Global Consortium of Entrepreneurship Centers (GCEC)

2012 Award for Emerging Center

Nomination of

Kansas State University
Center for the Advancement of Entrepreneurship

Submitted by:

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Allied Faculty: Marcia Hornung (Entrepreneurship), James Bloodgood (Entrepreneurial Strategy), Donita Whitney-Bammerlin (SIFE), David Lehman (Entrepreneurial Marketing), Dawne Martin (Entrepreneurial Marketing), Ansley Chua (Venture Finance), Eric Higgins (Student Venture Fund), Fred Fairchild (Agriculture Milling Science), Betsy Barrett (Human Ecology Hospitality Management), Brad Kramer (Engineering and Advanced Manufacturing Institute), Wayne Goins (Music Education and Music Business), Karin Westman (Department Head, English), Deborah Murray (English Instructor and Director of the Writing Center), and Trish Gott (School of Leadership Studies). Please see Appendix p. 1-3 for bios of related faculty.
I. Rationale for Center and Constituencies Served

Founded in late fall 2008, the Center for the Advancement of Entrepreneurship has hit the ground running to expose the K-State campus community, especially students, to entrepreneurial thinking, ideation, and venture creation. The Center and its programs focus on learning, creating, and implementing entrepreneurial concepts as an entrepreneur in any venue including traditional, social, and/or corporate entrepreneurship. Our founding coincided with the dramatic economic downturn of October 2008. Traditional funding sources within the University dried up and forced the Center to behave as an entrepreneurial venture. Imagine that, an academic unit building a business model and plan to launch, fund, and operate as a sustainable venture! Our focus is not only on a high quality curriculum but also on bridging the gap between learning and implementation by establishing programs to facilitate venture launch. As a land-grant institution we serve a broad based student constituency that includes national recognized programs in engineering, vet medicine, animal and meat science, human ecology and hospitality management, liberal arts, architecture, education, and business.

Vision: Facilitating Passionate Value Creation across Disciplines by…
- Utilizing cross-functional skill sets
- Providing support for creative thinkers
- Implementing ideas

Mission: To enhance the entrepreneurial environment and increase entrepreneurial activity at Kansas State University and in Kansas communities. All programs are focused on the creation of a quality curriculum, in-reach, outreach, and research that builds on already existing Kansas State University Centers of Excellence, outstanding faculty, and community support.

Motto: K-State Entrepreneurship – Passionately Creating Value!

Primary Program Objectives
As the model displayed above depicts, the primary objective of the Program is to bridge the gap between entrepreneurship curriculum and venture implementation by:
- Creating a high quality entrepreneurship major and minor that provides the fundamentals of entrepreneurial thinking and new venture creation;
- Enhancing the major and minor with other co-curricular activities including speaker series, mentoring program, and feasibility plan competition;
- Facilitating cross-campus collaboration between students, faculty, and staff to improve ideation and exploit multiple skill sets;
- Facilitating venture launches by establishing a student venture fund and venture accelerator/incubator

Principal Students and/or Individuals the Program Serves
Academic Courses – Undergraduate, Graduate, and Distance Learning Students
Outreach Programs – Students, Faculty, Staff, and the Community through Kansas Business Assistance/Consulting Services – Students, Faculty, and the Community External and Internal Advisory Boards – See Appendix p. 4-6 for a complete list of board members

Institutional Support (Additional statements of support can be found in the Appendix p. 7-8)
“"We want the Center to teach entrepreneurial skills needed to successfully develop innovative ideas and create and grow successful ventures. As we embark on building the 2025 strategic plan, we also need to engage faculty and staff in the development of imaginative approaches to strengthen the University and student experience and to develop innovative approaches to the creation of new knowledge and its application. In its first few years of existence, the Center has built bridges across the University and launched programs and initiatives that have created an excitement for venture creation process. I fully support its efforts as it emerges as a prominent Center at K-State.” President Kirk Schulz

“"In a very short time, has had a significant impact on students through its highly successful cross-campus feasibility competition, speaker series, and mentorship program. These activities have dramatically increased the campus entrepreneurial passion and the focus on venture creation.” Provost April Mason
II. Description of the Center Programs

The Center believes a multidisciplinary approach to education will best prepare students for success. The Center has oversight responsibility for all campus entrepreneurship efforts including curriculum related to the major in the College of Business, the new cross-campus minor, all cross-campus events and competitions. While only three years old, this unique Center required intense bridge building between all nine academic units. Through integrative programming, students across campus have the opportunity for entrepreneurship education. Our experiential learning focus offers practical learning experiences to provide students with real world application. The Center has an Entrepreneurship Lab Classroom specifically designed for creativity and ideation. Finally, international opportunities provide students social entrepreneurship experience.

K-State Entrepreneurship provides practical learning through a focus on the process of curriculum-experience-launch. Building alliances within the College of Business, across campus, and with the community facilitate achieving our goals. (The full model of our Center program focus can be found in the Appendix p. 9)

Curriculum

a. Major (See Appendix p. 10-11 for a detailed description)
K-State Entrepreneurship launched the major in entrepreneurship just one year after the center’s founding (fall 2009). After its first year, over 75 students have enrolled in the major. The major, consisting of six three-hour courses affords students a solid base of knowledge in entrepreneurial management, finance, and marketing with the focus on experiential learning and venture launch. In addition to a standalone major, a recent change in the College of Business core curriculum will also increase the viability of entrepreneurship as a double major across the college.

b. Minor (See Appendix p. 12-13 for a detailed description)
The minor in entrepreneurship was approved spring 2012 and is officially available to students starting fall 2012. It will be open to students in all colleges and will focus on:
- The 15 hour minor consists of three core courses and the ability to customize the minor to the student’s interest by selecting approved electives in their venture interest area
- The ability to write a venture plan
- Program interest - In a recent survey about interest in KSU entrepreneurship programs, classes, and activities conducted in November 2010, nearly 22 percent of the nearly 1500 students responding stated that they would be extremely interested in a minor in entrepreneurship.
- Distance Learning Program – All minor will be available online starting spring 2013.

c. Engineering + Architecture Boot Camp
Starting summer 2013 a three week boot camp will be offered to 21 students - seven from Business, Architecture, and Engineering. These students will be teamed in groups of three to learn the concepts of entrepreneurship, creative problem solving, design, and venture planning and creation. The fusion of backgrounds and skills, coupled with actual venture initiatives provided by Kansas State’s Advanced Manufacturing Institute, will provide students the opportunity to learn, create, and implement ideas. Students will be able to earn 3-6 credits for this program and can be applied to the entrepreneurship minor. This program is a creative response to Architecture and Engineering student constituencies where scheduling additional courses for minors is difficult due to requirements of the curriculum.

Experience

a. The Next Big Thing
- Started in spring 2009, the Next Big Thing is an entrepreneurial idea competition open to all university students. Since then, 764 students have participated in this program. Aspiring entrepreneurs are encouraged to enter the competition with a chance to win money to further their venture concept.
- The 2012 competition awarded $21,000 in prize money to the top three teams in the Undergraduate, Graduate and Social Entrepreneurship divisions.
- In developing their feasibility plan, students are encouraged to attend a series of seminars. Students completing the seminar series receive a Certificate of Completion.
- Please see the additional material in the appendix p. 14-16 for a detailed breakdown of student participation and cross-campus reach.
b. Mentoring Program
- The Entrepreneurship Mentoring Program connects entrepreneurship students with relevant K-State alumni.
- The program provides students specific guidance in their individual area of entrepreneurship interest
- This concentration further enhances the student’s entrepreneurship knowledge and potential for success

c. K-State CEO
The K-State Chapter of the Collegiate Entrepreneurs Organization (CEO), started in fall 2009, offers students:
- the opportunity to develop and grow business ideas
- the ability to develop and participate in fundraising ventures
- exposure to professional expertise through a speaker series
- opportunity to attend the national conference

d. Social Entrepreneurship/International Experience
K-State Entrepreneurship is forging partnerships with the Kansas State University School for Leadership Studies to give students the opportunity to apply their entrepreneurial skill sets to assist aspiring entrepreneurs in less fortunate regions. The Center is working with incubators located in international locations to serve as a pipeline for student projects and service learning trips.

Launch/Implementation Programs
a. Student Venture Accelerator/Incubator
- This fall the K-State Student Venture Accelerator/Incubator was initiated with space for up to 12 student ventures. Participants in this program will be accountable for venture launch milestones and must follow the Incubator policies and requirements manual. Students will not be charged for the space but must complete an acceptable business plan to be housed in the Incubator. The student venture fund and mentorship programs, described below, will be utilized in conjunction with the Venture Accelerator initiative.

b. Student Venture Fund
- K-State Entrepreneurship is partnering with the Integrated Investment Management Program at Kansas State to provide entrepreneurship and investment management students experiential learning opportunities
- Highly motivated entrepreneurship students will have the opportunity to start their new venture in the accelerator through funding from the Student Venture Fund (SVF) which is fully managed by investment management students
- Students involved with the SVF will conduct due diligence, analysis, and make investment recommendations on student businesses applying for funding and space in the accelerator
- SVF students will also be responsible for helping student entrepreneurs create the financial portion of their business plans, work with entrepreneurs to help grow their businesses, and provide other venture capital related functions such as bringing in accounting, marketing, and management expertise (other students) as necessary
- A board of K-State linked venture capitalists has been initiated to provided oversight to this effort

c. K-State Made
- Planned to launch fall 2012, K-State Made is a retail store concept that will showcase and sell items made by Kansas State students. The business concept consists of an online program for students to sell their products as well as a retail store where others may purchase the items. K-State Entrepreneurship administers and markets the program on behalf of students.

III. Development and Resource Sustainability

Stated Goals and Funding
The Center for the Advancement of Entrepreneurship was founded in late fall 2008 in the midst of the economic downturn and the start of university cutbacks. What was once planned to be a Center with investment and financial support by several of the colleges across campus is now an entrepreneurially focused initiative that has had to raise funds externally and bootstrap resources. Besides the Center Director/Endowed Professor funding via the Jack Vanier Chair, the following funding represents critical fundraising commitments to start and sustain K-State Entrepreneurship:
Funds Raised the Past

<table>
<thead>
<tr>
<th>Funds</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Vanier Chair</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>Accelerator/Incubator</td>
<td>$260,000</td>
</tr>
<tr>
<td>Venture Fund</td>
<td>$50,000</td>
</tr>
<tr>
<td>Instruction</td>
<td>$200,000</td>
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<tr>
<td>Next Big Thing &amp; Banquet</td>
<td>$171,000</td>
</tr>
<tr>
<td>Alliances / Partnering</td>
<td>$189,500</td>
</tr>
<tr>
<td>Vanier Chair Support</td>
<td>$120,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$990,500</strong></td>
</tr>
</tbody>
</table>

Funding for operational expenses and naming gifts for long term sustainability is ongoing. Short-term fundraising success has led to Center credibility and provides the legitimacy for seeking long-term endowed funding. In addition, a five-year $100,000 per year donor commitment for expansion of the Next Big Thing competition is pending bringing total funding to date 1,490,500. The Center has worked diligently with the Kansas State University Foundation to develop a long-term fundraising strategy that includes the following naming gifts:

<table>
<thead>
<tr>
<th>Naming Gift</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Center naming gift</td>
<td>$10 Million</td>
</tr>
<tr>
<td>Accelerator/Incubator naming gift</td>
<td>$4 Million</td>
</tr>
<tr>
<td>Endowed Chair naming gift</td>
<td>$5 Million</td>
</tr>
<tr>
<td>Speaker Series naming gift</td>
<td>$1 Million</td>
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</tbody>
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Key Milestones

As an emerging center, the following are important milestones in the Center’s founding and development:

<table>
<thead>
<tr>
<th>Year</th>
<th>Milestones</th>
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</thead>
<tbody>
<tr>
<td>2008 - 2009</td>
<td>Founding of Center for the Advancement of Entrepreneurship</td>
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<tr>
<td></td>
<td>Formed external and internal advisory boards</td>
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<td></td>
<td>Affiliated with CEO and GCEC</td>
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<td></td>
<td>Hosted first speaker series</td>
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<tr>
<td>2009 – 2010</td>
<td>Hosted “Celebration of Entrepreneurship” Banquet</td>
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<tr>
<td></td>
<td>May 2010 - First students to graduate with Major in Entrepreneurship</td>
</tr>
<tr>
<td></td>
<td>Next Big Thing – 151 participants representing 6 colleges</td>
</tr>
<tr>
<td>2010 - 2011</td>
<td>Hosted 3 speaker series events</td>
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<tr>
<td></td>
<td>16 students graduate with Major in Entrepreneurship</td>
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<tr>
<td></td>
<td>Next Big Thing - 247 participants representing all 7 colleges</td>
</tr>
<tr>
<td></td>
<td>2 speaker series events</td>
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<tr>
<td>2011-2012</td>
<td>8 Speaking Events</td>
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<td></td>
<td>Co-Sponsored “Hospitality Entrepreneurship Speaker Series” with College of Human Ecology</td>
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<tr>
<td></td>
<td>“Entrepreneurial Excellence” speaker event with College of Engineering</td>
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<tr>
<td></td>
<td>25 students graduate with Major in Entrepreneurship</td>
</tr>
<tr>
<td></td>
<td>Minor in Entrepreneurship Approved</td>
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<tr>
<td></td>
<td>Next Big Thing – 272 participants representing all 7 colleges</td>
</tr>
<tr>
<td></td>
<td>Launch of Student Venture Accelerator program</td>
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Basis for Emergent-phase

The Center for the Advancement of Entrepreneurship, while entering only its fourth year, has had a tremendous amount of early success. From starting and growing an academic major and facilitating numerous experiential activities for students to raising over $1 million to fund the Center’s initiatives, these early successes have set the tone for our program. Now with the recent launch of several key programmatic initiatives including the academic Minor, Venture Accelerator, Student Venture Fund, K-State Made, and the Entrepreneurship boot-camp, we believe our program is poised to facilitate a vibrant entrepreneurial environment at K-State and the surrounding community.

Status when beyond Emergent

The Center will be considered beyond the emergent phase once there is more than two tenure-track faculty, there are consistently 30 entrepreneurship graduates each year, and key long-term funding is secured.
IV. Program Benefits and Impact

Well over 3,000 individuals across the Kansas State University campus have been “touched” by the programs described above. This ramp up of university involvement in entrepreneurship programs represents strong support for assessing program impact in our initial period of existence. The following are key indicators of impact:

- We have over 80 majors including 41 seniors and 25 juniors.
- There are at least 20 student businesses that have launched since the Center was founded. (See Appendix p. 33)
- This year, nine additional student businesses are launching businesses from the Venture Accelerator/Incubator.
- Students graduating with an Entrepreneurship major have an average starting salary of $43,000 reflecting the strong marketability of students with entrepreneurial skillsets.
- We have doubled the number of sections of introduction to entrepreneurship to 11 per year (3 are online). Already this fall all classes are full.

Probably the best way to sum up our impact is to hear from our students…

Shannon Underwood – Chef Shannon’s Personal Chef Service. “The professors in the entrepreneurship program invest a genuine interest in their students. Their continuous, optimistic support is exactly what young entrepreneurs need. Without a strong program like this, I would not have had the encouragement to pursue my business idea, nor the resources to make it a reality. Innovation and creativity are always necessary in any field, but here is where it is done the best.”

Steven Coen/Jordan Sterling – My RiBiT. “I owe K-State Entrepreneurship so much. The Center has taught me that developing a successful business takes more than just a good idea. The program shows students how to take their idea and make it a real possibility and with the Next Big Thing competition. K-State Entrepreneurship gives students a chance, provided some hard work and a little luck, to fund their dream into a reality.”

External Stakeholders
- Includes parents, taxpayers, employers, entrepreneurship support organizations. Beyond the economic impact of new venture creation on Kansas communities, employers benefit from hiring graduates with an entrepreneurship mindset based on opportunity recognition and feasibility analysis.

Changes from original plan
- Center moved to College of Business Administration

Capitalization of opportunities
- Social Entrepreneurship movement
- Key cross campus partnerships (Human Ecology, English, Agriculture, Leadership Studies, Engineering, Architecture)
- Develop a strong outreach program in the new Olathe, Kansas Campus (near Kansas City)

Aspirational Centers
- Indiana University – Bloomington Johnson Center
- Oklahoma State University
- Ball State University
- University of Arizona
- Texas Christian University
- GCEC participant centers

V. Conclusion / Summary

In such a short time, internal and external stakeholders have responded to our initiatives in a very positive manner. The statistics in this proposal outline emerging breadth and depth of campus coverage. The Center is still new and external impact is difficult to determine but ventures are being created and more and more employers want to hire graduates with an entrepreneurial mindset. Also, over 20 ventures have launched and 9 more are in the Venture Accelerator program. We also continue to grow. Interest in the minor is significant and even with doubling the number of class offerings, we are at full capacity. The Next Big Thing competition is adding a high school division. K-State Made and the Summer Boot camp launch this year. Our focus has always been on excellent curriculum, experiences, and launch and we believe we are on track to continue that path.
APPENDIX: SUPPLEMENTAL MATERIALS

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<td>VIII. Fundraising Initiatives</td>
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<td>IX. Venture Launches</td>
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</table>
Program Model

**Within the College of Business**
- Double major in Entrepreneurship
- Allied faculty across disciplines

**Across Campus**
- The Next Big Thing
- Minor in Entrepreneurship
- Summer Boot Camp
- Allied faculty across disciplines

**Academics**
- Major
- Minor
- Next Big Thing Seminars
- Distance Learning
- Summer Boot Camp
- MBA Emphasis

**Experiential Activities**
- The Next Big Thing
- Mentoring Program
- CEO
- Social Entrepreneurship

**Implementation**
- Venture Launch
- Student Business Accelerator
- Student Venture Fund
- K-State Made

**With the Community**
- Students consult for local businesses
- Local business people judge the Next Big Thing
- Community, alumni, and faculty awards for furthering entrepreneurship education
- Entrepreneurship Mentors
Faculty Biographies

Jeffrey S. Hornsby, Ph.D., SPHR

Before his appointment at Kansas State, Dr. Hornsby served as the George and Frances Ball Distinguished Professor of Management at Ball State University where he won several teaching and research awards including the Dean’s Teaching Award for ten consecutive years and the Ball State University 2004 Outstanding Faculty Award.

Chad A. Jackson, M.S.
Chad A. Jackson is the Associate Director of the K-State Center for the Advancement of Entrepreneurship and Instructor of Management at Kansas State University. Jackson’s educational and professional experience is focused on entrepreneurship. Prior to his appointment at Kansas State, Jackson was the Director of Entrepreneurial Development of the National Institute for Strategic Technology Acquisition and Commercialization (NISTAC). He has also owned and operated an entrepreneurial venture providing training and consulting services to hundreds of aspiring entrepreneurs.

James Bloodgood, Ph.D., C.P.A.

Donita Whitney-Bammerlin, Ph.D.
Dr. Donita Whitney-Bammerlin is an Instructor of Management, Academic Program Coordinator, and Students in Free Enterprise (SIFE) advisor. Her areas of teaching include organizational behavior, entrepreneurship, honors and leadership, managing diversity, training, and development. Her areas of research include training and development, adult literacy, and agricultural awareness.

David Lehman, M.B.A.
David Lehman is Instructor of Marketing at Kansas State University. His areas of teaching include principles of marketing, new products marketing, professional selling and sales management, and entrepreneurial marketing.
Eric Higgins, Ph.D.

Fred Fairchild
Dr. Fred Fairchild has more than 30 years of experience in the design, construction, operation and management of feed, flour, dry corn milling and pet food manufacturing facilities. He is currently managing the design and construction of the Grain Science Complex and its individual buildings at K-State. A professor of grain science and industry, Fairchild came to K-State in 1994 from Todd & Sargent in Ames, Iowa, where he was vice president of engineering. A licensed professional engineer, Fairchild specializes in plant design and construction, manufacturing technology, maintenance, materials handling and plant management. Fairchild has domestic experience in design, construction, start-up and production management of new corn, feed and grain mills as well as international experience in the preparation of proposals, negotiations and sales of facilities and equipment. He has worked for the former Mel Jarvis Construction Co., Salina, as the vice president, secretary-treasurer and director of engineering; as the manager of maintenance and engineering of Crete Mills Division, Lauhoff Grain Co. Inc., Crete, Neb.; as production manager/engineer for Lincoln Grain Co. Inc., Atchison; as plant engineer for the Pillsbury Co., Atchison; and as district engineer for Carnation Co., Los Angeles, Calif. As a part of Fairchild’s course Management Applications in the Grain Processing Industries, students write business plans and compete in the Next Big Thing.

Bradley A. Kramer, Ph.D.
Dr. Brad Kramer is a Professor and Head of the Department of Industrial and Manufacturing Systems Engineering and Director of the Advanced Manufacturing Institute at Kansas State University. Kramer also holds the Ike and Letty Evans Engineering Chair that recognizes his active involvement in supporting innovative engineering education at K-State. Throughout his career, he has emphasized the importance of application beyond the classroom. At the Advanced Manufacturing Institute, where Kramer supervises activities, students are mentored by experienced professionals to work with clients on complex projects to gain a practical knowledge of how to plan, coordinate, and implement various product and process development tasks.

Deborah Murray, M.A.
Deborah Murray is the Director of Writing Center at Kansas State University and an Instructor of English. Her fields of interest include expository writing, British literature, and drama. Ms. Murray will teach the Creativity Problem Solving course in the entrepreneurship minor.

Brian Niehoff, Ph.D.
Dr. Niehoff is Associate Provost at Kansas State University. Niehoff, who previously served as interim associate provost, oversees the university's offices of planning and analysis, assessment, and summer school. He also chairs K-State's Higher Learning Commission Self-Study Steering Committee. Niehoff joined K-State's College of Business Administration in 1988 as an assistant professor of management, and was promoted to professor in 2002. He served as head of the department of management from 2000 to 2009, before being named interim associate provost. Niehoff has been recognized numerous times for his teaching, research and advising. He has received the Commerce Bank Outstanding Undergraduate Teaching Award, the Conoco Outstanding Teaching Award and the College of Business Administration's Ralph Reitz Award for Outstanding Teaching, and he is a four-time professor of the semester honoree by K-State graduate students. He also has earned the College of Business Administration's Outstanding Contribution to Research Award, and the Adviser of the Year Award from the office of student activities and services.

In the College of Business Administration Niehoff has served as a Cargill Faculty Fellow and director of the Cargill Ethics Speaker Series; Mark R. Truitt Professor of Entrepreneurial Studies; and director of the Center for Leadership. He has been faculty adviser to the student chapter of Alpha Kappa Psi business fraternity since 1989. Niehoff also is a recipient of the college's L.L. McAninch Leadership Research Fellowship. His research interests have included leadership, workplace justice, organizational citizenship behavior, and the effects of immigration on human resource practices. He
has written more than 30 journal publications and book chapters, including in the Academy of Management Journal, Group and Organization Studies, Journal of Psychology, Journal of Organizational Behavior, International Journal of Public Administration and more. Niehoff has been invited to present his work at prestigious conferences and symposiums across the nation, and his research has earned best paper awards from the Academy of Management, Midwest Academy of Management and Alpha Kappa Psi. As Department Head, Dr. Niehoff initiated the launch of the entrepreneurship major and created a plan for its implementation.

**Trish Gott, M.S.**
Trish serves as an instructor for the LEAD 212, Introduction to Leadership Concepts and as the Program Coordinator for the Alternative Breaks and International Service Teams programs. She also teaches the Women in Leadership Course.

**Betsy Barrett, Ph.D.**
Dr. Betsy Barrett is Associate Professor of Hotel, Restaurant, Institution Management and Dietetics at Kansas State University, teaches management and dietetics and serves as Director of the department's didactic program in dietetics. Barrett teaches distance education students in several areas, including food production management, food safety and sanitation issues, via the Web. She also teaches an introduction to wines course at K-State. Barrett is an adviser to hospitality management students and faculty adviser to K-State's chapter of Eta Sigma Delta, the international hospitality honorary. She is a registered dietitian and active in the American and Kansas Dietetic associations, as well as the Council on Hotel, Restaurant and Institution Educators, Foodservice Management Education Council, National Restaurant Association and several other organizations.

**Wayne E. Goins, Ph.D.**
Dr. Wayne Goins is Professor and Director of Jazz Ensembles at Kansas State University, conducts three big bands and teaches combos, private guitar lessons and jazz improvisation courses at K-State. Dr. Goins is on the K-State Entrepreneurship Internal Advisory Board and is a proponent of a music entrepreneurship minor.

Goins is an active researcher and lecturer in the field of music education with numerous articles and presentations delivered at conferences across the United States. He writes regular columns for Jazz Improv magazine and has written four books on jazz—three of which were published by The Edwin Mellen Press, including "Emotional Response To Music: Pat Metheny's Secret Story," "The Jazz Band Director's Handbook: A Guide To Success," and "A Biography: Charlie Christian, Jazz Guitar's King of Swing." His most recent work, "The Wise Improviser: A Jazz Method for Instrumentalists," was written specifically for his students who actively participate in the jazz program at K-State. Goins has previous teaching experience in Chicago, Boston and Atlanta, where he served as the jazz director at Kennesaw State University. During that time, he also taught at Morehouse College and Emory University. Originally from Chicago, Goins is a versatile jazz guitarist who loves the West Coast cool style, but he also plays blues, funk, reggae and rock. He has recorded more than 20 albums for Ichiban Records and has toured extensively throughout Europe. His music has been performed on Broadway with Pearle Cleage in the play, "Blues For an Alabama Sky," and his guitar work was used for August Wilson's hit Broadway play, "Seven Guitars."
Additional Institutional Support

The Center for the Advancement of Entrepreneurship provides a significant and key addition to our students' educational experience. The opportunity for our students to learn about the venture creation process and how to effectively apply it to their own ideas considerably enhances our students' professional opportunities. We look forward to continuing to partner with the Center to help our students succeed. **John English, Dean of Engineering**

The Center for the Advancement of Entrepreneurship was instrumental in helping develop a shared vision and direction for the faculty in the College of Veterinary Medicine as we began building new research facilities. I could not have been more pleased with the way that Dr. Jeff Hornsby and students associated with the Center worked with us, facilitated discussions and encouraged a culture of inclusion. Having this Center at K-State is a great resource and is stimulating interdisciplinary activities on campus and beyond. **Ralph Richardson, Dean College of Veterinary Medicine**

As dean of the College of Business Administration (CBA) at Kansas State University, I appreciate the development of the Center for the Advancement of Entrepreneurship (CAE). Business education is a dynamic field based in theory, application and organizational structure. However, the most successful businesses are those that transform industry by creating new innovations and opportunities – in other words – entrepreneurship. In fostering a center for entrepreneurship, K-State and the CBA are investing in the passion and invention of our students to help them learn how to minimize the inherent risks of new ventures while maximizing the reward potential. The CAE is a foundational element in establishing a culture of entrepreneurship throughout the university. As important as the CAE is to our business students, entrepreneurship reaches across disciplines to connect business students with students in science, technology and engineering possessing other skill sets necessary to create new products and ventures. The center provides space, technology, advice and networks of professionals and corporations geared toward the common purpose of growing productive enterprises. Since the CAE’s inception in 2008, the college has added entrepreneurship as a major with more than 75 students currently enrolled. The college is also developing an entrepreneurship minor to help students from other disciplines benefit from the CBA’s entrepreneurial expertise. The CAE has also instituted various outreach vehicles as well such as “The Next Big Thing” competition, distinguished lecture series and the possibilities of creating a start-up fund for entrepreneurial students. The CAE is designed to nourish and cultivate thriving relationships between academia, industry and investors to bring new ideas and products to the market successfully. Providing students a safe environment in which they can convert their ideas into thriving businesses is a significant part of the education process. The CAE allows students the opportunity to build the skills, capabilities and confidence needed to strengthen the entrepreneurial community and increase the odds for success in the competitive marketplace. **Yar Ebadi, Former Dean College of Business Administration**

Students today studying agriculture will be the leaders of the food system in the future. They will be required to understand the concepts of entrepreneurship due to the complexity of the food system. One of the best ways to learn these concepts is to work side-by-side with entrepreneurs and students with entrepreneurial spirit from other disciplines. The center provides these opportunities for the students, which will position them to be outstanding leaders. **Fred Cholick, Former Dean, College of Agriculture**

Many of our graduates form their own businesses within the apparel or hospitality industries so the study of entrepreneurship is an especially valuable part of their education. Two graduate students in foodservice and hospitality management took second place in last year's entrepreneurship contest. These students found the competition to be very valuable because they got to see a project come full circle. They said the competition was similar to grant writing where the business plan had to be workable. These students intend to pursue their concept further after they graduate. Dr. Bill Meredith reported that one of the students who went to China with him last summer (not in Human Ecology) won the competition and has patented his idea and is currently seeking underwriters so he can enter the production stage. **Virginia Moxley, Dean, College of Human Ecology**

The Advanced Manufacturing Institute is pleased to collaborate with Dr. Hornsby and The Center for the Advancement of Entrepreneurship to create and support new modes of introducing, educating, and supporting innovation and entrepreneurship at K-State. Dr. Hornsby is clearly an expert in the field and has shown great leadership in developing connections and programs here at Kansas State University. In his relatively short time at K-State, Dr. Hornsby has already created great excitement about entrepreneurship that is forging new ties between the colleges of engineering and business at K-State. We are currently working to develop courses that integrate business, product design, and engineering students into project-based courses that will enhance the education of students in each of these disciplines. **I**
am pleased to work with Dr. Hornsby and the Center for the Advancement of Entrepreneurship. I highly recommend that the Center be recognized as an outstanding emerging program. The Advanced Manufacturing Institute (AMI) has employed more than 450 engineering and business students in developing new products and technologies for entrepreneurs and existing businesses.

Bradley A. Kramer, Ph.D., Professor and Head, Ind.& Mfg. Systems Engineering Director, Advanced Manufacturing Institute

One of the goals of the Kansas State University Foundation, and all foundations in higher education, is to develop a culture of philanthropy. There is an extremely close relationship between the culture of philanthropy and the entrepreneurial spirit. Today’s students will be the future major donors of the universities. Combining the understanding of philanthropy with the entrepreneurial spirit will have positive results in assisting foundations to support higher education, not only at Kansas State University but across the nation.

Fred Cholick, President/CEO of the KSU Foundation

The Center for the Advancement of Entrepreneurship at Kansas State University is a vital resource for alumni and friends of the university. Especially with recent economic challenges, the Center serves a critical need in guiding our alumni through the many aspects of the entrepreneurial process, from researching and writing a business plan to ultimately marketing their business. The Center also provides a valuable opportunity for collaboration of entrepreneurship between students on campus and alumni living in Kansas and around the nation. This exchange of knowledge and hands-on mentoring is mutually beneficial and plays a very significant role in the learning, growth and success of students and overall advancement of our university. Amy Button Renz, President and CEO K-State Alumni Association

The diverse programmatic offerings of the K-State Entrepreneurship Center are teaching students how to develop innovative and thriving ventures. The success of this program and its students is vital for the future our community and State. Kent Glasscock, CEO NISTAC

The Department of Grain Science and Industry at Kansas State University is the only one of its kind in the world offering students 4-year academic degrees in Baking Science and Management, Feed Science and Management, and Milling Science and Management. A part of the program is to prepare students to be business leaders and managers. This includes knowing how a business is structured and operates. Using the Next Big Thing competition program of the Center for Entrepreneurship, student teams are required to prepare feasibility plans for grain related products or services. In the setting of entrepreneurship, students teams in the Management Applications in Grain Processing Industries use all of their academic program knowledge to create and promote a grain related product or service. This NBT competition provides a realistic situation that trains the students in not only entrepreneurship, but also how to prepare budgets, capital improvement programs, and understand the elements required to establish and/or maintain a business operation. The NBT competition of the Entrepreneurship Center is ideal to challenge our students to use their creative and academic talents to explore real world opportunities that not only pulls their complete college experience together, it also creates incentive to excel and accomplish in their lifetime careers. Fred J. Fairchild, Professor of Milling Science

Essentially, the Center serves as a wonderful bridge between the students involved in music and those who operate on the business side of the industry. Typically, many music students have a clear passion and gift for music-making, but most of them do not have the insight or skill to convert their instrumental talents into a full-blown business model that will serve not only themselves, but also the general public for years to come. This is where the vision of Jeff Hornsby is most helpful—he is willing to extend his services to our Department of Music in every way possible to create a marriage of music and commerce that is highly beneficial to the future of our students who graduate with degrees in music and will be seeking ways to market themselves in an ever-changing and increasingly challenged economy. Not only do students benefit from the services the Center provides, but faculty members also receive great opportunities to take advantage of the excellent quality offered by Dr. Hornsby and his entire team. I, for example, have just completed a professional recording of original jazz compositions. This new CD will be released in the near future, and the graduate students who have been assigned to the project in the MBA Business Practicum Program will benefit greatly from a “real-world” assignment that they will be able to include in their developing portfolios. I strongly support the efforts of Dr. Hornsby and the Center for Entrepreneurship, and hope for the best as they compete for such a prestigious honor of receiving the Emerging Program Award. Wayne Everett Goins, PhD., Professor of Music and Director of Jazz
**External Advisory Board**
The purpose of the external advisory board is to share entrepreneurial expertise to guide Center and programmatic development and to assist in the sustainability of the Center and Program by leading fundraising efforts.

**Dave Dreiling**, Chair  
Founder and Owner, GTM Sportswear

**John Graham**, Co-chair  
Executive in Residence, College of Business  
Professor of Finance  
Former CEO, Kansas Farm Bureau

**Phil Howe**, Co-chair  
Founder and CEO, Kansas State Bank

**Lee Borck**  
President and CEO, Innovative Livestock Services, Inc.  
Chairman, American State Bank

**Amy Button-Renz**  
President and CEO, KSU Alumni Association

**Bob DeBruyn**  
Founder/Owner Master Teacher

**Mark Dobbins**  
Executive Vice President, Cereal Food Processors

**Kent Glasscock**  
President, K-State Institute for Commercialization

**Bill Grevas**  
Assistant Vice President, KSU Foundation

**Kevin Lockett**  
Manager, Ewing Marion Kauffman Foundation  
Deputy Director of the Urban Entrepreneur Partnership (UEP)

**Janice Marks**  
CEO, Varney & Associates, CPAs, LLC of Manhattan, KS

**Earl McVicker**  
Chairman, President, and CEO, Central Bank and Trust Co.

**Christopher Miller**  
Co-owner, Rocking M Radio

**Toby Rush**  
Co-founder, President, and CEO, Rush Tracking Systems

**Bill Sanford**  
Founder/Chairman, Symark LLC

**Paul Stephenson**  
Owner, PDS Company – Investments and Consultant

**William Trenkle, Jr.**  
Attorney-at-Law and Senior Partner, Foulston Siefkin, LLP

**Jack Vanier**  
CEO, Western Star Ag Resources  
Former board member, Archer Daniels Midland Co.  
Former President, Kansas Livestock Association

**Lee Young**  
Founder, Vortex Valves
**Internal Advisory Board**
The purpose of the internal advisory board is to provide internal guidance for ensuring a true cross-campus approach and to provide advice and counsel on minor curriculum development and implementation.

**Brad Kramer,** Ph.D.
Associate Professor and Department Head, Industrial and Manufacturing Systems
Engineering Director, Advanced Manufacturing Institute

**Deborah Canter,** Ph.D.
Professor and Department Head, Department of Hospitality Management and Dietetics

**Wayne Goins,** Ph.D.
Associate Professor, Music
Director, Jazz Ensembles

**Ken Klabunde,** Ph.D.
University Distinguished Professor of Chemistry
Founder, Nanoscale Materials

**Ken Odde,** Ph.D.
Department Head, Animal Sciences and Industry

**Jeff Zacharakis,** Ph.D.
Associate Professor, Educational Leadership

**Kathy Brockway,** MAcc
Assistant Professor, College of Technology and Aviation

**Roger Fingland,** DVM, MS, MBA, DACVS
Associate Dean, Clinical Programs
Director, KSU Veterinary Medical Teaching Hospital
Director, Midwest Veterinary Specialty Hospital

**Allan Hastings,** IDSA, SAE
Professor, College of Architecture, Planning, and Design

**Brian Niehoff,** Ph.D.
Associate Provost, Kansas State University

**Ellen Stauffer,** MS
Program Coordinator, Division of Continuing Education
College of Business Administration
Minor in Entrepreneurship

Overview
Entrepreneurship is a dynamic process of vision, change, and innovation. Come learn how to build entrepreneurial skills within your chosen degree program; enhancing your success in careers such as veterinarian, musician, artist, investment manager, restaurateur, farmer, architect, etc.

Entrepreneurship powers the American and global economy and is focused on opportunity recognition, creativity and innovation, and new venture creation. This fast growing field gives students the knowledge and skills to turn their ideas into reality.

Beginning fall 2012, Kansas State University students in any major outside the College of Business Administration can minor in entrepreneurship. The minor in entrepreneurship will provide students the opportunity to learn the venture creation process, network with like-minded and creative peers, and launch a venture while still in college.

In 2011 the Center for the Advancement of Entrepreneurship was awarded the national title of Emerging Program of the Year by the U.S. Association for Small Businesses and Entrepreneurship. Since then, the center has developed multiple programs to help students start their ventures while still in college with funding, mentorship, and office space.

The minor in entrepreneurship provides students the background to undertake entrepreneurial activity in whatever career field they wish to pursue. You do not have to start your own business to be an entrepreneur! Every organization needs visionary innovators who can capitalize on opportunities. Come learn how entrepreneurship will enhance your success!

Academics
Accreditation
The College of Business Administration at Kansas State University is among an elite 10 percent of business schools and colleges in the nation to hold accreditation by the Association to Advance Collegiate Schools of Business for all business and accounting programs.

Advising
All students in the entrepreneurship minor are assigned to an entrepreneurship instructor/professor who will guide them through their coursework.

Minor requirements (15ch)
Hours Courses
3 GENBA 340 Introduction to Entrepreneurship
3 ENGL 455 Exploring Creativity
3 GENBA 350 New Venture Creation
6 Two electives that support the students planned venture. Approved by K-State Entrepreneurship.

Admissions
A maximum of 40 students per year are admitted to the entrepreneurship minor program. GENBA 340 is required for acceptance. After successfully completing GENBA 340 students should apply for the minor in entrepreneurship at www.ksu.edu/entrepreneurship.
Professional Options

Careers
- Traditional entrepreneurship; start a new for-profit venture.
- Franchising; operate the right to distribute a company’s products, techniques and trademarks for a percentage of gross monthly sales and a royalty fee.
- Family business; start or continue a family-owned and operated business.
- Social entrepreneurship; start new or develop a company with a social mission as its primary purpose.
- Corporate entrepreneurship; develop new operations or products for existing corporations.

Preparation
The Center for the Advancement of Entrepreneurship provides many opportunities for students to gain hands-on learning experience. These programs “bridge the gap” between academics and venture launch.

- The Next Big Thing; have a new venture idea that you want to pursue? The Next Big Thing gives students an opportunity to compete for access to prize money and resources to help them launch their new venture.
- Incubator; the student incubator gives aspiring entrepreneurs access to office space, supplies, and additional resources to help advance their venture. Yes, you can start a successful company while you are in school! Interested students can apply to be a part of this valuable program.
- Entrepreneurship Speaker Series; learn from successful entrepreneurs what it really takes to make it. Attend lectures given by successful entrepreneurs to understand how they made their dreams a reality.
- Wildcat Venture Fund; the Wildcat Venture Fund helps provide funding to student start-ups. This program also provides student entrepreneurs access to advice and support from financial experts on how to structure, fund, and grow their company.
- Collegiate Entrepreneurs Organization (CEO); provides students interested in entrepreneurship leadership opportunities to advance entrepreneurship at K-State. CEO’s mission is to inform, support, and inspire college students to be entrepreneurial and seek opportunity through enterprise creation.

For more information about the Minor in Entrepreneurship, contact:
Center for the Advancement of Entrepreneurship
Chad A. Jackson
Associate Director
Kansas State University
101 Calvin Hall
Manhattan, KS 66506–0507
785-341-6243
entrepreneur@ksu.edu
www.ksu.edu/entrepreneurship

Kansas State University
College of Business Administration
Center for the Advancement of Entrepreneurship
Entrepreneurship

Why choose entrepreneurship?
Entrepreneurship powers the American and global economy and is focused on opportunity recognition, creativity and innovation, and new venture creation. K-State entrepreneurship students will develop the necessary skills to make innovative ideas become a reality, specifically by:

- Developing an understanding of the entrepreneurial process — from idea generation to the implementation of the new business or social venture.
- Gaining the ability to identify, research and analyze potential markets that would enhance value and profitability.
- Developing an understanding of the concept of risk and how its effect on new ventures can be minimized.
- Demonstrating the capacity to identify and acquire the resources needed for the creation and implementation of a new venture.

Other careers

**Business coach**
Coach owners of small- and medium-sized businesses to improve their sales, marketing, management and team building by providing guidance, support and encouragement.

**Commercial banker**
Work for banks or other financial institutions specializing in the lending, deposit and other financial needs of businesses.

**Consultant**
Engage with multiple and changing clients as an expert or professional in a specific field with a wide knowledge of the subject matter.

**Economic developer**
Improve the economic well-being and quality of life for a community by creating and retaining jobs, and by supporting or growing income and the tax base.

**Franchising**
Operate the right to distribute a company’s products, techniques and trademarks for a percentage of gross monthly sales and a royalty fee.

**Small business development specialist**
Assist small business owners with the improvement of business practices in such areas as strategy, accounting, marketing, management, finance, operations, human resources and technical needs.

**Small business executive**
Work on the organization and logistics of managing a small business.

**Venture capitalist**
Make investments into new ventures, and bring managerial and technical expertise, as well as capital to their investments.

Common career fields

**Traditional entrepreneurship**
Start a new for-profit venture.

**Franchising**
Start or purchase a business that requires franchise agreements.

**Family business**
Start or continue a family-owned and operated business.

**Social entrepreneurship**
Start new or develop existing nonprofit or community service oriented firms.

**Corporate entrepreneurship (Intrapreneurship)**
Develop new operations or products for existing corporations.

Major requirements

Students entering the College of Business Administration for the first time enroll in the Business Administration Pre-Professions Program, or BAPP. Students with previous academic work either at K-State or elsewhere requesting transfer to the College of Business Administration must have a 2.5 or higher GPA to enroll in the BAPP curriculum. Students remain in the BAPP until they meet the requirements for admission to their chosen business major and complete an application to degree plan. Students who do not meet the admission criteria for their chosen major by 60 credit hours (with at least 15 K-State graded hours) will be dismissed from the College of Business Administration.

Applicants for the entrepreneurship major must have a minimum cumulative GPA of 2.5 and have completed at least 45 credit hours (12 of which must be K-State graded hours) to be considered for admission.

The business curriculum is designed to provide both breadth and depth throughout the student's educational experience. Students will begin taking business courses during the freshmen year, along with foundation courses like written and oral communication, math and economics, and general education courses that encourage personal growth in areas such as cultural development and understanding of the natural and physical world. Most students will take at least one course in each of the core areas of business (accounting, finance, management and marketing) before pursuing the required major field courses in the entrepreneurship major.

To encourage breadth and depth later in the student's career, all business students will be required to complete a 9-credit hour thematic sequence in an area of professional and/or personal interest outside the college. The College of Business Administration offers more than 40 thematic sequences in areas such as urban planning and design, communication in organizations, economics, agriculture, law, gerontology and geography, among many others. Students who pursue a minor or second major outside the College of Business Administration may use this course work to complete their thematic sequence requirement.
### Entrepreneurship major

128 hours

#### I. BAPP Requirements

<table>
<thead>
<tr>
<th>Hrs.</th>
<th>Course</th>
</tr>
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<tbody>
<tr>
<td>6</td>
<td>ENGL 100 and 200 Expository Writing I and II</td>
</tr>
<tr>
<td>2</td>
<td>COMM 105 Public Speaking IA</td>
</tr>
<tr>
<td>3</td>
<td>ENGL 417 Written Communication for the Workplace</td>
</tr>
<tr>
<td>3</td>
<td>MATH 10 College Algebra</td>
</tr>
<tr>
<td>3</td>
<td>MATH 205 General Calculus and Linear Algebra</td>
</tr>
<tr>
<td>3</td>
<td>STAT 260 Business and Economic Statistics I</td>
</tr>
<tr>
<td>3</td>
<td>STAT 361 Business and Economic Statistics II</td>
</tr>
<tr>
<td>6</td>
<td>ECON 110 and 120 Macroeconomics and Microeconomics</td>
</tr>
</tbody>
</table>

Nonbusiness courses. Students must complete at least one course in each of the following categories: aesthetic experience and interpretative understanding, global perspectives, human diversity in the U.S., natural and physical sciences with lab, and nonbusiness elective (chosen from any K-State B category).

#### II. Business core

| 3    | ACCTG 231 Accounting for Business Operations |
| 3    | ACCTG 241 Accounting for Investing and Financing |
| 3    | FINAN 450 Principles of Finance |
| 3    | GENBA 110 Business Foundations |
| 3    | GENBA 166 Business Information Technology Skills Proficiency |
| 3    | MANGT 366 Information Technology for Business Management Concepts |
| 3    | MANGT 420 Introduction to Operations Management |
| 3    | MANGT 595 Business Strategy |
| 3    | MANGT 596 Business, Government and Society |
| 3    | MKTG 400 Marketing |

#### III. Major field requirements

(Required for all entrepreneurship majors)

| 3    | GENBA 24 Introduction to New Venture Creation |
| 3    | MKTG 241 Marketing Plans for New Ventures |
| 3    | MANGT 390 Business Law |
| 3    | FINAN 561 Financing Emerging Businesses |
| 3    | MANGT 540 Small Business Consulting |
| 3    | MANGT 440 Entrepreneurship |

#### IV. Major electives (choose two from the following list):

| 3    | ACCTG 331 Accounting Processes and Controls |
| 3    | ACCTG 342 Taxation (Pr: ACCTG 331) |
| 3    | ACCTG 433 Financial Controls (Pr: ACCTG 331) |
| 3    | AGEC 202 Small Business Operations |
| 3    | MANGT 531 Human Resource Management |
| 3    | MANGT 535 Employment Law |
| 3    | MANGT 653 Business Project Management |
| 3    | MANGT 660 Demand-based Management for Supply Chain |
| 3    | MANGT 662 Supply Chain Management |
| 3    | MANGT 690 International Management |
| 3    | MC 421 Advertising Sales |
| 3    | MC 423 Global Advertising |
| 3    | MC 446 Advertising Media Planning |
| 3    | MC 456 Advertising Techniques |
| 3    | MKTG 450 Consumer Behavior |
| 3    | MKTG 541 Retailing (Pr: MKTG 450) |
| 3    | MKTG 542 Personal Selling |
| 3    | MKTG 543 Integrated Marketing Communications (Pr: MKTG 450) |
| 3    | MKTG 545 Marketing Channels |
| 3    | MKTG 546 Services Marketing |
| 3    | MKTG 642 Marketing Research (Pr: MKTG 450) |

#### V. Economics elective

Choose one of the following:

| 3    | ECON 520 Intermediate Microeconomics |
| 3    | ECON 523 Human Resource Economics |
| 3    | ECON 540 Managerial Economics |
| 3    | ECON 620 Labor Economics |
| 3    | ECON 640 Industrial Organization and Public Policy |

#### VI. Unrestricted electives

15

For more information about entrepreneurship, contact:

Department of Management
College of Business Administration
Kansas State University
119 Anderson Hall
Manhattan, KS 66506–0507
785-532-6296
Email: cbabusv@k-state.edu
www.cba.k-state.edu/management

For more information about Kansas State University, contact:

Office of Admissions
Kansas State University
119 Anderson Hall
Manhattan, KS 66506–0507
1-800-432-8270 (toll free) or 785-532-6250
Email: k-state@k-state.edu
www.k-state.edu/admissions

Kansas State University is committed to nondiscrimination on the basis of race, color, ethnic or national origin, sex, sexual orientation, gender identity, religion, age, ancestry, disability, military status, veteran status or other non-merit reasons, in admissions, educational programs or activities and employment, including employment of disabled veterans and veterans of the Vietnam Era, as required by applicable laws and regulations. Responsibility for coordination of compliance efforts and receipt of inquiries concerning Title VI of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, and the Americans With Disabilities Act of 1990 has been delegated to the director of Affirmative Action, Kansas State University, 214 Anderson Hall, Manhattan, KS 66506-0724, (phone) 785-532-4220; (TTY) 785-532-4807.

k-state.edu/admissions/academics/majors
Next Big Thing Participation

2012 Next Big Thing Distribution by College

'12 Next Big Thing by Class Standing

- Freshman
- Sophomore
- Junior
- Senior
- Graduate
Undergraduate division finalists

Jared King, Justin Murray, Stephanie Patterson
A&A is a meet you where you are oil change service. Whether you are at home, at work, or on the go, the professional service team of A&A will travel to your destination and change your oil where you are. The only minor distraction will be the interruption of the “you’re all set” greeting from our service team after the job is completed.

Gabe Ryan, Ryan Willcott
GreenKey Holdings solves the problem restaurants face with wasted labor during downtimes by harnessing the opportunity created by a college town’s bargain-seeking nature. The business utilizes a dynamic pricing model to allow restaurants to give greater discounts on specials during the times when business is needed most.

David Heideman, Caleb Wurth, Britini Beck, Grace Bokelman
Enviro Feed Bunks
Enviro Feed Bunks is a brand of feed bunk that is made from recycled tires and consumer/industrial plastics. The product will be affordable, durable, weather resistant, animal safe, environmentally friendly, and easily installed.

Jacob Wessel, Michael Dee, Alex Hecht
Productions
Plant Ops Productions will provide up-to-date and quality videos to the industry regarding the safe operation of specific equipment and procedures. This would include equipment that is not typically industries. These videos will address specific operating and for each type of equipment within a customer’s facilities. An put on preventative safety measures with each piece of

Graduate division finalists

Shannon Underwood
Rather than turning to the frozen section of a grocery store or rushing to prepare food, Chef Shannon offers home cooked, delicious alternatives for your next party or event. The personal, small-scale catering business will provide an array of personalized cakes, desserts, and hors d’oeuvres for small scale parties such as graduations, birthdays, and showers. The market focus of Chef Shannon is to target individuals who desire a personal and exquisite experience at their next party or event.

Mark Haynes, Geoffrey Miller
Free-Works LLC seeks to provide the lowest cost automated fabrication solutions that inspire and increase people’s capacity to create. The mission of Free-Works LLC is to provide consumers the ability to turn imaginations into a reality. For craftsman, hobbyists, and do-it-yourself enthusiasts it is difficult for their projects to have the finished professionalism of a mass produced product. These individuals’ innovation and creativity are restricted because they do not have access to the high end production equipment available to large corporations. Whether a person is into wood working, metal working, RC airplanes, figurines, sculpting, or any other crafting activity they lack the equipment necessary to make high quality products that are competitive within the industry. With Free-Works LLC product, individuals will be able to create parts of any imaginable shape – out of almost any material.

Nick Young
MDM will provide Manhattan's construction contractors with a reliable, affordable, and quick delivery service. The focus will be on small to medium size material deliveries. By offering an affordable service, we can help contractors keep their workers on site and save them money and time. MDM will be the go-to service that contractors call to pick up their materials promptly.

Jose Abraham, Prabhakar Thennarasu, Pradeep Malreddy
www.theskillguild.com is a community-focused networking website operating within the Manhattan, KS metropolitan area, serving as a platform for its users to seek and provide skilled services. The Skill Guild acts as a convenient and cost-free support system for people who intend to make a part-time earning out of their skills, are pursuing a particular skill as a hobby, are students intending to build a portfolio in their trade alongside earning from their skills, and are looking for flexible pricings and work hours for services.

Social division finalists

Abbey Brown
ABSolute Design is a new business venture that focusses on supporting women and building self-esteem through the sale of custom pearl earrings and jewelry as well as the distribution of scholarships and interest free loans. The aspect which will set ABSolute Design apart from other jewelry designs are the blue posts (backs of earrings) which represent the faith that ABSolute Design’s
Founder, Abbey Brown, has in each woman to find support and acceptance in this world where it is hard to stand out from the everyday and the ordinary.

*Kyle Williams*

JOYN employs economically and socially poor people to give them a hope of a future and to restore their purpose and dignity in life. The JOYN initiative seeks to employ the poor people of Northern India by giving these wonderful Indian fabric makers the opportunity to create products for Western markets for purchase. By providing this opportunity, JOYN has created JOY for those whose lives they touch, by giving them more than an emotion, but a long-term state of wholeness that comes from having purpose and finding restoration. The specific business need now for this company is a connector and distributor to western markets in the mid-west.

**Rafiki Bags Co.  Kaitlin Long, Logan Gauby**

Rafiki Bags Co. diversifies the Children and Youth Empowerment Centre’s (CYEC) line of products to include backpacks. With the purchase of one Rafiki bag the consumer will provide educational opportunities to the children at the CYEC by ensuring adequate school supplies and a healthy, stimulating study environment for each child. By scanning the QR code on the tag of the bag, the consumer will see a photo of a child at the CYEC, and the materials that the profit from the bag will purchase.

**Wildcat Cycle  Kaleb Anderson, Keegan Lutz**

Wildcat Cycle is the cheapest and easiest way for students to get to class without the need to own their own bicycle. It is a community bicycle-sharing program that allows members of the program to ride from station to station in Manhattan, KS. Our vision is to provide cheap and environmentally friendly transportation to people who need it. Our organization benefits our customers by offering the cheapest access to the use of bicycles in the most convenient areas of Manhattan, KS.

**Judges of the next big thing finals**
The following distinguished judges volunteered their time to judge the finals of the Next Big Thing. Their generous commitment of time is greatly appreciated.

<table>
<thead>
<tr>
<th>Zac Burton, President, Fieldhouse Development</th>
<th>Christopher Miller, Co-owner, Rocking M Radio, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lyle Butler, President/CEO, Manhattan Area Chamber of Commerce</td>
<td>Evan Stewart, Retired, Former VP and Chief Information Officer, B/E Aerospace</td>
</tr>
<tr>
<td>Dave Dreiling, Founder, GTM Sportswear</td>
<td>Kylie Stupka, Executive Director, Youth Entrepreneurs</td>
</tr>
<tr>
<td>Jeff Glasco, Director, The Archer Foundation</td>
<td>TJ Vilkanskas, Financial Advisor, Keating and Associates</td>
</tr>
<tr>
<td>Andrea Grier, Co-Owner, Harry’s Restaurant</td>
<td>Fred Willich, President, Hi-Tech Interiors</td>
</tr>
<tr>
<td>Walt Lane, President and Founding Partner, NetStandard</td>
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</tbody>
</table>
## Venture launches

<table>
<thead>
<tr>
<th>Student Name(s)</th>
<th>Venture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garland Miller</td>
<td>Garland Excavating</td>
</tr>
<tr>
<td>Jose Abraham, Pradeep Malreddy</td>
<td>Skill Guild</td>
</tr>
<tr>
<td>Kaleb Anderson</td>
<td>Wildcat Cycle</td>
</tr>
<tr>
<td>Kelsey Hixson-Bowles</td>
<td>K-State Writing Fellows</td>
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<tr>
<td>Chandler Johnson</td>
<td>Loudspeaker</td>
</tr>
<tr>
<td>Mark Haynes</td>
<td>Free Works, LLC</td>
</tr>
<tr>
<td>Nick Young</td>
<td>Peapods</td>
</tr>
<tr>
<td>Adam Barnard</td>
<td>Emerald Diner</td>
</tr>
<tr>
<td>Kaitlin Long</td>
<td>Rafiki Bags</td>
</tr>
<tr>
<td>Abbey Brown</td>
<td>Absolute Design</td>
</tr>
<tr>
<td>Eric Dorsey</td>
<td>Bunchd</td>
</tr>
<tr>
<td>Chris Fox</td>
<td>Fox Home Innovations</td>
</tr>
<tr>
<td>Kelley Price</td>
<td>Priceless Films</td>
</tr>
<tr>
<td>Shannon Underwood</td>
<td>Chef Shannon</td>
</tr>
<tr>
<td>Colin Tareila &amp; Jeff Schuler</td>
<td>FreshWheelz</td>
</tr>
<tr>
<td>Dave Bollman</td>
<td>Bollman's Bar &amp; Grill</td>
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<tr>
<td>Aaron Bingham, Andy Linscott, Ryan</td>
<td>Integrated Bin Solutions, LLC</td>
</tr>
<tr>
<td>Roberts, Carl Tharman, &amp; Justin Howie</td>
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<tr>
<td>Steven Coen &amp; Jordan Sterling</td>
<td>MyRibit.com</td>
</tr>
<tr>
<td>Zach Pistora</td>
<td>The Little Apple Community Card</td>
</tr>
<tr>
<td>Dan Hornsby</td>
<td>Shelf Help</td>
</tr>
</tbody>
</table>
This document describes our programs including academics, experiential activities, research, and outreach. Our program model is to provide students the academic rigor needed to learn about business, the hands-on activities to experience business, and the start up support to launch a business. Also, as a State University, it is also important to use our knowledge capital to enhance economic well-being by conducting workshops, providing student teams for assistance, and placing our graduates in entrepreneurial ventures. Please consider investing in our programs and people by making a contribution to K-State Entrepreneurship. The following is a description of our current and planned programs and how you can help.
K-State Center for Entrepreneurship and Innovation

Summary
Founded in late fall 2008, the Center for Entrepreneurship and Innovation hit the ground running to expose the K-State campus community, especially students, to entrepreneurial thinking, ideation, and venture creation. The Center and its programs focus on learning, creating, and implementing entrepreneurship and innovation concepts in any venue including traditional, social, and/or corporate contexts. The Center itself is an entrepreneurial venture. Imagine that, an academic unit building a business model and plan to launch, fund, and operate as a sustainable venture! Our focus is not only on a high quality curriculum but also on bridging the gap between learning and implementation by establishing programs to facilitate venture launch. As a land-grant institution we serve a broad based student constituency that includes national recognized programs in engineering, vet medicine, animal and meat science, human ecology and hospitality management, liberal arts, architecture, education, and business.

Group(s) Served
Students, faculty, and the Kansas entrepreneurship and innovation community.

Highlights
In 2011 the Center received the United States Association for Small Business and Entrepreneurship (USASBE) Emerging Program Award for its fast-track success as an entrepreneurship center. Initiatives already launched include the major, Next Big Thing Feasibility Competition, Venture Accelerator, and Speaker Series.

Funding Opportunity
Entrepreneurship Excellence Fund (cash donations for general operations), scholarships, and sponsorship/naming of specific entrepreneurship initiatives.

Naming Gift: $10,000,000

Program Contact
Jeff Hornsby, Director
Center for Entrepreneurship and Innovation
jhornsb@ksu.edu (785) 236-1643
Summary
The student incubator program will provide business services and space for promising student ventures in the early development stages. Open to students from all majors, the program focuses on closing the gap between writing business plans and venture launch. The incubator offers space and business support services including conference rooms, IT, consultation with experts, and networking. The incubator is located in two houses on North Manhattan Avenue (former home of Leadership Studies).

The Incubator will be designed to take learning “beyond the walls of the classroom” and allow students to combine their knowledge and passion to create businesses in a variety of disciplines. It will support traditional, social, and corporate entrepreneurial ventures.

The Incubator will be a focal point for entrepreneurial activity on campus providing opportunities and activities for collaboration, networking, and learning.

The Incubator will focus on incubation, acceleration, and launch of the venture and will develop relationships with community incubators in the region to “hand-off” ventures as students graduate and look for viable locations for the next stage of venture development.

Group(s) Served
Undergraduate and graduate who complete a business/venture plan.

Highlights
The incubator space has been renovated by one of our own entrepreneurship students and is ready to open fall 2011.

Funding Opportunity
Yearly Cost: $140,000
Student Venture Sponsor: $5,000-10,000 per year
Five Year Sustaining Gift: $750,000
Naming Gift: $2,500,000

Program Contact
Jeff Hornsby, Director, Center for Entrepreneurship and Innovation
jhornsby@ksu.edu (785) 236-1643
Next Big Thing

Summary
The Next Big Thing is an entrepreneurial idea competition open to undergraduate and graduate students from all majors. Aspiring entrepreneurs, or students with a unique entrepreneurial idea, are encouraged to enter the competition for a chance to win money to further their venture concept.

Group(s) Served
Undergraduate and graduate students across campus

Highlights
The Next Big Thing had 100 participants from 7 colleges in 2009, 150 in 2010 and 252 from all colleges across campus in 2011. The 2011 competition awarded $20,000 in prize money to the top three teams in the product, service, social, and graduate student divisions.

Funding Opportunity
Yearly Cost: $50,000
Five Year Sustaining Gift: $250,000
Naming Gift: $1,000,000

Point of Contact
Jeffrey S. Hornsby, Director & Chad A. Jackson, Associate Director
Center for Entrepreneurship and Innovation

jhornsby@ksu.edu (785) 236-1643
cjackson@ksu.edu (785) 341-6243

one idea. one competition. $20,000 in total prize money.

THE NEXT BIG THING
Celebration of Entrepreneurship Banquet

Summary
The Celebration of Entrepreneurship Banquet is an event where we recognize outstanding achievements in entrepreneurship. The banquet brings together community members, alumni, faculty, and students to award numerous individuals for their entrepreneurial achievements and support.

Group(s) Served
Alumni, community members, faculty, and students across campus

Highlights
The 2011 banquet featured awards for entrepreneurship advocacy, entrepreneurship support, alumni entrepreneur of the year, community entrepreneur of the year, and the winners of the Next Big Thing student competition.

Funding Opportunity
Yearly Cost: $8,500
Five Year Sustaining Gift: $50,000
Naming Gift: $250,000

Point of Contact
Jeffrey S. Hornsby, Director & Chad A. Jackson, Associate Director
Center for Entrepreneurship and Innovation
jhornsby@ksu.edu (785) 236-1643
cjackson@ksu.edu (785) 341-6243
Minor in Entrepreneurship

Summary
The Minor in Entrepreneurship will be open to students in all colleges on campus. The focus of the program is to create an ‘entrepreneurial mindset’ in students from a variety of disciplines. Funds are needed to support additional instruction, program management, and mentoring programs.

Group(s) Served
Undergraduate students across campus

Highlights
In a 2010 survey of nearly 1,500 students across campus, 22% of students responded that they would be extremely interested in a minor in entrepreneurship.

Funding Opportunity
Yearly Cost: $150,000

Five Year Sustaining Gift: $750,000

Naming Gift: $2,500,000

Point of Contact
Jeffrey S. Hornsby, Director & Chad A. Jackson, Associate Director
Center for Entrepreneurship and Innovation
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cjackson@ksu.edu (785) 341-6243
Entrepreneurship and Innovation Speaker Series

Summary
From its inception, the Center for the Advancement of Entrepreneurship has been able to attract nationally known experts in entrepreneurship and innovation to come to campus and tell their story to our students, faculty, and KSU community. The availability of funding to continue to expose our students to experts in entrepreneurship and innovation from all fields represented by KSU will be enhanced with external support. The goal is to offer two major events every year and then seed smaller speaking events across campus to attract experts relevant to the many majors served on campus.

Group(s) Served
Undergraduate students and faculty from across campus, the KSU community.

Highlights
Through some small private gifts and partnerships with the College of Business Administration and the College of Engineering we have been able to bring in exceptional speakers in the areas of entrepreneurial start-up, corporate entrepreneurship, teaching entrepreneurship, and social entrepreneurship and ethics.

Funding Opportunity
Yearly Cost: $50,000
Five Year Sustaining Gift: $250,000
Naming Gift: $1,000,000

Point of Contact
Jeffrey S. Hornsby, Director, Center for Entrepreneurship and Innovation
jhornsby@ksu.edu (785) 236-1643
K-State Entrepreneurship and Innovation

Proposal: Development of an Integrated Entrepreneurship Summer Institute

Overview

This initiative centers on developing an integrative summer experience for business, engineering, and architecture students. The need for this program is based on the following:

- College of business students, especially entrepreneurship majors, need exposure to technology and design elements of new venture creation. While CBA students are strong on implementation where they can focus on marketing research and financials, often times their ideas tend to focus on small life style businesses with limited scalability. Exposure of CBA majors to technology and design could provide valuable insight and opportunity recognition. Furthermore, the students would have to work with individuals from different academic backgrounds, preparing them for work after graduation.
- Engineering students have very little time to add a minor into their curriculum. They have little opportunity to add electives but need to be exposed to business concepts and fundamentals. Discussions with Brad Kramer from the College of Engineering and the Advanced Manufacturing Institute were a main driver of this concept.
- Architecture students now take a 3/2 undergrad and master’s degree experience. They essentially have to take all undergrad courses in a condensed three-year format leaving little room for a traditional minor. Dean Tim de Noble is highly supportive of a summer program that provides entrepreneurship and business fundamentals.
- This summer institute could also be expanded to MBA and other graduate students.
- This summer institute could be used to work with technology and science faculty to assist in the commercialization of their research.

Concept

While still under development, the basic idea is a three-week institute where students will earn 6 hours of credit. Each week would have lecture and experiential components. Students will be teamed up into groups of 3 representing each college. The initial institute will aim for 10 students from each college.

Week 1: Content - Overview of entrepreneurship
Experience – Student teams will be given actual cases under review by the Advanced Manufacturing Institute (AMI) and will assess their feasibility and make presentations by the end of the week.

Week 2: Content – Creativity and Ideation
Experience – Student teams will be lead through a creative problem solving process that incorporates elements of ideation, opportunity recognition, and venture planning.

Week 3: Content – The business/venture plan
Experience – With an assigned mentor, student teams will build on the work of the past two weeks and write a business plan. The plan can focus on one of the AMI projects, faculty research initiatives or their own ideas.

Student Recruitment

To attract the best, brightest, and passionate students each student will receive a scholarship for the 6 credit hours. The first three hours will be covered on registration and the second three hours will be paid upon completion and presentation of the venture plan. Each college will recruit their 10 participants based on guidelines supplied by the implementation team.
Summer Institute Instructor/Implementation Team: Jeff Hornsby, Chad Jackson, Eric Higgins, Olivia Delrosso, Brad Kramer, and Tim de Noble

Timeline

Phase 1: Early fall 2011 - Form an internal team of individuals from the three colleges including Brad Kramer, Tim de Noble, Jeff Hornsby, and Chad Jackson. Others will be sought to complete a curriculum/mentor team.

Phase 2: Early fall semester - The team will meet to develop an implementation strategy and timetable for a summer 2012 launch.

Phase 3: Early spring 2012 - The team will meet to develop and finalize curriculum and experiential components.

Phase 4: Early spring - A recruitment process for each college will be created and implemented.

Phase 5: Summer 2012 – Program conducted

During the fall and spring semesters we will focus on student recruitment, fundraising, and week 1 experiential projects identification.

Costs

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition and supplies for 30 students</td>
<td>$60,000</td>
</tr>
<tr>
<td>Additional Instructor Costs</td>
<td>$25,000*</td>
</tr>
<tr>
<td>Lunches and other related costs</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Total Costs</strong></td>
<td><strong>$95,000</strong></td>
</tr>
</tbody>
</table>

*The two main instructors will be paid based on summer compensation for teaching a course in the College of Business. These funds are needed for lecturers on creativity, legal issues, and commercialization.

Five Year sustaining Gift = $475,000
Naming Gift = 1,500,000

Point of Contact

Jeffrey S. Hornsby, Director & Chad A. Jackson, Associate Director
Center for Entrepreneurship and Innovation

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cjackson@ksu.edu (785) 341-6243
K-State Entrepreneurship and Innovation

Proposal: Development of an Integrated Entrepreneurship Summer Boot Camp for High School Teachers and Students

Overview

This initiative centers on developing an integrative one-week boot camp experience for Kansas high school students. The need for this program is based on the following:

- At the high school level, a Gallup study revealed that 7 out of 10 high school students want to start their own companies. This is a prime time to harvest this desire and facilitate entrepreneurial and innovative thinking by students.
- Many high schools struggle to offer any entrepreneurship curriculum
- Teachers of high school entrepreneurship classes seldom have any formal training or experience in this area

Concept

We propose a partnership with Youth Entrepreneurship Kansas (YEK). The goal would be to attract 20 high school teachers from Kansas schools and 3-4 of their students. The teachers would come for the first 2 days to attend sessions on the effective teaching of entrepreneurship and innovation. The teachers would then stay for the next 3.5 days to mentor their students through the student boot camp experience. The goal would be to offer this program shortly after the end of the school year for most Kansas high schools.

Student Recruitment

To attract the best, brightest, and passionate high school students we will contact teachers who teach or sponsor entrepreneurship clubs in the Kansas high schools. Sponsorship funds will cover all expenses for the program. We will work with the YEK team to identify participants.

Program Content

The program for the teachers will include guidelines and resources for teaching an entrepreneurship class. Also included will be the basics of Market Based Management as a key element to entrepreneurship and innovation. Student content will be based on experiential learning including opportunity recognition, creativity, design thinking and idea feasibility. While they will attend some basic seminars on venture creation, market based management, and innovation, the majority of their time will be spent working on opportunity recognition, building a business model, assessing feasibility. Students will be encouraged to work in teams and will be able to compete for prizes on the last day of the boot camp.

Summer Institute Instructor/Implementation Team

Dr. Jeff Hornsby, Chad Jackson, Dr. Eric Higgins, Olivia Delrosso

Timeline

Phase 1: Late fall – Identify interested teachers throughout the state of Kansas and invite them to participate.

Phase 2: Early spring – Work with the teachers to identify and recruit student participants

Phase 3: Spring – Finalize curriculum and logistics for housing, food, etc. We will work with Dr. Pat Bosco’s team on this aspect of the program.

Phase 4: Early June (after school is out) – Conduct the program
Costs (based on 20 teachers and approximately 80 high school students)

<table>
<thead>
<tr>
<th>Cost Type</th>
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</tr>
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<tbody>
<tr>
<td>Cost of instruction</td>
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<td>Food, Housing, Entertainment</td>
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<td>Materials</td>
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<td>Guest Lectures</td>
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<td>Teacher Stipends</td>
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<tr>
<td><strong>Total Costs</strong></td>
<td><strong>$104,000</strong></td>
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*The two main instructors will be paid based on summer compensation for teaching a course in the College of Business. These funds are needed for lecturers on creativity, legal issues, and commercialization.

Five Year sustaining Gift = $500,000  
Naming Gift = 1,500,000 

**Point of Contact**  
Jeffrey S. Hornsby, Director & Chad A. Jackson, Associate Director  
Center for Entrepreneurship and Innovation  
[jhornsby@ksu.edu](mailto:jhornsby@ksu.edu) (785) 236-1643  
[cjackson@ksu.edu](mailto:cjackson@ksu.edu) (785) 341-6243
Overview:

Innovate K-State is an exciting way to engage incoming freshmen and sophomores to learn entrepreneurial and innovative skills in creativity, problem solving, team building, innovation, and opportunity recognition that will benefit them throughout their college career and into their professional life. The program is designed to be a very active and hands-on experience for the students. A cohort class of 100 incoming freshman students from across campus will be recruited to join the yearlong experience. Once the student has completed program requirements, he/she will be given 3-credit hours for GENBA 240 – Introduction to New Venture Creation.

Learning Activities:

- The cohort will meet for a four-hour session, once per month throughout the freshman year. Each session will be led by a faculty member from Management, Accounting, Finance, or Marketing and will include such activities as:
  - Guest lecture series on current innovative activities (at K-State and throughout Kansas)
  - Team-building including team design, communication, and conflict resolution
  - Discussion of case studies in innovation
  - Entrepreneur / Innovator interviews
  - Opportunity recognition in the marketplace
  - Determining the market, financial and management feasibility of new ideas
- Mentoring: Each student will be paired and expected to meet with a upper-classman mentor and/or professional mentor
- Next Big Thing Involvement: The cohort will be expected to be actively involved in the Next Big Thing feasibility plan competition in order to expose students to peers involved in innovation and entrepreneurship.

Objectives:

The purpose of Innovate K-State is to introduce students to issues related to creativity, innovation, and opportunity recognition as it relates to organizational effectiveness. Learning objectives include nurturing students to utilize key skills in their coursework and their future careers including. A potential course plan includes the following:

Session 1 - Program Kick off. Introductions, icebreakers, and description of program content. (4hrs)
Session 2 - Overview of the Innovation and Entrepreneurship process
Session 3 - Building the high impact team (including team selection, communication, and conflict resolution)
Session 4 - Creative Problem Solving/Opportunity Recognition
Session 5 - Building a business model (Including industry and competitive analysis)
Session 6 - Assessing Market Feasibility
Session 7 - Assessing Financial Feasibility
Session 8 - Assessing Management Feasibility
Session 9 - Building a successful network and program wrap-up
Approximately 25 of the students will be from the CBA and the remaining 75 would be recruited from across campus. These 75 students will be exposed to business concepts and faculty that could possibly draw them to one of our majors or minors.

Each session could possibly run on one Saturday (not on football or basketball days) per month from 9am – 1pm. The last hour would be a lunch and learn where successful innovators/entrepreneurs give informal presentations and discuss issues with the students. These individuals would come from innovative areas of the University including Engineering, Agriculture, Human Ecology, Science as well as the CBA.

The program will be facilitated by the Center for Entrepreneurship and Innovation.

Faculty from all CBA departments could be utilized to facilitate some of the topics.

External support would be a positive to cover program expenses, instruction, and possibly GENBA 240 tuition costs for each student completing the program.

Experts and success stories from all KSU colleges will be invited to the lunch and learn portions of the program.

Budget to be determined after initial brainstorming with other CBA constituencies. It is estimated that the full costs of the program for 100 students would be approximately $150,000. This includes tuition, fees, food, and instructional costs. If tuition is not included in the package, the cost would drop to approximately $50,000.

Five Year Sustaining Gift = $500,000

Naming Gift = 2,000,000

Point of Contact

Jeffrey S. Hornsby, Director & Chad A. Jackson, Associate Director

Center for Entrepreneurship and Innovation

jhornsby@ksu.edu (785) 236-1643
cjackson@ksu.edu (785) 341-6243
Wildcat Student Venture Fund

A Partnership Between the Center for Entrepreneurship and Innovation and the Integrated Investment Management Program

Summary

The Center for Entrepreneurship and Innovation is partnering with the Integrated Investment Management Program to provide entrepreneurship and investment management students’ experiential learning opportunities. Highly motivated entrepreneurship students will have the opportunity to start their new venture in the accelerator with seed funding from the Wildcat Student Venture Fund (WSVF), which is fully managed by investment management students.

Students involved with the WSVF will conduct due diligence, analysis, and make investment recommendations on student businesses applying for funding and space in the accelerator. These students will also be responsible for helping student entrepreneurs create the financial portion of their business plans, work with entrepreneurs to help grow their businesses, and provide other venture capital related functions such as bringing in other students with accounting, marketing, and management expertise as necessary. A board of K-State linked venture capitalists has been initiated to provide oversight to this effort.

Group(s) Served

Students participating in the Student Venture Incubator program and students participating in the Integrated Investment Management Program.

Highlights

$50,000 has already been committed with the goal of starting the fund with $250,000. A long-term goal is to maintain a million dollar fund to invest in student ventures.

Funding Opportunity

Current Essential Need: $100,000. We have a matching gift commitment of $100,000!

Five Year Sustaining Gift: $100,000 per year

Naming Gift: $2,500,000

Funds committed to the Wildcat Venture Fund will be used to fund student fund manager scholarships, investments in student businesses, and graduate student support.

Program Contacts

Jeff Hornsby and/or Eric Higgins

Hornsby: (785) 236-1643; Higgins: (785)-532-3936

jhornsby@k-state.edu; ehiggins@ksu.edu
Wildcat Working Capital

A Partnership Between the Center for Entrepreneurship and Innovation and the Integrated Investment Management Program

Summary

The Center for Entrepreneurship and Innovation is partnering with the Integrated Investment Management Program to provide new businesses with the working capital that they will need to begin their new ventures. We are looking for banking partners that are willing to commit $50,000 to $100,000 to back working capital loans to student businesses. We envision that the loans will be backed by private assets held in the bank, eliminating the regulatory exposure to these loans. The entrepreneurship students will be expected to provide the bank with all of their financials as well as a complete business plan. These loans are not meant to be a “give away”. It is expected that the student businesses will be to the point where on-going revenues will be able to support the working capital loans and that the loans will be repaid.

The entrepreneurs seeking working capital loans will be required to have sought seed funding from the Wildcat Student Venture Fund and will have had advice from finance students involved with the venture program in developing financial portion of their business plans. All loan decisions, including loan term and amount, will be at the complete discretion of the bank and should follow typical bank review procedures. The goal is to give entrepreneurs and finance student’s exposure to the process of evaluating and making working capital investment decisions.

Group(s) Served

Student entrepreneurs participating in the Student Venture Incubator program and finance students participating in the Wildcat Student Venture Fund.

Highlights

We currently have a commitment of $100,000 from Kansas State Bank to back working capital loans to student entrepreneurs.

Funding Opportunity

Commitment: $50,000 to $100,000 fund to back working capital loans to student businesses.

Program Contacts

Jeff Hornsby and/or Eric Higgins

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jhornsby@k-state.edu; ehiggins@ksu.edu
# K-State Entrepreneurship and Innovation

## Social Entrepreneurship

**Summary**
Driven by the demand of K-State students, the Center is working to develop new opportunities for students to explore entrepreneurial activities focused on solving social challenges.

**Group(s) Served**
Undergraduate and graduate students across campus

**Highlights**
In 2010, the Center forged a partnership with the School of Leadership studies to give students the opportunity to apply their entrepreneurial skill sets to assist aspiring entrepreneurships in less fortunate regions and developed a Social Entrepreneurship course to be offered in Spring 2012. In 2011, the Next Big Thing also featured a Social Entrepreneurship division for the first time; one of the first such competitions for universities.

Social entrepreneurship teams are currently being formed from across campus to work with ventures in Kenya.

**Funding Opportunity**

<table>
<thead>
<tr>
<th>Yearly Cost</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Sustaining Gift</td>
<td>$250,000</td>
</tr>
<tr>
<td>Naming Gift</td>
<td>$1,000,000</td>
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</tbody>
</table>

**Point of Contact**
Chad A. Jackson  
Associate Director  
(785) 341-6243  
cjackson@k-state.edu