Intro to the UT Entrepreneurship Ecosystem

R. Scott Livengood – Assistant Director of HKC
UT Startup Ecosystem

- Student Organizations
- Entrepreneur Event Series
- Undergrad & Grad Courses
- University College Programs
- UT Startup Ecosystem
- Bridge to Austin Startup Scene
Cross-campus Collaboration

UT Student

College of Pharmacy
Dell Medical School
Diversity and Community Engagement
LBJ School of Public Affairs
McCombs School of Business
Office of the VP of Research
Cockrell School of Engineering
College of Fine Arts
College of Natural Sciences
Dedman School of Law
School of Undergraduate Studies
Innovation Center
- Fosters startups created by faculty and students by bringing critical resources to the table, while serving as advisers/mentors throughout
  - Longhorn Startup
  - Idea to Product Student Competition (I2P)
  - Professor stARTup Studio

Longhorn Maker Studios
- Makerspace! 3-D printers, laser cutters, acrylic sheets, wood shop, plasma torch, and shop equipment
College of Fine Arts

- **Center for Arts and Entertainment Technologies**
  - New degree program to facilitate the creation of new works and inventions that explore, expand and transform the arts and technology

- **Center for Integrated Design**
  - First-of-its-kind interdisciplinary design program at a public university, teaching students to work and think in a truly multi-dimensional and multi-disciplinary way

- **“The Foundry”**
  - A new maker space in the Fine Arts Library (FAL), will provide tools for pursuing creative impulses and ideas within a space where students can gather to create independently or collaboratively

- **Portfolio in Arts and Cultural Management and Entrepreneurship**
  - Certification Program for those interested in arts, cultural management and entrepreneurship
CNS Intensive Innovation & Entrepreneurship Certificate
  - Collaboration with McCombs focused on experiential learning

Freshman Research Initiative and CNS Inventors
  - Real-world research collaboration between students and faculty

Longhorn Startup Seminar and Lab
  - Seminar is Fall Semester course
  - The Lab is Spring Semester project based course for entrepreneurs building scalable tech companies
Drug Dynamics Institute
- Multi-disciplinary research center where scientists, educators, businesses, and regulatory specialists collaborate in finding solutions to a wide range of biomedical, pharmaceutical and public health issues

UTech Dorm Room
- Wetlab space for life sciences entrepreneurs and bioscience innovation. Managed by the UT’s Drug Dynamics Institute
Design Institute for Health
- Collaboration with the College of Fine Arts focused on design thinking applied to healthcare challenges

Innovation, Leadership, and Discovery Block
- 9-month rotational option for 3rd-year medical students to earn a dual degree or undertake an independent discovery project

Texas Health Catalyst
- Collaboration with Engineering, Natural Sciences, Pharmacy, and Technology Commercialization to identify, develop, and fund exceptional projects
University Entrepreneur Programs

- **Division of Diversity and Community Engagement**
  - Intellectual Entrepreneurship Consortium as academic engagement for the purpose of changing lives

- **Energy Institute**
  - Studies critical energy policy questions that broadens the educational experience of students by creating a community of scholars focused on global energy issues

- **Lyndon B. Johnson School of Public Affairs**
  - RGK Center for Philanthropy and Community Service trains and inspires the next generation of social innovators
Herb Kelleher Center for Entrepreneurship

- Entrepreneur in Residence
  - Office Hours
  - Guest Lecturers

- Entrepreneurial Education and Networking Events
  - Campus Wide Collaboration
  - Entrepreneurship Live/ Money Talks Speaker Series/TexTalks Podcast
  - Ignite Startup Workshops
  - LEAP
  - Startup Connect
Graduate Students

Masters of Science in Technology Commercialization (MSTC)
- One-year master's program focused on the intersection of business, technology, and innovation
- Learn the business skills to profitably launch new innovative new technology products into the marketplace, either within a corporation or a venture of their own

Venture Fellows
- Non-Profit founded by McCombs MBA students
- Provides select MBA’s the unique opportunity to work with venture capital and private equity funds as a part of the curriculum
- MBA Practicum that focuses on world of VC, Private Equity, and Entrepreneurship
McCombs School of Business

- **Texas Venture Labs** - Campus Wide Initiative to accelerate startups in taking their innovations to market and to transform Graduate Students into entrepreneurs and business leaders
  - Accelerator and Venture Expo
  - TVL Practicum and Leadership Practicum
  - Investment Competition
  - Scholarship Competition
  - Venture Partner Program

- **Social Innovation Initiative** – Focus on creating economic, social, and environmental impact
  - Environmental, social and governance (ESG) and impact investing
  - Corporate social innovation
  - Social entrepreneurship
  - Public and social sector innovation
University Entrepreneur Programs

- **Office of the President**
  - Center for Sports Leadership and Innovation
    - Captain’s Academy
    - CSLi Fellowship Program
    - #iLead Panel Series
    - Curriculum on financial literacy and decision making

- **Office of the Provost/International Office**
  - Mandela Washington Fellowship for Young African Leaders Initiative
  - Young Leaders of the Americas Initiative
IC² Institute

- Austin Technology Incubator (ATI)
  - Clean Energy, IT/Wireless, Bio/Health Sciences, Water Technology
  - Landing Pad

- Fast Forward Program
  - Partnership between City of Austin and IC² Institute
  - Focused on Small Business Growth Initiative

- Global Commercialization Group (GCG)
  - Creates and Delivers technology commercialization training and international business development programs globally

- Student Entrepreneur Acceleration and Launch (SEAL)
  - Selective nine-week summer program designed to help student teams tackle the most difficult, deal-killing questions of their new ventures
- **Southwest NSF Innovation Corps**
  - Support Young Scientists and Faculty in testing their funded research for potential commercial applications

- **Office of Technology Commercialization**
  - Responsible for the protection and efficient transfer of university discoveries to the marketplace for the benefit of society
University Entrepreneur Programs

- **School of Law**
  - Entrepreneurship and Community Development Clinic

- **School of Undergraduate Studies**
  - **Blackstone LaunchPad**
    - Campus based entrepreneurship program, accessible by all UT students, designed to support and mentor students, staff and alumni - regardless of major, experience or discipline
  - Women’s Entrepreneurship Incubator
  - **Bridging Disciplines Program BDP**
    - Enables undergraduates to earn an interdisciplinary certificate through a course of study that integrates classroom, research, and internship experiences (16 courses).
      - Social Entrepreneurship & Non-Profits BDP
      - Innovation, Creativity and Entrepreneurship
## Student Organizations

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
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<tbody>
<tr>
<td>Design Collective</td>
<td>Fostering the next generation of designers</td>
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<tr>
<td>GSA/E&amp;I Agency</td>
<td>Connecting Graduate students with ecosystem</td>
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<td>Longhorn E’ship Agency</td>
<td>Student Gov’t (Freshman Founders, Speak, Startup Meetup)</td>
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<td>Longhorn Genesis Program</td>
<td>Mentors, investments, funding</td>
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<td>Longhorn Maker Studios</td>
<td>Connect with Maker Studio</td>
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<td>McCombs E’ship Society</td>
<td>Connecting MBA students with ecosystem</td>
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<tr>
<td>Texas Convergent</td>
<td>Connect Comp. Sci. students with ecosystem</td>
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<tr>
<td>Texas Enactus</td>
<td>Community of student, academic, and business leaders</td>
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<tr>
<td>Texas Israeli Startup Association</td>
<td>Connects Israeli entrepreneurs with ecosystem</td>
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</tbody>
</table>
Undergraduate Courses (Departments)

- Advertising
- Biomedical Engineering
- Chemical Engineering
- Communication
- Computer Science
- Design
- Electrical Engineering
- History
- International Business
- Journalism
- Fine Arts
- Finance
- Grand Challenges Program
- Hebrew
- Management
- Management Information Systems
- Marketing
- Mechanical Engineering
- Music Business
- Operations
- Radio, Television, Film
- Rhetoric & Writing
- Sociology
- Theatre
Graduate Courses (Departments)

- Chemical Engineering
- Education
- Electrical Engineering
- Engineering Management
- Finance
- INF
- Journalism
- Law
- Management
- Management Information Systems
- Marketing
- Mechanical Engineering
- Pharmacy
- Public Affairs
- Technology Commercialization
3 Day Startup
- A “learning by doing” program. The idea is simple: start tech companies over the course of three days

Food + City
- Food+City is a platform for bold exploration of the global food system
- Food Challenge Prize- $50K international competition among business start-ups encouraging innovation in the urban food system

Idea 2 Product
- Technology commercialization competition organized by I2P and the Technology Entrepreneurship Society.

Texas Business Plan Competition
- Statewide undergrad startups – Application deadline Friday!
Texas Business Plan Competition 2017

$22K in prizes

Applications Due 9/22/17

The Premier Business Plan Competition for Undergraduate Students Across Texas
Great opportunity to learn and expand your network

- Engage, Participate, and Interact
  - Events
  - Workshops
  - Competitions
  - Courses

- Leverage Resources on Campus
  - Student Groups
  - UT Faculty and Staff
  - Entrepreneurs in Residence

- Build Your Network
  - Mentors
  - Entrepreneurs
  - Student Peers

What Next??
Key Take Aways Today:

- Extensive Entrepreneur Programs and Resources on campus
- UT (and Austin) encourages collaboration and engagement from students, faculty, and staff to maximize impact
- UT is critical part of Austin Startup Ecosystem
- Everyone should have the “A Guide to the UT Startup Ecosystem” brochure to help them navigate
- Leverage the Kelleher Center as an entry point into the UT startup community

You MUST Engage!!!
What starts up here changes the world!
Herb Kelleher Center for Entrepreneurship, Growth, and Renewal

Luis D. L. Martins, Director
What starts here changes the world!

Setup up Appointment for EIR Office Hours,
https://herbkellehercenter.eirofficehours.acuityscheduling.com/schedule.php

Preston L. James, II, Entrepreneur in Residence
Preston.James@mccombs.utexas.edu
Elements of Startup Ecosystem

Startup Ecosystem
- Ideas, Innovations, Research
- Startups at various stages
- Founders & Entrepreneurs
- Investors
- Mentors
- Advisors

Private
Public
Universities
Entrepreneur Organizations
University Entrepreneur Programs

- Office of Innovation and Strategic Investment
  - The Entrepreneurship Network
    - The Entrepreneurship Network helps UT innovators launch and grow successful startups.
  - 14 UT System Commercialization Offices
  - The UT Horizon Fund
    - Venture Fund for UT related companies
    - $14M Invested to Date, $50M Committed Funding, 15 active Portfolio companies
Longhorn Entrepreneurship Agency
- Agency of student government at the University of Texas at Austin dedicated to enhancing the entrepreneurial culture on our campus.
- Work to build a community where you can connect with other entrepreneurs and people with a wide array of interests.

Graduate Student Entrepreneurship Committee
- Connecting graduate students across a variety of disciplines who have a common interest in entrepreneurship.

McCombs Entrepreneurship Society
- Organization that brings together MBA students with a common interest in entrepreneurship.

Texas Business Engineering Association
- The Business Engineering Association (BEA) is a student-led organization at the University of Texas at Austin for business, engineering, and IT students.
- Provide students with professional opportunities to advance to firms with people with business/engineering/IT backgrounds working together.

Innovation Through Imagination
- To successfully create a student-run venture accelerator that generates ideas, creates business plans, and executes successful entrepreneurial ventures through national competitions.

The GAMMA Program
- The mission of the GAMMA Program is to produce graduates ready to design, develop, and provide leadership for the exploding growth in game, mobile app, and creative media agencies.
- Merge the intellectual power of the Center for Arts and Entertainment Technologies with professional opportunities to advance to firms successful entrepreneurial ventures.
Undergraduate Courses

• Communications Path to Entrepreneurship
• Entrepreneur Journalsm

Graduate Courses

• Competitive Intelligence
• Entrepreneurial Growth
• Entrepreneurial Management
Let’s Hear From You:

- **What would you like to see?** inside and outside of the classroom.
- **How can we support students/faculty more effectively?**
- **Opportunities:** Internships for corporate, startups, & non-profit. International.
- **Resources:** On campus, in Austin and beyond.
Taking it to the Next Level

Where we can all do better?

- **More Collaboration**
  - College of Education
  - College of Communication
  - Other Student Organizations

- **Greater Diversity and Inclusion**
  - Ethnically Diverse
  - Women
  - LGBT
  - Veteran

- **Make it easier to find:**
  - Co-Founders
  - Mobile App and Software Developers
  - Mentors/Advisors
Tradeshow Partners

Southwest Angel Network

GENESIS

galvanize

techstars®

LONGHORN ENTREPRENEURSHIP AGENCY

ATA AUSTIN TECH ALLIANCE

ENTREPRENEUR SOCIETY at McCombs

CALSO

MC MASSCHALLENGE TEXAS

SELL fellowship

Texas Health Catalyst

[RE]verse
Encouraging and Supporting Entrepreneurship In All Its Forms

Herb Kelleher Center Mission

The mission of the Herb Kelleher Center for Entrepreneurship will be to create the finest academic research and teaching center focused on entrepreneurship in the United States. It will bring together financial resources, leading entrepreneurs, students and faculty from multiple disciplines and multiple colleges and universities to develop and communicate new knowledge about entrepreneurship and the entrepreneurial processes, publish case studies in current entrepreneurship, develop and deliver outstanding programs in entrepreneurship, and encourage and facilitate the development of successful entrepreneurs. The Center will link the McCombs School of Business with the entrepreneurial community and other centers of entrepreneurial and related activities within The University.
Research

- **Support entrepreneurship research and case-writing**
  - Faculty Research Grant Program
  - PhD Dissertation Grant Program
  - UT Entrepreneurship Case-Writing Grant Program

- **Enhance reputation of UT as a powerhouse in research on entrepreneurship and innovation**
  - Austin Technology and Entrepreneurship Conference (A-TEC)
  - Cross-departmental research opportunities
Teaching

- Stimulate and support new entrepreneurship courses and academic programs
  - MBA courses: New Venture Creation, Strategic Design Lab, Health Technologies Commercialization Practicum, Social Entrepreneurship Practicum
  - UG courses: Innovation and Entrepreneurship, New Venture Mechanics, Social Impact Practicum
  - Academic Programs: Undergraduate Entrepreneurship Minor, Natural Science Entrepreneurship Intensive (with the College of Natural Sciences)
  - Support other colleges and schools courses: 24 UG & 15 Graduate courses OUTSIDE of McCombs

Stimulating and Supporting Coursework and Experiential Learning
Networks

- Involve entrepreneurs, entrepreneurial organizations, venture capitalists, and others in guiding the HKC
  - HKC Advisory Council
  - Entrepreneurs in Residence
- Learn from successful entrepreneurs and others in the entrepreneurship ecosystem
  - Ignite Startup Workshop series
  - Entrepreneurship Live! speaker series and TEXTalks Podcast
  - Money Talks speaker series
  - Guest lectures and judging panels in courses and competitions

Connecting to the UT and Austin Entrepreneurship Ecosystems
Entrepreneurs in Residence

EIR 1  EIR 2  EIR 3
Entrepreneurship Coordination Committee

The University of Texas at Austin
Moody College of Communication

The University of Texas at Austin
Office of the Vice President for Research

The University of Texas at Austin
College of Natural Sciences

Texas Education
The University of Texas at Austin
College of Education

McCombs School of Business

The University of Texas at Austin
Cockrell School of Engineering

Blackstone LaunchPad
TExAS
The University of Texas at Austin

Herb Kelleher Center for Entrepreneurship,
Growth, and Renewal
Getting Started

Identify Opportunities/Skills

Connect with Austin Community/Ecosystem

Contact Kelleher Center

Use UT Orgs to Get Involved

Attend Free Workshops/Programming/Classes
Primary Entrepreneurship Orgs on Campus

Longhorn Entrepreneurship Agency
Undergraduate Student Focused
utsglea@gmail.com

GSA: Entrepreneurship and Innovation Agency
Graduate Student Focused
Nihal.Parekh@mba18.mccombs.utexas.edu

Shared Goal: Promoting Entrepreneurship Across Campus
Freebies to Take Advantage Of

**Genesis Program**
Equity Free Funding

**Design Collective**
Logos/ Graphics/ Etc.

**TexTalks**
Entrepreneur Podcast

**Maker Studio**
3D Printing

**Kelleher Center**
Ignite Workshops
Key Ent. Skills

**Blackstone Launchpad**
Workspace
Key Links

- HKC Website: www.mccombs.utexas.edu/Centers/Kelleher-Center/
- Genesis Program: www.genesisprogram.org/
- Design Collective: www.facebook.com/dsgncoll/
- TexTalks: www.textalks.info
- Maker Studio: http://makerstudios.engr.utexas.edu/
- Blackstone Launchpad: https://ugs.utexas.edu/blackstone-launchpad
What starts up here changes the world!
Entrepreneurship: The Time is Now!

- Free Resources
- Time
- Reduced Risk
Herb Kelleher Center

- Promotes Student Entrepreneurship Across Campus
- Hosts Free Entrepreneur Focused Events
- EIR Program
Guide to Other Resources

- Placeholder: Guide to UT Ecosystem Screenshot

- Guide to Resources Available on Campus
- Feel Lost? Work with Student Orgs/HKC to Navigate
If You Don’t Know Where to Start…

Student Orgs

Learning Opps

Austin Scene