

The **Buerk Center for Entrepreneurship's** mission is to integrate entrepreneurship across the University of Washington campus. The Center recognizes that entrepreneurs come from all disciplines and fields of study, and the Buerk Center's mandate is to provide the curriculum, networks, real-world experiences, and connections that make it possible for students at the University of Washington—from undergraduates to PhD students—to achieve their entrepreneurial goals.

RANKINGS

- Center Director, Connie Bourassa-Shaw, named one of Seattle's "Top 100 Women in Tech" by *Puget Sound Business Journal*.
- University of Washington/Buerk Center the #1 greenest school in America by the Sierra Club [America's Top 100 Greenest Schools](#).
- **US News & World Report:**
UW Foster graduate ranked #19
UW Foster undergraduate ranked #15
- **Entrepreneur Magazine/Princeton Review:**
UW Foster graduate ranked #13

WITHIN THE FOSTER BUSINESS SCHOOL

For Undergraduates

The **Entrepreneurship Option** guides students through the sequence of entrepreneurial decision-making, promotes collaboration among peers, and provides experience with real finance and marketing problems.

In addition to our undergraduate certificate, the **Lavin Entrepreneurial Program** is offered to incoming freshmen who know their careers will be entrepreneurial. Introduced in 2007, with the funding from a \$3 million endowment by Leonard Lavin, the program is designed to create a peer group of both business and non-business undergraduates.

For MBAs

The **entrepreneurship certificate program** is open to all University of Washington MBA students who have completed their core requirements. The curriculum covers the basics of technology commercialization and new venture creation, as well as the specifics of strategy, marketing, finance, and law as they relate to the start-up or rapid-growth firm.

For PhDs

The University of Washington's **doctoral program in technology entrepreneurship** is producing the next generation of entrepreneurship faculty with a high-tech specialization. These PhD students use a combination of innovative teaching methods, curricular structure, and a practicum requirement in venture creation to bridge the divide between technology development and commercialization.

ACROSS THE UW CAMPUS

The Buerk Center offers the **Technology Entrepreneurship Certificate (TEC)** for UW graduate students—typically from the sciences, engineering, law, or medicine. The 18-credit program focuses on opportunity recognition and evaluation, entrepreneurial finance and strategy, and venture creation in new or growing companies. The hallmark of the **TEC** is that non-business graduate students take entrepreneurship courses alongside the full-time and evening MBAs. That ability for networking and collaboration often forms the basis for a new technology-based start-up.

Nonbusiness undergraduates at the UW can apply for the 31-credit **Entrepreneurship Minor**, which admits 100 students a year to a competitive program. Most students in the minor come from engineering and the Information School, and take the same entrepreneurship courses our own undergraduates take.

From Invention to Start-up

This seminar series for **UW faculty** focuses on the entrepreneurial process—how a start-up team, with a great invention or innovation, can commercialize that technology and access the capital, talent, and resources necessary to create a successful high-tech company.

Venture Creation Opportunities

The Buerk Center offers two opportunities for multidisciplinary student teams to work on technology commercialization projects. These commercialization teams receive assistance and comprehensive mentoring from **UW Center for Commercialization** managers, faculty inventors, Northwest entrepreneurs, and venture investors.

- Students who take on quarter-long **New Venture Internships** apply to work on specific technologies, partnering with the UW inventor and tech manager to produce market analyses and feasibility plans. Many of these collaborations lead to teams that enter the UW Business Plan Competition.
- With funding from the Washington Research Foundation, the Institute for Translational Health Sciences, and the Coulter Foundation, MBA and **TEC Summer Research Fellows** work full-time to produce market feasibility studies on UW technology innovations. The Buerk Center partners with the UW Center for Commercialization's New Venture managers to provide students with access to industry experts and entrepreneurial mentoring.

Foster School of Business, UNIVERSITY OF WASHINGTON, Seattle, Washington

EXPERIENCES THAT MATTER

Business Plan Competition

The competition, which began in 1998, provides a means for student entrepreneurs to practice the dynamics of venture creation in an environment that closely mimics the real world of start-ups. Throughout the competition, students use the knowledge they've gained in their coursework to form start-up teams, develop ideas, write an executive summary, practice their elevator pitches, and present to an audience who can assist them in the launch of their companies.

Since 1998, 1,083 student teams (roughly 3,400 students) from more than 20 colleges and universities across the state have entered the competition. The Buerk Center has awarded \$1.5M in "seed funding" to 121 student companies, and more than 50 of these companies have done quite well since they made their pitches to the judges. In summer 2013, NanoString, the winner of the 2003 competition, went public.

Jones + Foster Accelerator

In 2010 the Buerk Center launched its own version of Tech Stars, which helps student teams from the competitions make the transition to start-up companies. The Jones + Foster Accelerator is a six-month program that offers monthly mentoring and coaching based on achieving milestones. Companies that meet their milestones can receive additional seed funding of up to \$25,000. Of the 20 companies that have gone through the accelerator, 14 have raised outside funding.

UW Environmental Innovation Challenge

Students with a passion for clean-tech, the smarts to play in the emerging "green economy," and the desire to make an impact can compete in the UW Environmental Innovation Challenge. Interdisciplinary student teams define a clean-tech problem, design and develop the solution, and produce BOTH a prototype (proof of concept/computer simulation) AND a business summary that demonstrates the market opportunity. Teams are judged—by Seattle area industry experts, entrepreneurs, and clean-tech investors—on their prototypes, their pitches and business summaries, and the potential impact of their innovations.

The Buerk Center offers the **Environmental Innovation Practicum** course in Fall Quarter. The class, designed for both undergraduate and graduate students, brings together diverse perspectives and approaches to environmental innovation—from entrepreneurs starting clean-tech

companies to international experts in the national sciences, engineering, policy, and law.

Entrepreneurial Law Clinic

The Law School and Buerk Center produce an Entrepreneurial Law Clinic, providing very early-stage technology entrepreneurs with both legal audits (intellectual property and tax) and business due diligence.

EntrepreneurWeek UW

A week-long showcase of 10 events, EntrepreneurWeek UW features panels and speakers exploring topics such as the start-up experience, impact entrepreneurship, tech commercialization, and funding resources for aspiring entrepreneurs. Other events include a networking reception, a workshop for science students on how to pitch, and a **venture capital walk and start-up walk** to visit local firms.

RESEARCH

In addition to the research papers produced by Foster's entrepreneurship, strategy, finance, and marketing faculty, the Center also hosts the **West Coast Research Symposium on Technology Entrepreneurship**. The WCRS is an annual event sponsored by the University of Washington (Buerk Center) in conjunction with Stanford University, the University of Southern California, the University of Oregon, and the University of California, Irvine. Since 2003 the two-day event has attracted researchers and doctoral students in the field of technology entrepreneurship from across the United States and internationally.

CONTACT INFORMATION

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