

Entrepreneurial Experiences Working Group Impact Report

February, 2014

San Diego State University has developed into a leading research university while remaining an integral part of the dynamic San Diego community. As SDSU has grown its research reputation, it has learned to embrace innovation and entrepreneurship on campus. Entrepreneurship comes in many forms at SDSU; teaching students in courses or workshops, spinning-out faculty research, providing entrepreneurial experiences through multiple venues, e.g. business incubators, and providing resources for innovators in the San Diego economy and abroad. Entrepreneurship can be found in all colleges on our campus.

Two centers, the Zahn Innovation Center and the Lavin Entrepreneurship, have continued to engage SDSU students, faculty, and alumni through a series of opportunities and activities. One of the priorities in 2014 was to expand the collaboration between the two Centers and to develop a more comprehensive roadmap to support students and faculty with entrepreneurial aspirations.

The Zahn Innovation Center is an incubator for on-campus commercial and social enterprises that supports San Diego State University innovators and aspiring entrepreneurs—students, faculty and staff from any major or department on campus—as they develop their ideas into companies. The Zahn Center expanded its scope in 2014 to embrace enterprises that have social enterprises as part of their mission. The Center provides each team with access to collaborative working spaces, business acumen provided mentors and staff the Zahn Center kin partnership with faculty and staff at SDSU's College of Business Administration and the Lavin Entrepreneurship Center. Additional resources include access to 3D printing and prototyping, mentors, domain experts and pro bono legal guidance, introductions to potential investors and a variety of community connections involved in developing new products, launching new businesses and creating new jobs in the community.

Significant achievements with the last year include:

- Growth in the number of teams from 5 to 44 than span social and commercial enterprises in part due to an intensive marketing campaign on campus
- Faculty liaisons selected from all Colleges on campus to increase communication and input from a much broader range of disciplines.
- Hiring of a new director of Social enterprises to expand the scope of the Center to help develop more socially focused enterprises
- Development of a long-range development model to help provide sustainable funding for the center
- Construction and opening a prototyping facility funded by HG Fenton and Company to allow faculty and students to build their initial physical working models of their concepts. Resources include items such as 3D printers, programmable routers, or support for construction of needed electronics.

With the right blend of university curriculum and industry involvement, the Lavin Entrepreneurship Center within San Diego State University's (SDSU) College of Business Administration has emerged as an entrepreneurial leader. The Lavin Entrepreneurship Center has developed diverse hands-on learning opportunities that compliment and enrich the curriculum,

enabling students to translate their knowledge into practice. Students experience and confront the challenges of commercializing products, creating and growing new ventures, while increasing their growing network of peers and mentors.

The Lavin Center's programs include:

- Lavin Venture Start Program for undergraduate seniors
- Emerging Growth Workshop and Business Forum for early stage and growing company CEO's
- Business Plan Competitions that San Diego State University competes in
- Venture Challenge business plan competition
- MBA/MSBA internship programs for both Non-Profit agencies and For-Profit companies

Innovations in academic programs and degrees have included the creation of a minor in Entrepreneurship at SDSU in the College of Business as well as the Life Science Entrepreneurs Summer Certificate Program taught by faculty from the Colleges of Business and Sciences. The certificate is a two week certificate program strategically designed to provide participants with a comprehensive overview of business matters related to the life science industry.

Colleagues from Research Advancement, the Lavin Entrepreneurship Center, and faculty across all colleges have taken a lead in developing research programs and programs targeting economic engagement in the San Diego Region. Example include the Center for the Commercialization of Advanced Technology (CCAT) which is a technology commercialization program designed to transition technologies from industry (usually small businesses) government labs, and university research institutions to commercial and government markets. The SD Advanced Defense Technology Cluster program over the last 3.5 years has supported the Small Business Administration in helping small businesses advance their technologies.

In addition to the activities above, on-going initiatives from our strategic planning include:

- Assessment and inventory of the campus resources and activities related to entrepreneurship was completed by the TTO office with the 2014-15 goal of developing a web site showcasing the resources to faculty, staff, and students, including possible utilization pathways. The final goal is to have a web site that will help inform and direct students and faculty to the most appropriate campus group depending on their stage of development.
- Plans for 2014-15 include development of a campus wide series of entrepreneurship to be developed and sponsored by the Zahn and Lavin Centers which will include a series of repeating general modules on entrepreneurship as well as more focused activities such as “pitch fests”, ideation short courses, or workshops on intellectual property.
- Preliminary discussions are underway for a collaborative space in the Aztec Student Union tentatively titled ‘Startup @State’ that will provide a showcase for entrepreneurial programs and resources on the SDSU campus for students, faculty or the community as well as provide a location to host entrepreneurial workshops or activities.