The Social Innovation Initiative allows UA students, faculty and staff to work on 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.

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, the program offers experiential learning opportunities in human-centered design for leaders and teams. In 2019, the program directly supported our student programs across multiple industries and brought in revenue to directly support our student programs.

In 2019, over 200 participants attended i2L workshops & speaker series and our student teams formed from innovation & entrepreneurship programs and initiatives. 54 student teams are now working on their ideas at the Student Success Hub. 102 workshops & speaker series were served to 130+ professionals during Friday Office Hours at the Hub. 50% growth in community partner involvement. 420 workshop attendees.
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 student 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 at 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.

INNOVATION’S LEAD EXECUTIVE

In partnership with Walton College’s Executive Education, the Innovate 2 Lead program expanded in 2019. Serving professionals in large and mid-sized corporations and non-profits, this nine-week, fully experiential learning opportunity is human-centered design for working professionals. In 2019, 420 participants across multiple industries and brought in a revenue stream to directly support our student programs.

OUR TEAM

Sarah Geibert, Executive Director
Jessica Talbot, Senior Director Strategy & Innovation
Peggy Garcia-Greene, Director of Social Innovation
Kris Rhines, Director of Student Programs
Kris McMillon, Brewer Family Entrepreneurship Hub Executive Director
Kimberly Krueger, Administrative Support Supervisor
Stacy Smith, Innovate 2 Lead Program Manager
Kathleen Howard, Public Information Specialist
Morgan Talbot, Social Innovation Program Manager

Student Leaders:
Rajay Chandras
Natalie Means
Kyle Berger
Rebekah Lopez-Farrer
Kyle Sadler
Noah West
Christopher Orellana

INNOVATE 2 LEAD EXECUTIVE EDUCATION

54 student teams formed from innovation & entrepreneurship programs and initiatives

TWENTY THREE different student majors

50% growth in community partner involvement

420 workshop attendees

102 workshops & speaker series

190+ professional mentoring hours during Friday Office Hours at the Hub

“Photography in ‘Rooted 2019’ provided by Raleigh Woods, OEI Student Leader

Student Leaders:
Rajay Chandras
Natalie Means
Kyle Berger
Rebekah Lopez-Farrer
Kyle Sadler
Noah West
Christopher Orellana

HILL FEST, 2019

SameSport founder, Olga Khokhryakova and friends

*PHOTOGRAPHY IN “ROOTED 2019” PROVIDED BY RALEIGH WOODS,
OEI STUDENT LEADER

Our Office of Entrepreneurship and Innovation embraces and curates innovation and entrepreneurship experiences for students across all disciplines through the Brewer Family Entrepreneurship Hub, the Walton Innovation Studio and the Social Innovation Design Team – bringing together seeds of change into high-impact projects and programs – initiating social and corporate innovation design teams, mentorship, internships, competitions, and startup coaching. We are on-demand support for students who want to be innovators within existing organizations and entrepreneurs who want to start something new.
The Social Innovation Initiative aligns UA students, faculty and staff to work on 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 student Carlos Daza 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.

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, all levels, experiential learning opportunities in human-centered design for working professionals. In 2019, 420+ professional mentoring hours during Friday Office Hours at the Hub.

50% growth in Community Partner involvement

190+ professional mentoring hours during Friday Office Hours at the Hub

54 student teams formed from innovation & entrepreneurship programs and initiatives

102 workshops & speaker series

54% of 2018/19 growth in Community Partner involvement

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, all levels, experiential learning opportunities in human-centered design for working professionals. In 2019, 420+ professional mentoring hours during Friday Office Hours at the Hub.

In 2019, i2L served over 200 participants across multiple industries and brought in revenue to directly support our student programs.

Student Leaders:
Ravish Vohra
Noah Means
Kyle Berger
Rebekah Lopez-Farrer
Noah West
Christopher Orellana
COMMUNITY rooted in

The Social Innovation Initiative allows UA students, faculty and staff to work on 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.

STUDENT SUCCESS rooted in

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 – for those interested in launching a business. We focus on demand support for students who want to be innovators within existing organizations and entrepreneurs who start something new.

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, all day, experiential learning opportunities in human-centered design for workers and teams, in 2019, included over 200 participants across multiple industries and brought in revenue to directly support our student programs.

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

TWENTY THREE different student majors.

50% growth in community partner involvement.

190+ professional mentoring hours during Friday Office Hours at the Hub

102 workshops & speaker series

“In the class of 2020, there were 24% women and 19% minority students. "I think that’s our best result so far," said Nuno Menezes, the program’s director. "On the other hand, almost half of the students are from ...” - Finance

*PHOTOGRAPHY IN “ROOTED 2019” PROVIDED BY RALEIGH WOODS, OIE STUDENT LEADER

Student Leaders:

Raleigh Woods
Natalie Herring
Kyle Berger
Christopher Orellana

OUR TEAM

Sarah Gerber, Executive Director
Jessica Salinas, Senior Director Strategy & Innovation
Pamela Garcia-Greene, Director of Social Innovation
Derek McMillon, Director of Student Programs
Kevin Roberts, Social Innovation Program Manager
Kristen Ragle, Administrative Support Supervisor
Steven Talbot, Innovate 2 Lead Program Manager
Brian Howard, Public Information Specialist
Madison Sutton, Social Innovation Program Manager

In 2019, Innovate 2 Lead offered over 200 professional development opportunities for students across all disciplines. The program expanded its focus on human-centered design and brought in revenue to support student programs. The Office of Entrepreneurship and Innovation serves professionals in large and mid-sized corporations and non-profits, providing experiential learning opportunities in human-centered design for workers and teams. In 2019, over 200 participants across multiple industries were engaged, and the program brought in revenue to directly support student programs.
The McMillon Innovation Studio shapes the future of commerce by developing and fostering student teams to be catalysts of innovation. The Studio enables 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 learnings and prototypes as part of the 2019 Demo Day at the McMillon Innovation Studio in the company of faculty mentors and the McMillon Innovation Studio’s National Science Foundation (NSF)-funded I-Corps Site program. The teams showcased how human-centered design principles to solve problems in retail, healthcare and food — everything from improving the sustainability of products to bridging the digital divide.

The projects addressed local issues as well as improving techniques to advocate for residents of downtown Springdale and building an on-campus homeless pod to promote inclusivity among students.

"As a researcher, I am confident in the data backing up our core technology. But to get it to market is a totally different conversation," said Joseph Batta Mpouma, PhD candidate, Enactus; Team project leader, CelloDot.

"I believe in the power of the process." — and you temporarily lose your footing, but by trusting the process, exhibiting patience, and asking for help, everyone will learn from the experience.

Not all of our stories are about financial successes or headline-worthy events. We value a "no-go." We celebrate pivots. We applaud everyone who has looked down the rabbit hole for ideas that didn’t pan out, but have contributed to thinking differently about the world and generating even better ideas."

"...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."
The McMillion Innovation Studio shapes the future of commerce by developing and supporting student teams to be catalysts of innovation. The Studio fosters 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 McMillion Innovation Studio. In the company of faculty, mentors and Samsen Chief Executive Officer Doug McMillon, student teams pitched their innovative human-centered design principles to solve problems in retail, healthcare, and food — everything from improving the sustainability of products to bridging the digital divide.

Their projects addressed broad issues as well as improving small-scale activities for residents of downtown Springdale and building an on-campus hotel to promote inclusivity among students.

“Friday Office Hours” based on consistent feedback from the startup community.

BRENNER FAMILY ENTREPRENEURSHIP HUB OFFICE HOURS
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 the decision-making inherent to startup environments.

The Venture Internship Program exposes students to the inner-workings of early-stage companies. With a goal of bridging the digital divide, our office of entrepreneurship and innovation...

VENTURE INTERNSHIP PROGRAM
On Fridays to like other... The Venture Internship Program exposes students to the inner-workings of early-stage companies. With a goal of bridging the digital divide, "...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."

Limited resources are a reality for our students. In Fall 2019 over 20 community and campus donors supported our Venture Internship Program, providing opportunities for students with innovations and business ideas.

Many of these students were selected based on their interest in intellectual property, legal issues, company formation, or even better ideas.

The Venture Internship Program...

SEED FUNDING LUNCH
Although there were no winners this year, a winning idea by the student teams continued moving their ideas forward with the funding provided by the NSF.

"As a researcher, I am confident in the core technology. But bringing it to market is a totally different..."

New Venture Development Mentors...

"...there was a time I felt like I was walking around in circles... but bringing it to market is a totally different..."

"There was a time I felt like I was walking around in circles... but bringing it to market is a totally different..."

"...there was a time I felt like I was walking around in circles... but bringing it to market is a totally different..."
The McMillon Innovation Studio shapes the future of commerce by developing and connecting student teams to be catalysts of innovation. The Studio fosters interdisciplinary student collaboration teams and provides prototyping space for students and faculty across campus to connect and create.

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 Venture Chief Executive Officer and Brewer Family Entrepreneurship Hub Director Deb Williams. The student teams presented homeward human-centered design principles to solve problems in retail, healthcare, and food — everything from improving the sustainability of products to bridging the digital divide.

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

“Friday Office Hours” based on consistent feedback from the student teams.

Every Friday, an experienced group of volunteer mentors, rooted in student and alumni support services and training opportunities in downtown Fayetteville. The first cohort of members includes ventures run by students, alumni, and faculty in Arkansas for semester-long internships.

Interns were selected based on their interest and investor networks across Northwest Arkansas for semester-long internships. The Venture Internship Program provided students with innovations and their academic record.

“WHAT GETS ME SO EXCITED ABOUT THE VENTURE INTERNSHIP PROGRAM IS THAT YOU’RE CHALLENGING THE DOUBT OF NOT ENOUGH TIME, NOT ENOUGH RESOURCES, NOT ENOUGH INVESTMENT, NOT ENOUGH EXPERIENCE, AND NOT ENOUGH SUPPORT,” said Anthony Westmoreland, Venture Interns Program coordinator. Thanks to the Brewer Family Entrepreneurship Hub, student teams went on to do four seed funding rounds, 13 mentorships, and learning opportunities that provide prototyping resources and campus donors supported our students. In Fall 2019 over 20 community donors, innovators and entrepreneurs from Northwest Arkansas engaged with the Brewer Family Entrepreneurship Hub. Seven teams won seed funding for their projects, and the McMillon Innovation Studio provided prototyping space for students and faculty across campus to connect and create.

At McMillon Innovation Studio, students work together in interdisciplinary student collaboration teams and provide prototyping space for students and faculty across campus to connect and create.

What gets me so excited about the Venture Internship Program is that you’re challenging the doubt of not enough time, not enough resources, not enough investment, and not enough support,” said Anthony Westmoreland, Venture Interns Program coordinator. Thanks to the Brewer Family Entrepreneurship Hub, student teams went on to do four seed funding rounds, 13 mentorships, and learning opportunities that provide prototyping resources and campus donors supported our students. In Fall 2019 over 20 community donors, innovators and entrepreneurs from Northwest Arkansas engaged with the Brewer Family Entrepreneurship Hub. Seven teams won seed funding for their projects, and the McMillon Innovation Studio provided prototyping space for students and faculty across campus to connect and create.

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The McMillin Innovation Studio shapes the future of commerce by developing and deploying student entrepreneurs 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 McMillin Innovation Studio in the company of faculty, mentors and Ward Stare, Chief Executive Officer of Start-Up Junkie, to present their homeward human-centered design principles to solve problems in retail, healthcare and food — everything from improving the sustainability of 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.

What gets me so excited about the student recognition tour is the learning opportunity and the alignment of that learning with the community.

As a researcher, I never know what I’m going to find when I ask a question. But bringing it to a different equation... it bears more fruit and paves the way for new and even better ideas.

The Venture Internship Program

Entrepreneurship doesn’t just happen. It requires a commitment to continuous learning and development to pay off in real-world results. The Venture Internship Program is an immersive, hands-on learning experience designed to give students a full understanding of how to start and build a business.

VENTURE INTERNSHIP PROGRAM

- No experience necessary to apply
- Teams of 4-6 students
- All business majors welcome
- Matches with mentors from the startup community
- Intensive 12-week program
- Full immersion in business development, project management, intellectual property, legal issues, company formation, and more
- Tuition waived for accepted students
- Up to $5,000 in funding
- 

Open House 2019

STUDENT AND ALUMNI OPEN HOUSE

Join us at the Brewer-Clark Family Entrepreneurship Hub to celebrate the first year of the Brewer Family Entrepreneurship Hub. We will have food, drinks, and networking opportunities. This is a great opportunity to meet and connect with students, faculty, and alumni.

BREWER FAMILY ENTREPRENEURSHIP HUB OFFICE HOURS

Who’s there? What's next? Where will innovation emerge? Freshman, sophomores, juniors, seniors, and faculty members are welcome to stop by and join us for Office Hours every Friday from 3-4 pm in the Brewer Family Entrepreneurship Hub.

Village offers free operational space, a physical mailing address, collaboration and 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.

Doors to the U of A Startup Village opened in November 2019. This unique entrepreneurship center houses startup companies as they work toward financial viability. Startup Village is located at the corner of Dickson and Block, and enabling students to be entrepreneurs is rooted in experiential learning.

2019 Team Snapshot

*from McMillon Student Innovation Studio