



STARTUPS + EDUCATION + ECONOMIC DEVELOPMENT
OCTOBER 11 + 12, 2022 + FAYETTEVILLE, ARKANSAS

Sam M. Walton
College of Business



UNIVERSITY OF
ARKANSAS

Entrepreneurship
& Innovation

Day 1

October 11, 2022



11:00A Check in with lunch Fayetteville Public Library

12:00P Welcome
Tiffany Henry, Instructional Designer,
Office of Entrepreneurship and Innovation,
University of Arkansas



Matthew A. Waller, PhD, Dean, Sam M. Walton College of
Business, University of Arkansas



Mike Malone, Vice Chancellor of Economic Development,
University of Arkansas



12:30P **Keynote: Beyond Collisions: Building an Infrastructure for
Entrepreneurs:**
Maria Meyers, Founder, SourceLink,
University of Missouri-Kansas City Innovation Center



1:15P Table Discussion: Ecosystem Assessment

2:00P Break

2:15P **Unlocking the Entrepreneurial Toolbox:**
Sarah Goforth, Executive Director, Office of Entrepreneurship
and Innovation, University of Arkansas



3:00P Table Discussion: Identifying the Problem

3:45P Break

4:00P **Creating a Culture of Innovation with Students**
Rachel Sullivant, Associate Director, McMillon Innovation
Studio, Office of Entrepreneurship and Innovation, University of
Arkansas



Justin Urso, Director, McMillon Innovation Studio,
Office of Entrepreneurship and Innovation,
University of Arkansas



Amanda Thomsen, Undergraduate Student, Economics and
Math major
Toma Tomonari, Undergraduate Student, Business major



4:45P Table Discussion: Building Your Coalition

5:30P Report Out

6:00P Happy Hour: Brewer Family Entrepreneurship Hub

7:00P Networking Dinner: Pryor Center

7:30P **Seed Fund Pitch Contest**
Moderator: Madison Sutton, Program Manager of Competitions,
Office of Entrepreneurship and Innovation, University of
Arkansas // Sponsorship by 46VC



Day 2

October 12, 2022

8:00A Breakfast Fayetteville Public Library

9:00A **Panel Discussion: Entrepreneurship Across Arkansas**
Moderator: Randy Wilburn, Founder and Host, I Am
Northwest Arkansas Podcast



Kwami Abdul-Bey, Master of Public Service student,
Clinton School of Public Service

Richard Dunsworth, President, University of the Ozarks

Latisha Settlege, PhD, Dean, College of Business &
Industry, University of Arkansas – Ft. Smith



10:00A Break

10:15A **Connecting with Local Startups:**
Deb Williams, Student Programs Sr. Director, Office of
Entrepreneurship and Innovation, University of Arkansas



Jason Riley, Program Manager of Venture Internships,
Office of Entrepreneurship and Innovation, University of
Arkansas

April Roy, Founder and CEO, femPAQ,
Edwin Ortiz, Founder and CEO, Rejoicy
Morgan Walker, Program Manager of Incubation,
Greenhouse Outdoor Recreation Program, Office of
Entrepreneurship and Innovation, University of Arkansas



11:00A Lunch 641.DELI Damgoode Pies
Cheers Jammin' Java

1:00P **Incubating Local Talent:**
Phil Shellhammer, Sr. Director, Greenhouse Outdoor
Recreation Program, Office of Entrepreneurship and
Innovation, University of Arkansas



Kaushik Ramini, Mechanical Engineer, Sphero

1:45P Table Discussion: Action Planning

2:30P Break

2:45P **Great Places: Great Entrepreneurship:**
Nathan Willingham, Federal Grants Lead, Rural
Innovation Strategies, Inc.



3:30P Table Discussion: Next Steps

5:00P Dismiss

Lunch Process

In an effort to support our community's entrepreneurs, we have partnered with Experience Fayetteville to provide lunch on the Square! At the bottom of this form is a ticket that can be redeemed for lunch at the below listed restaurants.

Ticket Details:

\$20 value + 20% tip on food and beverage cost only (no tip on tax). Alcohol is prohibited.

Restaurants:

641.DELI:
 (Inside Fayetteville Public Library)
 Salads, sandwiches, melts

Cheers:
 1 W Center St
 Burgers, steak, sandwiches, salad

Damgoode Pies:

37 E Center St
 Pizza, salad

Jammin Java:

1 W Mountain St #228
 Salad, sandwiches,
 smoothies, coffee

Collaboration made possible
 with support from
Experience Fayetteville.



LUNCH TICKET

October 12, 2022 | 11am - 1pm

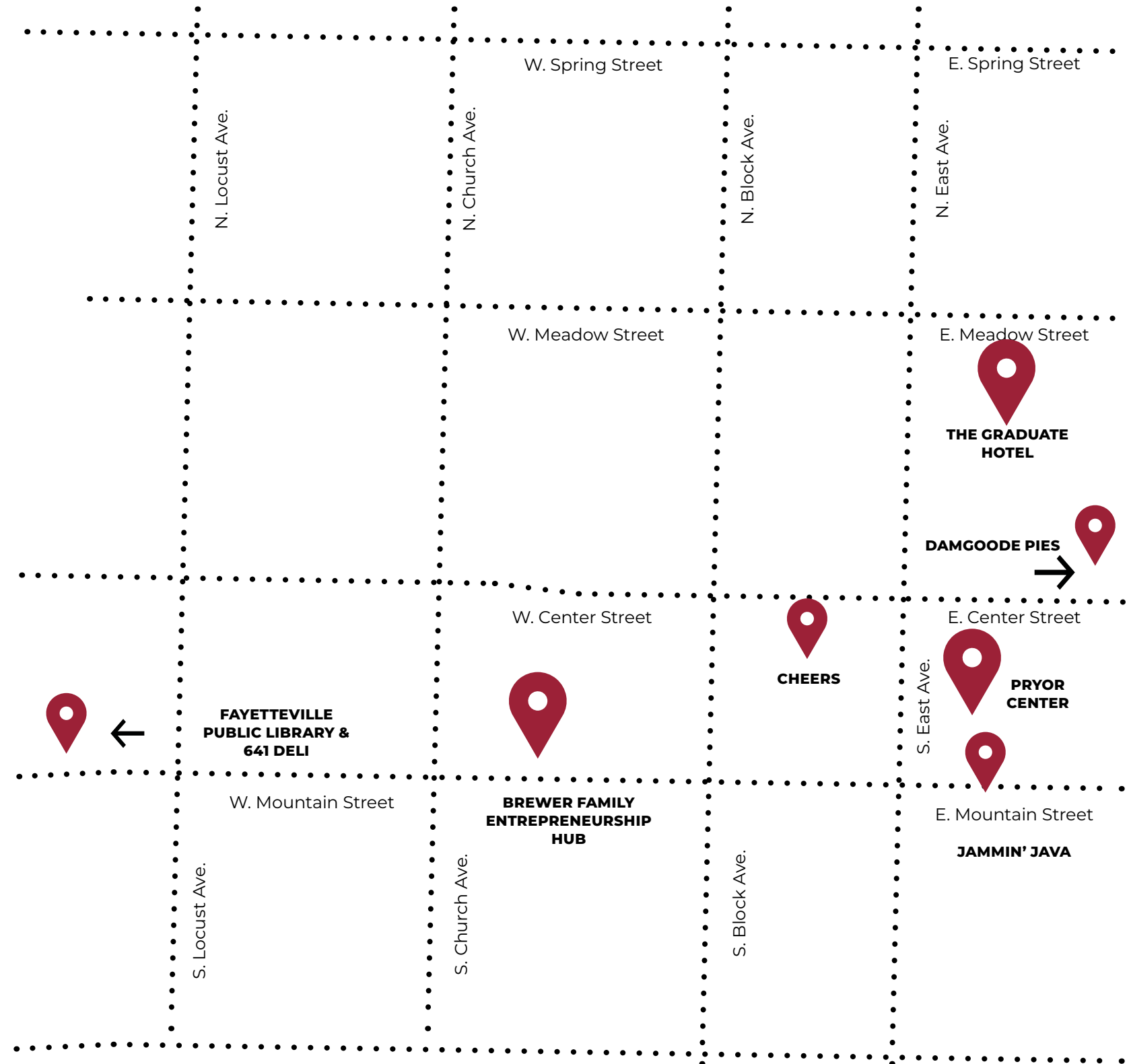
\$20 value + 20% tip on food and beverage cost only (no tip on tax). Alcohol is prohibited.

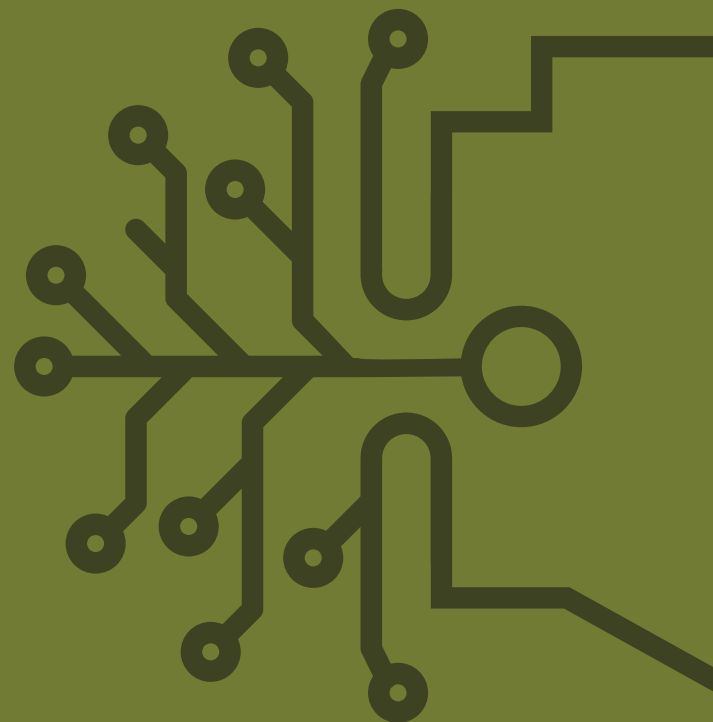
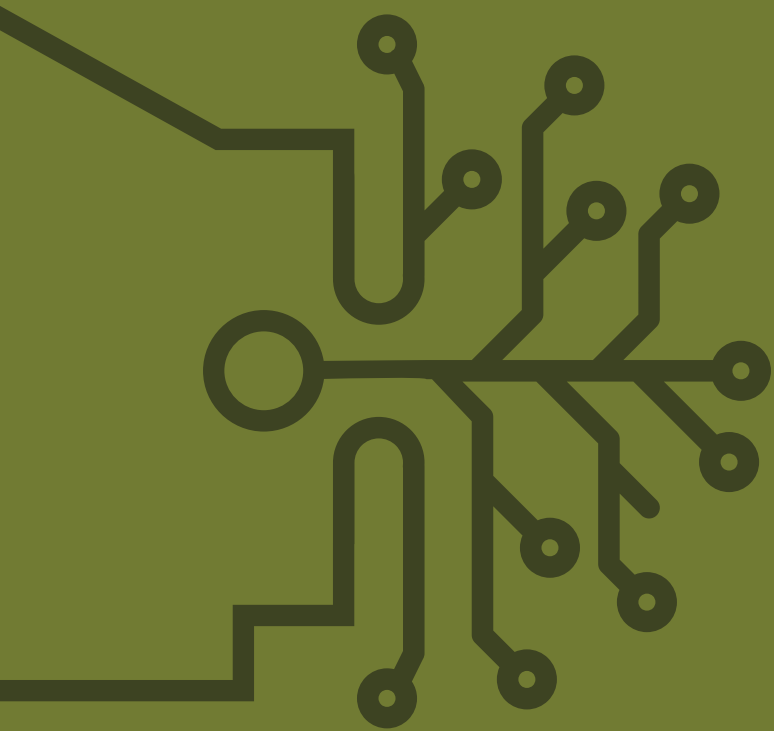
Participating Restaurants:



Contact: Tiffany Henry, tahenry@uark.edu

DOWNTOWN FAYETTEVILLE





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