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## ASU Entrepreneurship efforts

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### A

#### **Advanced Technology Innovation Center**

The Advanced Technology Innovation Center (ATIC) provides engineering, design and product development services to entrepreneurs and small to medium-sized enterprises who have a solid, innovative product idea. The ATIC empowers entrepreneurs in the greater Phoenix area to make use of ASU assets and take their innovations from paper to prototype. Contact: **Razdan Anshuman**, director, Advanced Technology Innovation Center, [razdan@asu.edu](mailto:razdan@asu.edu), <http://atic.asu.edu/>.

#### **Arizona Angels Venture Group, Inc.**

The Arizona Angels Venture Group, Inc., in partnership with ASU Technopolis and Invest Southwest, is a group of accredited investors who invest primarily in Arizona-based early-stage and developing-growth companies. The mission of the Arizona Angels is to find compelling investment opportunities for its members while contributing to the economic development of the region. Contact: Terree Wasley, director for innovation and entrepreneurship, Office of the Vice President for Research and Economic Affairs, [terree.wasley@asu.edu](mailto:terree.wasley@asu.edu), <http://www.arizonaangels.com/>.

#### **Arizona Technology Enterprises**

Arizona Technology Enterprises (AzTE) takes the university's technology developments from the research lab to the marketplace. Working with emerging technologies in life sciences, energy, healthcare, biotech, nanotechnology and other strong portfolio segments with high growth opportunity, AzTE offers expertise in technology evaluation, product development, technology marketing, capital formation, operations management, intellectual property management and technology transfer protection, industry relationships, licensing and commercialization. Contact: Charlie Lewis, vice president of venture development, Arizona Technology Enterprises [clewis@azte.com](mailto:clewis@azte.com), <http://www.azte.com/>.

#### **Arizona Technology Investor Forum**

The Arizona Technology Investor Forum (ATIF) is an ASU partnership which facilitates access to the capital, talent, technology and resources needed to build successful ventures. ATIF is a nonprofit entity focused on providing a constant deal flow stream of early-stage technology ventures. ATIF is managed by the Entrepreneurial Programs Office in ASU's Ira A. Fulton School of Engineering. The close relationship with the university ensures a steady stream of student, faculty, and alumni-led technology ventures for ATIF member review and potential investment. Contact: Thomas Duening, director, Entrepreneurial Programs, Ira A. Fulton School of Engineering, [thomas.duening@asu.edu](mailto:thomas.duening@asu.edu), <http://atif.asu.edu/>.

#### **Arts, Media and Engineering**

Arts, Media and Engineering (AME) conducts interdisciplinary research in the development of experiential media. Contact: Thanassis Rikakis, director, Arts, Media and Engineering, [thanassis.rikakis@asu.edu](mailto:thanassis.rikakis@asu.edu), <http://ame.asu.edu/>.

## **ASU 101: The ASU Experience**

ASU 101 is a primer course for the New American University required for all first-year freshman. The course serves as a platform to raise awareness of ASU's entrepreneurial culture and introduce students to learning resources related to entrepreneurship and innovation. ASU 101 is designed to plant the seeds of interest that will lead students to pursue additional study of entrepreneurship and innovation. <http://dlt.asu.edu/asu101/>

## **B**

### **Bring Your Own Business**

Bring Your Own Business is a series of entrepreneurial business ventures courses. The goal of the courses is for students to acquire the knowledge, skills and techniques necessary to create and manage entrepreneurial business ventures. Contact: Jane Carey, associate professor, School of Global Management and Leadership, [jane.carey@asu.edu](mailto:jane.carey@asu.edu).

## **C**

### **Center for Healthcare Innovation & Clinical Trials**

The Center for Healthcare Innovation & Clinical Trials engages in collaboration, outreach, clinical trials and educational activities to support the development of innovative healthcare products, processes, and educational programs. In addition to launching the center, the College of Nursing & Healthcare Innovation offers a master's degree in healthcare innovation and a certificate in clinical research management. Effective fall 2009, students in the certificate program may transfer to a master's degree in clinical research management. Contact: Linda Mottle, director, Center for Healthcare Innovation & Clinical Trials, [linda.mottle@asu.edu](mailto:linda.mottle@asu.edu), <http://nursing.asu.edu/research/chict/index.htm>.

### **Creating Entrepreneurial Opportunities for ASU: From .edu to .com**

Creating Entrepreneurial Opportunities for ASU: From .edu to .com engages students through collaboration with small and medium enterprises. The program brings entrepreneurs to campus to speak to students and hosts PolyTech Day. This project is a part of the Advanced Technology Innovation Center (ATIC) in the College of Technology & Innovation. Contact: Anshuman Razdan, director, Advanced Technology Innovation Center, [razdan@asu.edu](mailto:razdan@asu.edu).

## **D**

### **Designing for Resilience**

Designing for Resilience incorporates resilience theory into the product design and development process in InnovationSpace. Resilience theory addresses the ability of people to recover after destabilizing life events, such as a serious illness or death of a loved one. Contact: Prasad Boradkar, associate professor, Department of Industrial Design, [prasad.boradkar@asu.edu](mailto:prasad.boradkar@asu.edu), <http://innovationspace.asu.edu/>.

## **E**

### **Edson Student Entrepreneur Initiative**

The Edson Student Entrepreneur Initiative offers students grants of up to \$20,000 to launch a new venture. Students receive mentoring, office space and a network that helps them turn their idea into an enterprise. Contact: Scott Perkofski, program manager, Office of the Vice President for Research and Economic Affairs, [scott.perkofski@asu.edu](mailto:scott.perkofski@asu.edu), <http://studentventures.asu.edu/>.

### **The Entrepreneurship Advantage Project**

The Entrepreneurship Advantage Project (EAP) offers students up to \$2,000 in funding for entrepreneurship-related projects. Contact: Scott Perkofski, program manager, Office of the Vice President for Research and Economic Affairs, [scott.perkofski@asu.edu](mailto:scott.perkofski@asu.edu), [http://entrepreneurship.asu.edu/entrepreneur\\_advantage\\_project](http://entrepreneurship.asu.edu/entrepreneur_advantage_project).

### **Entrepreneurial Storytelling**

Entrepreneurial Storytelling improves entrepreneurial communication skills by demonstrating new approaches to storytelling. Contact: Miguel Valenti, assistant director, School of Theatre and Film, [valenti@asu.edu](mailto:valenti@asu.edu).

### **Ethnography & Innovation**

Ethnography & Innovation is a course that provides student training and research experience through the ethnographic study of innovation at SkySong. Contact: Sander van der Leeuw, director, School of Human Evolution and Social Change, [vanderle@asu.edu](mailto:vanderle@asu.edu).

## **F**

### **Fast and Light Entrepreneurship Experiences in Technology**

Fast and Light Entrepreneurship Experiences in Technology (FLEET) is providing a multidisciplinary experiential learning course and workshop that teaches students to use agile methods to create software ventures. Contact: Kevin Gary, assistant professor, Division of Computing Studies, [kgary@asu.edu](mailto:kgary@asu.edu).

### **For Forging a Fair Trade Network**

For Forging a Fair Trade Network links network artisan producers in Oaxaca, Mexico to wholesalers and retailers in Puerto Penasco, Sonora and Phoenix. Contact: Julie Murphy Erfani, associate professor of political science, Division of Social and Behavioral Sciences, [julie.murphy.erfani@asu.edu](mailto:julie.murphy.erfani@asu.edu).

### **Four Directions**

The Four Directions project conducts workshops that bring together Native American students, American Indian business leaders and ASU faculty to teach entrepreneurship for Native American cultures. The workshop is being developed into a capstone course for the Knowledge Entrepreneur certificate. The program will also be launching a summer entrepreneurship program for Native American high school students. Contact: Patricia Mariella, director, American Indian Policy Institute, [pat.mariella@asu.edu](mailto:pat.mariella@asu.edu).

## G

### **GlobalResolve**

GlobalResolve is a social entrepreneurship program that involves ASU students in semester-long projects that address the challenges faced by people in under-developed areas throughout the world using sustainable solutions. Contact: David Jacobson, professor, School of Global Studies, [david.e.jacobson@asu.edu](mailto:david.e.jacobson@asu.edu), <http://globalresolve.asu.edu/>.

## I

### **Innovating for Life: Exploring Biomimicry**

Innovating for Life: Exploring Biomimicry utilizes biomimicry in new product development in InnovationSpace. Biomimicry looks at the forms, materials and functions of nature for clues to solve design and engineering problems. Contact: Prasad Boradkar, associate professor, Department of Industrial Design, [prasad.boradkar@asu.edu](mailto:prasad.boradkar@asu.edu), <http://innovationspace.asu.edu/>.

### **InnovationSpace**

InnovationSpace is a multidisciplinary year-long course teaching students to develop products that create market value while serving societal needs. ASU students from industrial design, visual and communication design, engineering and business work in teams with industry partners like Herman Miller, Intel, and Procter & Gamble. Contact: Prasad Boradkar, associate professor, Department of Industrial Design, [prasad.boradkar@asu.edu](mailto:prasad.boradkar@asu.edu), <http://innovationspace.asu.edu/>.

### **Invest Southwest Capital Conference**

The Invest Southwest Capital Conference provides opportunities for accredited investors to review quality companies. The companies seeking capital are rigorously screened by a panel of investors and venture capitalists from across the southwest. Contact: Terree Wasley, director for innovation and entrepreneurship, Office of the Vice President for Research and Economic Affairs, [terree.wasley@asu.edu](mailto:terree.wasley@asu.edu), <http://investsouthwest.org/>.

## K

### **Knight Center for Digital Media Entrepreneurship**

The Knight Center for Digital Media Entrepreneurship is devoted to the development of new media entrepreneurship and the creation of innovative digital media products. Contact: Dan Gillmor, director, Knight Center for Digital Media Entrepreneurship, [dan.gillmor@asu.edu](mailto:dan.gillmor@asu.edu), <http://startupmedia.org/>.

## M

### **My Life Venture and Certificate in Knowledge Entrepreneurship and Innovation**

My Life Venture and the Certificate in Knowledge Entrepreneurship and Innovation consists of three university-wide My Life Venture courses and a two-course capstone experience in the college or school of the student's

major. The three core classes are: 1) My Life Venture: self-discovery and personal aspects of entrepreneurship, personal finance and career paths; 2) Creativity and Innovation: practice of creating and innovating for success in entrepreneurship; and 3) Venture Creation: business aspects of entrepreneurship. Contact: Jason Bronowitz, coordinator, W.P. Carey School of Business, [jason.bronowitz@asu.edu](mailto:jason.bronowitz@asu.edu), <http://wpcarey.asu.edu/undergraduate/current-students/academics/my-life-venture.cfm>.

## P

### **Pathways to Entrepreneurship Grant**

The primary goal of the Pathways to Entrepreneurship Grant (PEG) is to increase university-wide involvement in entrepreneurship education and research. The goal is to strengthen the overall entrepreneurship efforts at ASU through program development grants for ASU faculty and staff. Contact: Margaret Burch, director of evaluation and budget for entrepreneurship, Office of University Initiatives, [margaret.burch@asu.edu](mailto:margaret.burch@asu.edu).

### **p.a.ve.**

Performing Arts Venture Experience (p.a.v.e.) offers organizational and financial support for student ventures in the arts. p.a.v.e. also develops curriculum enhancements, hosts an annual arts entrepreneurship symposium as well as speakers. Contact: Linda Essig, director, School of Theatre and Film, [linda.essig@asu.edu](mailto:linda.essig@asu.edu), <http://theatrefilm.asu.edu/initiatives/pave.php>.

### **Phoenix Innovation Study**

The Phoenix Innovation Study brings together researchers from several disciplines to discover ways to remove the obstacles that restrict the innovative potential of small- and medium-sized business in the Phoenix-metro area. This research will help create an environment that facilitates entrepreneurship in the region. Contact: Sander van der Leeuw, director, School of Human Evolution and Social Change, [vanderle@asu.edu](mailto:vanderle@asu.edu), [http://entrepreneurship.asu.edu/phoenix\\_innovation\\_study](http://entrepreneurship.asu.edu/phoenix_innovation_study).

## S

### **SkySong, ASU Scottsdale Innovation Center**

SkySong, the ASU Scottsdale Innovation Center, has become one of the most important economic drivers for Arizona and the Southwest region by uniting the resources at ASU with the economic needs of surrounding communities. ASU established this global hub of innovation and venture creation to assist entrepreneurs and innovators with local, national and global market expansions. SkySong connects local and global enterprises with ASU's expertise, technologies and workforce pipeline. Contact: Julia Rosen, associate vice president for innovation and entrepreneurship, Office of the Vice President for Research and Economic Affairs, [julia.rosen@asu.edu](mailto:julia.rosen@asu.edu).

### **Sun Devil Entrepreneurship Network**

The Sun Devil Entrepreneurship Network (SDEN) provides ASU students with internships and full-time placement at entrepreneurial companies in the Phoenix-metro area. Contact: Sara Christenson, corporate liaison, [Sara.Christenson@asu.edu](mailto:Sara.Christenson@asu.edu), <http://sden.asu.edu/>.

## T

### **ASU-Teach for America Partnership**

Aiming to address Arizona's most pressing educational needs, ASU and Teach For America are collaborating in four specific areas: recruitment of ASU students into Teach For America, teacher support and development, alumni leadership, and the Teach For America Phoenix Summer Institute. Specifically, this partnership fosters innovation in education to ensure the future success of children and the state through the development of an induction, master's and certification program; educational incentives such as full fellowships and recruitment activities; and the selection of ASU as the Teach For America Phoenix Summer Institute site. The impact of this partnership is evident through the number of Teach For America corps members enrolled in ASU's education programs, the increased attention toward high-needs schools, the enhanced collaboration between ASU faculty and local school districts and the dramatic increase in ASU students' Teach For America corps member applications. Contact: Amanda Burke, associate director, University Initiatives, [amanda.m.burke@asu.edu](mailto:amanda.m.burke@asu.edu), <http://ui.asu.edu/education/tfa/>.

### **Technology Ventures Services Group**

The Technology Ventures Services Group provides legal and consulting services to ASU-affiliated entrepreneurs. Students from law, business, engineering and the sciences participate in patent investigation, business modeling, deal structuring, market assessment and research. Contact: Eric Menkhus, director, Technology Ventures Services Group, [eric.menkhus@asu.edu](mailto:eric.menkhus@asu.edu), <http://law.asu.edu:80/techventures>.

### **Technopolis**

ASU Technopolis provides rigorous programs that educate, coach and connect innovators and entrepreneurs. Technopolis brings together service providers, venture capitalists, investors, attorneys and accountants side-by-side with entrepreneurs across ASU and across the globe. Contact: Terree Wasley, director for innovation and entrepreneurship, Office of the Vice President for Research and Economic Affairs, [terree.wasley@asu.edu](mailto:terree.wasley@asu.edu), <http://www.asutechnopolis.org/>.

### **Transforming Nascent Product Concepts to Commercial Readiness**

Transforming Nascent Product Concepts to Commercial Readiness is a project to create a theoretically sound, practical methodology for evaluating the level of innovation and potential market success of product ideas created by undergraduate student teams in InnovationSpace. Contact: Thomas Duening, director, Entrepreneurial Programs, Ira A. Fulton School of Engineering, [thomas.duening@asu.edu](mailto:thomas.duening@asu.edu).

## **U**

### **University Public Schools**

University Public Schools, Inc. is a nonprofit organization that works in collaboration with ASU to increase student achievement in public schools. University Public Schools operates PreK through grade 12 schools in partnership with select school districts, community partners and educational service providers for the purpose of delivering an innovative curriculum and learning environment. Through University Public Schools, ASU can embed research into curriculum development, professional development and the application of learning to technology—with the goal of developing innovative education models that can be scaled across the state and nation to increase academic achievement of all children. The first school opened in August 2008 at the ASU Polytechnic campus. Contact: Eugene Garcia, vice president, Office of Education Partnerships, [eugene.garcia@asu.edu](mailto:eugene.garcia@asu.edu), <http://universitypublicschools.asu.edu/>.