

A woman with dark hair tied back, wearing a red jacket and a white headband, is focused on her work. She is sitting at a desk, typing on a laptop. In the background, a man in a dark suit and a woman in a black top are standing near a large window, looking out. The office has a modern feel with green lighting on the ceiling and large windows.

**MICHIGAN STATE**  
**UNIVERSITY**

# EMPOWER **EXTRAORDINARY**

THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**

*Supporting*

**ENTREPRENEURSHIP**

# Entrepreneurs of All Kinds

*“We are building an ecosystem to inspire and develop a community of self-motivated innovators and creators. At MSU, the definition of ‘entrepreneur’ is a person driven and capable of creating new opportunities in any context—launching a startup business, driving change as a corporate ‘intrapreneur,’ or inspiring positive changes in culture through social entrepreneurship.”*

**CHARLES HASEMANN**

ASSISTANT VICE PRESIDENT  
INNOVATION AND ECONOMIC DEVELOPMENT  
MSU INNOVATION CENTER

For today’s student, education in entrepreneurship is clearly valuable; encouragement and wisdom from role models and peers is especially needed. MSU is committed to bringing the people—students, faculty, mentors, and industry experts—together in the right spaces—The Hatch, The Hive, Spartan Innovations—to ensure that the mindset of entrepreneurship succeeds and flourishes.



*A Force for*

# **CREATIVITY, DISCOVERY, AND LEARNING**

The traditional role of the university—to create educated and enlightened graduates as a source of employees to supply the demand of employers—remains strong. What has changed in recent years, however, is the view that universities can also be a source of commercial potential and entrepreneurial activities that will directly drive new economic growth.

MSU's student innovation and entrepreneurship programs aim to create classroom and experiential opportunities to engage students in the theory and practice of creating value from new ideas and new opportunities. We are providing classes and seminars where students learn the fundamentals of business, markets, and products, and also provide spaces where they can use what they are learning to advance their own ideas toward practice as a new business, or a new offering in one of many forms of media. Examples include MSU's Media Sandbox, which prepares students for anything and everything in media, from animation to directing to game design. Today's media world is all about convergence and it's no longer enough to master just one thing—the Sandbox brings it together. The Hive and The Hatch are incubators for great ideas and an inspiration for our students to take chances, be creative, and apply their enthusiasm to solving problems they identify, beyond those that have been assigned in class. The Hive is focused on engaging students early—and helping them explore new ideas, while The Hatch is a true incubator where serious student teams can launch their business concepts in the market.

Together, these classes, spaces, and experiences, supported by experienced entrepreneur role models and mentors, will develop a new class of graduates—both deep in the discipline of their academic major, and broadened with the tools and wisdom gained from their projects aimed to launch new ideas into the world.

# OUR CAMPAIGN **VISION**

Entrepreneurship has emerged over the past decade as one of the most valuable approaches to achieving sustainable economic development and career opportunity. In the United States, 12.3 percent of the population are promising entrepreneurs or owners of a business less than three years old—roughly 22 million people between the ages of 18-64, according to Global Entrepreneurship Monitor using data from the Global Entrepreneurship Research Association. This number is vastly greater when including “intrapreneurs,” those thinking and acting entrepreneurially inside organizations.

While entrepreneurship is traditionally associated with launching new businesses, we think about it as more than that. Entrepreneurship is a vital life skill that extends far beyond the ability to launch a venture, one that prepares individuals to deal with the rapid changes and complexity of our world.





# EVOLVING CURRICULUM

*including* **ENTREPRENEURSHIP**

We are evolving curriculum to include entrepreneurship-based courses to help students chart their own paths, providing hands-on learning experiences to increase collaboration and communication skills, and meeting real need and demand through company-sponsored partnerships and design projects. We are also investing in programming and resources that help move ideas from concept to market. This requires a strong network of university units, community partners and economic development agencies, venture and angel funders, regional accelerators, and incubators.

Our success is supported by the voice and experience of real-world entrepreneurs in the design, development, and testing of new education and support solutions. This assembling of programs and relationships helps to break down silos and increase collaboration across units and services to bring path-breaking innovation to the marketplace and to establish a platform for experimentation.

*Michigan State University aspires to grow an entrepreneurial ecosystem that integrates innovation, enhanced technology, new teaching models, professors of practice, business partnerships, and professional support for startups and hands-on experimentation.*



*Becoming one of the top 20*

## **AMERICAN UNIVERSITIES FOR ENTREPRENEURSHIP**

With your help, MSU will become one of the top 20 American universities for entrepreneurship. We are not the first to take on this challenge, but we have assembled a plan and a team that will propel us quickly into this top tier of our peers. We invite you to read about our plans and to consider these ideals in the pursuit of excellence.

To fulfill our objectives, several colleges and programs throughout the university have developed specific priorities for entrepreneurship. Individualized proposals can be tailored to match a donor's interests and philanthropic goals.



OUR IMMEDIATE GOAL  
FOR ENTREPRENEURSHIP  
AT MSU IS TO **BUILD A  
STRONG ECOSYSTEM THAT  
SUPPORTS INNOVATION**

Our ecosystem for entrepreneurship begins with four program priorities listed below. The upper bound for funding entrepreneurship at MSU is unlimited, but funding in specific areas will support our current plan:

*The Hive: \$1 Million*

*The Hatch: \$1 Million*

*Greenlight Business Model Competition: \$5 Million*

*Greenlight Fellows Endowed Fellowship: \$5 Million*



*The Hive*

## **A SPACE FOR CONCEPT CREATION**

Launching in fall of 2014, The Hive offers a dynamic co-working space specifically designed to serve as the foundation for student entrepreneurship on campus. A new 3,800 square-foot facility housed in Wilson Hall complete with collaboration space, a seminar venue for classes, and the most modern technology, The Hive will be an integral component of the MSU entrepreneurial ecosystem. The Hive will be actively utilized by 60-100 students in 2014, with continued growth in the future.

Designed to be the first stop for students interested in entrepreneurship, The Hive provides access to dedicated space as well as on-site mentoring from faculty and external professionals to bring their ideas to fruition. Students can learn about business development, conceptual projects, creative problem solving, and opportunity identification for student-created business ventures. Open to all students regardless of major, The Hive is a collaboration supported by the MSU Innovation Center, the Eli Broad College of Business, College of Communication Arts and Sciences, College of Engineering, and Residential and Hospitality Services.



We seek funding to support the entrepreneurial pipeline and nurture an environment that encourages idea generation, and out-of-the-box thinking and execution, while challenging students to identify and address real world problems by connecting beyond the MSU community.

Funding priorities include additional equipment and furnishings, speaker series, and a “Coaches on Call” program. Additional funding opportunities include a technology endowment to ensure continued access to the most cutting edge technology, and an endowment to provide seed funding to assist with the early stages of concept validation and prototyping for student-based ventures. Our funding goal for The Hive is \$1 Million.

*A student works on her business idea. The Hive supports collaboration among students from every college at MSU, as well as mentoring opportunities by faculty and external professionals.*





## *The Hatch*

# **STUDENT BUSINESS INCUBATOR**

While The Hive is MSU's investment in exposing the greatest number of MSU students to entrepreneurship, The Hatch is our investment in the most promising student entrepreneurs and the best prospects for new company development. In this space, students establish formal business entities, attend pitch competitions to raise funds, and ultimately move their concepts to market. The Hatch is a partnership between the MSU Innovation Center and the Lansing Economic Area Partnership (LEAP), designed to host, encourage, cultivate, and enable student entrepreneurs to grow their ideas in a mentored, creative, and collaborative environment. Student entrepreneurs share common space where members work on their own business ventures, while collaborating with others to increase the probability of each venture's success.

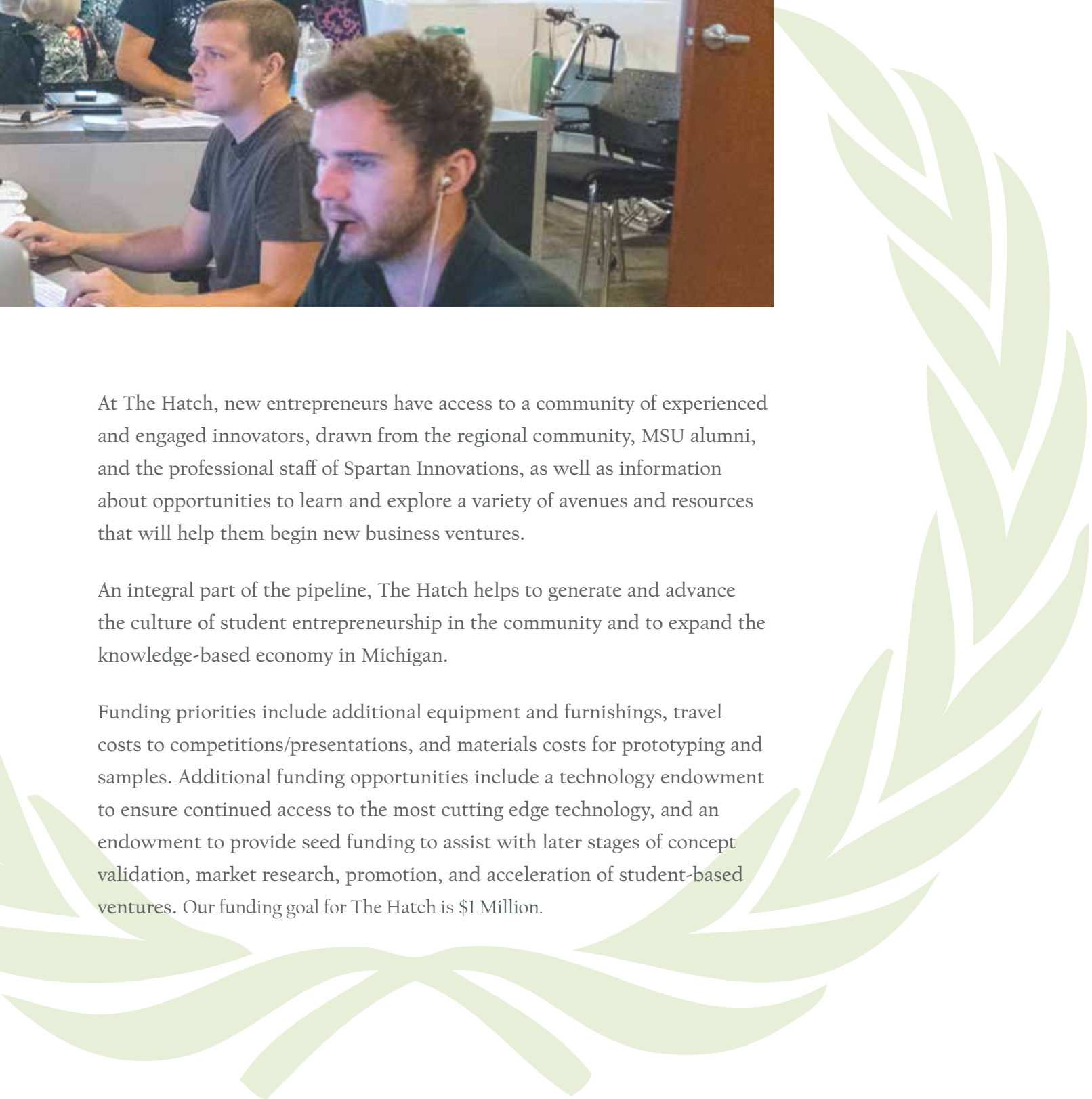
Resources and services provided at The Hatch include 24-hour access to conference rooms and office equipment as well as business development support, and capital investment. This setting enables a social and collegial work environment, a productive alternative to a garage, library, café, or kitchen table where students have often found themselves working on their business ideas. The Hatch is an attractive place for connecting, collaborating, and spontaneous creation of marketable business ideas, facilitating a community of like-minded student entrepreneurs.



At The Hatch, new entrepreneurs have access to a community of experienced and engaged innovators, drawn from the regional community, MSU alumni, and the professional staff of Spartan Innovations, as well as information about opportunities to learn and explore a variety of avenues and resources that will help them begin new business ventures.

An integral part of the pipeline, The Hatch helps to generate and advance the culture of student entrepreneurship in the community and to expand the knowledge-based economy in Michigan.

Funding priorities include additional equipment and furnishings, travel costs to competitions/presentations, and materials costs for prototyping and samples. Additional funding opportunities include a technology endowment to ensure continued access to the most cutting edge technology, and an endowment to provide seed funding to assist with later stages of concept validation, market research, promotion, and acceleration of student-based ventures. Our funding goal for The Hatch is \$1 Million.



# *Greenlight Business Model Competition*

## **PITCHING THE IDEA**

The Greenlight Business Model Competition is grounded in research, recognizing startups for working through the process of identifying and validating their ideas, then learning what customers really want, rather than making assumptions about customer preferences. This process builds student entrepreneurs' perspectives, providing a more effective approach to entrepreneurship and increasing chances of success. Additionally, the competition provides a meaningful experience and practice in creating opportunities for oneself—a skill that can be applied beyond launching a new business.

Coordinated by Spartan Innovations, part of the MSU Innovation Center, Greenlight is the only business model competition held in the Mid-Michigan area for Michigan startup businesses that are one year old or younger. The competition aims to expand entrepreneurship and small business success in Michigan and provide useful experience in planning and fundraising. As the finale in a series of MSU training and pitch events held throughout the year, Greenlight is the most competitive and lucrative step for MSU student and alumni entrepreneurs to promote and support their emerging company.

Currently, competitors who impress the panel of judges can win a grand prize of \$25,000, and up to \$25,000 in additional prizes.

Funding priorities include a keynote speaker series endowment, and an annual event endowment used to fund event production, promotion, materials, and prizes. Our funding goal for the Greenlight Competition is \$5 Million.





# *Greenlight Fellows—MBAs and PhDs* **PREPARE FOR LAUNCH**

The Greenlight Fellows program is a paid fellowship for entrepreneurially-minded PhD and MBA candidates seeking experience with an established MSU startup venture. The program engages students in multidisciplinary teams under the direction of experienced CEO mentors in areas such as intellectual property, market analysis, valuation, accounting, business law, and strategic planning. In their year-long fellowship, students finalize business plans, create promotional collateral, fundraise, and eventually launch a new MSU spin-out.

In the 2013-2014 academic year, students actively worked on launching a wide variety of MSU spin-out ventures in education, agriculture, engineering, medicine, and robotics. Other benefits of the Greenlight Fellows program include opportunities for students and alumni to interact through classroom speaking engagements, mentorship pairing, The Hatch Speaker Series, CEO-in-Residence, and Business Plan Review.

Each August, Greenlight Fellows participate in MSU's Entrepreneurship Bootcamp, an intense week-long program where students, faculty, and alumni learn about topics such as ideation, financial model development, market assessment, business plan writing, launch, and harvest. Funded through a partnership between LEAP and the MSU Innovation Center, the Entrepreneurship Bootcamp program provides a unique opportunity to bring entrepreneurial alumni back to MSU in August as guest speakers.

The Greenlight Fellows program accepts 15 students annually who are supported with a stipend and funding to attend Entrepreneurship Bootcamp. Funding priorities include the Annual Entrepreneurship Bootcamp and funding for the Annual Greenlight Fellows cohort (15 students). Additional opportunities exist to fully endow the Greenlight Fellows Program.



*“We need to challenge the MSU community to engage at least 2,000 undergraduates each year in entrepreneurship by the end of the 2015-2016 academic year. This will require a significant effort in the engagement of guest speakers, changes in curriculum, new course materials, and supporting travel, events, and planning activities.”*

**JUNE PIERCE YOUATT**  
PROVOST

## Supporting Startups *and* **Entrepreneurship**

The ‘faculty’ in Entrepreneurship is constituted from across the campus and around the world, with on-site “professors of practice” and leaders who share their knowledge and experience through the virtual classroom via technology.

With your support, Michigan State can offer more entrepreneurial experiences to help students follow their dreams and contribute to the world by taking innovative ideas to market. Together, we will ensure that all students are not only prepared for life after graduation, but that they are defining their success through making a difference in the world.

## MSU Is Committed to Supporting **New Business Ventures** and Promoting **Creative Entrepreneurial Initiatives**

- Most of MSU's 17 degree-granting colleges incorporate entrepreneurship-based courses into academic programs
- Certificate in Entrepreneurship
- Entrepreneurship concentration (Broad College MBA)
- Planned academic minor in Entrepreneurship, open to students in any major
- Located in proximity of The Hatch, East Lansing's Technology Innovation Center incubates startups, and provides office space, training, funding, and mentoring to the business community, promoting economic development in greater Lansing
- MSU Startup Career Fair is an annual event pairing students with internship opportunities in startup companies, and startup networking
- The Hatch hosts and cultivates student startup businesses in a collaborative incubator environment
- The Hive provides both exploratory space and programmatic access to students exploring entrepreneurship and startup opportunities
- Forest Akers Trust Grant provides support for student concepts with entrepreneurial potential
- Gerstacker Foundation Grant provides support for STEM-based entrepreneurial projects
- Michigan State University Federal Credit Union supports programs and events in The Hatch and the Greenlight Business Model Competition
- The region's entrepreneurship ecosystem connects venture and social entrepreneurs with education, know-how, resources, mentors, advocates, and funding
- Institute for Entrepreneurship at the Broad College of Business advances and promotes entrepreneurship at MSU and throughout Michigan through research, education, and outreach
- Creativity Exploratory at the College of Arts and Letters, an idea incubator and catalyst for students interested in social and cultural entrepreneurship, promotes collaboration to implement tomorrow's next 'Big Idea'
- MSU College of Law Small Business and Nonprofit Clinic empowers small businesses and nonprofits by offering quality counseling, legal advice and representation, and community education information with the help of student clinicians
- Each semester, the College of Engineering holds Engineering Design Day featuring capstone design project exhibits and the ability to interact with industry sponsors
- Product Center helps Michigan entrepreneurs develop and commercialize high-value consumer products and businesses in the agriculture, natural resources, and bioeconomy sectors.

Explore Michigan State's Entrepreneurial Ecosystem  
[www.innovationcenter.msu.edu/innovation.html](http://www.innovationcenter.msu.edu/innovation.html)



# SPARTANS WILL.

MAKE A DIFFERENCE *and*  
EMPOWER EXTRAORDINARY TODAY.

**EMPOWER.MSU.EDU**

**#EmpowerMSU**

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## EXPLORE MICHIGAN STATE'S ENTREPRENEURIAL ECOSYSTEM

[www.innovationcenter.msu.edu/  
innovation/html](http://www.innovationcenter.msu.edu/innovation/html)

### COVER IMAGE:

*A student works on her new product idea and business  
launch strategy at The Hatch.*