Goals & Components

• MSU Entrepreneurship Ecosystem creates a comprehensive, integrated system of internal and community resources to:
  • Accelerate successful commercialization of MSU technologies
  • establish a pipeline of technology commercialization opportunities that are managed closely through a process of commercialization steps to successful outcomes
  • Educate MSU students for successful entrepreneurial careers
  • Establish and maintain close partnerships with community actors and research partners, providing easy access between MSU and community resources
  • Influence university and regional culture of innovation and entrepreneurship
  • Impact the regional and Michigan economy resulting from commercialization and entrepreneurship success

• Components
  • Innovation & Commercialization (MSU Technologies, Business Connect)
  • Entrepreneurship Education & Startup Assistance (msuENet)
  • Community Engagement/Economic Development (all three)
MSU Entrepreneurship Ecosystem Components

**Innovation and Commercialization**
- Staged Process: from R&D to commercialization (license, corporate partnerships, start ups)

**Academic Entrepreneurship**
- Student Education
- Programs, Courses
- Experiential (internships, consulting)
- Faculty Professional Development
- Faculty Expertise as Resource

**Community Engagement/Economic Development**
- Community Access to MSU Resources
- MSU Access to Community Resources

- R&D & Commerce Partnerships
- Entrep Community for Experts, CEOs, Investors
- Experiential Programs

Faculty Prof Devt

Faculty Expertise
Academic Entrepreneurship
Current Curriculum and Experiential Programs
Academic Entrepreneurship – Curriculum

- Entrepreneurship Concentration (MBA) and Minor (Undergrad) (Business)
- Entrepreneurship Certificate (Campus-wide) (ENet – includes ANR, JMC, BUS, CAS, CNS)
- Other Concentrations and Minors
  - Led by respective colleges; coordinated by MSU E-Net
Academic Entrepreneurship - Experiential (Courses)

- **Engineering & Business**
  - “Practicing Entrepreneurship”
  - New Product Design & Development (Engineering & Business)

- **Business**
  - Brand Round
  - Spartan Strategic Solutions
  - Entrepreneurship: Strategic Market Planning and Launch
  - Entrepreneurship Capstone Experience
  - Market Creation, Growth, and Domination
  - Entrepreneurship: New Venture Process

- **Engineering**
  - Design Day

- **Agriculture & Natural Resources, Engineering, Lyman Briggs, and Natural Science**
  - Gerstacker Entrepreneurship Program

- **James Madison**
  - Spotlight Michigan

- **School of Hospitality Business**
  - Advanced Business Planning

- **Packaging**
  - Package System Development (Capstone)

- **Agriculture, Food, and Resource Economics**
  - Food and Agribusiness Strategic Analysis and Planning

- **Communication Arts**
  - Retail Entrepreneurship
• MSU Entrepreneurship Network
  • Leaders from many entrepreneurship entities on campus working together to facilitate both education and consulting/startup resources

• Institute for Entrepreneurship & Innovation (Business)
  • Faculty and student teams work with both tech startups and established companies on strategic transformation

• Idea Accelerator Network (Business) *(proposed)*
  • Faculty, staff, and students engage with early stage entrepreneurs for business planning

• Product Center (Agriculture)
  • Interns to assist on development of businesses

• MSU College of Law Small Business and Nonprofit Clinic (Law)
  • Interns to assist on legal issues pertaining to entrepreneurial firms

• Career Services Network (University)
  • Internship Program
  • Mentorship Program

• The Hatch (University & Community)
  • Student run incubator for student start-ups

• Student Entrepreneurship Organizations
  • ICE, Gumball Club, MSU Entrepreneurship Association, Business School Entrepreneurship Club
Innovation and Commercialization
MSUT Intern Program

- Utilizes students pursuing Ph.D.’s, MBA’s and J.D.’s from MSU
  - Hired 10 interns: 3 Law School, 3 Business School and 4 graduate students
- Develops in house screening capabilities
- Hires and retains best interns
- Utilizes state-of-the art IP search, evaluation tools and IP database
- Assesses commercial opportunity in depth
- Creates updated screening reports
- Creates system for assigning, reviewing, and approving work product
  - estimated at 150 Invention Disclosures and 120 screening reports annually
- Meets university educational mission and trains next generation of entrepreneurs
Entrepreneur Support

- Entrepreneur Support
  - Business Assistance
  - Connecting with Students
    - Class Projects
    - Student Consulting
    - Internships & Employment
    - Volunteer Opportunities
  - Faculty Expertise & Research
  - Support Services
  - Entrepreneurial Communities
  - Professional Development

- [http://entrepreneurship.msu.edu](http://entrepreneurship.msu.edu)
Community Engagement/Economic Development
Partners

- Lansing Area Economic Partnership (LEAP)  
  http://www.leapincorporated.com/services/index.php
- Small Business Technology and Development Center (SBTDC) (Region 8)  
  http://www.gvsu.edu/misbtdc/region8/index.cfm?id=AFCC3F24-97B3-364D-7D63D27F11656460
- SPARK (Ann Arbor)  
  http://www.annarborusa.org/
- Lakeshore Advantage (Holland)  
  http://www.lakeshoreadvantage.com/
- Right Place (Grand Rapids)  
  http://www.rightplace.org/about/
- Great Lakes Entrepreneur Quest (GLEQ)  
  www.gleq.org
- East Lansing Technology Innovation Center (TIC)  
  http://www.cityofeastlansing.com/tic
- Fulcrum (Young, Smart, Global)  
  http://www.youngsmartglobal.org/