

7th Annual Deshpande Symposium for Innovation & Entrepreneurship in Higher Education.  
June 11 - 13, 2018 @ UMass Lowell.



## Still Time to Submit an Award Nomination ! Deadline Extended to April 12th!

Dear Colleagues,

**7th Annual Deshpande Symposium**

Spring is finally here! We're a little over two months away from this year's Deshpande Symposium. With the panels, workshops, keynotes, awards dinner and networking events we have lined up for you, this year's Symposium promises to be bigger and better than ever! The full program will be available on our web site in the coming days. For more information on the workshops, please check out the article below.

The awards nomination period is open for a few more days, so there's still time to submit your nominations. The original deadline was this Friday, April 6<sup>th</sup>. Based on requests from several institutions needing a few more days, we have extended the nomination deadline to next Thursday, April 12<sup>th</sup>. Complete award nomination information is available at <https://www.deshpandesymposium.org/awards/>.

Registration is also open and now's the time to lock in your early registration discount. Register online at <https://www.deshpandesymposium.org/>. Just click on the registration button. Early registration ends on May 4<sup>th</sup>, 2018. And remember, rooms at the UMass Lowell Inn & Conference Center always sell out for the Symposium, so don't forget to lock yours in soon.

We are looking forward to seeing you all in Lowell, MA in early June. And as always, thanks so much for your continued support of the Deshpande Symposium!

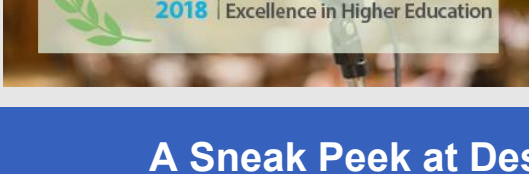
**Raj Melville**  
Deshpande Foundation  
Symposium Co-Chair

**Steve Tello**  
UMass Lowell  
Symposium Co-Chair

### Important Reminders

**Still Time to Submit an Award Nomination!**

Deadline has been extended to **Thursday, April 12th**. Go to, <http://www.deshpandesymposium.org/awards/>.



### A Sneak Peek at Deshpande 2018 Workshops

The pre-conference workshops (scheduled for Monday, June 11<sup>th</sup> from 1:00 – 4:30pm) offer an opportunity to dig deeper into key innovation and entrepreneurship topics of interest to Symposium attendees. Presented by campus leaders at institutions leading the charge on I&E initiatives, the workshops will provide valuable insights and information that can immediately be integrated into your own programs on campus.

The first workshop focuses on **Spurring Innovation with Project-based Learning** and is led by **Prof. Rick Vaz**, Director of the Center for Project-Based Learning at Worcester Polytechnic Institute in Worcester, MA. Project-based learning is a high-impact pedagogical strategy to help students develop transferrable skills in areas such as research, problem solving, communication, teamwork, and leadership by developing innovative solutions to open-ended, authentic problems. This interactive workshop is intended for faculty and administrators who wish to advance project-based learning in their courses and curriculum. Participants will learn about designing and scaffolding student project work, supporting students in team settings, evaluating project work, and meeting challenges of limited resources and campus culture. We'll discuss motivations for project-based learning, its long-term impacts, and the challenges it can present for faculty and students. A backward-design methodology will be used to guide participants toward action plans to move their work forward.

The second workshop, entitled **Exploring Entrepreneurial Engagement with FirstGen Students** and delivered by **Ian Grant**, Director of the Peter T. Paul Entrepreneurship Center at the University of New Hampshire, explores best practices in engaging first-generation college students (FirstGen) in entrepreneurial activities on campus. This workshop is a continuation of last year's initial focus on FirstGen and Entrepreneurship and will focus on the sharing of best practices, idea generation, recent studies, and data collection surrounding FirstGen issues and how entrepreneurship engagement can help impact success. At this workshop, you will hear the regional similarities and differences in FirstGen students around the country, discuss how innovation and entrepreneurship engagement with FirstGens has helped—and could help even more—in their successful education and careers, and join the brainstorming and creation of new ideas and solutions to this important group of students.

The third workshop, **Preparing Student Entrepreneurs for High Impact and Breakout Careers: Joining UNC's Entrepreneurs Genome Project**, will explore one of the most important measures of success for University entrepreneurship programs: does your program contribute to the future success trajectory of your students as future entrepreneurs? Led by **Ted Zoller**, Director of the Center for Entrepreneurial Studies & Professor, Strategy and Entrepreneurship at the Kenan-Flagler Business School at UNC Chapel Hill, this workshop will wrestle with questions balancing "entrepreneurial mindset" training with skills-based curricula and questions whether early startups actually lead to long-term success. The workshop will begin with some initial findings from UNC's Entrepreneurs Genome project and will review results from analyzing the career trajectories of alumni entrepreneurs, their skills, backgrounds, experience and training and their career lifecycle. The workshop will review the research results of the Entrepreneurs Genome project, a longitudinal study of entrepreneurial careers in preparing students for the future as a founder or growth executive. This session will develop and present a keener understanding of the transition to entrepreneurship and the ways universities can prepare leaders for this transition. The workshop will invite participants to consider the profiles of current students as compared with alumni entrepreneurs from different backgrounds and industries, to include not only "founders," but "fundors" and "growth executives".

Registration information for these panels is available at the main registration page on [www.deshpandesymposium.org](http://www.deshpandesymposium.org).



### Guest Commentary

**I-Corps Can Be a Real Life Changer for University Innovators and Entrepreneurs**

**UNIVERSITY OF AKRON  
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**Barry Rosenbaum**  
*University of Akron Research Foundation*

Following a 35-year industry career, I am now working with the University of Akron Research Foundation as a Senior Fellow to support the commercialization of university research by providing mentorship to faculty and students. But did my big industry experience really prepare me for that role? My recent participation in the NSF I-Corps program would suggest otherwise.

Five years ago, as a mentor for a University of Akron team, I participated in the NSF I-Corps program, going through seven weeks of intensive training, 127 customer interviews, and sweating through office hour sessions with the I-Corps teaching team. Instead of pushing our research results, it forced us to listen to customers; understand their pain points; and develop value propositions that solve real customer problems. The I-Corps methodology provides a simple and logical template for market driven decisions on whether technology commercialization is justified and the Lean Launchpad Business Model provides guidance on starting and growing high potential university startups. Since then, I-Corps has dominated most everything I have done professionally.

Our I-Corps team made a "go decision" and formed a University of Akron startup company, Akron Ascent Innovations, to commercialize new adhesive products that would meet the needs of customers interviewed. We have been well funded by NSF, the State of Ohio and a Series A industrial strategic investor and are on the cusp of commercial success. "Foolishly" I agreed to be company CEO, and that is a whole other story.

The University of Akron became one of the first I-Corps sites. Led by Elyse Ball and Dan Hampu, the I-Corps methodology has become the mantra of everything we do in the technology commercialization space. Roughly 75 faculty and 250 students have participated in the program along with great business mentors dramatically changing the culture for innovation and entrepreneurship at the University of Akron.

At the state level in Ohio there has been concern that there was just not sufficient commercial impact from the nearly \$2.5 billion per year of research spent at our universities and colleges. Previous attempts by university / industry / government task forces had not improved university technology commercialization rates significantly. So three years ago, sponsored by the Ohio State Board of Higher Education, we successfully launched the only statewide I-Corps Program: I-Corps @Ohio. This program operates under a Memorandum of Understanding with NSF to use the NSF I-Corps curriculum, to have the program teaching team trained by NSF and to work closely with the NSF I-Corps Nodes. I-Corps @Ohio maintains the rigor of the NSF I-Corps program with a very strong selection committee of non - university state leaders. It does focus a bit more on creating economic development impact from I-Corps graduating teams.

Led by The Ohio State University, the governing board includes the University of Akron, the University of Toledo, Ohio University, the University of Cincinnati, and the Ohio Board of Higher Education. All research universities in Ohio may participate in the I-Corps@Ohio program and recently a bio medical cohort was added to the program led by the Cleveland Clinic. Over the past three years approximately 60 teams have participated in the program with many graduating teams forming startup companies that have been integrated into the strong entrepreneurial eco system across the state of Ohio

Efforts are now expanding to provide support to I-Corps graduate teams that have formed university startups including new state sponsored programs for funding, increased support from university Tech Transfer Offices, increased support to bring I-Corps graduate teams to the Angel and Venture Capital group networks in Ohio, and support from state sponsored regional Entrepreneurship Support organizations. I-Corps is now a recognized driving force for university research commercialization assessment and execution in Ohio

I-Corps is a great program for commercializing university research and driving innovation/ entrepreneurship. I commend the National Science Foundation for its creation and implementation!

If you are a university innovator/entrepreneur who wants to go through I-Corps or has gone through an I-Corps Program and may have questions or is seeking advice, I would be happy to hear from you at [barry@uakron.edu](mailto:barry@uakron.edu). I-Corps has changed my life and I would be happy to help change yours too.

### Community Announcements

**LaunchNET**  
Your ideas grew too big.  
Come visit us in our new space on the 2nd floor of the Kent State Library.

Visit LaunchNET in their new space on the 2nd floor of the Kent State Library.  
<https://www.kent.edu/launchnet>

**Canadian Council for SMEs and Entrepreneurship (CCSBE) May 3-5, 2018 Halifax, Nova Scotia**

The **Global Consortium of Entrepreneurship Centers (GCEC)** is the premier academic organization addressing the emerging topics of importance to the nation's university-based centers for entrepreneurship. With over 250 university members, it has become the vehicle by which the top, established entrepreneurship centers, as well as emerging centers, work together to share best practices, develop programs, and collaborate in advancing, strengthening, and celebrating the role of universities in teaching the entrepreneurs of tomorrow.

The annual **GCEC Conference** is an opportunity to share information about your university's entrepreneurship programs and to gain exposure for your successful initiatives. It is also an opportunity to learn from the best practices at other universities and to network with entrepreneurship faculty, center directors, and entrepreneurship leaders from the top universities from around the world.

**Call for Papers, Workshop and Panel Session proposals due March 15th**. Submission information can be found [here](#).

**CEO-CICEP Joint Summer Meeting June 25-28, 2018 Richmond, VA**

**ASSOCIATION OF PUBLIC & LAND-GRANT UNIVERSITIES**

Join university entrepreneurship, innovation and community engagement leaders in Richmond, VA on June 25-28 for the Association of Public and Land-grant Universities' Council on Engagement and Outreach (CEO) and Commission on Innovation, Competitiveness and Economic Prosperity (CICEP) for the 2018 CEO-CICEP Joint Summer Meeting.

Focus on the theme, Creative Placemaking for Healthy Communities, the meeting will explore creative placemaking in action via university partnerships in the arts, health and innovation. Through presentations, interactive sessions, and field experiences, participants will gain new insights into how public research universities as key "anchor institutions" leverage innovative and interdisciplinary strategies to address complex social and economic challenges facing our communities. The 2018 Summer Meeting will also feature APLU's 5<sup>th</sup> annual Innovation & Economic Prosperity Universities workshop. Learn more and register: <http://bit.ly/2DJ7dnR>

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