

Global Consortium of Entrepreneurship Centers 2023 Award Nomination

Submission for Outstanding Student Engagement & Leadership Award

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Entrepreneurship is about solving problems and making an impact. At Northeastern University, we're empowering the entrepreneurs who will fuel the economies of tomorrow and launch the ventures that benefit all humankind.

Our approach is multidimensional. It's about developing student entrepreneurs who can think and do in ever-changing contexts. It's about finding faster, better ways to launch companies. And it's about building the community and networks founders, VCs, and mentors want and need. All at a global scale, with local impact. We do this by drawing on what makes Northeastern unique:

- **Experience.** As a world-leader in experiential learning, our students across all stages of life and career learn about entrepreneurship not only in the classroom, but also through real-world experience—launching their own ventures, doing co-ops at start-ups and their own ventures, taking part in residency programs, and participating in Northeastern's wide range of student-run entrepreneurship organizations. "Student-led" is the primary design driver in our entrepreneurship ecosystem, and all programming is made *with* students, not just *for* them.
- Global reach. Northeastern now has 14 campuses in the U.S., U.K., and Canada in some of the fastest-growing tech and start-up economies. That includes not only start-up and Big Tech hubs like San Francisco, San Jose, Seattle, and Boston, but also emerging tech and finance economies like Miami; Portland, Maine; and London.
- Our partnership model. Partnership with industry, government, and community organizations fuels our unique model for lifelong learning, research, and entrepreneurship. We're able to integrate the hundreds of startups and venture capitalists in that network into all parts of our student empowerment experience.

The <u>Northeastern University Center for Entrepreneurship Education (NUCEE)</u> oversees a variety of programs centered around lowering the barrier of entry to entrepreneurship, incubating ventures, empowering founders, curating entrepreneurial leaders, and building diverse communities. The initiative taken by our students to support and develop new, inclusive programming is integral to experiential education and the support given to hundreds of ventures every year.

Northeastern's Mosaic is a university-wide umbrella organization that supports the creation, growth, and longevity of student-led entrepreneurship groups. Student leadership, inclusivity, empowerment, and growth are integral pillars of all programming. The 11 Mosaic organizations engage 3,000+ Northeastern students and community members each year while supporting 500+ ventures across our 10 colleges. Mosaic students craft programming to educate future entrepreneurs, enable peer-to-peer community learning, and support a venture's growth through design, legal, marketing, engineering, and investment services. Mosaic organizations address all aspects of entrepreneurship from innovation and ideation bootcamps, introductory workshops, venture accelerators, and venture consulting services. Nearly 400 student leaders currently run these organizations, with over 230 in management positions. Student management teams have the independence to pick their clients, interview and fill open roles, set goals for the year, decide what programming to offer, and determine how best to build an entrepreneurial network in which startups, founders, and team contributors can all thrive. Students at Northeastern are given the space, creative license, and resources to build inclusive and welcoming entrepreneurial entry and development programs, resulting in a diverse and accessible community for all to learn and lead. The FY23 academic year leadership cohort reflects these values,

with 74% women and 86% BIPOC-identifying students in Mosaic organization executive leadership positions.

Mosaic organizations host a total of 170+ community events and 90+ workshops every year. Beyond the involvement of the 400 student leaders, Mosaic engages thousands of others through venture support and entrepreneurial education. One of the cornerstones of Mosaic is the Entrepreneurs Club (E-Club), the largest student organization at Northeastern. In this past academic year, E-Club hosted 45 events, engaging more than 1,500 Northeastern community members across their flagship programs including speaker events, interactive workshops, and the Husky Startup Challenge (HSC), their entirely student-led and operated entrepreneurship bootcamp series. HSC has become a crucial entry point into Northeastern Entrepreneurship, with many student founders and innovators utilized it as a platform from which to expand their knowledge base of other innovation resources on campus. In fact, despite being a program for those with very little to no entrepreneurial experience, 30% of participants who develop ventures during HSC continue working on them after the end of the bootcamp series.

Mosaic organizations span disciplines and touch on all parts of the entrepreneurial journey. The current portfolio includes:

- <u>Entrepreneurs Club</u>: Increasing awareness of the entrepreneurship journey through bootcamps, speaker events, and startup competitions
- Generate: A product development studio that takes on 14 venture clients per year
- Huntington Angels Network: Connecting entrepreneurs to angel groups
- IDEA: Northeastern's venture accelerator
- NUImpact: An impact investing fund investing in local impact-driven companies
- Origin: A deep tech project hub
- Scout: A full-service design and development studio that takes on 10 venture clients per year
- ViTAL: A healthcare innovation hub
- Women's Interdisciplinary Society of Entrepreneurship (WISE): Providing affinity support for women and nonbinary founders
- <u>Northeastern University Marketing Association</u> (NUMA): Developing and executing marketing plans for venture clients
- <u>Disrupt</u>: Creating financial technology programming and a student-run bootcamp series

In line with Northeastern's philosophy of experiential entrepreneurship, Mosaic organizations are often developed by students who see a gap in the entrepreneurial offerings and take the lead in filling it. For example, Generate, the product development studio, was formed out of the students' desire for real-world prototyping opportunities to develop cutting-edge, innovative products and hone their entrepreneurial engineering skills. Generate is housed within The Michael J. and Ann Sherman Center for Engineering Entrepreneurship Education. The Sherman Center has touched over 500 unique student participants through its mentorship and entrepreneurial engineering programs. Additionally, 40+ students have been funded to pursue their own ventures as a fulltime 6-month co-op experience. By hiring students to pursue their own venture as paid co-ops, we are broadening the socioeconomic background of students who enter the entrepreneurship space.

WISE's story encapsulates the essence of "student-led" at the core of these programs. WISE was cofounded in 2018 by two Northeastern University sophomores with the aim of supporting women and developing an innovative mindset through various program offerings. They quickly assembled a student management team with an advisory board of students and alumnae. Notably, in a process that incorporated true experiential, peer-to-peer learning, many Mosaic student leaders from across disciplines shared lessons learned and best practices from their own organizations with the WISE team. In Spring 2022, after extensive research into women and nonbinary entrepreneurship trends and best practices for supportive mechanisms, WISE created WeLaunch, a program to empower and develop women and nonbinary founders to turn passion projects into businesses.

It is important to note that though Mosaic has awarded over \$360,000 since 2019 to these organizations to cover the cost of their client-engagements, Mosaic does not take any part in selecting the venture clients or dictating programming. By giving the students freedom and agency, they are empowered to take ownership of and pride in their work. In addition, this system allows the clients to have pro bono services by bright, passionate Northeastern students, and cultivates our budding entrepreneurial builder and learner community to develop and grow. This has resulted in an exciting phenomenon in which students who were previously on teams that built innovations for ventures, themselves go on to become innovators, and hire Mosaic organizations to work on their ventures.

Another cornerstone of Mosaic is the IDEA Venture Accelerator. Last year, IDEA supported 400+ venture concepts led by students; over its 12-year existence it has supported 2,400+ concepts. Student entrepreneurs gain access to resources from external partners throughout the acceleration process, including connections to Amazon Web Services Google Cloud, venture capitalists, public pitching opportunities, pro bono legal work, external accelerators, and collaboration with expert mentors through Northeastern's McCarthy(s) Venture Mentoring Network. To date, IDEA has granted over \$2.5 million in non-equity grants to students, staff, faculty, and alumni. This is often a venture's first funding and allows founders to test assumptions on product development or go-to-market strategy. 60% of student businesses that were funded by IDEA are still in business today, and the portfolio of companies has raised over \$826 million in venture capital and private-equity funding.

Northeastern has received acknowledgements for achievement in student engagement including the 2015 and 2022 Deshpande Foundation's Excellence in Student Engagement in Entrepreneurship Award, the 2018 Leading Entrepreneurial University Award, recognition for both IDEA and the E-Club as top contributors to innovation in the state by the Massachusetts Innovation and Technology Exchange, the 2020 Outstanding Contributions to Venture Creation Award, and 2020 finalist for Outstanding Student Engagement and Leadership Award from the Global Consortium of Entrepreneurship Centers. As a testament to our sustained excellence in entrepreneurship education, Northeastern is consistently ranked in the top 20 undergraduate schools for entrepreneurship studies by the *Princeton Review*.

At the Northeastern University Center for Entrepreneurship Education (NUCEE), we firmly believe in giving students the creative freedom, resources, and support necessary to enable them as leaders of creating transformational change. By empowering the students to ideate and launch the programming that will best serve their wants and needs, they have created a tight-knit community of like-minded innovators and peers that uplift and support one another no matter where they are in their entrepreneurial journeys.

Appendix Contents

Appendix A

Excerpts from the Mosaic 2022-2023 Impact Report. Full report here: https://entrepreneurship.northeastern.edu/mosaic/impact

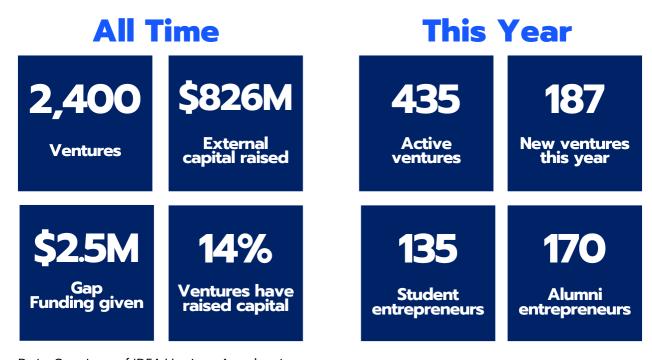
Appendix B

Testimonials from the following stakeholders:

- 1) Northeastern University's Chancellor
- 2) The Dean of Northeastern's D'Amore-McKim School of Business
- 3) Four student leaders involved in our entrepreneurship programs

Appendix A

Excerpts from the Mosaic 2022-2023 Impact Report. Full report here: https://entrepreneurship.northeastern.edu/mosaic/impact



Data Courtesy of IDEA Venture Accelerator

Student Leader Highlight



Valerie Robert

Khoury College of Computer Science, 2023
Founder of The Circuit, WISE Co-Director,
Entrepreneurs Club

Valerie is one of the Senior Leadership Award recipients for Spring 2023 and a 2022 Women Who Empower Innovator Award winner. During her time as a Northeastern student, she worked closely with Mosaic, WISE, and Women Who Empower to provide incredible opportunities for everyone in the entrepreneurial ecosystem. In August, she will begin working full-time at Microsoft as a Product Manager!

Manvi Kottakota

Khoury College of Computer Science, 2026

Co-founder of Northeastern Young Entrepreneurs (London), E-board of Entrepreneurs Club (Boston)

Manvi Kottakota, a first-year Data Science student, co-founded Northeastern's Young Entrepreneurs during her semester at NU London. She directed the Husky Startup Challenge at NU Entrepreneurs Club and will be the Co-Vice President in the upcoming year. Additionally, she spearheaded a district-wide social entrepreneurship incubator in the Bay Area and founded Kanak by Manvi, a gold-plated jewelry business. She is passionate about all-things-entrepreneurship and always eager to discuss it!









ROOTED LIVING



Rooted Living uses compostable packaging and snacks that are free of any refined ingredients, allowing you to shop, snack, and support your values. Founder Rachel Domb has worked with multiple Mosaic organizations to grow her idea even further and recently celebrated launching in six retail stores a partnership with local eatery B. Good. She has been able to run her venture fulltime as a Sherman Center Venture Co-op.



Entrepreneurs Club Generate Sherman WISE **Gap Fund Venture Mentoring Network**



BOXY



Founded by Hannah Ung, Boxy is a short-term, peer-topeer storage solution. Boxy connects city residents with extra space in their apartments to college students in need of storage on an hourly, daily, and monthly basis. She has been able to run her venture full-time as a Sherman Center Venture Co-op.

Hannah Ung D'Amore McKim

School of Business. 2023

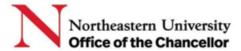


Appendix B

Testimonials from the following stakeholders:

- 1) Northeastern University's Chancellor
- 2) The Dean of Northeastern's D'Amore-McKim School of Business
- 3) Four student leaders involved in our entrepreneurship programs

Letter #1



August 16, 2022

To the Global Consortium of Entrepreneurship Centers Awards Review Committee,

Our goal at Northeastern University is to graduate students who have developed intellectual skills and abilities that prepare them to become self-directed learners, to continue learning in work-based environments, and to be able to transition to new jobs and even new careers throughout their professional lives.

The extracurricular entrepreneurial efforts our students complete in addition to co-op and the classroom learning, cements our goals of creating well-rounded lifelong learners. The initiative over 2,500 students take on each year is second to none. I am proud to be a part of a university that supports and encourages this entrepreneurial behavior across our global university system.

Through programs like Mosaic, hundreds of students gain client-facing experience in fields where they otherwise would have to wait years after graduation; hundreds more manage groups of their peers running entrepreneurial support organizations like design and prototype studios. Hundreds more develop and grow their own ventures with a support infrastructure that engages every college and campus the university offers. The ability to take on this work is what differentiates our students from the rest; they have created a multitude of programs that engage the entire staff and faculty community and external Government, ventures, and industry leaders. As an illustrative example, just last semester, students from our over 1,000 member Entrepreneurs Club engaged Dunkin Brands to run an innovation project to launch new products, while IDEA ran a pitch event showcasing Northeastern startups to a community of angel and venture capital investors.

Today's learners must be able to acquire knowledge anytime, anywhere, throughout their careers. The growth mindset encouraged throughout extracurricular programs is a primary driver of this goal. Students can take on a new initiative whenever they see a gap in the market; this is true experiential entrepreneurship education.

Through this constant campus innovation, the Office of the Chancellor advances learner-centered, global, and lifelong experiential education at Northeastern University, with entrepreneurship as a key component.

Sincerely,

Ken Henderson

Chancellor and Senior Vice President for Learning

Kund and

Northeastern University

Letter #2



16 August 2022

Re: Global Consortium of Entrepreneurship Centers Award for Outstanding Student Engagement & Leadership

To the Global Consortium of Entrepreneurship Centers Awards Review Committee,

Northeastern University has experiential learning at the heart of our education process. This has been true for the last 33 years I have worked in our business programs at the D'Amore McKim School of Business. The exponential growth I have witnessed in student-led entrepreneurial activities over the past decade is truly astounding. Student initiatives outside the classroom have become a key staple to education in venture creation and support.

Every organization has engaged faculty across the entire university which has brought students together in multidisciplinary cohorts spanning all stages and levels of education. The programs strengthen our network in and outside of Boston. Students travel globally for research and work opportunities, which include programs such as our Semester in Silicon Valley at the Northeastern San Francisco Bay Area campuses where students study entrepreneurship and work co-ops at innovative startups in the heart of Silicon Valley.

New student leadership must take the reins every year. There are astounding showcases and pitches at the end of every semester which demonstrate the initiative these students take and their ability to facilitate peer-to-peer education.

The Northeastern University Center for Entrepreneurship Education has won many awards in their programs that support student venture activity. Every year, I am reminded how personally grateful and impressed I am by the student body for their determination to impact our entrepreneurial community for the better.

Thank you,

Emery Trahan Interim Dean

D'Amore-McKim School of Business

Letter #3

I am writing to you today to share my experience in Northeastern's entrepreneurial environment. I'm a 3rd year student, founder of Rooted Living, an eco-friendly, plant based snack company, and leader of an over 450 person women's entrepreneurship organization called WISE. However, when I joined Northeastern as a freshman, I had no intention of even being involved in the business side of Northeastern. As a freshman, I was inundated with limiting beliefs about my potential, my dreams and my passions.

My first touchpoint into the entrepreneurial resources at Northeastern was through WISE, the Women's Interdisciplinary Society of Entrepreneurship, where I was shown that entrepreneurship is simply taking the things you're passionate about, and building them. That I didn't have to study business to be an entrepreneur. If it wasn't for that initial support and empowerment I received, I wouldn't have stepped foot into the world of entrepreneurship.

Over the next three years, I worked my way up within WISE, from a community member, to a leader on the executive board, to the co-director of the entire organization; a leadership journey that made me the entrepreneur I am today. Through WISE, I learned the importance of including and uplifting as many diverse voices as possible within the world of business and entrepreneurship. And so I worked to make sure that there were spaces for all ideas, backgrounds and identities to step into entrepreneurship, just as I did as a freshman.

Outside of my leadership work within WISE, I was able to grow Rooted Living from an idea, to a preseed company, all as a psychology major who initially had no business background or funding. Over the years, I won Northeastern's Husky Startup Challenge, a pitch competition run by the Entrepreneurs Club and IDEA's gap funding, a competitive funding opportunity, awarding up to ten thousand dollars per round. I was a client of Scout, Northeastern's design studio, where I got to work with a group of design students for a semester, building Rooted Living's entire brand - from packaging designs to photoshoots to social media graphics. I was a venture client of Generate, the engineering organization, where I worked with a team of student engineers to build out Rooted Living's impact tracker. I was able to trademark Rooted Living through the IP CO-LAB, a group of dedicated law students. I was even able to work full time on Rooted Living for an entire year through an amazing opportunity in the The Michael J. and Ann Sherman Center for Engineering Entrepreneurship Education, where I was paid full time to build my company. Safe and supportive environments are extremely important to me, and I have never felt more safe and empowered than I have through my Sherman Center co-op. While my year of co-oping at the Sherman Center is coming to a close, I was recently hired as the Entrepreneur In Residence, a part time position where I'll be mentoring the next round of students pursuing their ventures for their co-op...

One of the most valuable lessons I've learned over the two and a half years I've been immersed in Northeastern's entrepreneurial resources is that collaboration is the key to success, especially when collaborating with students, who are as excited, innovative and passionate as the ones at Northeastern. From being a part of so many student organizations, either as a leader, client or community member, I learned that the best ideas come from the most diverse minds. I even hired 3

paid interns to work for Rooted Living, all Northeastern students. One of which is considering working full time for Rooted Living as our first full time employee after graduating this Spring.

I have had the unique opportunity to enter into a world I never thought I was capable of being in, business. Before coming to Northeastern, I had never seen someone like myself represented in business, so it was never an option I considered, despite my clear and innate entrepreneurial passions. While my business has had the wonderful opportunity to grow so much in the past few years, I personally have grown even more. I am a substantially more confident, empowered and inspired individual than I would have been if it weren't for my time in Mosaic.

achel omb

Rachel Domb

Co-Director of WISE and Founder of Rooted Living College of Science 2024 domb.r@northeastern.edu

Letter #4

Being the President of NUImpact has provided a path for how I can make a difference in my career. As a social sciences major, NUImpact has taught me more about entrepreneurship than I could have ever learned in my classes. The interdisciplinary aspect of Mosaic has allowed me to meet and learn with students of many different backgrounds and majors that share my same passions.

My time at NUImpact has been the defining piece of my undergraduate experience. We are one of the only undergraduate-led impact investing funds in the country. As students, we have had a chance to create tangible positive change in the communities around us. It's rare that students get the chance to engage as peers with entrepreneurs, investors, and industry professionals.

NUImpact's mission is to inspire the next generation of impact investors by advancing awareness of purposeful capital through comprehensive educational programming and hands-on, mission-driven investing. We have over 60 student members from 7 different undergraduate colleges and have connected with hundreds of students at events.

We've invested a total of \$75,000 into the Boston community, addressing issues ranging from food insecurity to racial health disparities. Each semester our team of 30 student analysts work through an investment process that we developed in partnership with our faculty, industry, and alumni advisors and modeled after the processes of larger impact funds. This takes our analysts through every step of the typical early-stage VC process, giving them the unique opportunity to learn investment sourcing and diligence while also connecting with a rich community of founders and builders. This process has led dozens of students to securing internships and full-time positions. I personally secured my first co-op through my experience as an analyst at NUImpact and now plan to work for the company after I graduate.

Our educational programming team works to create a more socially-aware environment on campus and expose students to Boston's impact investing ecosystem. We have hosted over 15 events this

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school year that offer students the ability to develop skills and connection to the world of purposeful capital, as well as the grassroot organizers leading the change in our local community. We collaborate with dozens of organizations on campus, such as law students in the Socially Responsible Investing Club, Out in Business, and the Husky Environmental Action Team. In a few weeks, we will be holding our annual Sustainable Investing Summit, which will be an all-day event with 15 different incredible speakers working in ESG investing, purposeful VC, and sustabinability in Boston.

The hands-on experience NUImpact offers students allows them to learn in a way that is not available in the classroom. We have been able to invest in companies that are improving the lives of people in the Boston community, but our long-term impact will come from the students like me that have learned how we can use our passion for entrepreneurship and finance to make a difference.

Best Regards,

Lydia Smith
NUImpact President
College of Social Sciences and Humanities 2022
smith.lyd@northeastern.edu

Letter #5

To whom it may concern,

The Northeastern Entrepreneurs Club is a 100% student-led organization that hosts 50+ events across 4 programs each year. Being the President of E-Club has truly been a once in a lifetime experience. It taught me how to motivate others, plan events for hundreds of attendees, manage an executive board of 29 students, and solve problems during crunch time. Between our rigorous startup challenge, executive speaker events, skill-based workshops, and self-development events to build an entrepreneurial mindset, we like to say that E-Club never sleeps.

E-Club has over 2000 active students each year from every discipline. This vibrant community helps us build a more equitable playing field for students who want to be entrepreneurs but feel they have an atypical background that would not allow them to succeed. It shows folks that entrepreneurship can be a viable path for anyone. I came into the organization as a computer science and psychology major, weighed down by impostor syndrome and unsure of what a career working for myself even entailed. Hundreds of freshmen join our organization with these same doubts and fears and are able to connect with the community we built to learn more, form lifelong connections, and feel empowered.

We have given \$12,000 to 10 ventures during my tenure. This comes from Husky Startup challenge, a venture incubator and pitch competition we host each semester that culminates in the largest celebration of student entrepreneurship on campus. A cohort of over 70 students comprising \sim 40 teams go through a series of educational bootcamps where we teach them about ideation, customer discovery, business modeling, positioning, branding, prototyping, and pitching to help them build an early-stage venture. We connect our ventures with a dedicated member of our founder network that mentors them through their entrepreneurial journey.

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We have brought in amazing founders to share their stories this year such as the founders of WHOOP, Klaviyo, Redbubble, BeReal, and Ministry of Supply. Speakers from the past few years include Jason Robins (DraftKings), Robin Chase (Zipcar), Andrew Sutherland (Quizlet), Paul English (KAYAK), and Adam Cheyer (Siri Inc).

The entire Mosaic ecosystem at Northeastern has shaped my time outside of classes and defined my college experience. Meeting the incredible folks within our community has even influenced my future aspirations and changed my professional trajectory from software engineer to aspiring founder. To see the interdisciplinary work done by students in all aspects of Mosaic has guided this change. I have been able to empower individuals across the Northeastern community to pursue their passions. I am thankful for the supportive environment fostered by faculty and staff at Northeastern. All students bring a fresh perspective to ensure processes and programming never become stagnant. Individuals share incredibly diverse ideas that hit on every niche imaginable - and if a student finds a new niche - they will build it. It is amazing seeing students across colleges dedicate tremendous amounts of their time to support our programs year-over-year. I feel fortunate to be surrounded by students inspiring change in the world.

Best Regards,

Rachna Lewis
Entrepreneurs Club President
Khoury College of Computer Sciences, 2023
lewis.ra@northeastern.edu

Letter #6

To Whom it May Concern,

My undergraduate experience at Northeastern has been defined by my extracurricular experiences in entrepreneurship. As a business and entrepreneurship student, I was given numerous opportunities to expand my understanding of the field throughout my time at Northeastern. Beyond a rigorous and holistic course load, I spent a semester in Silicon Valley, and have had many chances to network with some of the finest minds in the startup-world. I loved being involved in Generate, Northeastern's product development studio because it exposed me to engineering and product development in a way I had never seen before. This position also allowed me to work with many students across all colleges at Northeastern on exciting new ventures, such as SOAR, a protein powder vending machine offering small servings to gym-goers without the need for single-use plastics, Powerhouse, a retractable solar panel modeled after some of the most sophisticated stadium roofs around the world, and many more. These ventures have gone on to raise money from multiple prototyping funds at Northeastern, as well as attract external investors from around the Boston area and beyond.

The amount of autonomy I have had as a student leader has been integral to my success in empowering the next generation of students to lead. Hiring and managing 135 students for our

organization is something none of us on the management team could have experienced anywhere else. The Product Development work we do spans all majors at Northeastern. None of this would be possible without the students who began these organizations in years past, and the Northeastern faculty and staff who advised us along the way.

The sense of community across Generate and the other Mosaic organizations has drawn me to continue to seek out opportunities to be involved across Northeastern Entrepreneurship. These experiences have shaped my career path for after graduation and opened up many doors. Generate students have gone on to do amazing things, with many of them now working in the offices, factories, and labs of companies like Tesla, SpaceX, Amazon, Google, Apple, and many more. The Michael J. and Ann Sherman Center for Engineering Entrepreneurship Education has become a home for myself and many other students who are also taking full advantage of the Northeastern entrepreneurship ecosystem.

Andrew Cataldo

Generate Director of Operations

D'Amore-McKim School of Business, 2022

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