



Global Consortium of Entrepreneurship Centers

Nomination for

NASDAQ Center of Entrepreneurial Excellence Award
San Diego State University
Entrepreneurship Center

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Overview of Entrepreneurship at San Diego State University

In the early 1970's, Professor Emeritus Daryl Mitton started teaching the first entrepreneurship course on the San Diego State University campus. He believed the world was changing and students needed to understand how to think "opportunistically." This new course caught the attention of a group of San Diego-based entrepreneurs and together they created a vision for an entrepreneurial management center. During the first six years, the center existed in Professor Mitton's small office, but our entrepreneurship center and related programs have grown tremendously since those early beginnings. Today, the entrepreneurship center represents a critical component of the University's strategic vision and framework for the future.

The core of SDSU's entrepreneurship activities now take place in the brand new, 5,000-square-foot William E. Leonhard Entrepreneurship Center that lies within SDSU's new 90,000-square-foot Engineering and Interdisciplinary Sciences (EIS) complex. Our new entrepreneurship building was named in honor of William E. Leonhard, who donated more than \$1 million to physically equip our new facility.

The University's umbrella entrepreneurship center comprises of a collection of mission specific facilities appropriately named in honor of generous donors: The Lavin Entrepreneurship Center (with a focus on the cross campus curriculum and other experiential activities / \$8.25 million gift from the Lavin family), the Zahn Innovation Platform (ZIP) Launchpad (our campus incubator and accelerator / \$7 million gift from the Zahn family), the ZIP Idea Lab (our creativity and design thinking space and programs / also part of the Zahn family gift), and the H.G. Fenton Idea Lab prototyping facility (a \$250K gift).

The Lavin Entrepreneurship Center is also united with two other critical programs: 1) The CSU I-Corps (building biotech entrepreneurs across the 23 CSUs) 2) SDSU Aztec Consulting program (bringing together students and local small companies).

Collectively, these entities make up the San Diego State University Entrepreneurship Center. Through these programs, we are able to offer a wide range of curricula and co-curricular activities that create opportunities for members of the university community who wish to experience entrepreneurship. Our combined efforts are rapidly changing the SDSU campus and the San Diego community as we work together to better prepare the next generation of entrepreneurs.

NASDAQ Center of Entrepreneurial Excellence Award Criteria

Below, we have utilized the GCEC Nasdaq Center of Excellence Award Criteria to demonstrate how San Diego State University has strategically developed the entrepreneurship center with its component entities and expanded entrepreneurship across the campus and the San Diego community.

National/State Recognition Achieved (awards, achievements, recognition from outside organizations - e.g. U.S. Association for Small Business & Entrepreneurship, Academy of Management, previous GCEC awards)

- SDSU Lavin Entrepreneurship Center Executive Director, Dr. Alex DeNoble, recognized by the United States Association for Small Business and Entrepreneurship (USASBE) as a Justin G. Longenecker Fellow during the organization's annual conference (2018)
- United States Association for Small Business and Entrepreneurship (USASBE) named San Diego State University as National Model Undergraduate Entrepreneurship Program (2017)
- The Lavin Entrepreneurship Center at San Diego State University honored for "Exceptional Activities in Entrepreneurship Across Disciplines" by GCEC (2016)
- SDSU's undergraduate entrepreneurship program ranked No. 8 public universities and No. 21 for all universities in the USA by U.S. News & World Report (September, 2015)
- Forbes rankings of the best colleges in the U.S. positions San Diego State at No. 18 in its Most Entrepreneurial University and Best Value College lists (August, 2014)

Entrepreneurship Breadth of Programming, Program Quality and Longevity of the Program (Ph.D., MBA, BS) major, minor

- First entrepreneurship course taught by one management professor (1970's)
- Entrepreneurial Management Center was created through alumni donations (1986)
- Entrepreneurship major began to be offered as specialization in the business school (2008)
- Lavin Entrepreneurship Center was named and endowed by Dr. Leonard H. Lavin (2012)
- Zahn Center Incubator established by the Zahn Family through their Moxie Foundation (2012)
- Entrepreneurship minor introduced across the entire SDSU campus (2013)
- CSUPERB won National Science Foundation grant to establish CSU innovation Corps (2014)
- Zahn's Moxie Foundation endowed \$5.1M to continue and grow the ZIP Launchpad (2015)
- Success fund for the Zip Launchpad is created through a \$125k endowment (2015)
- Zip Launchpad is given \$250k for prototyping lab by the HG Fenton Company (2014-2016)
- ZIP Idea Lab based on design thinking was created through funds from the Moxie Foundation (2016)
- Lavin Center, ZIP Launchpad and ZIP Idea Lab move to the new facility in the EISG complex (2018)

Entrepreneurship Curriculum Development (courses specifically designed for major/minor programs)

- In addition to the core entrepreneurship courses (Fundamentals, International, Social, Family, Business Model/Plan), several other courses and programs have been created including courses in creativity and innovation
- The 2-year Lavin Entrepreneurship specialty program was created for juniors and seniors
- Arts and Entrepreneurship was a course developed by two professors from separate colleges
- Innovation and Society was a GE entrepreneurship course developed for sophomores
- Journey to Entrepreneurship was a freshmen course with a dedicated dorm floor
- The music program at SDSU, in conjunction with the business school, created the Music Entrepreneurship and Business specialization in the College of Professional Studies & Fine Arts.

Contributions to Entrepreneurship Research (Publications/Books/Etc.).

While we have a strong contingent of entrepreneurship professors and lecturers, they are highlighted by entrepreneurship professors Alex DeNoble, Martina Musteen, Mujtaba Ahsan and Cong Cong Zheng.

- Alex DeNoble has published articles in such journals as the Journal of Business Venturing, the Journal of High Technology Management Research, the Journal of Technology Transfer, International Marketing Review, and Entrepreneurship: Theory and Practice.
- Martina Musteen's papers have been presented in numerous international academic conferences and published in the Journal of Management, Journal of International Business Studies, British Journal of Management, Journal of World Business, Leadership Quarterly, Journal of Business Research, Journal of Applied Behavioral Science, Management International Review, and Entrepreneurship Theory & Practice.
- Mujtaba Ahsan has been published regularly including the following publications; Journal of Small Business Management, Business Horizons, Journal of Managerial Issues, Management International Review, Academy of Management Review.
- Cong Cong Zheng's academic articles have appeared or are forthcoming at Journal of World Business, Management International Review, Journal of Small Business Management, Group and Organization Management, and Journal of Entrepreneurial Education.
- Bernhard Schroeder, Director at the Lavin Center has written two books on entrepreneurship and creativity: Fail Fast or Win Big and Simply Brilliant.

Outreach Activities (significance & uniqueness to the entrepreneurship center)

- SDSU faculty members serve as the CSU I-Corps teaching team, an NSF-supported biotech entrepreneurship program offered by the CSU's system wide program for biotechnology, CSUPERB (www.calstate.edu/csUPERB), also based on the SDSU campus.
- Provide entrepreneurial insights to 800 Engineering capstone students on a yearly basis
- Our Robert L. Payne lecture series brings business founders to the SDSU campus to speak to SDSU students and has drawn over 2,000 students in the past five years. Professional skateboarder

and entrepreneur, Tony Hawk spoke at a recent lecture. (Previous years speakers included Costco founder, Jim Sinegal and Qualcomm founder, Irwin Jacobs).

- Our annual California Entrepreneurship Educators Conference (now in its 6th year) has attracted numerous thought leaders and has drawn more than 450 participants to our campus
- SDSU' annual Entrepreneur Day allows 45 students entrepreneurs to engage with 12,000 students in a "pop-up" marketplace in the center of the SDSU campus
- LaunchIn is an annual program that brings more than 40 San Diego startups to the campus to hire students
- We have worked with students to completed neighborhood revitalization projects focused on building diverse micro-entrepreneurship communities in rapidly changing neighborhoods
- SDSU's Idea Lab helps students, local businesses and community members apply design thinking to generate new ideas and solve problems.
- Social Entrepreneur projects include the successful creation of an agricultural tool used to provide food to people living in rural villages in Ethiopia and a current aquaponics project focused on sustainable farming in an underserved neighborhood of Tijuana, Mexico.
- Our Aztec Consulting Program regularly serves local small businesses with student support
- CSU I-Corps designed and offered 3-day I-Corps workshops for underrepresented biomedical researchers at the BIO 2017 and 2018 International Meetings in San Diego and Boston

Community Collaborations (specific to the entrepreneurship center)

- Over a 15 year time period, we successfully completed more than 35 community projects in National City
- We recently completed a comprehensive neighborhood revitalization project in San Diego
- In 2012, we created LaunchIn, an annual program that brings 40 startups to campus to hire students
- In the past 20 years, we have worked with Qualcomm to place more than 350 student interns into non-profit organizations to complete strategic projects
- Provided strategic growth training to more than 80 CEO's of diverse businesses for SDG&E
- Developed entrepreneurship training for professors and staff from Illia University, Georgia
- Both the Lavin Entrepreneurship Center and the ZIP Launchpad have active advisory boards

Special Projects or Accomplishments (unique to the particular center).

- The Women in Entrepreneurship program was launched in 2016 and has attracted more than 1,200 participants and over \$500,000 in donor funding by the Osinski Family with a match from Ron and Alexis Fowler
- Our entrepreneurship study abroad programs have grown significantly with more than seven professors teaching more than 350 SDSU students abroad in the past five years
- Establishing the entrepreneurship minor across the campus has created an atmosphere of innovation and collaboration with several non-business disciplines
- Zip Launchpad has awarded \$74k to teams for the "Zahn Challenge" since 2014
- A gift of \$47,000 was given to Zip Launchpad by Tom Lang to support Women in STEM in 2018
- A gift of came in of \$100,000 by Tom Lang to support Veteran Entrepreneurs in 2018
- Carol Lavin Bernick (daughter of Leonard H. Lavin) has pledged \$250,000 to establish a student seed fund

University/community commitment to the entrepreneurship center in terms of endowment, space, and presence.

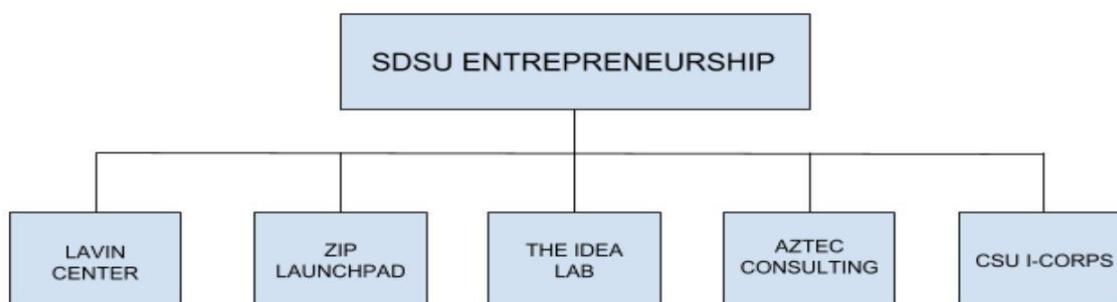
- The entrepreneurship center and the university leadership collaborated to fund and endow the Lavin Entrepreneurship Center, the ZIP Launchpad and the ZIP Idea Lab with over \$15 million.
- Strategic SDSU leadership created a new entrepreneurship center as the anchor "tenant" in the brand new (2018) Engineering and Interdisciplinary Sciences complex.
- Combining Innovation and entrepreneurship is the critical "third component" in the university's strategic plan

Commitment to the GCEC.

San Diego State University has been a long term member of GCEC and supports the mission of sharing knowledge and best practices. We have had several GCEC university members visit our campus and audit our programs in the hopes of replicating them on other campuses and we have visited other campuses to learn from their entrepreneurship programs. As collaborating professionals, we seek to provide the best possible entrepreneurship programs to students worldwide.

The Power of Entrepreneurship Synergy at SDSU

In order to build a national center of excellence and create an impact across the entire campus and community, we have strived to build and unite several related entities across the campus. We have strategically coordinated the following five centers/programs to deliver a powerful set of entrepreneurial competencies across the campus and community. William E. Leonard endowed and created the William E. Leonard Entrepreneurship Center to provide SDSU entrepreneurs with a state-of-the-art location to work, network and collaborate with one another. The Lavin Entrepreneurship Center, ZIP Launchpad, and Zahn Idea Lab are all located within this new state of the art facility.

**The Lavin Entrepreneur Center**

The Lavin Entrepreneurship Center at San Diego State University serves students, entrepreneurs and business leaders through its entrepreneurial curriculum, workshops, internships, resources and, events. Recognized by USASBE as the National Model Undergraduate Entrepreneurship Program for 2017, the Lavin Entrepreneurship Center has become a stellar example of what can result when academic talent, local industry, and private donors join forces, balancing the very latest in scholastic knowledge with experiential learning.

SDSU's innovative learning environment in conjunction with San Diego's exciting entrepreneurial business climate bring together dynamic curriculum, mentor programs, local business leadership, and philanthropy to establish a leading entrepreneurship program. Results in the past five years include:

Lavin Entrepreneur Program Graduated:	94	Students
Entrepreneur Day Launch Impact: campus	235	Students selling products on
VentureStart Competition Impact: workshops	1,430	Students participation in pitch fests and
LaunchIn Startups on Campus:	198	Founders
California Entrepreneurship Educators Conference:	471	Attendees
Women in Entrepreneurship Events	1,360	Attendees
Entrepreneurship Study Abroad	132	Students
Payne Founder Speaker Series:	2,150	Students

ZIP LaunchPad (incubator)

The Zahn Innovation Platform is an incubator located in the Entrepreneurship Center at San Diego State University and supports innovators and aspiring entrepreneurs to launch viable start-ups. Zip Launchpad's top priority is helping SDSU students, faculty and staff across all majors and departments to launch startups in a way that is viable, valuable and rewarding to participants. Some of the benefits of being a part of the ZIP Launchpad include access to the H.G Fenton Company Idea Lab to receive help with designing and creating a prototype, the opportunity to receive mentorship and legal support during the 18-month-program and the opportunity to compete for seed funding. Results in the past four years include:

Total Applications:	895	Launched Teams:	23
Teams Applying:	206	Revenue Generated:	\$2.5m
Students Involved:	473	Capital Raised:	\$8.8m

The ZIP Idea Lab

The ZIP Idea Lab at San Diego State University aims to help people solve problems using "Design Thinking" and other creative problem solving tools. The Idea Lab provides services such as creativity workshops, consulting, project planning, project management, training and collaboration. They offer accountability and wisdom along throughout a process to ensure students are taking the steps necessary to successfully solve a problem, and create a solution based on design thinking methodology. Activities in the first full year include:

Students Engaged:	817	Workshops Held:	64
Faculty Engagement:	85	Projects Launched:	44

Aztec Consulting

Aztec Consulting is housed in the Fowler College of Business and works to pair students with small businesses to create actionable solutions based on solid market research. In past years, this program has helped over a thousand San Diego small to medium size businesses by providing student teams who review, analyze and summarize necessary organizational improvements for each participating business. This gives students and faculty an opportunity to utilize and practice the business knowledge and critical thinking they are gaining on campus for the purpose of solving real problems for the San Diego business and entrepreneurship communities. Here are highlighted results from the past five years:

Local Businesses Engaged:	91
Students Participating:	395

California State University (CSU) I-Corps

The California State University I-Corps is a program of the CSU Program for Education and Research in Biotechnology (CSUPERB) and San Diego State University. Funded by a 3-year grant from the National Science Foundation's Innovation Corps, the CSU I-Corps supports entrepreneurship education, networking opportunities, and mentoring for faculty and student researchers at the 23 CSU campuses. CSU I-Corps allows students and faculty researchers to explore the complicated and highly-regulated bioscience market to pursue product or service commercialization.

San Diego State University has been heavily involved with this program. Susan Baxter at SDSU is the program director, Alex DeNoble (Executive Director of the Lavin Entrepreneurship Center) and Cathy Pucher (Executive Director of the Zip LaunchPad) are members of the program teaching team. Results related to this 3-year grant include:

Participating Faculty:	347	Total Teams:	57
Campuses Participating:	21	Courses/Workshops:	25

Appendix



SAN DIEGO STATE
UNIVERSITY

For Immediate Release

January 11, 2018

New EIS Complex Highlights Collaboration

The future of scientific progress, engineering advances and medical breakthroughs will require more than pure intelligence and hard work—it will also require people from multiple disciplines to come together and pool their disparate bases of knowledge. San Diego State University’s new Engineering and Interdisciplinary Sciences (EIS) Complex is designed to be a place for that, with the promise of partnership built into its architecture.

“I’m looking forward to seeing the collaborations that result from our scientists and engineers being co-located under the same roof,” said **Stephen Welter**, vice president for research and dean of Graduate Affairs. “The new complex has a world-class set of labs and facilities that just did not exist on this campus before.”



The 85,000-square-foot, \$90 million complex is designed to encourage cooperative thinking. It features mobile furniture to assemble quick meetings; glass walls to keep an eye on what others are working on; communal whiteboards in the hallways for spur-of-the-moment brainstorming; and a coffee shop to fuel all this genius.

The new building doubles the amount of existing classroom space for engineering students and features 17 new lab spaces and research facilities. They include the Conrad Prebys Viromics Center, the Gate Center for Electric Drive Transportation, the Wind Energy Lab, the Solar Energy and Fire Research Lab, the Bioengineering Wearable Devices Lab, and the Brain Imaging Center, which houses SDSU’s first magnetic resonance imaging (MRI) machine.

The presence of these new labs and classroom spaces, together with innovative research programs and cutting-edge equipment, will help the university recruit superstar new faculty members and top-tier undergraduate and graduate students. To help teach valuable entrepreneurial skills and bring collaboratively-developed products to market, the EIS Complex also houses the William E. Leonhard Entrepreneurship Center, an umbrella for the [Zahn Innovation Platform Launchpad](#), the [Idea Lab](#) and the [Lavin Entrepreneurship Center](#). Having scientific research, engineering know-how and entrepreneurship and prototyping expertise all under the same roof will make the EIS Complex a unique and powerful hub for problem-solving, Welter said. “The EIS Complex will coalesce many of our entrepreneurial strengths within a shared space, and that will be a phenomenal synergizer for all of our different programs,” he said.



SAN DIEGO STATE UNIVERSITY

For Immediate Release

2/10/2017

CSU I-Corps Partners to Offer Bio-entrepreneurship Workshop to Researchers Nationwide

The National Science Foundation (NSF) [announced](#) eight new Inclusive Entrepreneurship supplemental awards under the Innovation Corps (I-Corps™) program, including one to CSU I-Corps, a member of the National Innovation Network. The Inclusive Entrepreneurship grants are designed to "increase participation and promote inclusion of underrepresented populations in the National Innovation Network."

The grant to CSU I-Corps, a program of the California State University Program for Education and Research in Biotechnology ([CSUPERB](#)), will support a June 2017 Bio-entrepreneurship Workshop for a diverse group of early-career researchers during this year's Biotechnology Innovation Organization ([BIO](#)) International Conference in San Diego. Pete Pellerito, BIO's Senior Advisor for Federal/State Economic Development and University Relations stated, "BIO welcomes this I-Corps initiative and its efforts to diversify the industry's innovator pipeline. We look forward to having the Bio-entrepreneurship Workshop participants at BIO 2017."

Susan Baxter, Executive Director of CSUPERB, said "We are looking forward to hosting life science researchers from universities nationwide at [San Diego State University](#). The workshop will help unmask the skills, resources and networks needed to commercialize research-based ideas." Stanley Malloy, Dean of the College of Sciences at San Diego State University, added "The unique perspectives of diverse teams can generate creative insights into important problems. This workshop will provide the tools for turning these innovative ideas into commercially viable solutions that lead to rewarding careers and economic growth."

During the 2.5-day Bio-entrepreneurship Workshop, participants will learn about evidence-based entrepreneurship and value proposition design, pillars of the curriculum offered by I-Corps™ sites and nodes nationwide. The workshop will pair participants and biotechnology industry experts in working teams. After formulating value propositions, teams will test assumptions on the [BIO 2017](#) exhibition floor. The workshop is part of the CSU I-Corps three grant which was awarded to San Diego State University in 2016.





SAN DIEGO STATE UNIVERSITY

For Immediate Release

Monday, February 19, 2018

Women in Entrepreneurship Conference

Entrepreneurship was once considered a male-dominated domain, but the tide is turning. Today, more than 9 million U.S. firms are owned by women—employing nearly 8 million people and generating \$1.5 trillion in sales—according to data from the National Association of Women Business Owners.

The “Golden Age” for women entrepreneurs has finally arrived and women now make up 40 percent of new entrepreneurs in the United States, said **Tamara Romeo**, a San Diego State University alumna who founded her interior design business eight years ago.

While the numbers are growing, there are still few female investors and startup entrepreneurs, which Romeo says, can make it more challenging to raise capital and find mentors. In an effort to capitalize on that growth, the Lavin Entrepreneurship Center at SDSU’s Fowler School of Business and its affiliated student organization Entrepreneur Society, will host the second annual Women in Entrepreneurship Lecture Series. We need to train ourselves to ask for help and not be afraid to take a seat at the table,” said Romeo.



SDSU marketing faculty member and former chair of the Lavin Entrepreneurship Center, [Steven Osinski](#), has announced that the Osinski Family Trust will endow SDSU’s Fowler College of Business and the [Entrepreneur Society](#) with a \$250,000 gift that will go toward continuing the Women in Entrepreneurship Lecture Series.

SDSU is hosting this year’s second annual Women in Entrepreneurship Lecture Series in February. The lecture series presents attendees with an opportunity to hear from leading female entrepreneurs as they discuss possibilities and challenges faced by women who want to start their own organizations. This year’s lecture series will feature Chair of San Diego State University’s Lavin Entrepreneurship Center and founder and CEO of San Diego Office Design Tamara Romeo, as well as seven other panelists.

Osinski’s gift was matched through an endowment made in 2016 by Ron and Alexis Fowler, raising the total to \$500,000. “Although things are changing for the better, I still believe that the scales are not fully balanced for supporting women in the workplace,” Osinski said. “Having two grown daughters of my own, I am more aware of this than ever before. For that reason, my family is honored that our endowment will support, develop and enhance SDSU’s program of Women in Entrepreneurship and Leadership in perpetuity.”



SAN DIEGO STATE
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Lavin Entrepreneurship Center Startup Fund

Providing Funding to Student Startups.

In order to encourage and support more SDSU students who aspire to create a potential startup, we have created the Lavin Entrepreneurship Center Startup Fund. Now students can take advantage of early or latter stage funding in order to fuel their startup needs. The goal of this program, in addition to all of the centers programs, is to create more viable SDSU founder based companies.

This program will provide funds to directly support qualifying students who are experimenting with business startups and/or product commercialization. Examples of such support may include but not be limited to the following types of activities: early prototyping, web or application development, brand development, legal services, travel to trade shows and competitions, etc. Additionally, a portion of the funds will be used to arrange periodic networking events like dinners with accomplished entrepreneurs and business leaders.

A funding committee potentially consisting of Lavin Entrepreneurship Center directors, Advisory Board members, students and entrepreneurship faculty will develop specific criteria to determine student eligibility and the types of activities that can be supported through this program.



This program was made possible by Carol Lavin Bernick who serves as CEO of Polished Nickel Capital Management, a privately held company that manages diversified investments and owned operating companies in retail and professional sports. Ms. Bernick also serves as Chairman of the Board of Northwestern Memorial Healthcare. She was President of Alberto-Culver Consumer Products Worldwide, a division of Alberto-Culver Co., from June 2002 to September 2004. She is also founder, past president and a current director of Friends of Prentice, a fundraising board she created in 1987 in support of women's health research and programming. Carol is also the daughter of Leonard Lavin whose generous support helped grow the Lavin Entrepreneurship Center.

2018
California
Entrepreneurship
Educators
Conference



 **SAN DIEGO STATE UNIVERSITY**
Lavin Entrepreneurship Center
Fowler College of Business

A GLOBAL LEADER IN ENTREPRENEURSHIP



“
*Bringing together thought leaders
to creatively disrupt the future of
entrepreneurship research and pedagogy.*”

CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE 2018: *Creative Disruption: A Spring Board for Idea Sharing Among Entrepreneurship Educators*

As educators and researchers, who are also humans, we see the “creative” disruption occurring in marketplaces around the world with companies like Amazon, Uber, AirBnb and even Dollar Shave Club. We are also observing emerging entrepreneurship resources that include “experts”, online courses and local community workshops. As we continue to evolve and improve our entrepreneurship programs, how do we find our “creative” disruption on how we teach and research within the discipline of entrepreneurship?

At the 2018 California Entrepreneurship Educators Conference, we sought out the “creative disruptors” in our field and will have them share what they are learning, teaching and researching with respect to entrepreneurship. This conference will be highly interactive, creating an environment to learn, share and collaborate. We invite you to interact with your peers and examine how we teach entrepreneurship and conduct research today and brainstorm how we might “creatively disrupt” entrepreneurship education for our students of today and tomorrow.

PANELISTS, BREAKOUT SESSION LEADERS, AND SPEAKERS

We have assembled a stellar group of session leaders to help us consider dynamic approaches to the way we teach and research entrepreneurship.

ALEX BRUTON
Professor, University of Calgary

DOAN WINKEL
Director, Muldoon Center for Entrepreneurship, John Carroll University

NORRIS KRUEGER
Research Fellow, University of Phoenix

ELISSA GROSSMAN
Associate Professor, University of Southern California

LOIS SHELTON
Professor, David Nazarian College of Business and Economics, California State University, Northridge

MARTINA CLAASEN MUSTEEN
Professor, San Diego State University

NUNO ARROTEIA
Lecturer, Abertay University (UK)

ROSS CURRAN
Associate Professor, Heriot-Watt University, Dubai

TED ZOLLER
Professor, University of North Carolina, Chapel Hill

ANDREU BLESÀ
Associate Professor, Universitat Jaume I, Spain

DONNA CONATY
Professor & Associate Dean, College of Professional Studies and Fine Arts, San Diego State University

JEFF HORNSBY
Department Chair & Executive Director, Regnier Institute for Entrepreneurship, University of Missouri, Kansas City

CONGCONG ZHENG
Director of Programs, Entrepreneurship Professor, San Diego State University

DR. CRAIG WATTERS
Professor & Executive Director, Riata Center for Entrepreneurship, Oklahoma State University

SIRI TERJESEN
Dean's Research Fellow & Associate Professor, American University

KEVIN POPOVIC
Director, Zahn Innovation Platform Idea Lab, San Diego State University

CATHY PUCHER
Executive Director, Zahn Innovation Platform Launch Pad, San Diego State University

OLLI VUOLA
Executive Director, Aalto Ventures Program, Aalto University

JON YORK
Faculty Director, Center for Innovation & Entrepreneurship, Cal Poly San Luis Obispo

CRAIG GALBRAITH
Professor & Director, Center for Innovation & Entrepreneurship, University of North Carolina Wilmington

DATES:
April 12th, 13th, and 14th, 2018

LOCATION:
San Diego State University

FEES:

Full Conference:
\$349

Single Day:
\$249 per day

Optional Baja Innovation Tour:
Additional \$75



CONFERENCE AGENDA

**Throughout the conference we will be holding several simultaneous sessions for you to choose from*

APRIL 12, 2018:

Pre-Conference Activities

*William E. Leonard Entrepreneurship Center,
Engineering and Interdisciplinary Sciences Complex*

10:00 am - 12:00 pm: Overview of ZIP Launchpad Incubator, Cathy Pucher

12:00 pm - 1:00 pm: Lunch

1:00 pm - 4:30 pm: Design Thinking for Educators, Kevin Popovic

4:30 pm - 6:30 pm: Networking Mixer

APRIL 13, 2018:

Conference Day Two

Parma Payne Goodall Alumni Center

7:30 am – 8:30 am: Breakfast and Networking

8:30 am – 9:30 am: Opening Keynote: Science Is Hard. Ask Great Questions! Norris Krueger

9:30 am – 9:45 am: Break

9:45 am – 10:45 am: Part 1: Designing a Research Project, Norris Krueger, Jeff Hornsby & Deborah Brazeal

9:45 am – 10:45 am: The Breathless Classroom, Doan Winkel

10:45 am – 11:00 am: Break

11:00 am – 12:00 pm: Part 2: Pitching a Research Project; Lois Shelton, Martina Musteen & Siri Tirgesen

11:00 am – 12:00 pm: Disruptive Teaching: Classroom Moments to Provide New Perspectives, Elissa Grossman

12:00 pm – 1:00 pm: Lunch

1:00 pm – 2:00 pm: Debating Issues in Entrepreneurship, Jon York, Ted Zoller & Siri Tirgesen vs. Olli Vuola & Lois Shelton

2:00 pm – 2:15pm: Break

2:15 pm – 3:15 pm: Creating Metrics to Measure Competency Development, Jeff Hornsby

2:15 pm – 3:15 pm: How Mindset, Frameworks and Problem Solving Drive a Creativity & Innovation, Bernhard Schroeder

3:15 pm – 3:30 pm: Break

3:30 pm – 4:30 pm: Rocket Workshop: Jon York, Craig Galbraith & Mujtaba Ahsan

3:30 pm – 4:30 pm: Rocket Workshop: Congcong Zheng, Ted Zoller & Olli Vuola

5:30 pm – 7:30 pm: Reception Cosmopolitan Hotel, Old Town San Diego

APRIL 14, 2018:

Conference Day Three

Parma Payne Goodall Alumni Center

7:30 am – 8:30 am: Breakfast and Networking

8:30 am – 9:30 am: Opening Keynote- Leading the Disruption, Alex Bruton

9:30 am – 9:45 am: Break

9:45 am – 10:45 am: Teaching Opportunities in Social Entrepreneurship, Craig Watters & Mike Sloan

9:45 am – 10:45 am: Leading the Disruption Part 2, Alex Bruton

10:45 am – 11:00 am: Break

11:00 am – 12:00 pm: The Role of Platforms for Cross-Border Collaboration; Martina Claasen Musteen, Nuno Arroiteia, Ross Curran, Andreu Blesa & Maria Ripolles

11:00 am – 12:00 pm: Quantitatively Measuring Efficacy in Experiential Learning Objects, Justin Wolske & Jason D'Mello

12:00 pm – 1:00 pm: Lunch

1:00 pm – 2:00 pm: Using Technology Transfer Offices to Create Projects for Entrepreneurship Students, Dr. Craig Galbraith

1:00 pm – 2:00 pm: Disrupting the Status Quo: Insights from High Impact Women and Minority Entrepreneurs, Lois Shelton

2:00 pm – 2:15 pm: Break

2:15 pm – 3:15 pm: Rocket Workshop: Craig Galbraith & Craig Watters

2:15 pm – 3:15 pm: Entrepreneurship in the Arts, Donna Conaty & Congcong Zheng

3:15 pm – 3:30 pm: Break

3:30 pm – 4:30 pm: Closing Keynote: Design a World Class Entrepreneurship Curriculum, Ted Zoller

4:30 pm – 4:45 pm: Closing Comments, Alex DeNoble

