

FALL 2022

entrepreneurship & innovation
WORKSHOPS

8.30.22 / 12:30-1:45PM

@THE HUB

① OPEN TO CHANGE

Learn to adapt and respond to an ever changing world. Attendees will learn how to view problems from a new perspective and break out of the status quo mindset. Led by Stacey Mason, CEO/founder, The Improv Lab

9.6.22 / 6-7PM

@THE STUDIO

② AGILE

Gain an understanding of what an Agile mindset is and be introduced to common Agile project management frameworks including Kanban, Scrum, Scrumban, Lean, & Extreme Programming.

Led by Erin Helf, Director of Engineering and Technology, JB Hunt

9.22.22 / 5-7PM

@THE HUB

③ PITCH CAMP

Learn the principles of how to effectively pitch a company or idea, pitching best practices, and have an opportunity to practice new skills in an action-packed workshop.

Led by Permjit Valia, co-founder, Flight and Partners

FOOD PROVIDED
AT ALL WORKSHOPS

④

EXPLAINING NFTs 9.27.22 / 6-7PM / @THE GREENHOUSE

Full of hype, opportunities and questions, the NFT marketplace is a mystery. This workshop will discuss considerations on protecting your NFTs in a decentralized world.

Led by Joe Payne, founder, Society of the Hourglass

⑤

PITCH YOUR IMPACT VENTURE

10.05.22 / 12-1PM / @THE HUB

Impact ventures are startups with a purpose. Socially conscious companies can attract investors who are committed to making an impact in addition to a profit. This workshop will teach communication skills and what language to use when talking to an impact investor. Led by Jensyn Hallet, Director of Impact Capital, Heifer International



UNIVERSITY OF
ARKANSAS

Entrepreneurship and Innovation

MORE

sign up at entrepreneurship.uark.edu



PROBLEM SOLVING WITH BLOCKCHAIN

10.25.22 / 6-7PM / @THE HUB

This workshop will share true stories about how some local startups are building companies that contribute to the Internet of Things.

Led by Liam La Fargue, Director of Growth, Mycelium

11.1.22 / 12:30-1:45PM

@THE HUB



INFLUENCER MARKETING

This workshop will teach how to leverage and use your social media accounts to grow your following and build your brand.

Led by Dominique Blake, Olympian & serial entrepreneur

11.8.22 / 12:30-1:45PM

@THE HUB



BUILD YOUR NETWORK

Networking events ...Who do you talk to? What do you do? How do you stay connected to the people you've met? This workshop will provide tips and tools for networking effectively. Led by Stacey

Mason, CEO/founder, The Improv Lab

OUR LOCATIONS:

01 DOWNTOWN
FAYETTEVILLE



THE HUB

*Brewer Family
Entrepreneurship Hub*

123 W. Mountain St.
Fayetteville, AR

02 U of A
CAMPUS



THE STUDIO

*McMillon Innovation
Studio*

146 N. Harmon Ave.
Fayetteville, AR

03 TRAIL-SIDE IN
BENTONVILLE



THE GREENHOUSE

*at the Bentonville
Collaborative*

702 SE 5th St. Suite 46
Bentonville, AR

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