Center for
Entrepreneurship
Eastern Washington University

start something **big**

Nomination

EWU Center for Entrepreneurship

For the

GCEC Awards
Outstanding Emerging Entrepreneurship Center

Submitted by:

Bruce T. Teague, Ph.D.
EWU Foundation Endowed Professor
Founding Director of the EWU Center for Entrepreneurship

BTeague@ewu.edu
(509) 230-9513

RATIONALE FOR CREATING THIS CENTER

The EWU Center for Entrepreneurship (CFE) was founded in 2016. Our former Dean, Martine Duchatelet, recognized growing demand on our campus, and within our regional ecosystem, for entrepreneurship education and new business development. Dean Duchatelet tasked Dr. Bruce Teague with building the CFE along with an entrepreneurship program to serve a diverse population of students across our campus. The CFE is responsible for offering an array of co-curricular experiences to support aspiring student entrepreneurs across all disciplines on the campus. The academic program core, called *the platform*, provides the basis for a program template that has been used to develop interdisciplinary entrepreneurship degree programs across campus. By having both the CFE and the academic programs report to the same person, we have facilitated learning synergies between our curricular and co-curricular offerings. We garner support from a broad-base of stakeholders by constantly seeking opportunities to create win-win relationships.

MISSION
We ensure that every EWU student with an idea for enhancing the world can bring that vision to life.

OVERARCHING GOAL
Transform Eastern Washington University into an "entrepreneurial university."

OBJECTIVES

- Build a business major in entrepreneurship, and a minor that a could be attached to any degree across campus. *(Status: achieved.)*
- Develop a program design to support custom entrepreneurship degrees across the university. *(Status: achieved.)*
- Create co-curricular learning experiences that are open to all EWU students. *(Status: achieved.)*
- Make comprehensive new venture support accessible to every EWU student. *(Status: Substantial progress.)*
- Eliminate barriers to student startups. *(Status: Substantial progress.)*
- Enhance the regional entrepreneurial ecosystem. *(Status: Substantial progress.)*

STUDENTS SERVED
EWU is a regional comprehensive university with a teaching mission. As such, we serve undergraduate and running start students, along with graduate students pursuing master's degrees. EWU does not offer Ph.D. programs. Most students are the first generation in their family to attend college.

EWU ENTREPRENEURSHIP ADVISORY BOARD

- Darby McLean, Chair, Founding COO GenPrime - Keith Trefry, Vice-chair, Partner Paine Hamblen - Buck Somes, Founder and CEO GenPrime - Ramsey Pruchnic, Founder Strategy Labs - Jon Copeland, Founder Nuvodia M. David Gorton, retired EWU	- Monica Simeon, Co-founder Sister Sky - Celeste Shaw, Founder Chaps - Jason Kostelecky, Founder Petit Chat Bakery - Gary Anderson, President of SNAP - Steve Wilson, Vice President Ptera - John Manning, Retired Partner ALSC Architects

CHRONOLOGICAL CENTER DEVELOPMENT & MILESTONES

	Center Emergence				Future Development	
	2016-17	**2017-18**	**2018-19**	**2019-20**	**2020-21**	**2021-22**
Created EWU Center for Entrepreneurship	√					
Entrepreneurship major	√					
Entrepreneurship minor	√					
EWU Eagle's Nest Pitch Contest	√					
Member of Spokane Angel Alliance	√					
Ideation workshops	√					
How to pitch workshops	√					
Founded PNWEEL University Consortium		√				
Present annual Difference Maker award		√				
Mie University, Japan, summer startup		√				
Student Research & Creative Works showcase		√				
Technology Commercialization Academy		√				
Student membership program with Startup Spokane business incubator		√				
Implementation of platform program design			√			
EWU Entrepreneurship Advisory Board			√			
Launched CEO Student Club Chapter			√			
Fund Endowed Professorship			√			
Catalyst Seed Capital Fund			√			
Entrepreneurship becomes the strategic focus of EWU College of Business			√			
Send student teams to external competitions			√			
Music & Technology Entrepreneurship degree *(w/Music Department)*				√		
Eagle's $40k 4-stage Startup Challenge				√		
Open Eagle's Nest Maker Space				√		
Shenzhen, China student exchange program				√		
Student teams participate in regional NSF I-Corp program				√		
Meet the Experts mentoring program				√		
Move to state-of-the-art Catalyst building					√	
Entrepreneurial Analytics degree *(with Data Analytics program)*					√	
Entrepreneurial Communication degree *(with Communications Department)*					√	
Minor in Digital Entrepreneurship Experience *(with ISBA program)*					√	
Minor in Digital Entrepreneurship Development *(with ISBA program)*					√	
Annual Women in Entrepreneurship Conference *(with University of Tampa)*					√	
Proposed Lifestyle Entrepreneurship Degree *(with Recreation Department)*						√
Proposed Opportunity Fellowship Program for students from marginalized backgrounds.						√
Proposed Women Entrepreneurs Fellowship Program						√
Proposed Lifestyle Entrepreneurship						√

√= *began that academic year.*

FUNDING/ SUPPORT/PARTNERSHIPS

| FUNDING	SUPPORT/PARTNERSHIPS
- EWU Foundation Endowed Professorship - Herbert B. Jones Foundation - Wells Fargo - Washington State Employee Credit Union - PCP Consulting - Avista - Consolidated Electrical Distributors (CED)	- Mie University, Japan, summer experience - Shenzhen University, China, exchange program - PNWEEL—consortium of teaching universities - Innovate Cheney—Public/private startup partnership - NIC GIZMO rapid prototyping lab - WSU NSF I-Corp program - Northwest Entrepreneurs Competition - Startup Spokane - Spokane Angel Alliance - Mind-2-Market Seed Capital Fund

ACHIEVEMENTS

- The CFE developed and funded the annual four-stage, $40,000 EWU Startup Challenge. Students compete to advance through the stages of the competition from elevator pitch, to trade show, to investment pitch, to seed capital competition. In 2020, this design resulted in EWU students giving 938 total pitches, receiving 274 hours of business development mentoring outside of classes, and interacting with 97 entrepreneurs, lawyers, investors, and other experts from our entrepreneurial ecosystem. Students from all five colleges competed.
- This fall, we will open the new, EWU Center for Entrepreneurship in the brand-new Catalyst Building (see Appendix). Catalyst was the largest non-athletics donation ever made to EWU.
- We have funded thirteen faculty members from ten different departments in four different colleges to complete Experiential Classroom training. This has resulted in four distinct entrepreneurship degrees and three minors offered through three separate colleges. Two new interdisciplinary degrees are being submitted for review this fall.
- We funded and trained twenty-five EWU Technology Commercialization Fellows. Each of these students worked with newly patented IP to develop commercialization plans for new businesses.

HOW HAVE WE DIFFERENTIATED THE EWU CFE FROM ITS PEERS?

We owe a great deal of thanks to many successful directors at longer-established centers. With their help and mentorship, we have been able to rapidly build a center with strong relationships across the university, throughout our regional entrepreneurial ecosystem, and at national and international levels. While we share much in common with many peer centers, we believe that the following three attributes distinguish our center: (1) the synergy that exists between curricular and co-curricular activities; (2) the development of our Interdisciplinary Faculty Liaisons across the campus; and (3) the location of our center's physical space within two living laboratories that facilitate numerous entrepreneurial possibilities within which student businesses can experiment in real-time.

APPENDIX

ORGANIZATIONAL CHART
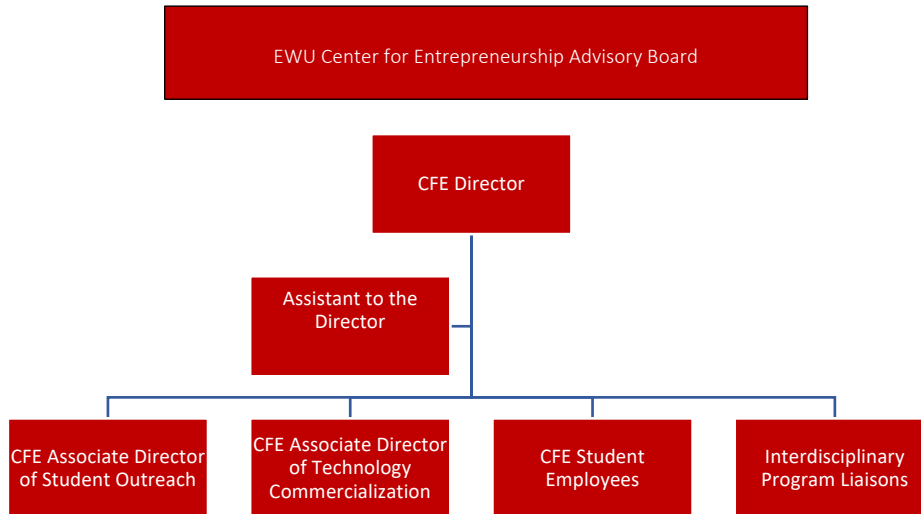
- Director: Dr. Bruce Teague
- Assistant to the Director: Ms. Gabriella Williams
- CFE Associate Director of Student Outreach: Mr. M. David Gorton
- CFE Associate Director of Technology Commercialization: Dr. Yanxin Liu
- CFE Student Employees:
  - Ms. Rachel Backell
  - Mr. Ben Venancio
- Interdisciplinary Program Liaisons:
  - Dr. Jonathan Middleton—Music and Technology Entrepreneurship degree (Music Department)
  - Dr. Elizabeth Tipton—Entrepreneurial Analytics degree (ISBA Department)
  - Dr. Jeff Stafford—Entrepreneurial Communications degree (Communications Department)
  - Ms. Jessica Boyer—Entrepreneurial Communications degree (Communications Department)
  - Dr. Matthew Stone—Lifestyle Entrepreneurship (Recreation Department)
  - Dr. Justin Young—Entrepreneurial Authors (English Department)
  - Dr. Rajeev Dwivedi—Digital Entrepreneurship (ISBA Department)
  - Dr. Ginelle Hustrulid—Design Entrepreneurship (STEM—Visual Communication Design Department)
  - Dr. Robert Sarikas—Accounting Department

APPENDIX ITEM #1: LIVING LABS FOR STUDENT ENTREPRENEURS

1. THE CATALYST BUILDING—A LIVING INNOVATION LAB
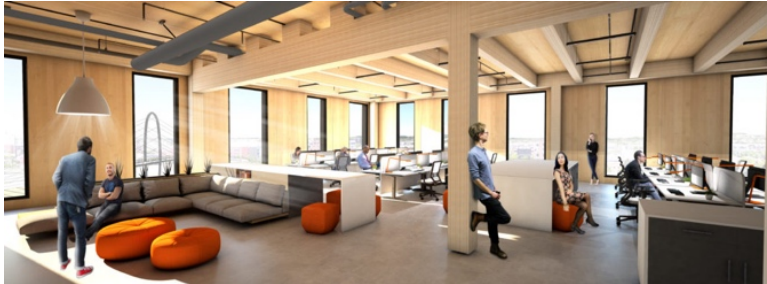
In 2020, we will move our center into the brand new Catalyst building. This move will allow EWU to co-locate students from Business/Entrepreneurship, STEM, and Health Sciences in a building that is designed to be a living laboratory for innovation and commercialization related to the energy ecosystem. In partnership with the University District, Catalyst will fuel an atmosphere of innovation to help attract the types of cutting-edge companies and organizations that are vital for the Inland Northwest's next economy.

The Catalyst building will also be home to our innovation hub, connecting students, mentors, and ventures in one cutting edge facility.

2. URBANOVA—SMART CITY INNOVATION AND ENTREPRENEURSHIP LAB

Additional information: https://urbanova.org/about/

Our new location in the Catalyst Building will also locate our students, programs, and innovation spaces in the heart of another unique opportunity space: URBANOVA (see link above). URBANOVA is a living laboratory designed into Spokane's University District.   Right now, companies and innovators are developing and testing smart city solutions that could ultimately be replicated around the world. As our students work with URBANOVA, they will be utilizing data to develop, test, and commercialize innovations designed to enhance livability, workability, and sustainability of cities. Our location within the Urbanova space, combined with the co-location of our Entrepreneurship/Business, STEM, and Health Science students creates a natural opportunity for student innovation that can be immediately put into live testing for proof of concept and prototype iteration. These rich, collaborative experiences reinforce our philosophy of experiential learning.

APPENDIX ITEM #2: THE "PLATFORM" DESIGNED PROGRAM

We coined the term "platform" to reflect key differences in how program design constraints are conceived and managed. In traditional program design, a program would typically create one or more entry courses that would then become prerequisite to other courses in the program, establishing a prerequisite learning sequence. While we recognize the benefits of such sequencing in the training of student entrepreneurs, such a design also

imposes administrative challenges—especially when it becomes desirable for students to be allowed to begin degree coursework during any term. In a quarters-based school, like ours, this implies duplicating the entry course to fall, winter, and spring terms. Once this is done, the prerequisite sequence must also be duplicated. During program growth, this can lead to unpredictable and inconsistent demand for course sections.

Under the platform design, each year functions as an independent course sequence in which courses may be taken in any order, but all courses for a given year of the program must be completed to be eligible for courses from the second-year sequence. For example, our first year (late sophomore or junior status) courses include (fall) ENTP 387: Startup Research; (winter) ENTP 388: Learning from others; and (spring) ENTP 389: Business Plan and Pitch Deck. These three courses may be taken in any order, but all must be completed before the student becomes eligible to take the second year (400 level) sequence of courses.

The true benefit of this platform design is its ability to support custom entrepreneurship degrees across the campus. We employ a similar template in offering custom degree programs, however we will use a specific example to illustrate how this works. Our first custom degree is the BA in Music and Technology Entrepreneurship. This degree is housed in the school of music. The new degree is created by combining the following: (1) the first-year course sequence from our entrepreneurship program (ENTP 387, 388, and 389); (2) a co-developed custom entrepreneurship course created with the lead faculty from the partner discipline; and (3) a selection of skill courses from the home discipline (music and technology, here). This template often leaves room for student electives. Within this design, students are eligible to use electives to take advanced (year 2) entrepreneurship courses, or approved specialty courses from their home discipline.

The platform design has allowed us to quickly develop interdisciplinary entrepreneurship degree programs across our campus.

ENTREPRENEURSHIP DEGREES AND MINORS

DEGREES	MINORS
- BA Entrepreneurship - BA Music and Technology Entrepreneurship (*interdisciplinary with the music program*) - BS Entrepreneurial Analytics *(begins Fall 2020—interdisciplinary with Analytics)* - BA Entrepreneurial Communications *(begins Fall 2020—interdisciplinary with the Communications program)* - BA Lifestyle Entrepreneurship *(proposed Fall 2020—interdisciplinary with the Recreation program)* - BA Entrepreneurial Authors *(proposed Fall 2020—interdisciplinary with the English program)*	- Business Minor in Entrepreneurship - Digital Entrepreneurship Experience *(begins fall 2020—interdisciplinary with ISBA Department)* - Digital Entrepreneurship Development *(begins fall 2020—interdisciplinary with ISBA Department)* *NOTE: Digital Entrepreneurship Experience offers a broadly accessible introduction to digital entrepreneurship. Digital Entrepreneurship Development is for students with advanced computer science experience and intended to result in advanced working prototypes.*