



WHERE CHANGE-AGENTS,
SPIRITED DREAMERS,
AND EFFECTIVE DOERS
CONVERGE.

707HUB

707HUB

POWERED BY
KOHLER CENTER FOR ENTREPRENEURSHIP
SOCIAL INNOVATION INITIATIVE



BE THE DIFFERENCE.

**2022 OUTSTANDING STUDENT
ENGAGEMENT AND LEADERSHIP**

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OUTSTANDING STUDENT ENGAGEMENT & LEADERSHIP

The 707 Hub is Marquette University's cornerstone resource for building an inclusive campus innovation community. As a Catholic, Jesuit university, Marquette is inspired by the tenets of Catholic social justice traditions and encourages students to think creatively and explore fearlessly in applying their knowledge and skills in service to others. One of the defining characteristics of the 707 Hub is its synergistic approach to interweaving entrepreneurship and social innovation programming, allowing students to chart their own paths of exploration and bring their creative ideas to life. From its initial inception as an idea posed by two students who applied to the University's innovation fund, to its current, and always adapting, array of programs, the 707 Hub provides unique leadership opportunities for Marquette students.

DISCUSS THE VARIOUS PROGRAMS OR INITIATIVES YOUR CENTER SUPPORTS TO ENGAGE A BROAD SPECTRUM OF STUDENTS TO ACHIEVE THE CENTER'S GOALS.

The 707 Hub is open to all students and encourages a cross-disciplinary approach to solving problems. This makes it truly unique on our campus as a place that brings together students from every college and school on campus to learn from each other: undergraduate, graduate, and professional students participate together in the broad range of 707 Hub activities. Programming includes entrepreneurial boot camps, in-house mentoring, and several speaker series. The Brewed Ideas Challenge is an annual Shark Tank-inspired pitch competition—with both business and social impact tracks—that rewards budding entrepreneurs with seed money to help advance their ideas. Student involvement and leadership in this critical campus program has increased the diversity of student participation to include all 11 colleges on campus. Another funding program, the Dorm Fund, is an entirely student-run venture capital firm that invests exclusively in student startups.

The 707 Hub pushes diversity forward by supporting underrepresented students looking to form communities that encourage entrepreneurial thinking. Innovation+, a student-run initiative, builds a community of entrepreneurs among minority students, while the MKE Entrepreneur Incubator Program supports underrepresented students by hosting pop-up, community-oriented markets.

The Hub also works jointly with the Institute for Women's Leadership, Black Student Council, and the Equal Opportunity Program (EOP) office, in developing workshops, events, and innovation programming.

DESCRIBE HOW YOU EMPOWER STUDENTS TO LEAD OR OWN THE EFFORTS DESCRIBED ABOVE.

Innovation Starts Here. The 707 Hub caters to students at any point of their entrepreneurial journeys. Some are working on developing and running their own businesses. Some are working on solving campus or wider social problems. Some don't even think of themselves as entrepreneurs or changemakers, but they find the space welcoming and a great place to meet other students—and to ultimately discover the innovator within themselves.

The 707 Hub empowers students by offering resources—space, mentoring, funding, community—that will allow them to transition from idea to action, and, along the way, to learn to be agile and not be afraid of taking risks. At the same time, students assume ownership of their ideas by taking on leadership, operational, and decision-making roles. With the Hub's emphasis on cross-disciplinary and collaborative projects, students learn not only how to empower themselves, but how to empower each other.

The students who came up with the idea for the 707 Hub, for example, were recipients of a high-profile grant from Marquette's inaugural Explorer Challenge, a campus-wide seed funding competition. For over a year, students worked closely with campus stakeholders on developing the space and setting up programming. After the Hub opened, students continued to influence other development projects, such as envisioning the Henke Terrace, the Hub's outdoor innovation space, and designing new bathrooms (see Redo the Loo section).

High levels of student engagement are present in our annual pitch competition, The Brewed Ideas Challenge, which has seen the birth of 20 still-active business, such as Nubian's Way, makers of high-quality, organic natural hair care products; Sendgineering, manufacturer of a 2-in-1 bit that allows users to install and remove two different size/style fasteners with the same bit; and OLUOMO Worldwide, custom makers of Nigerian clothing and accessories.

Dorm Fund investments into student startups include Kobuk Technologies, creators of VR technology to enhance physical therapy sessions; Mar's Empanadas, homemade Argentinian & Chilean baked empanadas; and Electi, an app that aims to reduce the stress and stigma around visits to the gym.

Student-led initiatives that came out of the 707 Hub to improve campus life include “Community. Books. YOU.”, which collects and distributes used textbooks to low-income and first-generation students; Marquette Career Closet, which makes available gently used professional clothing; and MunchMates, an app that connects students over a meal at the dining hall, in the hopes of minimizing loneliness on campus.

Students are always bringing new ideas and needs to the forefront. As a result, this fall we are launching Student Made Marquette, an Etsy-like online marketplace for students to sell products to both the campus and beyond. The student-run platform is an excellent opportunity to encourage students outside the traditional entrepreneurial mold, such as artists and diverse populations, to invest in themselves, their businesses, and their communities.

Students are in many ways the face of the 707 Hub, and certainly have their fingers on the pulse of campus life. Having paid leadership opportunities is also critical in making these roles accessible to students from a range of socio-economic backgrounds. Students are hired to manage four key components of the 707 Hub:

Makerspace: The Makerspace houses technological resources such as 3D printing; prototyping tools; sewing machines; and photo, video, and audio recording and editing equipment. Students learn not only how to operate the equipment but are also tasked with teaching fellow students.

Graphics and social media: Students work on graphic design for the 707 Hub and logo design for student businesses, as well as run the Hub’s social media. Students introduced the Hub to TikTok and Instagram Reels, for example, and they respond to all DMs.

Event planning: The 707 Hub runs several of its own speaker series and events, but also jointly programs and hosts events for both campus and community groups. Student employees are crucial in arranging these events and serving as 707 Hub ambassadors, giving frequent tours of the space, going into classes to promote the programming, and guiding students to resources they might need.

Creativity Workshops and Take-Home Kits: Before the Covid-19 lockdown, students led monthly creativity and innovation workshops for the campus community. Activities included making 3D printed custom phone cases, tie dye apparel, and DIY holiday gifts. During lock down, students became acutely aware of the lack of creative outlets for virtual students, so they repackaged the creativity workshops into take home kits. These kits included pom-pom hat making and custom cooking decorating from a student entrepreneur. The Creativity Kits proved to be very popular: 230 kits were distributed Fall 2020.

HIGHLIGHT ONE TO 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.

THE DORM FUND

By students, for students. The Dorm Fund is an entirely student-run venture capital firm that invests solely in student-run companies, providing funding up to \$2,500 to help accelerate new ventures.

The Dorm Fund is considered a catalyst for idea development—and for supporting a culture of learning through iterative prototyping, made even more impactful because students lead the charge with all due diligence, investment decisions, and amplification of the program on campus.

Private donors provide funding, but do not have any say in funding decisions. Donors often meet with awardees afterwards and have been known to hire them. Moreover, investment team members have a strong track record of being employed after graduation by large venture capital firms. Over its life, the Dorm Fund has awarded nearly \$75,000 to 36 student startups.

The spirit of the Dorm Fund might best be shown through Liv a Little’s Ice Cream. With an idea that literally came from her dorm room, Olivia Menzia used her retail ice cream maker to whip up vegan, plant-based ice creams for her friends with food allergies and lactose intolerances. From there, she realized that there was a larger demand for her product. Dorm Fund investors were wowed by her idea and their support allowed Olivia to purchase an ice cream push cart to sell her product at the many Milwaukee festivals, and to cater corporate events, weddings, and birthdays. Today you can even find her product in the Marquette dining hall. This is just one of the many ideas that got a big boost from the Dorm Fund — both funding and confidence.

REDO THE LOO!

A leader in campus-wide innovation, the 707 Hub also has one of the more notable spaces on campus, but for years, the bathrooms left something to be desired.

To remedy the situation, the 707 Hub teamed with the Kohler Company, recently named one of Fast Company's Best Workplaces for Innovators, to run a campus-wide challenge to reimagine the bathrooms as modern marvels. The challenge was also a way to encourage interdisciplinary creative collaboration among students.

The two dominant themes coming from the customer discovery exercise were *inclusivity* and *sustainability*. The winning team, Team Lavatory, adopted these two themes by designing gender-neutral bathrooms and utilizing Kohler's low-flow toilets and faucets, as well as decorative tiles recycled from toilets and bathtubs broken during construction.

During brainstorming, Team Lavatory also proposed a left brain/right brain concept where the left bathroom has the simpler, more analytical look and the right side has a colorful, whimsical feel to it. The competitive design process further supports the notion of student empowerment: It's hard to imagine this unique, "bifurcated-brain" design coming from administration!

Kohler executives proved to be quite enamored with the innovative approaches all teams took to addressing this design challenge—as well as the way students were able to pivot through Covid-19 adversity. In fact, the challenge was so successful that Kohler and Marquette will use it as a framework for future design competitions; the next one launches in Fall 2022 with a theme of *inclusivity*.

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

In its six years of existence, the 707 Hub has successfully reached across campus to serve a very diverse group of students from all 11 colleges and professional programs. This is the only place Marquette's campus that brings together undergrads, graduate students, and professional students of all ages and backgrounds. The 707 Hub is a natural silo breaker.

REPEAT VISITS. 707 Hub is a high traffic area. We average 8,000+ ID card entry swipes each year into the space.

FUNDING FOR STUDENT ENTREPRENEURS. Since the 707

Hub was founded, nearly \$200,000 has been awarded to students through the Brewed Ideas Challenge and the Dorm Fund.

CATALYST. One unique metric is that we currently have five student-activated business ideas operating on campus, directly serving the Marquette community. Support for these students has extended beyond the 707 Hub; these ideas have received endorsement and support from other units on campus including the Raynor Memorial Libraries, Recreational Sports, Student Affairs, and the Career Center.

DIVERSE STUDENT BASE. The Brewed Ideas Challenge continues to attract a very diverse group of students. The 2022 Challenge saw 54% BIPOC finalists, 54% female, and 36% first generation. This is the second year in a row that over 50% of the finalists were BIPOC or first generation. As a point of reference, Marquette's overall enrollment for the 2021-22 academic year comprised 29% BIPOC individuals, 56% female, and 22% first generation.

RECOGNITION. The important work that the 707 Hub does, and how it contributes to Marquette's overall success, is being recognized both on campus and off.

Marquette President Michael Lovell's Difference Makers awards.

These prestigious campus awards are presented to individuals or groups who have gone above and beyond the university's mission to "Be the Difference." Two 707 Hub people have been honored through these awards in the last year.

Ashoka Changemaker Campus. Marquette was the tenth institution that Ashoka, a leader in social entrepreneurship, has honored with the title of Changemaker Campus.

An Innovative School. In 2020, U.S. News and World Report named Marquette one of the top 50 Most Innovative Schools. As a part of the Office of Research and Innovation, the 707 Hub helped propel the university to this ranking.

APPENDIX A:

STUDENT TESTIMONIALS

707 HUB STUDENT LEADERSHIP TESTIMONIALS

THE VISIONARY

CREIGHTON J., BUSINESS, '17 (STUDENT CO-FOUNDER, 707 HUB)

During my time at Marquette, working in the 707 Hub and with the people who helped to create the space, I was able to recognize how the Hub approaches learning and problem solving differently than other places on campus. The biggest factor was the freedom and encouragement to break the mold of normalcy when creating, ideating, and problem solving.

The 707 Hub fosters an environment where this skill set is nurtured so organically. Allowing students to break down walls (figuratively and literally) at a time in their life when they are developing their lifelong tool belt is probably the best learning lesson one can have.

As one of the students who helped to create and envision the 707 Hub, that experience helped me to think differently about any problem at hand. Now in a professional work setting, I feel confident that I can work outside my comfort zone, constantly breaking down walls of normalcy, to inclusively solve big challenges.



THE COLLABORATOR

MEGAN K., COMM, '21, '23 (REDO THE LOO COLLABORATOR)

As a leader within any organization or with any group, collaboration is an important factor for success. During Redo the Loo, the 707 Hub gathered students from all majors/backgrounds which allowed for vastly different ideas to be generated. For example, my communication background added different elements to our project than my fellow engineer teammates' backgrounds. Both were essential, but they were different. As a group, we worked to produce our own ideas, share, and listen to each other to create a safe environment of collaboration.



The 707 Hub's approach to Redo the Loo was different from other places on campus because the project allowed for diversity in colleges and majors. It can be easy to close yourself off to people who aren't necessarily studying the same thing as you in college, so this project was a great exercise to step out of your comfort zone. This was something I hadn't experienced before with my class projects.

As I am preparing for my last year of graduate school and for real life (yikes!), I will hopefully bring my leadership experiences from the 707 Hub into my first professional role. I'll work with people who think differently than me and practice taking a step back to not just hear, but really listen to people's ideas.



THE CREATIVE

STELLA Q., COMM, '24 (707 HUB DESIGN INTERN)

As someone with a deep appreciation for art and a passion for communicating through design, I'm always looking for opportunities to exercise and develop those motivations. Through the direction of trusted mentors, I was led to the 707 Hub where I found the opportunity to apply my talent and develop my design skills. The 707 Hub gives me the freedom to take the lead and assign strategic, visual identities to projects and ideas—building my portfolio, experience, and knowledge along the way.

THE ENTREPRENEUR

REBECCA O., ARTS & SCIENCES, '23 (FOUNDER, THE GOOD VIBES CLUB)

The 707 Hub helped me turn my idea into a business. Through the mentorship of 707 Hub staff, I became a business woman and obtained the skills to build my idea, keep going when hardships came my way, and grow not only my apparel company, but also myself. The 707 Hub provided me with all the experiences and resources necessary to launch a business and supported my personal leadership development.



THE PROFESSOR

DR. JENN F., ENGLISH DEPARTMENT PROFESSOR

The 707 Hub encourages students literally to step out of the usual boxes in which they take most classes....I have seen students become emboldened; I have seen students take risks, both at one-off events and through extended, mentored opportunities that some of the programming provides.

THE CHANGEMAKER

JULIE A., COMM, '24 (CO-FOUNDER, COMMUNITY.BOOKS.YOU.)

707 Hub provides an open door for all students; it has been an absolute in my personal and professional life. I have been able to connect with students and resources from across campus because of the 707 Hub. It was here that my idea took off but I also found more confidence, business skills, and leadership because of the 707 Hub.





THE INVESTOR

CALLAN D., BUSINESS ADMINISTRATION '22 (DORM FUND ASSOCIATE)

One of the biggest reasons I joined the Dorm Fund my sophomore year was the hands-on nature of the program. At the time, I recently switched majors from Supply Chain to Finance and I wanted to see what extracurriculars Marquette had to offer. I discovered the Dorm Fund and was intrigued by the leadership opportunity; Dorm Fund Associates were given the ability to not only hear student pitches but to make investment decisions. I was a Dorm Fund Associate for three years and the leadership lessons were invaluable. Growing up near Silicon Valley I had always been fascinated by startups so the Dorm Fund seemed like a perfect fit.

The 707 Hub's approach to student leadership differs from other places on campus. They encourage students to have autonomy and empower them to make their own decisions. With the Dorm Fund, I was able to help lead marketing initiatives such as designing flyers and tabling around campus. They allowed the associates to decide how we would like to market the fund and help empower us to have an active role in its development.

As for the actual investments into startups, the 707 Hub team encouraged the associates to lead the debates on whether we would fund the student run businesses that pitched to us. It was exciting to be able to help make a decision that would greatly impact a fellow student's startup.

Overall, my leadership skills have grown immensely while working with the Dorm Fund and the 707 Hub and I highly recommend current students take advantage of the opportunities they provide.

THE TRAILBLAZER

CAROLYN C., LAW, '23 (FOUNDER, NUBIAN'S WAY LLC)

The 707 Hub is a judgment-free zone. I have been ridiculously blessed to have 707 Hub mentors Tom and Kelsey, who present their thoughts in a way that challenges me to think deeper and harder about business concepts and questions. They present their expertise in such a way to where I leave feeling inspired; they give their time so that I can meet with each or both one-on-one, to where I feel comfortable asking embarrassing questions, which is what can happen in a group class setting.

I believe that being a leader is being a servant. Beyond helping with my business, they helped to instill the greater point that true success is being able to take your knowledge and pass it on to the next generation. Greatness comes through the positive impact you give to the community. Through competitions like the Brewed Ideas Challenge, I've had the opportunity to connect and share with the law community about my business idea that I would have been too shy to do otherwise. Coming up with a business model canvas and a pitch really gave me the confidence to be bold and say that although I am focusing my studies in law, I have a strong interest in entrepreneurship and that's okay! The 707 Hub has truly embraced my uniqueness and individuality and I am truly grateful for that!



THE DIRECTOR

KELSEY O., DIRECTOR OF INNOVATION, 707 HUB

These are just a handful of stories of the amazing students that have come through the 707 Hub at Marquette University. From the minute they walk in the doors, we empower them to become spirited dreamers, fearless leaders and gamechangers.

APPENDIX B:

707 HUB STUDENT ENGAGEMENT

VISUAL OVERVIEW

TIMELINE OF STUDENT LEADERSHIP MILESTONES AT THE 707 HUB



DORM FUND



PODCASTING
SEWING

SEPT 2014
Two students start developing ideas for an enhanced incubator space, eventually to be named the 707 Hub.

SEPT 2015
The 707 Hub project team elicits student, faculty and staff feedback to identify campus wants and needs, and to build excitement about the project.

FEB 2016
The Dorm Fund makes its first investment in a student business.

APR 2017
The social impact track is added to the Brewed Ideas Challenge pitch competition to empower student changemakers.

FEB 2018
Student art is installed in the 707 Hub as a way of showcasing creativity and diversity of skills.

SEPT 2018
Students launch monthly creativity and innovation workshops.

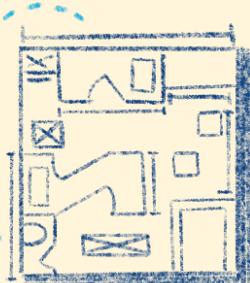
MAR 2019
Students launch Skills Swap Board at the 707 Hub to facilitate peer to peer skill support.

SEPT 2020
Pandemic Pivot! Students launch creativity kits for virtual creativity engagement.

FALL 2022
The 707 Hub will launch Student Made, a platform for student artists and entrepreneurs to sell to their campus and community.

FEB 2015

Two students submit their Explorer Challenge proposal for a campus wide innovation center for all students.



OCT 2015 - MAR 2016

The 707 Hub project team prototypes innovation space ideas for underutilized campus space.

MAR 2017

The 707 Hub opens and students coordinate campus celebration with 707 Hub leadership.

FEB - MAY 2018

34 students come together to design prototypes for a new outdoor innovation space.



MAR 2018

The 1-year anniversary of the 707 Hub celebration is planned by a team of students.

OCT 2018

The 707 Hub's outdoor innovation space, the Henke Terrace, opens for campus-wide access, increasing student utilization and engagement.



JAN - APR 2020

21 students work alongside Kohler to redesign the 707 Hub's bathrooms in the Redo the Loo Challenge.

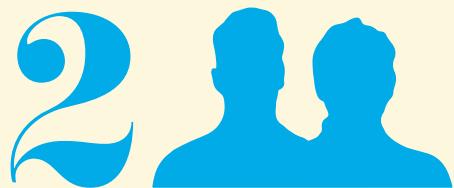
SEPT 2021 - MAY 2022

The 707 Hub incubates two campus social initiatives—Community. Books. YOU. and the Marquette Career Closet.

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STUDENT IMPACT BY THE NUMBERS

FOUNDED BY



STUDENT INNOVATORS

\$2,003.86

IS THE AVERAGE AMOUNT THAT
DORM FUND AMBASSADORS
INVEST IN EACH CHOSEN
STUDENT BUSINESS

30
DEDICATED MENTORS

REGULARLY HELD OFFICE HOURS
TO HELP ADVISE STUDENTS
DURING THE
2021-2022 AY

CREATIVITY KITS DISTRIBUTED



\$197,639

IN FUNDING AWARDED TO
STUDENT ENTREPRENEURS

\$125,500 awarded through the brewed ideas challenge over the last 6 years

\$72,139 invested in 36 student businesses through the dorm fund

SUPPORTED STUDENTS FROM ALL **11** SCHOOLS & COLLEGES DURING THE ACADEMIC YEAR

8,000+

YEARLY CARD SWIPES INTO THE
707HUB

THERE ARE ACTIVE & SCALING BUSINESSES FROM THE **20** BREWED IDEAS CHALLENGE

MARQUETTE UNIVERSITY WAS RECOGNIZED AS A **TOP 50 MOST INNOVATIVE SCHOOL** (US NEWS AND WORLD REPORT 2020)

MARQUETTE UNIVERSITY WAS THE **10TH** HIGHER EDUCATION INSTITUTION BESTOWED THE **CHANGEMAKER CAMPUS** TITLE BY ASHOKA, A LEADER IN SOCIAL ENTREPRENEURSHIP

THE
BREWED IDEAS CHALLENGE

CONTINUES TO ATTRACT A DIVERSE STUDENT BASE

* TWO CONSECUTIVE YEARS WHERE OVER 50% OF THE FINALISTS ARE BIPOC OR FIRST GENERATION



707HUB

STUDENT ENGAGEMENT

IN A SNAPSHOT



THE DORM FUND

Dorm Fund Associates help to get student business ideas off the ground. One of their most notable investments was in Olivia Menzia pictured here. The investment helped her expand Liv a Little Ice Cream and more importantly, allowed her buy the ice cream push cart that you can now find all around Milwaukee, Wisconsin.

707 HUB INTERNS

Each year, 707 Hub interns play a critical role in supporting the 707 Hub and helping other students advance their own ideas. Interns provide graphic design support, 3D printing expertise, and help market the 707 Hub around campus, just to mention a few things!



THE BREWED IDEAS CHALLENGE

Each year, the 707 Hub hosts a spring pitch competition. Students from across campus compete. They participate in workshops and meet with mentors. Each year we select students to emcee the event. They add a spark and personality to the event each year.



SHARING THEIR JOURNEY

Entrepreneurs from the 707 Hub are regularly invited to share their story and lessons learned with students around campus. This is a great way to inspire others to consider how the 707 Hub can be a part of their Marquette experience. Because anyone can be innovative, the 707 Hub highlights all different types of innovation journeys and ways to get involved in our campus ecosystem.

IT'S A FAMILY

The student entrepreneurs at the space help contribute to the culture of sharing, learning, and risk taking that happens at the 707 Hub. Students are the greatest referral pipeline, encouraging others to come to the 707 Hub!



CREATIVITY KITS

Typically, students at the 707 Hub host monthly events to bring the community together, learn, and celebrate creativity. Because we could not see everyone in person safely during the COVID-19 pandemic, students found a way to facilitate creativity at a distance! Free creativity kits provided Marquette students with all the specialized supplies needed to express creativity, create something awesome, and learn a new skill. This was a unique way to build community during a time of isolation.

REDO THE LOO

When the 707 Hub bathrooms were in need of a major overhaul, we called in the experts — students — to help us reimagine the space. Four student teams worked collaboratively on design concepts and created prototypes of new bathroom spaces. It is worth noting that we do not have any design or architecture majors that might lend itself to this type of challenge. Instead, students from philosophy to communication to biomedical engineering participated and developed an entrepreneurial mindset in the process (while also creating a lasting change on campus).

