

FALL 2011 LAVIN VENTURESTART COMPETITION

VENTURESTART WORKSHOPS

The Lavin VentureStart Competition, hosted by the Entrepreneurial Management Center (EMC) and the Entrepreneur Society at SDSU, provides both undergraduate and graduate students with the unique opportunity to learn and experience the entrepreneurial process. During the Fall 2011 Semester, over 160 students attended the following three workshops to hear from speakers with expertise in entrepreneurship and learn more about the competition:

Ideation and Trendspotting Workshop: On September 28th, Bernhard Schroeder, Director of EMC Programs led a workshop discussing the importance of spotting trends in the marketplace and utilizing those trends to create new products, services, and businesses.

Creating a Business Plan Workshop: Joel Gragg, SDSU alum and Principal at Huntington Capital, presented the keys to crafting a strong business plan at the October 24th workshop. Joel discussed the main business plan elements that venture capitalists look for when considering investment opportunities, based on his experience at Huntington Capital.

Giving a Powerful Presentation Workshop: On November 16th, Johnny Chan, Chief Marketing Officer at eBoost Consulting, discussed how to deliver a powerful and engaging presentation. Johnny demonstrated the importance of “storytelling” in order to connect with the audience and gain buy-in from investors and other key stakeholders.

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After attending the three workshops, students were encouraged to draft and submit brief business plans based on their ideas. Four teams were selected to compete in the Fall 2011 Lavin VentureStart Competition.

- ❖ **Ascensu** – *An upgraded manual wheelchair to facilitate increase mobility and usability.*
- ❖ **FriendChip's** – *A healthy alternative to the potato chip, using dehydrated green vegetables.*
- ❖ **Mobile Network Innovations** – *A small, wearable device that links people through location-aware technologies.*
- ❖ **Moquility** – *A mobile application allowing smartphone users to check-in, access menus, order items, and pay bills at restaurants.*



The finals of the Lavin VentureStart Competition took place on December 5th, 2011 in Scripps Cottage. Each team presented their business ideas for 10 minutes followed by a 10 minute question and answer session. Workshop speaker Joel Gragg returned to judge the competition and was joined by two other experts: Brad Chisum, Founder and CEO of Lumedyme Technologies, and Zeynep Ilgaz, Founder and CEO of Confirm BioSciences. The following teams were chosen as the VentureStart winners and won a total of \$900 in cash prizes:

1st Place: Mobile Network Innovations, Inc. | **2nd Place:** Moquility Inc. | **3rd Place:** FriendChip's