



CENTER FOR
ENTREPRENEURSHIP

To: COE - Students, Faculty, and Staff

Title: e-EntrepreNews

Dear colleagues,

This is to highlight news and opportunities at the Center for Entrepreneurship for August.

CFE Classes: Sign up to some life-changing classes on entrepreneurship. Check out <http://cfe.engin.umich.edu/courses> for details. Consider ENG407, the Distinguished Innovator Speaker Series, a highly successful class focusing on entrepreneurs who tell us about their life-lessons. Who will the speakers be for the fall semester?

- Rick Snyder, CEO and Co-Founder of [Ardesta](#);
- Usama Fayyad, Chief Data Officer and Executive [VP of Yahoo! Inc](#)
- Aaron Dworkin, Founder and President of the [Sphinx Organization](#) ;
- [David Green, Ashoka Fellow](#);
- Robert Wolfe, [Founder of Moosejaw](#);
- John W. Barfield, Founder of the [Bartech Group](#);
- Furqan Nazeeri, President and CEO of [Viridus, Inc.](#)
- Margaret Boryczka, Chief Operating Officer of [Apex CoVantage](#)
- Nick Yang, Chief Financial Officer of [KongZhong](#)
- Art Fry, inventor of the [Post-it Sticky note](#)

The interdisciplinary course BME 523 "The Business of Biology" is now officially cross-listed with the College of Engineering. David Canter, former Senior VP at Pfizer and newly appointed Director of Healthcare Research for the Davidson Institute will be co-instructor this year with Liz Barry. Bill Hall will continue as guest faculty in the course.

The Ross School of Business is offering two new undergraduate 1.5 credit courses that are especially relevant to entrepreneurs--Business Ethics and Accountability (LHC 309) taught by Professor Norman Bishara and Negotiation and Dispute Resolution (LHC 310) taught by Professor George Siedel . (LHC 309 is a prerequisite for LHC 310.) LHC 309 is offered on Tuesdays and Thursdays from 2:30-4:00 p.m. during the first half of the fall term (September 8-October 29). LHC 310 is offered during the last three Fridays of the fall term (November 20, December 4 and December 11) from 9:00 a.m. to 4:00 p.m. This course, which is a mixture of discussion and negotiations, is based on one of the highest-rated courses in the MBA program and is the first time it will be offered to undergraduates.

- MO324 Managing Professional Relationships with Professor Wayne Baker
- ENG 520 Entrepreneurial Business Fundamentals for Scientists and Engineers with Professor Peter Adriaens
- ENG 521 CleanTech Entrepreneurship with Professor Peter Adriaens
- FIN629 Finance Research Commercialization with Professor David Brophy

Entrepreneurial Practicum: This practicum focuses on entrepreneurial and hence product oriented work. The ENGR 490-094: Practicum is designed to gain first-hand experience in entrepreneurship by advancing an idea towards an entrepreneurial goal, or by getting involved in an entrepreneurial environment. The expected work

volume of the practicum is estimated to be equivalent to 9-12 hours per week for a 14-week time-period. There are two ways to fulfill this program requirement: Pursue an Entrepreneurial Project or a Start-Up Internship. The initial agreed-upon work-plan is due Aug 15 and Dec 1 each year prior to enrollment in ENGR 490-094: Practicum.

Small Company Innovation Program: The second annual Small Company Innovation Program (SCIP) will announce its second funding opportunity for small companies to partner with the University on joint research. This is a cost sharing program where a company can invest up to \$30,000 for one year and the University will match funding to hire one Graduate Research Student Assistant for one year. This funding opportunity will be posted in the fall. For more information: <http://cfe.engin.umich.edu/scip>

Entrepreneurial Journey in Movie Making: Join the Center for Entrepreneurship and TiE – Detroit in viewing Mr. Ashok Rao’s latest movie “Before the Rains.” This event will be hosted on North Campus September 25 at 5:30 p.m. Questions with Mr. Rao will follow the movie. Stayed tuned to the CFE website for more details on the location of this event.

1000 Pitches is back! Get ready for another round of 1000 Pitches, the competition that seeks to get a limitless number of entrepreneurial ideas from the University of Michigan community and beyond. Start thinking BIG. Five new award categories have been added with \$12,000 in prize money available. Stay tuned for more information on the Pledge Program initiative which is an opportunity for student groups to raise money in exchange for collecting pitches. Kick-off date is Friday, September 18. Visit us at the new and improved website on Monday, August 10 at 1000pitches.com!

Become a CFE Fan! The CFE now has a [Facebook fan page](#)! Become a fan and stay updated on new competitions, events and CFE news. And by becoming a fan, you will automatically be eligible to receive cool prizes. So [become a fan today](#)!

There is now a [Social Network for University Michigan Entrepreneurs](#), and we want you to join it! The Social Network is a great way to meet other students, alumni, and professional entrepreneurs. It is an invaluable tool for finding an experienced entrepreneur who will act as a mentor for you or your student group.

Check out the new look on our CFE website: More information, more resources, more of “What’s Cool”! Our Resources tab now features “Jump Start Student Entrepreneurs” for fast information. Need to know how to take advantage of our Program in Entrepreneurship? Find it under Education, and click on the “I Declare” button to participate. Looking for a chance to stretch your entrepreneurial wings? Check out our [Work Opportunities](#) section!

Understanding the World of Entrepreneurship: Lawrence Tech’s Entrepreneurial Program is offering a short course in August. This course is designed to give the student an overview of the world of the entrepreneur and to create awareness and understanding of entrepreneurship as well as the challenges and rewards. The course will also provide insights into whether business ownership is for you, and if the answer is “yes”, it will begin the process of preparing for this exciting and rewarding journey.

The *Understanding the World of Entrepreneurship* course will include 24 hours of engaging instruction (six four-hour class meetings) and will *ONLY cost \$50 per attendee* because of a sponsorship grant from the Kern Family Foundation. The course will meet from 5pm to 9pm for six nights (August 10-12, 17-19) on Lawrence Tech’s Southfield Campus in S206 in the Science Building.

The course is being offered as an outstanding enrichment opportunity for students who want to learn more about being an entrepreneur and attendance will be limited to the first 30 undergraduates who register. In addition, there are reimbursable full tuition scholarships available for the first 30 undergraduate students from KEEN Network Institutions. In other words, this opportunity is FREE for all eligible students who pre-register.

This short course will incorporate a group of specially selected entrepreneurs who will share their experiences and secrets with you. These successful business owners will provide a link between theory and practice. The course will feature outside speakers who will share their entrepreneurial journey with the participants. The instructor, Donald M. Reimer, has over thirty-five years of "hands-on" entrepreneurial experience. He will share his experience and those of the many clients he has served over the years. The instructor has published numerous articles, conducted workshops and seminars and is a Certified Management Consultant. Registration deadline is Wednesday, August 5.

To register for the course or for more information, contact: Donald Reimer, dreimer@itu.edu or (248) 204-2573.

Professional Advantage Training: Sandler Training is offering a scholarship to an entrepreneurial minded student interested in Professional Advantage Training (website). This is an eight-week course on a systematic approach to client development at the Sandler Training Center in Ann Arbor. Classes meet on eight consecutive Mondays from 4:00 to 5:30 starting September 14, 2009. Interested students in applying for this opportunity should send a narrative describing why they should be eligible for this program, an unofficial transcript, and resume to the [Center for Entrepreneurship](#) by August 15, 2009. Please put "Professional Advantage Training" in the subject line.

Purpose: To introduce the skills for professional service providers to grow their practice and thrive. Emphasis is on effective communication skills for developing new clients, selling your ideas, and building deeper relationships with clients, all without appearing "salesy".

Objectives: After taking this course, participants will be able to:

- Implement proven methods for making their clients feel appreciated
- Ask appropriate questions to gather needed information while building credibility with clients
- Apply a systematic approach to developing client relationships, qualifying prospects, and booking business
- Minimize unpaid consulting
- Develop a productive mix of client development activities

Materials: Each participant receives a copy of the Professional Advantage course materials (binder and set of 12 audio CDs).

Change the World in the Alternative Energy Solutions: Lessons from the Developing World Competition: This competition is designed to encourage students to create cost effective alternative energy solutions that are scalable to all income levels, in the U.S. and beyond. Currently, most alternative energy solutions available in the market are not affordable to individuals in the median to low income range. The task is to develop affordable alternative energy solutions by learning from innovative approaches used in developing countries. Check out: <http://mpowered.umich.edu/index.php?n=Alternative.Energy>

MPowered Career Fair: Save the Date for the 3rd Annual MPowered Career Fair for small companies: January 26, 2010 from 2-6 p.m. in the Michigan Union. Check out: <http://mpowered.studentorgs.umich.edu/index.php?n=Fair.Main>

“Serious Games Show and Tell” in November: Flight simulators, prediction markets, virtual reality, medical training, land use planning, business and more. Games work, simulations work. Where are they at the University? Who's using them, creating them and why?

More than 40 people interested in "Serious Games" showed up in February to talk about their ideas. They were academics, students, entrepreneurs and other forward thinking people. Now we are going to try and SHOW people what's going on and continue the conversation. If you know people who are involved in/with simulations, prediction markets and other forms of serious games let them know and encourage them to bring demos.

Contact Ken Ludwig kludwig@umich.edu to arrange for space to display what you are working on/with and to let us know you're coming so we have enough space and food! These tools are used in thousand of ways but rarely are people who use them able to get together to talk and brainstorm, much less see what others are actually doing in fields outside their own.

Get ready to “Dare to Dream” Info Session: 265 Chrysler Center (by the CFE office) for Monday, September 14 from 12-2 p.m.

Dare to Dream is a grant program that encourages students to move through the business creation process by offering business development seminars and \$500 - \$10,000 in funding. Within the program, students meet deadlines to produce deliverables that guide them through the business development path that includes shaping opportunities, formulating and assessing potential businesses, and planning and launching these businesses.

The program has three different stages that propel a student team from a nascent idea to developed business ready for launch. Students may enter their business into the program at any stage, though once entered, the business cannot be re-applied for the same stage or a stage before it. Fall applications will be accepted at the end of September. (http://www.zli.bus.umich.edu/events_programs/dream_grant.asp)

A2Geeks will be holding the New Tech meetup in Chesebrough Auditorium Aug 18 from 6-8pm. Space is limited; RSVP to Dug Song (dugsong@a2geeks.org) to attend.

Toy competition sponsored by Giddy Up!, MPowered, and the Center for Entrepreneurship: This competition is designed to provide an interdisciplinary effort for students to create and design new toys. The total award disseminated is \$5,000. The winner will be awarded \$2,500. There will be one second place award of \$1,000 and three third place awards of \$500. For more information, go to: <http://mpowered.umich.edu/index.php?n=Toy.Competition>

Maize Ventures: Maize Ventures is a student organization that seeks to connect and support active student ventures. Their goal is to provide student start-ups with the human, financial, and technical resources necessary to reduce time-to-launch, secure funding, and ultimately reach profitability. This is accomplished by interfacing with the University, its alumni base, and the surrounding community.

With the help of RPM Ventures, they've started an incubator in the basement of the Google building on E Washington. Approximately 25 students representing 10 ventures will be working in the space this summer. They're currently seeking new members. For more information about the incubator or how to join Maize Ventures, contact Brian Coatta (bcoatta@gmail.com).

MPowered Entrepreneurship: MPowered is a student organization focused on students interested in entrepreneurship. The organization offers a great variety of programs and activities. The CFE is proud to partner with MPowered on a variety of programs. Check them out at www.mpowered.umich.edu.

Peer Advising Office Hours: Our Peer Advisors are available to provide mentoring if you have a question or idea. The schedule is at

Office Hours and Mentors: Sign up for office hours if you want feedback, help with your projects and ideas or legal advice. Specialists are available for entrepreneurs at all stages. Sign up at cfe.engin.umich.edu/mentors or mpowered.studentorgs.umich.edu/ for students.

Visit the Center for Entrepreneurship office at 251 Chrysler Center, only a few feet from the new fireplace, right next to the International Programs office!

The CFE Crew (centerforentrepreneurship@umich.edu)

The Center for Entrepreneurship exists to empower students, faculty and staff at the University of Michigan to pursue entrepreneurial achievements that improve people's lives and drive the economies of Michigan, the nation and the world.



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