

Entrepreneurship@DU Vision

Ignite a spirit of innovation and creativity in every student at the University of Denver.

At DU, our definition of entrepreneurship extends beyond helping students start new businesses. We see entrepreneurship as an opportunity to teach students life skills, and how to develop solutions to problems, identify business opportunities or address an unmet need in the market.

There are entrepreneurs and innovators throughout the University of Denver campus waiting to unlock their creativity to solve economic, environmental and societal challenges. While utilizing the groundwork laid by Project X-ITE, we have evaluated and innovated to expand entrepreneurial efforts to the broader DU community. Our cross-college entrepreneurship ecosystem provides access to resources, creates meaningful connections, ignites innovation and creativity, and most importantly, cultivates collaboration. Entrepreneurship is rarely successful in a silo. It requires support, inclusivity, resources, and an innovative culture to succeed. We intend to build such an ecosystem with E@DU.

Entrepreneurship@DU Mission

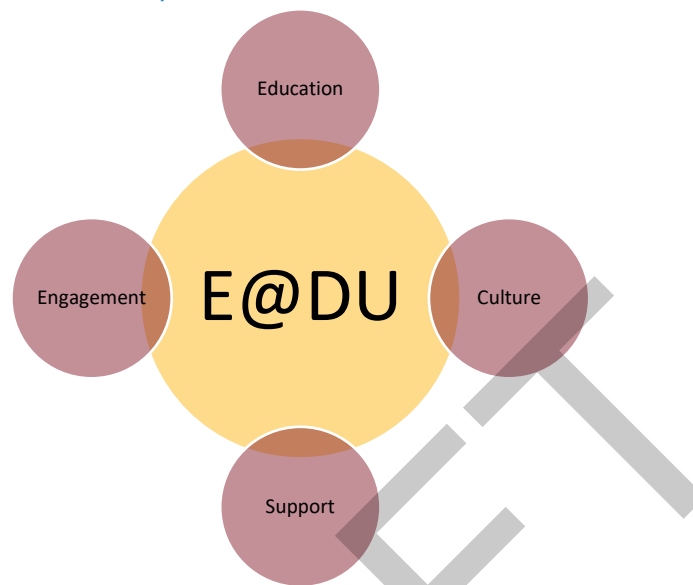
Create an entrepreneurship ecosystem at the University of Denver that is:

- **Purpose-driven.** We will encourage students, and afford them the opportunity, to follow their passion, solve problems, identify unmet needs, launch new businesses and innovate for a positive societal or environmental impact.
- **Interdisciplinary.** Every student at the University of Denver will have the opportunity to engage in entrepreneurship and will have access to essential curricular and noncurricular learning and support.
- **Inclusive.** We will make special efforts to promote and enable entrepreneurship among under-represented and minoritized communities.

Entrepreneurship@DU Goals

- Create a dynamic and expanding community of students and faculty across all colleges at DU who engage with entrepreneurship
- Provide students a space to brainstorm, collaborate, prototype and test their ideas
- Create deep relationships with the entrepreneurial network in Denver
- Execute with excellence, ensuring that every program offered exceeds expectations

Entrepreneurship@DU Ecosystem



Education

Entrepreneurship@DU starts with education. Educational opportunities are available to every student at the University of Denver at the undergraduate and graduate levels. The faculty that teach in entrepreneurship, including both full-time faculty and adjuncts, are experts in their field and provide guidance and support that goes beyond the classroom.

Curricular Offerings

The Fourth Industrial Revolution Course*

An introduction to business course taught to 750 undergraduate students annually, this class provides a practical glimpse into the future of the global and competitive nature of business while integrating key Fourth Industrial Revolution technologies such as:

- Artificial intelligence (AI)
- The Internet of Things (IoT)
- Blockchain and cryptocurrency
- Augmented/mixed/virtual reality
- Additive manufacturing
- Autonomous vehicles
- Drones
- Big data
- Quantum computing

Once introduced, students form teams and come up with a business idea drawing on one or more of the technologies. The students spend the rest of the quarter developing their business idea, a comprehensive pitch video and a go-to-market strategy.

At the end of the quarter, teams apply to pitch their idea in the Madden Challenge. A panel of entrepreneurs, alumni, business experts and investors judge the competition. Since this competition started in 2012, we have had 385 student winners and awarded over \$135,000 in prize money.

Entrepreneurship Minor*

The entrepreneurship minor is designed to equip students with the specific skills and knowledge they will need to succeed as entrepreneurs in their own venture or as intrapreneurs within a large organization. The 20-credit minor is available to every undergraduate student at DU (see Appendix A for a complete overview). During the academic year 2021-22, there were 110 students enrolled, making it the second most popular minor at Daniels. 30% of the students came from outside the business school.

Sprints*

Sprints are perhaps the most unique and innovative curriculum offering at DU. Delivered as a one-day, 1-credit course, a Sprint focuses on deep, immersive and interactive learning about one topic. Appendix B lists the Sprints that are currently offered. On average, we offer 15 Sprints each quarter and over 250 students take at least one Sprint each academic year. We are constantly adding and changing topics to keep up with emerging trends and match our students' interests.

The one-day learning experience unbundles the traditional approach to education, providing a leaner and more effective way to deliver content. The students are immersed in a specific topic, demonstrate comprehension through assessment tools, and by the end of the day, have developed new skills that can be used immediately. Each Sprint is taught by a subject matter expert from industry or by a full-time faculty member at DU. Many Sprints are available to both undergrad and graduate students.

Certificates

We will partner with departments across the University to develop undergraduate and graduate entrepreneurship certificates in art, the hard sciences, social work, hospitality, engineering and more. These certificates will start with an introduction to entrepreneurship, take advantage of Sprints and include courses focused on specific disciplines.

Currently, we offer one graduate certificate: music entrepreneurship, offered in partnership with The Lamont School of Music. This certificate offers students the background, practical skills and critical perspective necessary to develop an entrepreneurial career in their chosen musical specialty. The certificate combines courses in entrepreneurship, 21st century approaches to marketing and specialized coursework in the Lamont School of Music.

Noncurricular Offerings

Workshops*

Each quarter, we offer four to five two-hour workshops, taught by industry experts and faculty, on a range of topics such as learning to pitch, Business Model Canvas, intellectual property, design thinking, identifying your target market and rapid prototyping. These workshops are open to all DU students and are designed to help startups that are working on an idea and students curious about entrepreneurship who are not yet committed to a minor or graduate certificate. 25-30 students, on average, attend each workshop.

Pioneer Venture Group*

The University of Denver's first venture capital fund run by a team of students, Pioneer Venture Group (PVG) is made up of students from the Daniels College of Business, Sturm College of Law, College of Natural Sciences and Mathematics and Ritchie School of Engineering and Computer Science.

PVG invests in innovative seed-stage and pre-seed-stage startups across the Rocky Mountain region. PVG's unique position on a university campus allows it to leverage diverse knowledge sets gained from the students' different degree programs and life experiences. For students, it represents a great opportunity to learn about evaluating startups and judging the effectiveness of pitches—skills they can use in their own entrepreneurial and intrapreneurial ventures.

Global Travel*

Traveling abroad provides students the opportunity to experience entrepreneurship on a global scale and gain a worldwide entrepreneurship perspective. Students learn how different cultures, economies and regulations impact and shape the startup community. Traveling outside of the United States provides our students with a broader understanding of how business is transacted in other countries and the context to identify and potentially provide cross-border solutions to unmet needs and opportunities.

Entrepreneurship@DU is developing a course focused on entrepreneurship in Israel that will be offered beginning Fall 2022. The course will include a seven-day trip to Israel during Winter Interterm.

Culture

Culture is the reflection of the entrepreneurship community at the University of Denver. A community is successful when there is a sense of belonging, purpose and inclusivity. Our goal is to create an entrepreneurship community at DU that blends passion, beliefs, interests and purpose from a wide range of stakeholders and create a space where every student feels inspired and empowered.

DO U*

DO U is a campus-wide student entrepreneurship club started in the spring of 2021, purposefully organized to help grow the entrepreneurship ecosystem at DU by engaging students from across campus. Cross-functional faculty and staff assist in creating programming and support so students have the space and opportunity to explore and learn about entrepreneurship and innovation. DO U works closely with Entrepreneurship@DU to develop initiatives and programming that meets the diverse interests of our student innovators, creators and entrepreneurs.

Women Creators, Innovators & Entrepreneurs*

The Women Creators, Innovators & Entrepreneurs initiative was started in Winter 2022 by DU students, faculty and alumni to inspire, encourage and provide support for female entrepreneurs and business-minded individuals. By creating events and programming that support the needs of female big thinkers, we believe we can alleviate some of the obstacles they face in the world today.

In addition to the networking opportunities, meetings and activities that take place twice a quarter, DU will join more than 252 universities and 32 countries around the world in celebrating Women in Entrepreneurship Week each fall. We will host events featuring women entrepreneurs and leaders.

Social Media*

The Entrepreneurship@DU social media strategy utilizes Instagram, TikTok, LinkedIn and Facebook to connect and communicate with our students, faculty, alumni and community. We are intentional with the messaging and narrative to show E@DU as inclusive, available and accessible to all students.

Support

Supporting and empowering our students to develop ideas, innovate and find their creative space is a foundational principle for Entrepreneurship@DU. Resources are available to every student at the University of Denver as they define, develop and test their ideas and innovations and embark on their entrepreneurial journeys.

Space & Resources

The Garage*

Located on the corner of Asbury and York, the Garage is the headquarters for Entrepreneurship@DU. It is a central hub for our entrepreneurship community to ideate, collaborate and build. It is a community workspace for students, student companies and classes. The Garage has offices, meeting rooms and a Maker Space for design and prototyping, making it an ideal place to offer support to our students.

Microgrants*

One-time microgrants ranging from \$250 to \$1,000 are available to all DU students to support new and early-stage business ideas. This program gives students the resources to experiment, validate, build a minimum viable product, and take their ideas from concept to reality. Students are encouraged to move quickly—they have 90 days to use the microgrant.

Harry Trueblood Collaboratory*

The Harry Trueblood Collaboratory provides students with up to \$5,000 to test and validate their idea. The Collaboratory starts with an elevator pitch in which the student team must demonstrate that their idea can generate real industry disruption. If accepted, the team will receive a budget to prove out their idea within 180 days. Entrepreneurship@DU provides mentors, co-working space and other resources to help move the idea from concept to the market.

Advice

Mentorship*

Mentorship is an important part of the student journey at the University of Denver. What a DU student needs from a mentor may vary from a simple business question to career advice to a six-month mentor/mentee engagement for a new venture.

All University of Denver students are one click away from scheduling a meeting with an Entrepreneurship@DU mentor. There are 15 mentors (and growing) in this program who offer a wide range of expertise. Our goal is to expand the depth and breadth of experience and areas of focus available by inviting new mentors to join this program each quarter.

Entrepreneurs in Residence*

Our Entrepreneurs in Residence (EIR) are professionals from a range of industry backgrounds and experiences. From company founders to seasoned investors, they are a coveted resource for Entrepreneurship@DU. Our EIRs teach in the entrepreneurship minor, mentor students, judge competitions and serve in an advisory position.

The EIR program will be a critical component as the Entrepreneurship@DU ecosystem grows. We plan to expand our EIR team to include members who will provide a diverse range of experiences, backgrounds, thoughts and perspectives.

Structured Programs

Student Consultants

We will develop a program for students from across campus to utilize their skills and available tools to provide consulting services to aspiring entrepreneurs and new businesses. For example, The Ritchie School of Engineering and Computer Science currently has a microFactory that works with clients to provide prototyping services. This concept will be expanded to art, music, digital experience, data analytics, social media and more.

E@DU Pitch Competition*

The Entrepreneurship@DU pitch competition takes place during Entrepreneurship Week and offers a wide range of topics designed to engage students from across campus. No previous business or pitch experience is needed to enter. The first round requires students to pitch using popular platforms such as TikTok, YouTube and Instagram. Finalists are selected by the audience and a panel of judges. Pitches then move to the final round for a chance to win \$1,000. Student teams have access to mentors and resources to prepare for the final round.

Summer BASE Camp*

Building off Pioneering Summer started by Project X-ITE, we will offer a six-week startup accelerator over the summer beginning in 2022. Summer BASE Camp provides support and resources for up to eight student-led ventures. Over six weeks, students receive mentoring and coaching, and they participate in workshops, company visits and social activities. Each team receives financial resources and co-working space to focus on building the venture, conducting customer research, and validating and testing their products and services.

Student Ventures

Student Ventures will be a place for student-led projects across campus to promote and sell their products and services. Ventures will be developed in the Fourth Industrial Revolution course, Summer BASE Camp, the DU incubator and noncurricular programming. Entrepreneurship@DU will provide programming, mentors, marketing, microgrants and connectivity to help these ventures grow.

DU Incubator

The nine-month incubator program will start in the fall of 2022 and support early-stage ventures to help accelerate growth. Ventures will be at the testing, validating and iterating stage and have a clear opportunity for funding. The goal is to support these companies getting funding, potentially via Pioneer Venture Group. These ventures will be supported with:

- Grant funding
- Marketing support
- Co-working space
- Legal support
- Advisory board guidance
- Mentorship

Engagement

“A critical part of a sustainable startup community is to have activities and events that engage the entire entrepreneurial stack.” – **Brad Feld | Foundry Group**

Actively engaged students, faculty, alumni and the Denver community create a thriving entrepreneurship ecosystem. We are focused on creating interactive and experiential programming and opportunities for DU students to learn about entrepreneurship and innovation. The content, structure and method of delivery is developed based on the desired results for each experience and is aligned with the goals and vision for Entrepreneurship@DU.

Speaker Series*

The Entrepreneurship@DU Speaker Series is an important source of inspiration for our students. It’s an opportunity to hear stories of, and interact with, successful entrepreneurs, particularly among DU alumni.

We offer a speaker series each quarter featuring entrepreneurs and subject matter experts from around the country and exploring a wide range of topics, industries and fields of work. Many of the topics in the speaker series, such as social media and influencer marketing; creating a purpose driven business; strategy and emotional intelligence, provide real-world context on subjects taught in class, thereby furthering our educational mission.

Entrepreneurship Week*

Entrepreneurship Week is a yearly event each fall that celebrates ideas, innovation and creativity. This week provides an opportunity for students, faculty, staff, alumni and the Front Range community to engage with entrepreneurship at the University of Denver. Entrepreneurship Week features student-run businesses, panel discussions about today’s most pressing topics, a pitch competition and more.

Student Marketplace

We will launch a student-run marketplace where students can promote their products and services to DU and the surrounding business community. The marketplace will be a dynamic platform that helps students create awareness of and sell their products and services.

Front Range Pitch Competition

Capitalizing on an untapped opportunity, we will lead a collaboration of universities and community colleges from across the Front Range to grow innovation and entrepreneurship via a pitch competition. This competition will challenge students to apply the tools and skills they are developing in their respective programs. Teams representing their schools will work with mentors and coaches to develop their idea and pitch at an iconic Denver location to a panel of judges.

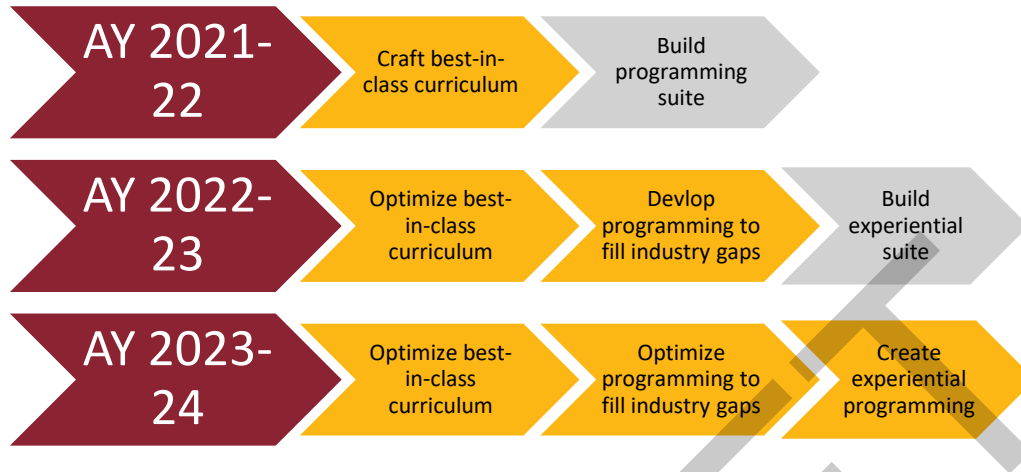
Entrepreneurship Center

Successful student engagement and building an entrepreneurial culture at DU requires a physical space for students on campus to collaborate, network, prototype, connect with mentors and learn; a place where students from across the DU community with diverse interests, expertise and backgrounds can explore entrepreneurship and have the freedom to innovate and be creative. The entrepreneurship center at the University of Denver would be just that. It will include a maker space, offices, co-working space and learning spaces.

*Denotes programming, curriculum and events currently offered.

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Entrepreneurship@DU Timeline



The journey to a dynamic and inclusive entrepreneurship ecosystem has already begun. We intend to execute a three-year plan to fully realize the entire ecosystem we believe will propel us in our vision for E@DU.

Academic Year 2021-22: Execute in Excellence

Entrepreneurship@DU programming, events and education will be designed with intended outcomes and results. Outcomes will be aligned with E@DU's mission and goals. We will track key performance metrics and engage with our stakeholders to ensure we are providing value and meeting their needs.

While utilizing the groundwork laid by Project X-ITE, we have evaluated and innovated on all tactics previously being executed and have created new ways for students and the DU community to engage in entrepreneurship.

Our measure for success in this first year is awareness of E@DU within the Daniels College of Business. We will measure this via engagement with and visibility of messaging to undergrads and grads. Our intention is to utilize emails, social media, digital monitors, word of mouth and more and analyze student attendance at events, registrations, QR code scans and engagement rates of emails and social posts (opens, click throughs, likes, comments, etc.).

Academic Year 2022-23: Do What Others Aren't

Our strategy is to not only provide best-in-class programming, but also identify gaps in programming and education provided by other institutions. We will continue to identify the skills and education that our students will need when they graduate from the University of Denver to begin making an impact on day one. We will apply an entrepreneurial mindset to Entrepreneurship@DU, continuing to iterate and find unmet needs and opportunities.

Our measure for success will be a year-over-year increase in the above metrics and documenting the total number of programs that address the gap in entrepreneurship programming. We intend to conduct brand awareness research at DU this year as a measure of awareness as well.

Academic Year 2023-24: The E@DU Ecosystem

When the Entrepreneurship@DU ecosystem is fully realized, success will not be determined by a single factor, but rather by the balance of education, culture, support and engagement. Each student's focus is different. Some may start with inspiration while others begin based on their interests and motivations. These differing sources will "plug in" to the ecosystem at different stages. In every stage there will be mentors and resources available to support the students.

We will re-conduct market research and expect to see a higher level of awareness of E@DU on campus as our metric for success in the final stage of this plan. We will continue to track engagement metrics to prove year-over-year increases in engagement and attendance to events.

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Appendix A. Entrepreneurship Minor

The entrepreneurship minor focuses on action, decision-making, experimentation and hypothesis testing in the face of an uncertain future within a business context. Students who complete the entrepreneurship minor will understand how to shape the business, economic, political and social context along with the creation of their products or services.

Students take three required 4-credit courses:

- EVM 3350: From Idea to First Sale
- EVM 3380: Leadership, Management and Execution
- BUS 1440: The Fourth Industrial Revolution, which includes the Madden Challenge (this is already a required course for business majors)

Students earn the rest of their credits by choosing from 26 one-day, 1-credit Sprints. Undergraduate students from any school or college can pursue the entrepreneurship minor.

Appendix B. Entrepreneurship Sprints

- 1 Visualizing and Presenting Data
- 2 Project Management
- 3 The Perfect Pitch
- 4 Creating Your Digital Presence
- 5 Branding & Messaging
- 6 Ethics in Entrepreneurship
- 7 Primary Research
- 8 The Sales Process
- 9 Cloud Technologies
- 10 WordPress
- 11 Market Discovery / Product Fit
- 12 High-Performing Teams
- 13 The Innovation Amphitheater
- 14 Startup Legal Issues
- 15 Accounting For Entrepreneurs
- 16 Finance for Entrepreneurs
- 17 Intellectual Property Issues for Startups
- 18 Design Thinking
- 19 Rapid Prototyping - 3D Printing and Laser Engraving
- 20 Retail, Supply Chain and Distribution Management
- 21 Emotionally Effective Leader
- 22 Getting To Know Your Customer
- 23 How To Realistically Fund Your Business
- 24 Design for the Digital Economy
- 25 How to Identify & Beat Your Competition
- 26 Social Entrepreneurship