

ENTR news

CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION

FALL
2018

The Quest for Inclusive Entrepreneurship



THE PLACE FOR ENTREPRENEURSHIP EDUCATION @ PURDUE

ENTR Instructor and
Executive Coach
Peter Fuller Releases
New Book

Current ENTR
Students Launch
New Business
on Campus

ENTR Joins Purdue in
Celebrating its 150th
Anniversary with our
Alumni's "Giant Leaps"



Photo Courtesy Purdue Marketing/John Underwood

Nathalie Duval-Couetil, MBA, Ph.D., Director of the Certificate in Entrepreneurship & Innovation Program; Associate Director of the Burton D. Morgan Center for Entrepreneurship

A NOTE FROM NATHALIE

Fall 2018 is almost over and the Certificate in Entrepreneurship and Innovation Program is just getting started! It has been an action-packed semester with guest speakers, professional

development workshops, celebrations of Entrepreneurship Week, and an event that will be taking place all year long -- the 150th anniversary of Purdue's founding.

Some of the most innovative students on campus, like seniors Henry Berkemeier (IE); Marek Davis (IE) and Aarti Panda (CS) had their start in the Entrepreneurship Certificate program. These ENTR students recently opened their first frozen yogurt kiosk, FroYo XPress in Purdue's Third Street Market. Learn more about their journey on page 4.

Certificate program alumni represent some of the most dynamic Purdue graduates and Krannert and ENTR Alum Byron Young is no exception. Learn more about the innovative work he is doing at Nike on page 6.

The courses in the Certificate in Entrepreneurship and Innovation Program continue to be taught by regionally-based entrepreneurs and industry leaders. Peter Fuller, a new ENTR Instructor, brings two decades of experience to the classroom where students can learn first hand what it is really like to start a company and advise industry leaders. Learn more about him on page 7.

The Certificate program remains committed to looking at critical issues facing entrepreneurship, one of which is including more women and minorities in entrepreneurship education and practice. Learn more on page 5 about what the research shows and what can be done to help promote equality and profitability in businesses and organizations.



NATHALIE DUVAL- COUETIL
Director

BE SURE TO CHECK OUT THE STUDENT, ALUMNI & INSTRUCTOR SPOTLIGHTS



Share Your Story

Are you an alumni or current student with a great story of how you have put your entrepreneurship education to work? If so, please contact Kasie Roberson, our Marketing & Communications Specialist. We look forward to hearing from you!

Contact Kasie at (765) 494-3386 or roberson7@purdue.edu.



FALL FEATURES



HIGHLIGHTS FROM FALL 2018



FROM LEFT TO RIGHT: Purdue ENTR Alum & Founder of Azzip Pizza Brad Niemeier visited campus to speak with the Entrepreneurship Learning Community; ENTR and IE Student Pranay Parekh launched his massaging backpack EUME; ENTR celebrated Entrepreneurship Week with free Mary Lou doughnuts for our students and friends in Discovery Park; ENTR Instructor and President of GivingSpace Dora Lutz released her new book "The Aspirational Business"; Purdue ENTR Alumni Innovators Michelle Huettner, Samantha Burke, Jason Kienzle and Greg Burns spoke to students in the Entrepreneurship Capstone; Guest speakers Paroon Chadha, Co-Founder and CEO of Passageways; Dora Lutz, Founder and President of GivingSpring; Shireen Hafeez, Founder at Deaf Kids Code and Mikel Berger and Daryl Starr, Founders of Little Engine Ventures spoke with ENTR students about different types of entrepreneurship; ENTR staff greeted December 2018 ENTR graduating seniors at Senior Send-off.

ENTR also welcomed several more guest speakers and held professional development workshops on Interviewing and Presentational Speaking.

STUDENT(S) SPOTLIGHT



Photo Provided by Marek Davis

ENTR SENIORS HENRY BERKEMEIER (IE), MAREK DAVIS (IE) AND AARTI PANDA (CS)

As an entrepreneur, sometimes your original idea can grow into something incredible. Late one night, as a first year student, Marek Davis was headed down to buy a soda when he saw that Harrison Grill had already closed. That sparked the idea for a 24-hour beverage dispenser. After collaborating with advisors and teammates in his ENTR class, the idea shifted focus from beverages to 100% all-natural, dairy free frozen yogurt and the company FroYo XPress began to take shape.

The FroYo team first met in the Entrepreneurship Learning Community and took ENTR 20000 together as first year students. They competed in the Burton D. Morgan Business Plan Competition, taking 2nd place and winning \$10,000 to help make their business a reality. As FroYo grew and evolved so did the FroYo team. FroYo co-founder Henry Berkemeier (IE) joined co-founders Marek Davis (IE), and Aarti Panda (CS) and further developed their idea for FroYo XPress. Co-founder Marek Davis stated, “The ENTR program provided us the community, advising and mentorship needed to succeed in building our business model at the early stages.”

FroYo XPress takes the self-serve, pour-your-own experience that customers love in the form of a kiosk in a high foot-traffic location at Purdue's Third Street Market. FroYo XPress's competitive edge comes from the kiosk system allowing them to avoid paying rent and the cost of several expensive frozen yogurt machines, utilities, and labor.

Co-founder Aarti Panda, a senior studying Computer Science and pursuing the Certificate in Entrepreneurship and Innovation, said that the support from the ENTR Certificate (including the Burton D. Morgan Foundation), Purdue Foundry, the co-founders' academic departments, and Purdue Dining and Catering has given their team the ability and autonomy to create something that she is excited about and which allows her to apply her technical skills in a venture as a student.

Henry Berkemeier, a senior studying Industrial Engineering and pursuing the Certificate in Entrepreneurship and Innovation, admits, “I didn't see myself co-founding a company in college, but working on a startup has been one of my favorite parts of my Purdue experience.”

FroYo XPress and its co-founders are great examples of how important a multidisciplinary approach is to solving problems, which in this case led to an innovative new venture that benefits fellow Boilermakers.



FroYo XPress Co-founders with Purdue Provost Jay Akridge at the launch of their first kiosk in Purdue's Third Street Market on October 12, 2018. Photo by Kasie Roberson

THE QUEST FOR INCLUSIVE ENTREPRENEURSHIP



Policymakers have called women the “rising stars of the economy” and those who hold the “future of entrepreneurship in their hands”. However, when it comes to entrepreneurship and technology entrepreneurship, in particular, there is still a long way to go to achieve parity with men. While there has been some progress in the percentage of all firms created by women, the businesses they found continue to be smaller and less profitable. This was the topic of a presentation at the recent Boilermakers by the Bay event sponsored by the Krannert School of Management in Menlo Park, California. Dr. Nathalie Duval-Couetil did a presentation titled “The Gendering of Entrepreneurship” to raise awareness of the disparities and obstacles that need to be overcome to achieve parity. Many initiatives designed to help women entrepreneurs are focused on overcoming explicit barriers such as access to startup capital and mentorship. While these are extremely helpful and necessary, they do not appear to be sufficient to make great strides in technology or high growth entrepreneurship where women represent only around 10% of participants across a number of metrics.

Building on the work of former Purdue graduate student and postdoctoral researcher Dr. Mandy Wheadon, Dr. Duval-Couetil presented a number of perspectives that could make entrepreneurship more inclusive of women and unrepresented groups, more generally. Some of these have to do with cultural norms. For example, even the fact that we often use the term “female entrepreneur” suggests that they deviate from this norm (similar to when we use the term “male nurse” or “female surgeon”).

One aspect of culture where these gendered beliefs are reinforced is the media. To understand more deeply just how this occurs, Dr. Mandy Wheadon analyzed the entire first season of *Shark Tank*, which included 68 pitches, to deconstruct the language, interaction and production of the show that is supposed to reflect reality. The results were recently published in an article showing that the media reinforces male stereotypes by showing men negotiating more aggressively and females pitching more products associated with women and families, among many other findings.



Dr. Nathalie Duval-Couetil speaking at Boilermakers by the Bay. Photo by Jacqueline Knotts

What can be done about the gendering of entrepreneurship? Some suggestions are to refrain from positioning women entrepreneurs from a deficit perspective, or comparing men and women entrepreneurs as if they are mutually exclusive groups. Instead, we should look at similarities that both men and women entrepreneurs face and try to solve those. We can also think more about the images and the words we use to promote entrepreneurial activities so as not to reinforce stereotypes. That way, when we hear about an entrepreneur, we won’t automatically think of someone like Mark Zuckerberg, but instead a more diverse group of successful entrepreneurs.

ALUMNI SPOTLIGHT

The secret to choosing a rewarding career is finding something you are passionate about. This is exactly what Byron Young, a 2012 Krannert Alum in Management and Marketing and a recipient of a Certificate in Entrepreneurship and Innovation, has done in professional positions that require him to transform data, consumer insights, and analytics into proper marketing techniques. He is currently the Manager of City & Territory Analytics at Nike. This role requires Byron to sift through data, identify critical information, develop hypotheses, and make recommendations to senior leadership, all things he finds rewarding and interesting.

Byron believes innovation is critical to further his company's brand and support the growth of his teammates. He states, "*[I enjoy] the ability to identify areas of opportunity and build a cross-functional plan to deliver results for the team. I love to brainstorm, find patterns in data and then bring those strategies to life in the retail world!*"

Byron values his time in the Certificate in Entrepreneurship and Innovation Program because he says it gave him the ability to understand business from multiple points of view and showed him the value of collaborative teamwork. He believes that the program challenges students to break away from the status quo and pursue continuous growth for themselves and the organization for which they work.

As a leader, Byron has taken the initiative of discovering and implementing new marketing strategies throughout his career. Working for Target straight out of Purdue, Byron was the first to suggest they carry Big & Tall apparel to gain market share. Using his knowledge of strategic management, Byron then went on to create the first inventory planning team at Mad Engine LLC saving the company millions of dollars in inventory. All of which led him to Nike where he has the opportunity to analyze product positioning to best appeal to the needs of the consumers.



Photo Provided by Byron Young

BYRON YOUNG

Byron's experiences after Purdue are those students dream about. He has become a great example of an intrapreneur – an innovative employee who rises in their career not only because of hard work, but also because of their ability to think critically and creatively. Be sure to keep an eye out for Byron Young – this Purdue ENTR Alum is sure to leave his mark on the corporate world.



PETER FULLER

Instructor Spotlight



Photo Provided by Peter Fuller

"The past is gone and only holds space in our current reality because we CHOOSE to give it that space. When we CHOOSE to let go of the past and truly form a clean vision for our lives and businesses, then we can form any future we want. The individual - you - is what matters. The company we start is just an expression of our purpose and passion."

Peter Fuller, a new Instructor in the Certificate in Entrepreneurship and Innovation Program, brings to the classroom stories of success, failure, and even a disaster or two. Two decades in the workforce and the experience of starting 15 companies, two industry associations, and one non-profit, has led Peter to his latest venture - Live Fused, an executive coaching firm that has created the Live Fused Integrated Operating System for businesses. LFIOS, for short, is a system of tools that help integrate personal goals into a company's business strategy.

The program Peter developed at Live Fused results in accelerated growth and a transformed culture for the client. Peter is passionate in evaluating the psychology and brain science of leadership to influence business principles and result in company growth and a healthier CEO.

Peter brings this mindset and his depth

and breadth of experience to the ENTR classroom by teaching what it is really like to start a company. Needless to say, students are eager to learn about his experiences in selling a startup company for 8x its Series A funding after only six months, negotiating \$100MM deal with Verizon, and assisting in the creation of Hands of Hope Africa (a non-profit that feeds, educates and provides housing for children orphaned by AIDS in Zimbabwe).

This December Peter's book *Start With You: How Badass Executives are Transforming Their Lives (and Businesses) in Just 12 Quarters* will be released and he hopes that readers will learn to embrace that *"the past is gone and only holds space in our current reality because we CHOOSE to give it that space. When we CHOOSE to let go of the past and truly form a clean vision for our lives and businesses, then we can form any future we want. The individual—you—is what matters. The company we start is just an expression of our purpose and passion."*

Peter has just begun to share his experiences and wisdom with Purdue students, and through his teaching and guidance they are sure to develop their own entrepreneurial stories as they realize that it starts with them!



STAY TUNED... COMING SOON

➔ ENTR Promo Video



Coming in Spring 2019 the ENTR program will release a 90 second informational video.

Be sure to follow us on social media for updates on when it will officially be released and get ready to hear from those who know the ENTR Certificate program the best!

PURDUE.EDU/ENTR



➔ Purdue Day of Giving



In April 2019 Purdue will hold its annual Purdue Day of Giving. Last year, the ENTR Certificate Program raised a little over \$3,000 to support events and opportunities for students in the Certificate in Entrepreneurship and Innovation Program. Next Spring we hope to raise \$5,000 to provide even more opportunities for students. Look for more information in the Spring! Thank you for your support!

➔ Spring Senior Send-off



Last May the ENTR Certificate Program graduated its largest class - 270 students from all over campus.

In Spring 2019, we expect an even larger class. We plan to share some of their exciting plans in anticipation of their graduation.



15 YEARS OF GIANT LEAPS™ PURDUE UNIVERSITY

This year Purdue is celebrating its sesquicentennial and the Giant Leaps the University's students, alumni, faculty and staff have taken in changing the world for the better.

The Certificate in Entrepreneurship and Innovation Program is excited to join in celebrating this momentous event. Our unit will be featured in February 2019, so make sure you keep an eye out for the fun, informative ways we plan to celebrate our program's Giant Leaps!

In the meantime, look for the Student and Alumni Spotlights we publish each month. Visit us at purdue.edu/entr/!

Share Your Giant Leaps With Us

If you are an alum or student and you would like to share a Giant Leap you have taken - please email our Marketing and Communications Specialist - Kasie Roberson at roberson7@purdue.edu. We look forward to hearing from you!