

MISSION

Grand Valley State University's Seidman College of Business' Center for Entrepreneurship and Innovation (CEI) serves to champion and catalyze the vocation of entrepreneurship.

VISION

The *vision* of the CEI is to have our region be a “barrier-free” zone for entrepreneurial work. It's our belief that a healthy entrepreneurial milieu relies on the presence of four key elements which are the basis of the CEI *strategic plan*: the continuous cultivation of a regional **culture** of entrepreneurship, the encouragement of the development of entrepreneurial **talent**, providing relevant and appropriate **support** resources, and access to available **capital**. CEI's strategic plan addresses all four of these elements, as well as advocates for the entrepreneur through innovatively influencing regional **policies** and **regulations**, creating opportunities for **access to markets**, bridging **public** and **private** sectors to accelerate start-up business development opportunities, and effectively **marketing** the region as THE place to practice the vocation of entrepreneurship.

OVERVIEW

[Academics and Collegiate Competitions](#)

Students at Grand Valley State University have opportunity to learn much of the process of entrepreneurship within a real-world, interdisciplinary, experiential curriculum. In addition, students have opportunities to participate in competitive events such as the Idea Pitch Competition in which students present their individual 90-second idea to win cash prizes. We also host the **Business Plan Competition** which seeks to provide participating undergraduate students with forums to improve their business plan and to develop skills in pitching their ventures to investors.

[CEI Startup Initiatives](#)

CEI is committed to creating, cultivating, and being a champion for entrepreneurship. To help drive this commitment, CEI has several startup initiatives designed to catalyze and support the entrepreneurial environment in West Michigan. The Entrepreneur-In-Residence is designed to increase mentorship of entrepreneurs by entrepreneurs, to lead to a connected and supportive community. The Savvy Entrepreneur Seminar Series is a platform for discussion between entrepreneurs and investors, designed to get to the heart of issues such as access to capital and valuation of businesses. Finally, the Teen Entrepreneur Summer Academy seeks to cultivate entrepreneurship grades 9-12, teaching students about entrepreneurship as a viable career choice.

[Resources](#)

CEI is home to a wealth of resources designed to assist entrepreneurs at every stage of business development. Through thoroughly understanding the business proposition, CEI can help the entrepreneur navigate the maze of resources available in West Michigan to get to the right resource at the right time. Entrepreneurs can also self-sort through ENTREprnr.net, an online CEI resource guide which describes regional resources in incubation, business acceleration services, and capital sources.