

BUAD 443: Entrepreneurial Ventures

Creative Adaptation Fund 2016-17

Graham Henshaw



the ALAN B. MILLER

ENTREPRENEURSHIP CENTER

We exist to educate, inspire, and support students in developing the skills and mindset of an entrepreneur

Skills

Opportunity Discovery

Failing wisely

Improvisation

Collaboration

Mindset

Openness to risk

Tolerance for ambiguity

Grit

Self-direction



Learn

Foundational and broadly applicable learning experiences that cultivate entrepreneurial literacy and skills



Engage

Impactful and direct experiences in the entrepreneurial ecosystem that immerse students in the practice of entrepreneurship



Build

Hands-on direct application of tools and skills that builds entrepreneurship competency and the entrepreneurial mindset

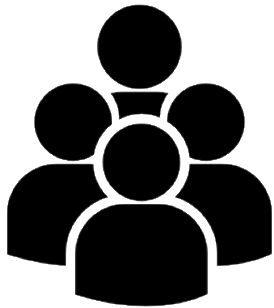


**“EVERYBODY
HAS A
PLAN
UNTIL THEY GET
PUNCHED
IN THE
MOUTH.”**

- MIKE TYSON

BUAD 443: Entrepreneurial Ventures

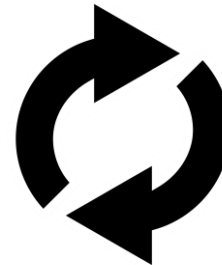
This hands-on course provides real world, experiential learning about how scalable startups are built. The focus of this course is not how to write a business plan. Rather, it is designed to be more of a practical course – essentially a startup lab.



**Team-based
learning**



**Project-based
learning**



Iterative



Flipped

13

student venture
projects



700+

customer interviews



15+

startup
introductions

12

entrepreneurial
guest speaker



1

Enhance student engagement by providing a rich immersive experience in their first entrepreneurship course.

2

Expose students to the growing local entrepreneurial ecosystem.

3

Integrate curricular and co-curricular experiences for a more seamless learning experience.



Policy Entrepreneurship Boot Camp

- AidData summer interns
- Online course content
- Weekly check-ins and mentorship at the Entrepreneurship Center
- Culminates in AidData's Shark Tank Competition

the **ALAN B. MILLER**

ENTREPRENEURSHIP CENTER

Venture Coaching

- Local Entrepreneurs
- Online course content
- Project-based learning through the application of content towards live ventures

15

student venture
pitches



16

entrepreneurship
mentors



**Mentor
Network**



48

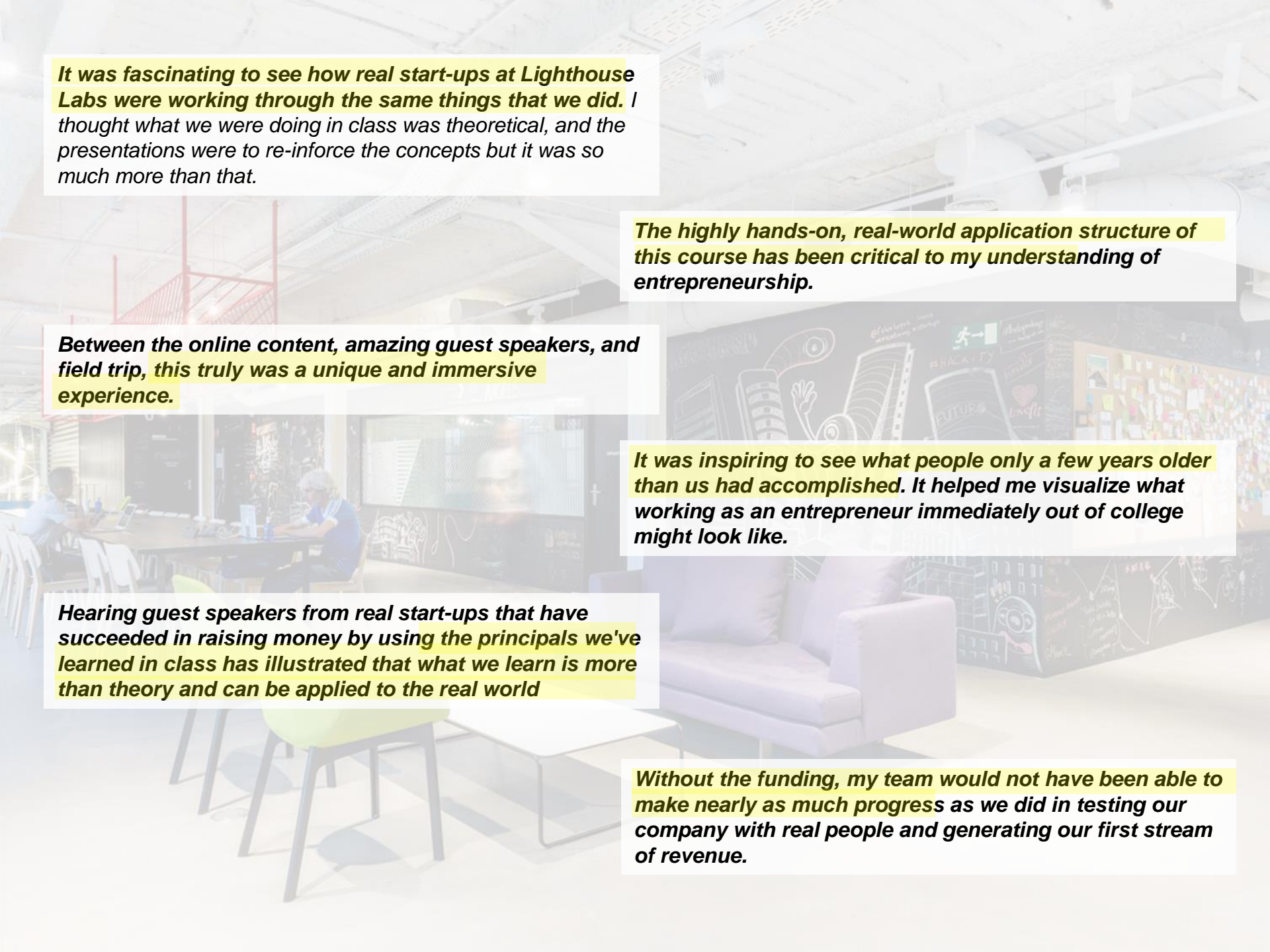
student
attendees

Friday
CO-WORKING

49

registered
students

 **startuptree**



It was fascinating to see how real start-ups at Lighthouse Labs were working through the same things that we did. I thought what we were doing in class was theoretical, and the presentations were to re-inforce the concepts but it was so much more than that.

The highly hands-on, real-world application structure of this course has been critical to my understanding of entrepreneurship.

Between the online content, amazing guest speakers, and field trip, this truly was a unique and immersive experience.

It was inspiring to see what people only a few years older than us had accomplished. It helped me visualize what working as an entrepreneur immediately out of college might look like.

Hearing guest speakers from real start-ups that have succeeded in raising money by using the principals we've learned in class has illustrated that what we learn is more than theory and can be applied to the real world

Without the funding, my team would not have been able to make nearly as much progress as we did in testing our company with real people and generating our first stream of revenue.

