

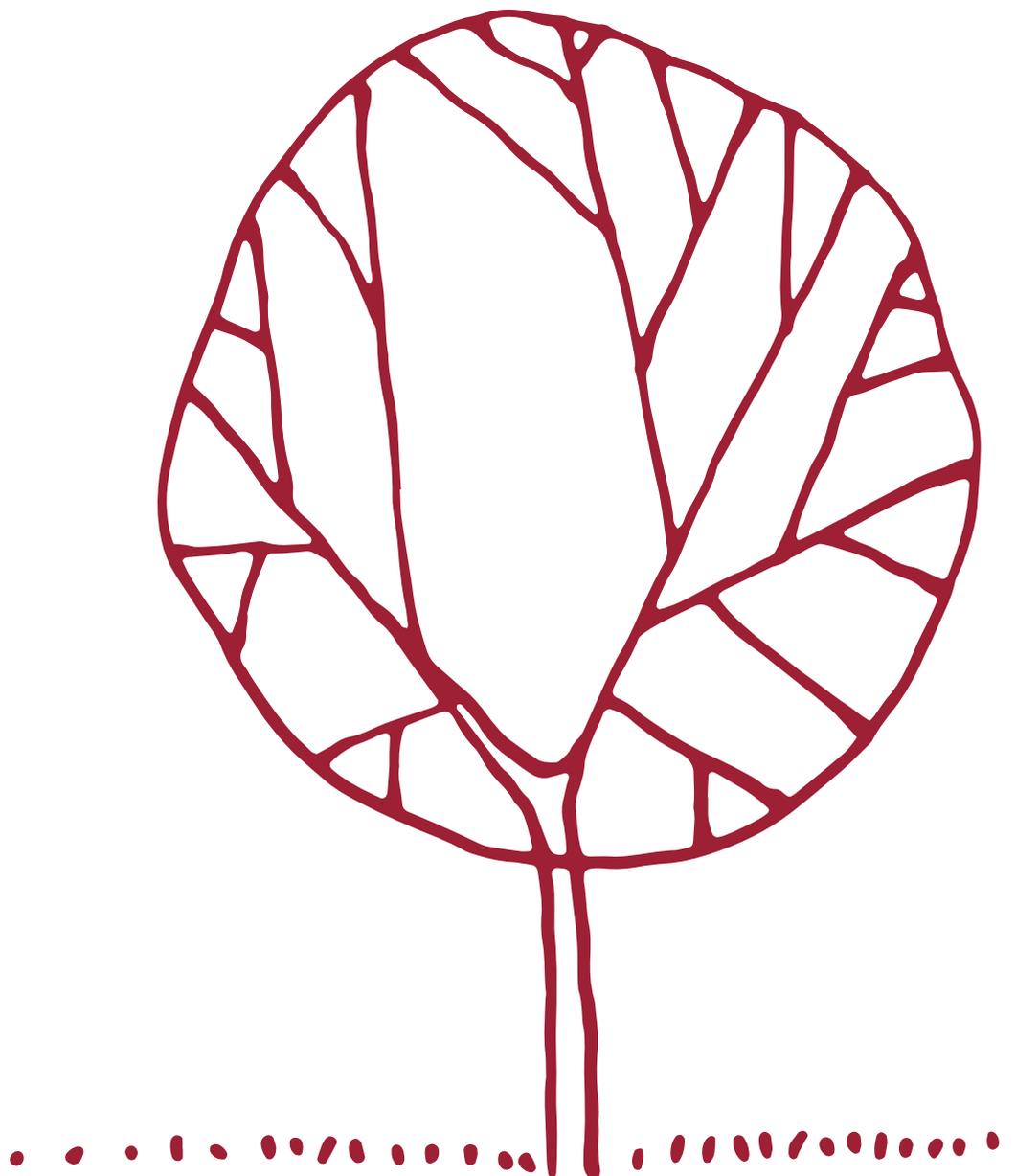
rooted.

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UNIVERSITY OF  
ARKANSAS

Entrepreneurship and Innovation



rooted in

# STUDENT SUCCESS

**54**  
student teams  
formed from innovation  
& entrepreneurship  
programs and initiatives

**TWENTY  
THREE**  
DIFFERENT  
STUDENT  
MAJORS

**50%**  
growth  
IN COMMUNITY  
PARTNER  
INVOLVEMENT

**420** WORKSHOP  
ATTENDEES

**190+**  
professional  
mentoring hours

during Friday Office Hours at the Hub

**102**  
workshops &  
speaker series

\*PHOTOGRAPHY IN "ROOTED 2019"  
PROVIDED BY RALEIGH WOODS,  
OEI STUDENT LEADER



SameSport founder, Olga Khokhryakova and friends



# rooted in **COMMUNITY**

**The Social Innovation Initiative** allows UA students, faculty and staff to learn about pressing **social and environmental problems affecting our community**. They work in interdisciplinary teams with partner organizations, both non-profit and for-profit, to address these problems.

In 2019, graduate students Carlos Diaz and Enrique Sanchez Headley presented a solution to minimize excess water usage in agriculture. Their prototype monitors soil temperature, moisture, salinity and humidity to notify farmers when a plant needs water. Their team, **Suelo**, won the annual Social Innovation Challenge for their proposal to **launch a pilot project** using their technology in locations across campus.

Moscow native and graduate student Olga Khokhryakova is developing an online platform, called **SameSport**, aimed at improving equity in the world of sports by connecting people with and without disabilities over shared activities. In 2020 she intends to pursue the university's **New Venture Development** program to move her idea forward.

## **INNOVATE 2 LEAD EXECUTIVE EDUCATION**

In partnership with Walton College Executive Education, the Innovate 2 Lead program expanded in 2019. Serving professionals in large and mid-sized corporations and non-profits, i2L offers experiential learning opportunities in human-centered design for leaders and teams. **In 2019, i2L served over 200 participants across multiple industries and brought in revenue to directly support our student programs.**



# rooted in **PURPOSE**

The Office of Entrepreneurship and Innovation **creates and curates** innovation and entrepreneurship experiences for students **across all disciplines**. Through the Brewer Family Entrepreneurship Hub, McMillon Innovation Studio and Startup Village, we provide free workshops and programs – including social and corporate innovation design teams, venture internships, competitions, and startup coaching. We offer **on-demand support for students** who will be innovators within existing organizations and entrepreneurs who **start something new**.



HILL FEST, 2019

## OUR TEAM

**Sarah Goforth**, Executive Director  
**Jessica Salmon**, Senior Director Strategy & Innovation  
**Rogelio Garcia-Contreras**, Director of Social Innovation  
**Deb Williams**, Director of Student Programs  
**Cari Humphry**, Marketing and Communications Manager  
**Kristen Kiefer**, Administrative Support Supervisor  
**Stacie Burley**, Innovate 2 Lead Program Manager  
**Brandon Howard**, Public Information Specialist  
**Madison Sutton**, Social Innovation Program Manager

### Student Leaders:

Raleigh Woods  
Natalie Means  
Kyle Berger  
Rebekah Lopez-Farrer  
Kyle Sadler  
Noah West  
Christopher Orellana

# rooted in **ENTREPRENEURSHIP**

## **BREWER FAMILY ENTREPRENEURSHIP HUB OFFICE HOURS**

Who knew Friday afternoons at the Hub would be our favorite time of the week? We piloted "Friday Office Hours" based on consistent feedback from the **student and alumni startup community**. Every Friday, an experienced group of **volunteer mentors provide free consultation** in intellectual property, legal issues, company formation, funding strategies, business development, and more. Friday Office Hours resulted in 190+ consulting hours, serving 30% undergrad students, 35% graduate students, 20% faculty and 15% alumni across 19 majors & degree programs.

## **NSF I-CORPS**

The second year of the National Science Foundation I-Corps site program attracted **12 faculty and student teams**. An accelerated summer program required teams to conduct customer discovery and iterate on their technologies and business ideas. Nine of the 12 teams continued moving their ideas forward with the funding provided by the NSF. **CelluDot**, an I-Corps graduate student team, joined the **New Venture Development** class in the fall. Their technology seeks to reduce the drift of harmful agrochemicals, a solution for both farmers and the environment.



STARTUP VILLAGE  
OPEN HOUSE, 2019

## **STARTUP VILLAGE**

Doors to the U of A Startup Village opened in November 2019. This unique space, located at the corner of Dickson and Block, is home to young companies and nonprofits as they work toward financial viability. Startup Village offers free operational space, a physical mailing address, collaboration opportunities with other founders, and convenient access to entrepreneurial support services and training opportunities in downtown Fayetteville. The first cohort of members includes ventures run by students, alumni, and faculty in fields ranging from medical devices to robotics to educational technology.



# rooted in **EXPERIMENTATION**

SEED FUNDING  
LUNCH 2019

## VENTURE INTERNSHIP PROGRAM

An internship like no other...

The Venture Internship Program exposes students to the inner-workings of early-stage companies and the decision-making inherent to **startup environments**. Launched in the fall of 2019, the Office of Entrepreneurship and Innovation matched 24 talented undergraduate students with startups, entrepreneurship support organizations, and investor networks across Northwest Arkansas for semester-long internships. Interns were selected based on their interest in innovation and entrepreneurship as well as the alignment of their skills with placement opportunities and their academic record. This partnership also allows startups and entrepreneurship support organizations to **recruit talented student interns** with as little administrative burden as possible.

## SEED FUNDING LUNCH

Limited resources are a reality for our students. In Fall 2019 over 20 community and campus donors supported our vision to provide prototyping resources to **students with innovations and business ideas**. On November 13, 16 student teams competed for funding in a speed-pitch session at the Brewer Family Entrepreneurship Hub. Seven teams won up to \$1,000 each in **seed funding** for their ideas. The competition was judged by donors, innovators and entrepreneurs from throughout the region.

“What gets me so excited about the **Venture Internship Program** is watching a student recognize that they have the capacity to identify what skills are needed for a project and figure out how to get them without direction. Out of necessity, they are realizing their own capacity to learn and add value.”

-Deb Williams, Director of Student Programs,  
Office of Entrepreneurship and Innovation

The McMillon Innovation Studio shapes the future of commerce by developing and enabling students to be **catalysts of innovation**. The Studio hosts interdisciplinary student collaboration teams and provides prototyping space for students and faculty across campus to connect and create together.

## DEMO DAY

On Friday December 6, eight student teams unveiled their **learnings and prototypes** as part of the 2019 Demo Day at the McMillon Innovation Studio in the company of faculty, mentors and Walmart Chief Executive Officer Doug McMillon. The students harnessed human-centered design principles to **solve problems** in retail, healthcare and food – everything from improving the sustainability of everyday products to bridging the digital divide.

Their projects addressed local issues as well, including improving trail access for residents of downtown Springdale and building an on-campus hostel to promote inclusivity among students.



DEMO DAY 2019

FALL 2019  
DESIGN  
TEAMS

46  
STUDENTS

8  
DESIGN TEAMS

20  
DIFFERENT  
MAJORS

1,300  
VOLUNTEER  
HOURS

WHAT **OBSTACLES**  
IN THE PAST HAVE  
HELD YOU  
BACK FROM  
INNOVATING?

\*from McMillon Student  
Team Snapshot, 2019

FEAR

OPPORTUNITY

RISK OF FAILURE

SELF-DOUBT

RESOURCES

GAPS IN TRAINING

NOT ENOUGH TIME

rooted in  
**INNOVATION**

We value a "no-go". We celebrate pivots. We applaud the learning opportunities that we can only find in mistakes. Not all of our stories are financial successes or headline-worthy.

But we find purpose in them all.

# rooted in RESILIENCY

**"There was a time I felt like I was walking around in circles... It took me time to realize that it is not a circle but a spiral, and every time you feel you finished the circle you actually appear at a new level."**

*Olga Khokhryakova  
Founder, SameSport.RU*

**"As a researcher, I am confident in the data backing up our core technology. But bringing it to market is a totally different equation..."**

*Joseph Batta Mpouma,  
CEO, CelluDot  
PhD candidate,  
Microelectronics-Photonics;  
New Venture Development  
alum; I-Corps participant*

**"...pivoting is hard when you are attached to ideas that you think should be implemented, but embracing change bears more fruit and paves the way for new or even better ideas."**

*Odessa Elie, McMillon Design  
Team project leader, Enactus*

**"...everything suddenly falls apart, chaos erupts within the team, and you temporarily lose your footing, but by trusting the process, exhibiting patience, and asking for help, everyone will learn from the process."**

*Chris Enslin, McMillon Design  
Team project leader*

# rooted in SUPPORT

Anonymous Donors  
Arkansas Executive Forum  
ASBTDC  
Ramsay Ball  
Kelly & Steve Barnes  
BioVentures, LLC  
Clete & Tammy Brewer  
Jerry & Kay Brewer  
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Steve & Jamie Clark  
Endeavor NWA  
Frank & Judy Fletcher

Sonny Gosain  
Grit Studios  
I-Fund  
Innovate Arkansas  
Kraft-Heinz Corporation  
Greg & Hannah Lee  
Doug and Shelley McMillon  
McMillon Studio Mentors  
Movista  
National Institutes of Health  
National Science Foundation  
New Venture Development Mentors

Northwest Arkansas Council  
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Social Innovation Community Partners  
Start-Up Junkie  
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The Station (Teen Action Support Center)  
University of Arkansas for Medical Sciences  
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