Lassonde Entrepreneur Institute
At the University of Utah

www.lassonde.utah.edu
Lassonde Entrepreneur Institute

• The hub for student innovators, entrepreneurs, change makers, disruptors
• All majors, all ages
• Programs to learn a skill, join a team, pitch your idea, prototype something new
• No application process, just participate
• Student driven with over 80+ student leaders on scholarship
• We define entrepreneurship differently
- master the entrepreneurial -

MINDSET
Entrepreneurial Mindset

- Solve problems
- Recover from failure – pivot
- Network, join
- Ask for things
- Stick with the problem
- Work on all aspects of a project
- Champion a cause
- Identify points of value
- Demonstrate passion
- Lead & follow (sometimes simultaneously)
HOW WILL YOU MAKE AN IMPACT?

THE EXPLORER
Get involved with the entrepreneurial community and learn what it takes to be an innovator by attending an event, taking a class or living at the Lassonde Studios.

THE CREATOR
Looking to earn a new skill or master a trending technology? Attend a workshop, take a class or create a prototype.

THE TEAM PLAYER
Love to make things happen? Looking for ways to launch a venture or have a project contribute? Stop by a workshop, vation tournament or pitch event.

THE FOUNDER
Got an idea that is gaining momentum? Pitch to peers for milestone funds. Enter a competition. Meet with an industry expert.

THE UNIVERSITY OF UTAH

NAME: Paige Dabell
MAJOR: Mechanical engineering
PASSION: Creating opportunities for people that will help them achieve their dreams.
PERSONALITY TRAITS: I think I'm easy to talk to and personable. I enjoy meeting new people and exploring new ideas.

LASSONDE EXPERIENCE: Innovation Scholar, Lassonde Ambassador Program.
RESULTS: I still have a lot of time left before I graduate, but my Lassonde experiences have already helped me discover what I want out of college and my future. I look forward to many great things.

NAME: Schaeffer Warnock
MAJOR: Business (marketing and management)
PASSION: Technology and innovation.
PERSONALITY TRAITS: I'm a very motivated person. I'm driven. I strive for success in everything. I do school, creating new products, launching companies and skiing.

LASSONDE EXPERIENCE: Get Seeded, Lassonde student entrepreneur in residence.
RESULTS: We created an innovative ski goggle and launched a company, Aura Optics. I don’t know if we would have got the idea off the ground without seed grants and support from the Lassonde Institute.

NAME: Liz Winkle
MAJOR: Education
PASSION: I want to help people achieve success.
PERSONALITY TRAITS: I think of my life as a countdown, but only move hellpff. I'm extroverted, passionate and optimistic.

LASSONDE EXPERIENCE: Lassonde Ambassador Program student director.
RESULTS: My experience has been invaluable to my education. It has allowed me to explore what it means to be an innovative, even incredible student and develop my leadership skills.

NAME: Mark Pittman
MAJOR: MBA/ID
PASSION: Innovation and technology.
PERSONALITY TRAITS: I'm obsessed with new technology and efficiency. I'm always searching for the next big thing.

LASSONDE EXPERIENCE: New Venture Development Center student director, Entrepreneur Club, Get Seeded, Utah Entrepreneur Challenge.
RESULTS: The leadership experience, seed money and mentorship I received have helped me launch BySim, a big data company that uses mobile location analytics to drive efficiency on our roads.
Learning the Mindset
Participation is easy

- 1-5 high school students on a team
- Teams identify a problem
- Teams create & prototype a solution
- Teams define their customer
- Teams create & submit a presentation

$22,000 in prizes

- Two $5,000 cash grand prizes
- $10,000 in Lassonde Studios scholarships
- $2,000 other cash prizes

Sign up: www.lassonde.utah.edu/hsuec
Ranked in Top 25
$740K+ Cash Prizes and Startup Funds Available
#1 State Rank for Business

5,000+ Students Engaged
100+ Scholarships Awarded

“Move over, Silicon Valley: Utah has arrived.”
— INC. MAGAZINE

“Colleges and universities are embracing ‘learning by creating.’”
— FORBES MAGAZINE

7 Startups at CES
LASSONDE STUDIOS
20,000 sf “garage”- prototyping, fabrication, co-working & student startup space
400 residences

Students move in fall 2016
Open for everyone

- 20,000 sq. ft.
- Open to all students
- Open 24/7
Co-working space
Company launch space
Themed residential
Global impact & sustainability
Live. Create. Launch with the best students

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Video