

# MICHIGAN STATE UNIVERSITY

2019

## GCEC AWARD NOMINATION

### AWARD CATEGORY

OUTSTANDING STUDENT ENGAGEMENT &  
LEADERSHIP

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# 1) DISCUSS THE VARIOUS PROGRAMS OR INITIATIVE YOUR CENTER SUPPORTS TO ENGAGE A BROAD SPECTRUM OF STUDENTS TO ACHIEVE THE CENTER'S GOALS. HOW DO YOU EMPOWER STUDENTS TO LEAD OR OWN THESE EFFORTS?

As the nation's pioneer land grant institution, Michigan State University is a leader in entrepreneurship education. By offering a wide array of programming and activities, dedicated mentorship and community, MSU Entrepreneurship strives to ignite the imagination while providing a space where students take calculated (and not-so-calculated) risks, push boundaries, and envision solutions the marketplace demands.

Student empowerment and growth are at the heart of our mission, offering entrepreneurial programming that encourages students to take risks, innovate, and grow. Because we rely heavily on student leadership, which is detailed below, our student entrepreneurs take ownership of their learning experience.

- *The MSU Hatch Student Startup Incubator*

The MSU Hatch is the combination of a physical space and a milestone-driven program. Any currently enrolled MSU student who demonstrates initiative and self-motivation is able to join. Students who join the MSU Hatch are led through the commercialization process, beginning with discovery and validation, then through launch and growth. Since the program's inception (Fall 2012), 1,150 teams have joined the program and utilize the co-working space.

Though education is our first objective, we celebrate the fact that 40% of the teams that have completed the Validation and Launch stages have gone on to raise more than \$67 million in follow-on funding, which includes awards from competitions.

At any given time, approximately 200 active teams take advantage of MSU Hatch's space, resources, and programming. As students advance through the program, they receive expanding access to resources, mentorship, networking, and funding. The MSU Hatch could not operate without our team of student interns, who are hired as consultants to MSU Hatch teams. Find out more below.

- *Intern Program*

Interns are essential to our program and are hired as the first line of consultants to MSU Hatch startup teams. MSU Hatch interns offer consultation in areas of marketing, business development, finance, pitch preparation, engineering, 3D printing, legal, photography, videography, graphics and web design, mobile app development, and UX/UI design. We also work with other student-run programs, including MSU Land Grant Goods for food ideas and the MSU Legal Clinic for legal needs. Student interns are instrumental in the education and growth for our Hatch startup teams.

Interns conduct orientation for all new students entering the MSU Hatch, answering questions from a student perspective. Our interns act as client project managers, and managing, for instance, maker spaces and equipment while learning task management and follow-up skills.

- *E-ship Student Organizations*

MSU supports four entrepreneurial student organizations: MSU Women in Entrepreneurship, MSU Entrepreneurship Association, MBA Entrepreneurship Association, and OptimizeMSU (a social entrepreneurship student organization). These groups are student-led, select their own executive boards, bring in speakers, plan trips, and provide structure and opportunities for their members. These diverse groups not only collaborate with each other but also with MSU student organizations across campus, the MSU Alumni Office, and the local entrepreneurial community.

- *Events and Promotion*

All of our students (Hatch teams, interns, student orgs) act as ambassadors for our e-ship programs. When students are empowered, they tell their stories; therefore, we utilize students as the face of our programs. Many of our events are organized, run and promoted by students, such as MSU New Student Orientation, info tables, trade shows, hackathons, mixers, and speaking in classes and various meetings and events. Our Women in Entrepreneurship and Entrepreneurship Association organize two Techstars Startup Weekends per year, from communication with TechStars, to registrations, to acquiring mentors and judges. We also include top student entrepreneurs to sit on the judging panel at our annual startup pitch competition, the Burgess New Venture Challenge.

- *Undergraduate Entrepreneurship & Innovation Minor*

The minor in entrepreneurship was launched in 2016 and has been growing. Today, over 700 students are enrolled in the program. The program is open to any student from any college, regardless of major, and requires 15 entrepreneurship credit hours. A unique aspect of this program is that it requires two entrepreneurship and innovation experiences, which are approved by faculty. E&I experiences can include many of the student-led activities discussed above.

- *Faculty & Graduate Venture Creation Program*

The faculty and graduate venture creation team works to commercialize cutting-edge, translational research currently underway at MSU, focusing on launching startups with market potential. This team brings together industry experts, who serve as Entrepreneurs-in-Residence, and leverages MSU graduate and Ph.D. students, as well as faculty researchers. This team executes an annual, paid fellowship program, called Venture Fellows. For each cohort, this competitive program selects MBA students and twelve doctoral candidates from across research disciplines. The group is divided into four teams, which are then assigned an MSU-based technology or innovation. With each project assigned, each team is tasked with the development of a strategic plan to take their respective projects to market.

- *Student Venture Capital Fund*

Launched in the spring of 2019, the Student Venture Capital Fund was jointly created by the Center for Venture Capital, Private Equity and Entrepreneurial Finance, the MSU Foundation and Red Cedar Ventures. Entrepreneurial Finance students select teams from our student startup incubator, the MSU Hatch, and conduct valuations by taking classroom principles and putting them into practice. Finance students chose three companies to offer a total of \$50,000 investment and present their recommendations at a demo day presentation to advisory board members and the venture capital community.

**HIGHLIGHT ONE OR TWO SPECIFIC EFFORTS THAT DEMONSTRATE STUDENT LEADERSHIP IN YOUR CENTER. EFFORTS SHOULD COMMUNICATE THE TYPES OF INITIATIVES YOUR CENTER EXECUTED THAT WOULD NOT HAVE HAPPENED WITHOUT STUDENT LEADERSHIP.**

- *Intern Program*

With only two staff members guiding 250+ students who come into the Hatch every year, it is necessary to hire interns, who act as consultants in all areas of business to support MSU Hatch startup teams. Interns offer consultation in areas of marketing, business development, finance, pitch prep, engineering, 3D printing, legal, photography, videography, graphic and web design, mobile app development and UX/UI design. Student interns are instrumental in the education and growth for our Hatch teams and support the commercialization efforts necessary to launch companies. Examples of clients successes are found in the Appendix.

Interns not only assist in the success of actual companies, but they also gain valuable experiences by operating as project managers. Ultimately, they are learning how to juggle client priorities in high-pressure and high-impact situations. Interns also learn and gain experience in entrepreneurship, working side-by-side with like-minded peers. In some cases, our interns begin their own successful ventures; in other cases, we've found many of our interns, after graduation, have gone on and landed lucrative corporate positions due in no small part to the knowledge, passion, and grit they've cultivated while serving MSU's entrepreneurship programs.

- *MSU Women in Entrepreneurship*

The Women in Entrepreneurship launched in the spring of 2016 and was completely founded by a group of MSU students. One student, Zoe Zappitell, was appointed president, and from there, she assembled the first e-board, created the structure, gained members and provided the group with various opportunities. The Women in Entrepreneurship group grows ever strong, by conducting weekly meetings, inviting community and alumni speakers, holding workshops, providing field trips to various incubators, accelerators, corporations and alumni visits in the state of Michigan as well as a spring trip to locations such as San Francisco, Seattle, Denver, etc. Each fall, MSU Women in Entrepreneurship also holds a pitch competition, where they give away a total of \$6,000 in cash prizes. The members of this group have expressed that they are proud to be part of a unique group of women who support and uplift each other.

### 3) WHAT METRICS DO YOU USE TO MEASURE SUCCESS? HOW DO YOU BENCHMARK THESE EFFORTS VS. OTHER CO-CURRICULAR ACTIVITIES ON YOUR CAMPUS?

- *Salesforce Database*

We utilize Salesforce and give every Hatch student their own login to a front-end utility (Salesforce Communities) which is named Hatch Connect. This enables students to self-report on their completed milestones and progress, they communicate with interns and other Hatch students, and request endowment funding through this portal. Reports from Salesforce allows us to see the number of students who have applied to our program, how many are currently active, demographics such as gender, if they are incorporated, what stage they are in and how much follow-on funding they have received. We can also track if they are currently operating their business and where they are employed after graduation. The measure of success is broad—we consider students successful not only if they've launched their company, but also if they landed a job after graduation and used their experience with our e-ship programs as a factor in their interview/hiring process.

- *2018 Outstanding Contributions to Venture Creation Award*

Michigan State University was awarded the 2018 Outstanding Contributions to Venture Creation Award and also brought a team of four students to speak at the 2018 GCEC conference. This award was a reflection of our e-ship programs and our student panel was praised for their ambition, leadership skills and accomplishments.

- *Top Undergraduate Schools for Entrepreneurship Studies for 2019 Award*

MSU was named in the top 25 for Top Undergraduate Schools for Entrepreneurship Studies in 2019. Each year, the Princeton Review names the 25 top undergraduate and 25 graduate schools that they consider the best for entrepreneurship education. Some of the factors for the ratings were entrepreneurship courses offered, departments representing e-ship faculty, events offered, number of launched student ventures, number of student ventures still in operation, funding from competitions and follow-on funding.

## APPENDIX

### Student Testimonials

I honestly do not know where I would be without the help of Michigan State University. They have allowed me to travel all over the country and network with so many amazing people. The resources here are hands down the best resources at the University. I am getting ready to move to Chicago in 6 weeks to continue my journey! We now have offices in New York, Chicago, and Indianapolis. My team has grown from just me to over 15. Michigan State University kicked-started my entrepreneurial journey.

*James Shockley, Social Movement Media, Class of 2018*

Michigan State University's entrepreneurship programs, extracurricular activities, and opportunities for professional advancement are nothing short of extraordinary. I became involved during summer 2015 as an Events Intern under Lori Fischer at the Hatch. I quickly learned the ins and outs of entrepreneurial ways of thinking, how to start and operate a startup company, and mastered the skill of networking. Lori introduced me to powerful businessmen and women not only at MSU and in the Greater Lansing area, but also in Detroit, Grand Rapids, and outside of Michigan. I had the privilege of advancing my roles at the Hatch, allowing me to oversee a variety of interns, attend SXSW in Austin, Texas, as well as pitch entrepreneurship courses and activities to incoming freshmen and their families for multiple school years in a row. My two year tenure was something I will never forget, and my skills obtained through my experiences shaped me into an independent, motivated, passionate and proactive leader. I graduated a semester early, became a Marketing Specialist and then Senior Marketing Specialist for a national merchant services company, and in July 2019 I will be starting as a Salesforce and Pardot Administrator at a Midwest-based investment group. I would like to personally thank Lori Fischer for her guidance, support, and never-ending enthusiasm. Her dedication and positive contributions speak wonders and truly made an impact on my life.

*Danielle Campbell, Intern & MSU Entrepreneurship President, Class of 2018*

As a sophomore student with a business idea and not sure what or how to bring my idea to life, I was lucky enough to get connected to the MSU Hatch. In less than 6 months from ideation, I was able to launch my business, BRITE bites. BRITE bites is a probiotic snack bite company to make functional foods taste great. This would not have been possible without the resources and guidance from Michigan State Entrepreneurship. I quickly completed all three stages set by the MSU Hatch and began to get funding to help offset some start up costs. All of the faculty and staff have been extremely supportive and always continue to push me to do my best.

From the early days of filing for an LLC, writing a business plan, and to now distributing our products to 21 retail locations, the Hatch has been there the whole time. In the last year the Hatch has become my second home. It is a welcoming environment with an amazing place to work and collaborate. BRITE bites would not be where it is today without the resources and support of Michigan State Entrepreneurship.

*Brianna Makaric, BRITE Bites, Class of 2020*

When I came to MSU, I had a basement project with my mom making clothes and selling them to benefit local charities. When I first came to the Hatch, I was introduced to a mentor that started me down the path of actually making this project into a business. Throughout college, I was involved in so many other clubs, activities, and internships, and there were times that I planned on quitting my business and going in a different direction. The e-ship programing was always there to keep me motivated and bring me back to what I really wanted to pursue. This was especially relevant when I had accepted a full-time job after graduation and then found out my business was accepted into the MSU Conquer Accelerator. It made me realize that I could turn my business into something real and I had an amazing group of people that believed in me and the concept.

Three years after graduating and starting MSU Conquer, I have gone full time on my business. We have a team of 10 now, and manufacture clothing and other soft goods for some incredible companies, including Frito-Lay, Kraft Heinz, TJ Maxx, Mondelez, and Shinola. We just moved into our new home in Detroit where we operate a manufacturing facility as well as a retail store. MSU E-ship gave me the early connections and support to really turn my idea into a defensible business and allowed us to grow to where we are today.

*Josh York, York Project, Class of 2016*

Thanks for all your help over the past few years. I can confidently say my association with the Hatch has a lot to do with my rapid growth and where I am today. If I can ever give back in any way in the future, please don't hesitate to reach out!

*John Mohyi, Mohyi Labs, Class of 2017*

My name is Jeff Hall, I was a 3D printing/CAD intern, a member of the Hatch with two companies, and I completed the Minor in Entrepreneurship and Innovation. As an intern at the Hatch I met with student groups working on physical product ideas and assisted them with prototyping and getting a minimum viable product. My first company briefly ran with a product idea I had as a freshman, and my second spun my role at the Hatch into a service for Lansing based entrepreneurs. I'm now a Product Design Engineer at Apple where I've designed and shipped dozens of parts inside the latest 11" and 12.9" iPad Pros, and now work on the next generation of iPads. If it weren't for the autonomy, support, and mentorship that the Hatch and Spartan Innovations gives its student groups and interns, I likely wouldn't be here at Apple. I was given the gift of being able to experiment (and fail) with whatever ideas came through the door, with little to no consequences or financial burden. In addition, it provided me a platform to figure out the basics of simplifying engineering concepts. I frequently had to explain to a student team of non-engineers their options for prototyping an idea and work with them to get the proper vision for their idea across in physical form. The carry-over to my role at Apple is staggering: every day I do exactly that, where I bridge the gap between many cross functional teams with various internal goals to bring together a functional and cohesive design. So while my engineering degree gave me the foundation for the technical side, my MSU entrepreneurship experience gave me the foundation for working with a diverse team, making complicated ideas simple, and communicating with people outside of the mechanical engineering world to make great products.

*Jeff Hall, Intern & Hatch Member, Class of 2017*

Working at the Hatch gave me all the skills I needed to start my career with Google - I learned how to quickly solve ambiguous problems, and work with a diverse group of individuals. I wouldn't be where I am today without the network and support of the Hatch.

*Emily Allen, Intern, Class of 2018*

I was introduced to the Hatch during my sophomore year because I was looking for help and resources for my entrepreneurial ideas. I remember that first day I was at the Hatch because I walked out knowing that I was actually going to be able to pursue my dreams. Since then I've probably tried to start 10 different businesses, most of which failed, but all of them were incredible learning experiences and all of them were received with enthusiasm and support from the Hatch. I now own a thriving business and I'm truly living my dream. Thank you!

*Joe Johnson, VADE Nutrition, Shark Tank Contestant, Class of 2016*

I started my company as an undergraduate engineering student project at Michigan State 5 years ago. Without the established entrepreneurial programs at MSU, I would not be working full time as CEO of my own company as I sit and write this today. Thanks to MSU's E-ship programs, my team was able to think about our product as more than a "project" and consider how to think about building a profitable business. Starting with training on business model development, intro to pitch competitions and other student programming events, and eventually access to a paid entrepreneur in residence for over 13 months, MSU E-Ship provided immense value to my company throughout the years.

*Alexa Jones, TheraB Medical, Class of 2014*

Since moving to LA, I've picked up a full-time job at a mobile app development start up. I know I wouldn't have been able to score such an awesome opportunity like this if it weren't for the Hatch.

*Lauren Shields, Intern, Class of 2017*

Michigan State's entrepreneurship programs are second to none. The resources and insight available through The Hatch and around campus offer any student the opportunity to take their ideas and turn them into operating businesses. When I first stepped foot on campus I was interested in continuing my entrepreneurial pursuits, but was pulled in so many directions that I put those dreams on hold. It wasn't until my junior year that I took a deep dive into all the entrepreneurship opportunities that MSU has to offer. I went through The Hatch incubator program with two companies, participated in Conquer Accelerator's 2017 cohort, pitched at the Hatching, pitched at the Broad Business Model Competition and many others, all while working towards my Entrepreneurship & Innovation minor. Whether you view yourself as an entrepreneur or not, the learning and creative opportunities that are fostered through the resources provided will exponentially elevate your knowledge and understanding for business. While I am currently working as a full-time investment banking analyst I continue to pursue my entrepreneurial side hustles and know that everything MSU's entrepreneurship programs taught me will continue to pay dividends as I go through my career. I have no doubt that I wouldn't have the same business mindset I do now if it wasn't for everything MSU's programs taught me.

*Broc Edwards, Craft It Yourself, Class of 2018*

Example of Hatch Companies



Hatch Startup Milestones

# THE MILESTONES

## discovery

- Attend the BMC & VPC workshop
- Create a business model & value proposition canvas @ canvanizer.com
- Complete the D2L quiz
- Find 20 reasons why your idea is worth pursuing:
  - Who are your competitors?
  - What makes you different?
  - Who are your customers?
  - Survey potential clients
- Identify your team members or lack of team members
- Schedule a meeting with a Business Development Intern
- Attend an additional event
- Optional: Intend to compete at the GreenLight Competition
- Schedule a follow up meeting with Lori Fischer

## validation

- Identify a mentor in your industry or get introduced to one
- Attend the Financial Modeling workshop
- Create pro-forma financial statement/projections (utilize the template on the Resources page)
- Attend the Go-to-Market & Pitch Deck workshop
- Create a Go-to-Market strategy plan (utilize the template on the Resources page)
- Create a logo
- Create a Pitch Deck (utilize the template on the Resources page)
- Schedule a practice pitch session with staff
- Attend an additional event
- Schedule a follow up meeting with Paul Jaques

## launch

- Attend the business plan workshop
- Create a business plan (utilize the template on the Resources page)
- Create an executive summary (utilize the template on the Resources page)
- Attend the legal workshop
- Create a website
- Attend an additional event
- Optional: Register on crunchbase.com & angel.co
- Optional: Incorporate your company
- Optional: Investigate outside accelerators





## FREE SUPPORT!

### INTERNS: YOUR CONSULTANTS

- Business Development
- Financials
- Legal
- Graphic and Web
- App Development (Dev Shop)
- 3D Printing, CAD
- Photography, Videography
- Food Safety

### CONTACT INTERNS VIA HATCH CONNECT

### STAFF: ADDITIONAL GUIDANCE:

- Lori Fischer: Program Manager
- Paul Jaques: Director

## discovery

### Contact Business Development Interns for help with:

- Creating your business model & value proposition canvases @ [canvanizer.com](http://canvanizer.com)
- Measure the problem scope
- Produce a solution that includes min features, benefits, IP
- Determine your market
- Who are your customers
- How are you different from your competitors
- Figure out price points
- Start a branding strategy for your company

## validation

### Contact Financial Analyst Interns for help with:

- Creating financial statements and projections

### Contact Business Development Interns for help with:

- Creating market strategies, pitch deck, executive summary, business plan, social media and marketing campaigns

### Reach out to all other Interns:

- Legal Intern
- Graphic & Web Consultants
- Dev Shop (Mobile App Developers)
- 3D printing, CAD Designers
- Photography/Videography
- Food Safety Consultant

## launch

### You may now request funding for business expenses such as:

- Business cards
- Fliers
- Stickers, promotional products
- Domain name
- Business entity registration fees
- Prototype materials
- Social media advertising
- Marketing expenses
- Outside legal services
- Travel, if a finalist for a competition



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MSU Student Entrepreneurial Organizations



Startup Weekend by Techstars: Organized and Run by Students



Information Tables, Staffed by Students



Burgess New Venture Challenge Pitch Competition



MSU Startup Bus: Refurbished by Students and Taken on Road by Students



SXSW Trade Show Booth



CES Trade Show Booths



Spartahack: Student-Run Hackathon



Hatch Interns

