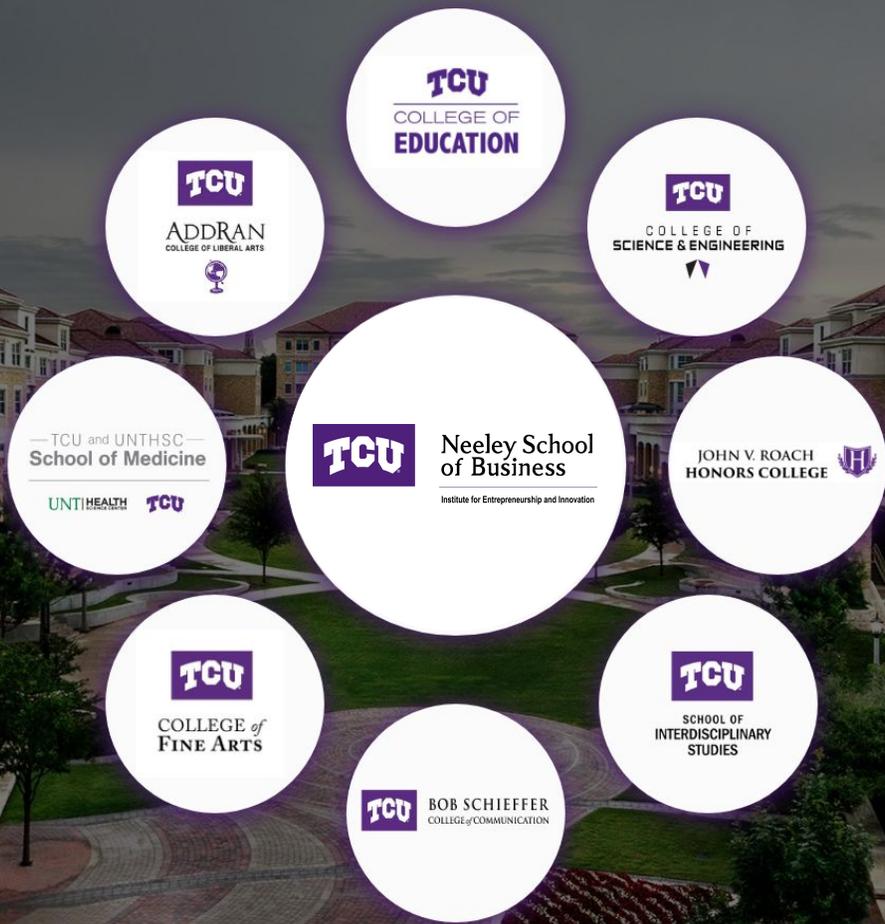




# Neeley School of Business

Institute for Entrepreneurship and Innovation

## EXCEPTIONAL ACTIVITIES IN ENTREPRENEURSHIP ACROSS DISCIPLINES 2021



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# ENTREPRENEURSHIP AND INNOVATION ACROSS BOUNDARIES AND SILOS - ALL INCLUSIVE

The TCU's Institute for Entrepreneurship and Innovation ***all-inclusive vision*** is to inspire, empower, and make all aspects of entrepreneurship accessible to individuals and teams from across campus, irrespective of and with all levels of knowledge.

**The Institute's mission is to promote an entrepreneurial culture and pursuit of value-centered creation through.**

1. Innovative and engaging ***all-inclusive*** programs and experiences
2. Community partnerships and collaborations
3. World-class education and research by passionate and dedicated educators
4. Professional growth opportunities for internal constituents

These goals are achieved by partnering with every college across TCU's campus to reach a diverse and expansive student body.

## OUR APPROACH

### WE BELIEVE THAT **ANYONE** CAN BE AN ENTREPRENEUR

Students from every major are welcomed and engaged to test their ideas in workshops, group discussions, competitions, pitch sessions to investors for real cash, make decisions as angel investors, meet successful entrepreneurs, and network with like-minded students at TCU and around the world.

Through the steps outlined below, we not only welcome students and faculty from every major, we take the extra step of crafting ***all-inclusive*** programs and opportunities that will appeal to and benefit students, faculty and staff from all walks of life (race, gender, ethnicity, sexual orientation, financial background, etc.) whether they are athletes, musicians, engineers, nurses, doctors, accountants, politicians, journalists, preachers, or even just dreamers.

## HOW?

### 1. Integrated Curricular and Co-Curricular Programs

For students to ***learn*** entrepreneurship, they must actively ***engage*** in entrepreneurial activities. ***Doing*** requires practice, and practice requires an overarching program that integrates strong curricular and co-curricular initiatives that foster experiential learning. The Institute integrates action orientation, value creation, experimentation, and reflection to encourage students to apply knowledge they accumulate in the classroom to activities that require hands-on practice.

### 2. Campus-Wide, Transdisciplinary Focus

We realize that you don't have to be a business major to be an entrepreneur. In fact, most TCU entrepreneurs are not business majors. In addition to our popular major in entrepreneurship and innovation, we launched an ***all-inclusive minor in entrepreneurship and innovation*** aimed at students of every major across campus. This minor facilitates the Institute's reach and impact across campus to engage and encourage students from all disciplines to be entrepreneurs. Assistance, scholarship and deep, tailored mentorship is infused to relieve anxiety of uncertainty and to promote success and confidence.

### 3. Intersection of Research and Practice

Calling upon a renowned faculty, the Institute supports the production of research articles published in major academic journals to advance entrepreneurial thought, education, understanding, and practice among entrepreneurship and small business.

### 4. Meaningful Ecosystem Integration

We immerse students in learning experiences in which entrepreneurial thinking and acting take place as well as real business environments that require them to organize and deliver a range of skills that integrate education and implementation in a meaningful way. Students interact with key members of the local entrepreneurial ecosystem, including startup founders; accelerator personnel and startups; venture capital and angel investors; and other key members of the local, national and global ecosystem.

## A CULTURE OF ENTREPRENEURSHIP AND INNOVATION

TCU's foundation for entrepreneurship dates back to 1999 as one of the first test programs of the Coleman Fellows - designed to enable the business school and the entrepreneurship program to reach out to other disciplines and programs to help faculty, staff, and students of various interests and backgrounds to understand the core principles of entrepreneurship and how to think like an entrepreneur.

The initial fellows program has grown to include numerous faculty from every college across campus who design and teach entrepreneurship classes in their field. Since its inception, this program has helped train 44 faculty, who have in turn impacted more than 10,000 students across TCU's campus. The Institute continues to run the fellows program and has created a certification program for cross campus faculty who are trained in entrepreneurial experiential teaching methodologies (Appendix I Org Chart) for the latest class of faculty.

We also strongly support the TCU Chapter of the Collegiate Entrepreneurs Organization, which has been honored as the largest and most active cross-campus entrepreneurship student chapter in the nation.

These partnerships have generated resources from other disciplines to support programs such as the **Three Minute Thesis, Social Impact Design Challenge, Elevator Pitch Competition**, and university-wide **entrepreneurship internships** (Appendix II TCU Entrepreneurial Ecosystem, Appendix IV External Partners).

We are most proud of two transdisciplinary, **all-inclusive** programs, **Create** and **Venture Builder**:

**CREATE** - A university wide incubator that is now one of the largest cross campus co-curricular program at TCU. CREATE includes workshops, mentors, EIRs, IIRs, and seed funds - helping start, validate, and grow companies. In just two years, **188 teams** composed of **343 students** from every college across TCU's campus participated in CREATE and gained access to workshops, legal assistance, mentors, and **seed funding (\$100,00)**. In just two years, companies that worked with the institute were able to secure more than **\$3.5 million dollars** in outside funding as well as licenses from the Air Force to commercialize IP and Tech. More than 50% of these successes have come from students outside of the business school. What's even more impressive is that 40% of these students identify as minority, well above the overall percentage representative of the university.

**VENTURE BUILDER** - Designed specifically to enhance cross campus student involvement by combining curricular and co-curricular programming among colleges as well as community engagement. Students from the business school, school of fine arts, and college of science and engineering collaborate to work with local startup businesses validate and build their startup ideas.

Students in courses in New Venture Development (Business), Professional Recognition for Graphic Designers (Fine Arts), and Software Engineering (Engineering), assess feasibility, viability, and desirability of local startups. They then leveraged their different skills to build brands and develop apps and/or websites for these startups.

To further ingrain entrepreneurship and innovation and to ensure the sustainability of multidisciplinary collaborations on campus, we are working with department chairs and faculty to create more entrepreneurship-focused classes that will count toward the cross-campus Minor in Entrepreneurship and Innovation (Appendix V Cross Campus Entrepreneurship Coursework)

## CLASSES AND CO-CURRICULAR PROGRAMMING

We believe traditional pedagogy in entrepreneurship education is not sufficient. Teaching entrepreneurship is more like the study of medicine and architecture, where hands-on implementation is necessary to gain a mastery of the competencies necessary to be successful.

Our multidisciplinary programs have identified and perfected a unique approach for advancing entrepreneurship activities to multiple audiences. What sets apart our programs is the integrated, two-tiered approach that combines academic rigor (curricular) and experiential learning (co-curricular) to fully immerse students in learning and developing entrepreneurial competencies.

It starts with more than 30 discipline-specific entrepreneurship courses taught by trained faculty in their respective departments and colleges across campus. Students in these schools and colleges also participate in competitions and programs that act as a feeder to our individually tailored startup engine.

They come from all across campus, representing every school and a variety of majors, but with one thing in common: a passion and desire for creating a new business, product or service; or supporting one with their skills. Whether it is an idea on a napkin or an idea at the prototype stage, if it is a viable plan the Institute's goal is to lift it off the ground and give it momentum (Appendix IV 2019-2020 Impact).

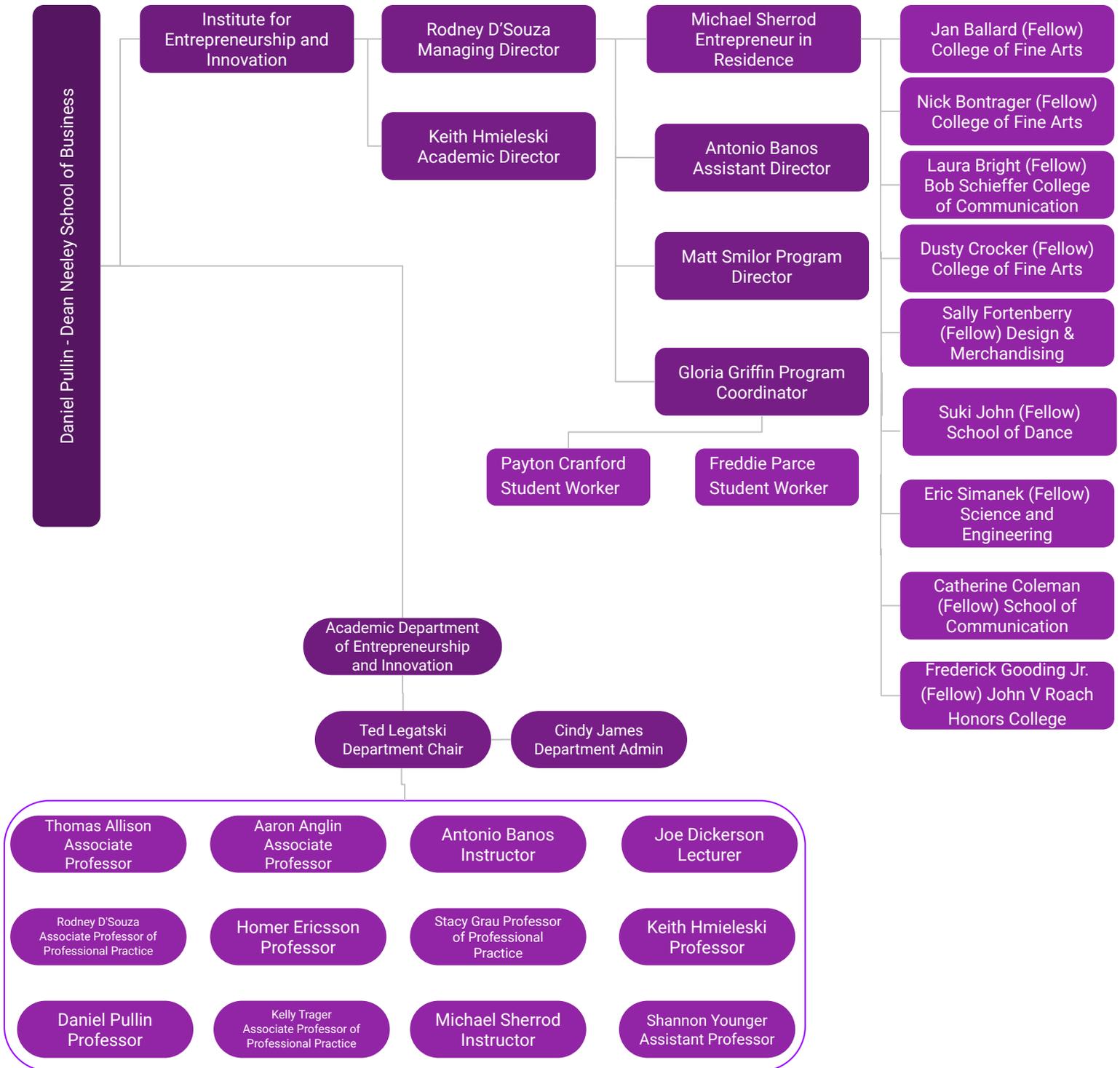
## WHAT WAS THE IMPACT OF COVID?

Many modifications were made, but all programs ran through the pandemic. Our partners, the community, alumni, faculty, students and staff kept the machine alive. All programs and competitions were moved completely online and continued to run as before. This involved multiple virtual one-on-one sessions, virtual demo days, virtual mentoring, online workshops, and virtual pitch competitions.

Also, as part of our response to the pandemic, we launched the **Horned Frog Brain Hack** competition – part hackathon, part startup weekend. This competition saw students and faculty from all across campus, as well as students from other universities, work alongside community mentors and take on challenges related to mental health during and after the pandemic.

We ran our largest **Entrepreneurship Internship program** (virtually) where students work with early stage regional startups, and launched a virtual accelerator wherein students license technology from the DOD, DOJ etc., and commercialize said technology.

# ORGANIZATIONAL CHART

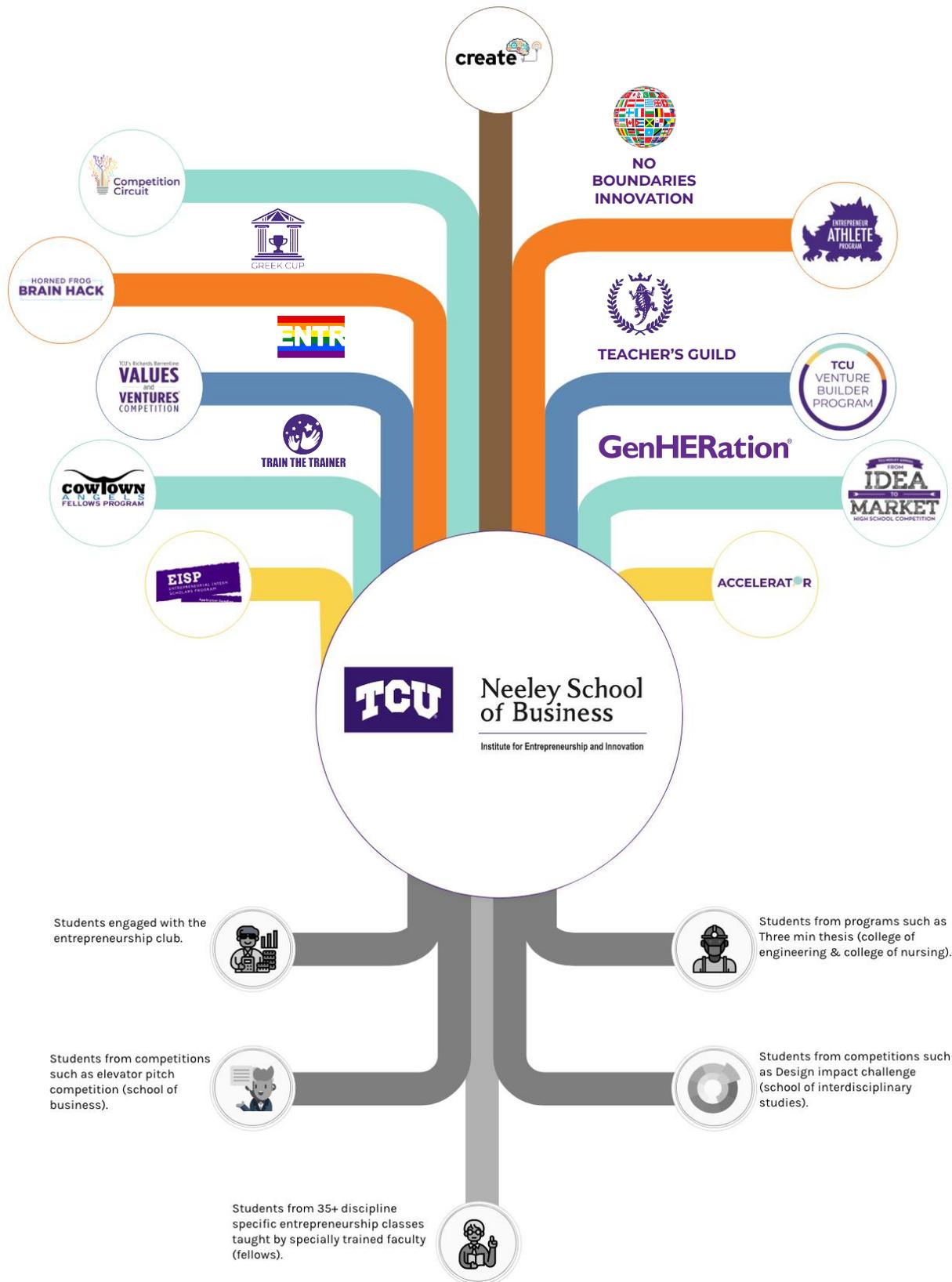


# [ ALL INCLUSIVE ] - EXPLAINED

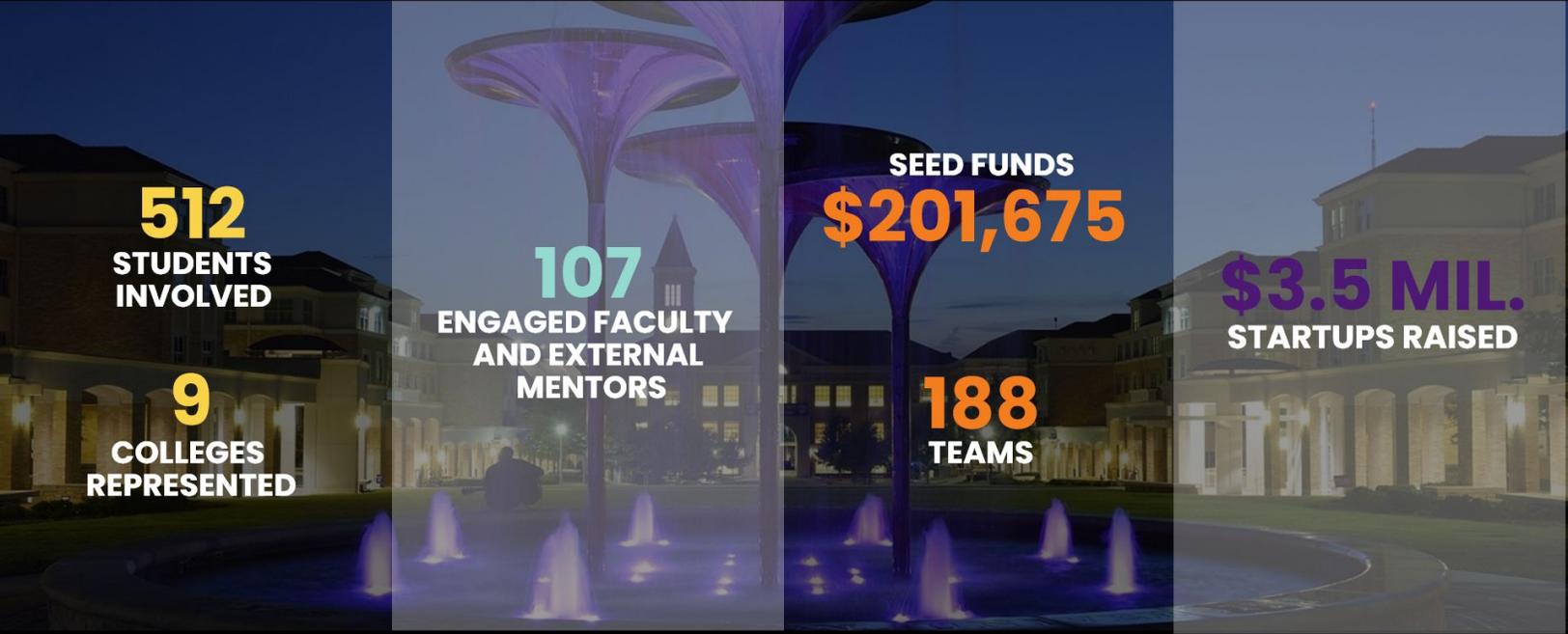
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	Ecosystem Program with Seed Funding (50k)		High School Student Competition and Mentoring
	Award-Winning Global Business Plan Competition		Faculty Partnership Across Campus to Develop more ENTR Courses
	Mental Health Ideation and Innovation Event		Student-Athlete Program with an Emphasis on Name, Image and Likeness (NIL)
	MBA Student Program Working with Angel Investors Fellows		Women Network Initiative Focused on Mentoring and Connecting Young Women with Pros
	Cross Campus Academic Curricular Collaboration to Assist the TCU Business Community		Greek Life Competition Tailored at Connecting with Fraternities and Sororities
	National Internships Opportunities for Students Across Campus <b>NOT</b> only Business Students		Initiative to tackle innovation and entrepreneurship opportunities within the LGBTQ community
	Globally sponsored competition circuit for students to travel and compete across the world for funding		A place to innovate without boundaries for underrepresented and International Students
	A Program to Accelerate Business Growth in need of space, funding, mentoring and resources		A program aimed at Assisting Local High School Teachers with Curriculum and Professional Development

# THE ALL - INCLUSIVE TCU ENTREPRENEURIAL ECOSYSTEM



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## EXTERNAL PARTNERS



# CROSS CAMPUS ENTREPRENEURSHIP COURSEWORK

The Arts Organization .....30103 AADM	Entrepreneurial Leadership .....30303 ENTR
Management the Arts .....40130 AADM	Entrepreneurial Opportunity Recognition.....03533 ENTR
The Business Of Design .....40203 ARGD	Business in Emerging Economies .....30703 MANA
Design Entrepreneurship.....40233 ARGD	Entrepreneurship and Energy.....30773 ENTR
Leadership in Nursing Practice: Concepts.....40763 NURS	Managing the Emerging Venture.....40123 MANA
Career Preparation II.....30311 DANC	New Venture Development.....40143 ENTR
On Human Nature - Design Thinking & Innovation.....40023 HCOL	Strategic Management.....40223 MANA
Career Dev for Merchandising.....30291 IDFM	Ventures in Transition.....40163 ENTR
Entrepreneurship in Merch.....40013 IDFM	International Management.....40223 MANA
Special Problems - Career Exploration.....40970 IDFM	Family Business.....40233 ENTR
Health and Fitness Management.....30513 KINE	Values-Centered Entrepreneurship.....40313 ENTR
Special Problems in Management - Design Thinking.....40970 MANA	Corporate Entrepreneurship.....40333 ENTR
Business Practices for the Independent Music Teacher.....50081 MUSI	Special Problems in Graphic Design - Design Entrepreneurship.....40970 SIS
Survey of Entrepreneurship.....40653 ENTR	Special Problems in Management - Entrepreneurial Venture Deal..40970 ENTR
Technology Entrepreneurship.....20103 SCIE	The Creative Economy.....30403 ARLE
Entrepreneurship in China.....35643 POSC	Special Problems in Management - Entrepreneurial Venture Deal..40970 ARLE
Introduction to Arts Leadership and Entrepreneurship.....20103 ARLE	Arts Leadership and Entrepreneurship Internship.....40903 ARLE
Financial Management and Fundraising in Arts Organizations.....30203 ARLE	Audiences, Community, Programs and Marketing in Arts Organizations..30303 ARLE
Management, Dynamics and Planning in Arts Organizations.....30103 ARLE	
Arts Leadership and Entrepreneurship Experience.....40103 ARLE	



**News Feed**



**SHADDOCK VENTURE CAPITAL FUND ALLOWS STUDENTS TO BE ENTREPRENEURS AND INVESTORS**

Austin Patry '17 had an idea for a business. It was so clever that students in charge of the Shaddock Venture Capital Fund invested a total of \$13,000 in two pitches for his plan. "An entrepreneur in America cannot be successful without private equity, whether from friends, family, venture capitalists, angel investors or crowdfunding," Sherrod said. "This class is helping them experience how that works."

**Spotlight**

**STARTUPS**

TCU Tech startup Bookit Sports newest addition to RNOX's inaugural R.E.A.L. program this summer in Reno.



**COMMUNITY**

TCU Leadership programs at two Fort Worth hospitals take physicians into uncharted territory.



**OPPORTUNITY**

The Neeley School — with corporate partners RadioShack, Microsoft and Compaq — opens a lab where students can become "virtual architects."



**TCU NEELEY GAVE HER THE STRENGTH TO MAKE IT ON HER OWN | JAN. 2020**

In her evening TCU MBA classes, Makanjuola learned alongside her corporate classmates, but instead of applying business cases and projects to a corporate employer, she applied them to Sarah Jane Fitness.

"I may not have the resources that these corporate businesses have or a huge team, but I'm learning how to position my business for success," she said. "My classes helped me see what my business is going to look like in the

You don't always think of entrepreneurs getting a graduate business degree, but some come to the TCU MBA to fortify their entrepreneurial spirit, strengthen their skills and gain an edge as they start new ventures.



**TCU AND COWTOWN ANGELS WIN GLOBAL ENTREPRENEURSHIP AWARD**

The Cowtown Angels Fellows program at TCU's Neely Institute for Entrepreneurship and Innovation has received the Global Consortium of Entrepreneurship Centers' 2019 Excellence in Entrepreneurship Teaching and Pedagogical Innovation Award. The program places TCU MBA students into the angel investment world, where they're to perform due diligence on startups and provide analytical support to the Cowtown Angels investment group.

MBA students are in the room, doing the deep dives, making recommendations and getting their voices heard as they learn. The investors welcome their meticulous assistance, interest and insights. It's a powerful partnership that benefits everyone, including the entrepreneurs," said Les Kreis, founding member of Cowtown Angels and managing principal at Steelhead Capital Management. Kreis is also a graduate of TCU's undergrad business school.



# HIGHLIGHTS



**A New Fort Worth Startup Uses Tech to Monitor Law Enforcement Animals' Health**

A new startup was founded out of Fort Worth to provide healthcare monitoring, documentation, and collaboration solutions for dogs and horses working in law enforcement. Now, the team has already signed a major deal by way of a software licensing agreement with the U.S. Air Force Research Laboratory.



**TCU MBAs Win the "World's Largest Venture Capital Competition"**

70 universities in total competed in regional competitions across the U.S., Canada, and India, with the first place winner of each advancing to the global competition. A team of TCU MBAs recently won regionals in the invitation-only 2020 Venture Capital Investment Competition (VCIC), beating out Notre Dame, Indiana, Georgia Tech, Pittsburgh, and Brazil FGV to take first place.



**One of the Best Undergraduate Entrepreneurial Studies**

The ranking lauds TCU Neeley for combining strategic coursework with co-curricular activities, facilitated by research and professors across the Department for Entrepreneurship and Innovation and the campus-wide TCU Neeley Institute for Entrepreneurship and Innovation.



**Fueling Students' Ideas**

Senior, Jordan Waters found a way to combine her interest in advocacy and entrepreneurship, thanks to her degree program and the Shaddock CREATE Competition. She pitched her project at the fall competition, hosted by the Neeley School of Business, receiving a grant and access to mentoring and workshops to develop her idea into a business.