup Applications
17 Alumni Ventures Registered

for the
Georgetown VENTURE LAB

14 Summer Launch Program Student Founders
$110 MILLION Funding Raised by Alumni Entrepreneurs since 2009