



Innovation &
Entrepreneurship in
Higher Education

Call for Panel Proposals Open!

Dear Greetings!,

Welcome to the Deshpande Symposium Newsletter, a monthly communication to update you on developments related to Innovation and Entrepreneurship in Higher Education. In addition to sharing a timely listing of I&E events across North America, we will also feature thought leaders who have participated in past Symposia. This month, Prof. Bruce Kingma of Syracuse University discusses the evolution of experiential entrepreneurship education. The RvD IDEA accelerator at Syracuse was a 2015 Deshpande Symposium Award winner for Excellence in Curriculum Innovation.



We are also very happy to announce that **Jerry Engel**, founder of UC Berkeley's Center for Entrepreneurship, a collaborator with Steve Blank in the development of the Lean LaunchPad and National Faculty Director for the NSF I-Corps program, is confirmed as one of the Symposium's keynote speakers. We will keep you updated on additional speakers as the list is confirmed.

The deadline for Panel Presentation submissions is fast approaching (Feb. 15). The Panel Presentations are a great opportunity to share your campus efforts with I & E thought leaders from across North America. We have limited space in the program for panel presenters, so please submit your proposal ASAP.

On behalf of the 2017 Deshpande Symposium Planning Committee, we hope you enjoy this newsletter and we look forward to seeing you at the conference.

Raj Melville

Deshpande Foundation
Symposium Co-Chair

Steve Tello

UMass Lowell
Symposium Co-Chair

Important Dates!

Feb. 15, 2017 - Deadline for Panel Presentation Proposals

March 15, 2017 - Program Announced

April 4, 2017 - Deadline for Deshpande Symposium Awards Nominations

Please go to <http://www.deshpandesymposium.org> for more details!

Nominations for 2017 Deshpande Symposium Awards now OPEN!

Nominations for the 2017 Deshpande Symposium Awards are now being accepted on the Symposium website. The awards recognize exemplary programs, institutions and

individuals in several areas pertaining to entrepreneurship at higher educational institutions. The categories for the Awards include:

- ***Excellence in Curriculum Innovation in Entrepreneurship***
- ***Excellence in Student Engagement in Entrepreneurship***
- ***The Entrepreneurial University***
- ***Exemplary Practice in Technology Commercialization***
- ***Outstanding Contributions to Advancing I & E in Higher Education***

Applications are due by 11:59 pm EDT, April 4th 2017. You can view last year's awardees from Fairleigh Dickinson University, Ohio University, Arizona State University, Venturewell, The Burton D. Morgan Foundation and University of Massachusetts Lowell at <http://www.deshpandesymposium.org/awards/>.

Guest Commentary

An Update on Experiential Entrepreneurship at Syracuse University



In 2007 Syracuse University embraced cross-campus experiential entrepreneurship education. With funding from the Kauffman Foundation, faculty from information technology, management, and design created the university's first course for student startups which grew to become the national award winning Raymond von Dran Innovation and Disruptive Entrepreneurship Accelerator (RvD IDEA). It includes coursework, an incubator, and a business competition. RvD IDEA received the Deshpande Award for Excellence in Curriculum Innovation in Entrepreneurship in 2015.

From 2009-2015 the RvD IDEA supported over 400 student startups, provided over 100 jobs in Central New York, and raised more than \$12 million in financing. RvD IDEA student alumni have been Inc magazine's Cool College Startup three times, received the largest investment offer on the popular ABC television show Shark Tank, and recorded number one hit song of 2016. RvD IDEA students have started ventures including the lead company in online reputation management (Brand Yourself), the go-to supplier for MMA fighters (Golden Gear), and one of the hottest new companies in Silicon Valley (Density).

From the inception of experiential entrepreneurship education at Syracuse University students were eager to have a program on campus that would support their ideas for new ventures, both for-profit and not-for-profit (social) startups. The RvD IDEA started a revolution that became a focal point for students across campus who were interested in entrepreneurship and innovation and more importantly were eager to have a place to start a venture while still being a college student. The real innovation of the RvD IDEA program was to enable these students to receive a college degree while pursuing their goal to be an entrepreneur instead of facing a choice of either graduating or starting a venture.

Since 2015, experiential education at Syracuse University has evolved in three ways: 1) the development of The Blackstone LaunchPad, 2) an increase in new and renewed programs in the schools and colleges focusing on entrepreneurship, and 3) The Global Sandbox course which expands experiential entrepreneurship education internationally.

The Blackstone LaunchPad was started in 2015 with a \$900,000 grant from the Blackstone Foundation. The LaunchPad is a centrally located facility in the University Library that provides professional staff to help students with their ventures and has assumed the role of the RvD IDEA. It coordinates campus-based student support for ventures from the various schools and colleges at the university.

Each of the schools and colleges now provide support for students interested in starting a venture. Six of the schools and colleges (management, information technology, law, public communications, engineering, and visual and performing arts) developed coursework, staff, and space for student startups. This includes NEXIS in the School of Information Studies which supports students with innovations in information technology; The Falcone Center in the Whitman School of Management which supports students with small business ventures; and The Center for Digital Entrepreneurship in the Newhouse School of Communications which supports students with

venture ideas in social media.

In 2016 the Global Sandbox was created to help students from China, India, the USA and other countries around the world to start micro-multinational ventures. Syracuse University (USA) has partnered with Ahmedabad University (India), Tsinghua University (China), Jomo Kenyatta University of Agriculture and Technology (Kenya), and Kiev Polytechnic Institute (Ukraine) to offer an online course to 100 students worldwide on entrepreneurship, global communications, and international business. Students work in teams of 4-5 using online communication technologies, to develop ideas for new global ventures which they pitched to a group of international faculty.

Experiential entrepreneurship education is now an academic signature of Syracuse University. Students know that regardless of major they will find faculty, staff, and resources available to help them start and grow their ideas.

Bruce Kingma, Professor of Entrepreneurship, Syracuse University
School of Information Studies, Whitman School of Management
brkingma@syr.edu

Community Announcements

Burton D. Morgan Foundation Turns 50

Morgan Foundation, established in 1967, is the brainchild of Burt Morgan, an entrepreneur to his core. Following a successful exit from one of his ventures, he started the Foundation which now pursues his vision of championing the entrepreneurial spirit.



To kick off this year of celebration, the Foundation is launching an anniversary timeline that chronicles its first half-century of philanthropic leadership and entrepreneurial drive. The digital timeline is featured on our new website (launching January 24) filled with Morgan Foundation news and highlights. Also visit our facebook and twitter throughout the year to join the festivities. #Morgan50+ www.bdmorganfdn.org

VentureWell Open 2017



Mark your calendars! Open 2017 is scheduled for March 23 - 25, 2017 in Washington, DC.

[VentureWell's Open 2017](http://www.venturewell.org) conference gathers together representatives from across the I&E spectrum to share stories, start new collaborations and learn best practices in the rapidly growing field of technology entrepreneurship education. Open 2017 will feature a wealth of informative sessions and time to network with a friendly and engaging group of attendees interested in moving the field forward. Join us!

Open 2017 information (including registration): <https://venturewell.org/about-open/>.

Thank you!

Deshpande Symposium 2017 Sponsors

Founding Sponsors:





Gold Sponsors:



Silver Sponsors:



Bronze Sponsors:



Supporting Sponsors:

[Middlesex Community College](#)

[Babson College](#)

Deshpande Symposium | www.deshpandesymposium.org

STAY CONNECTED:

