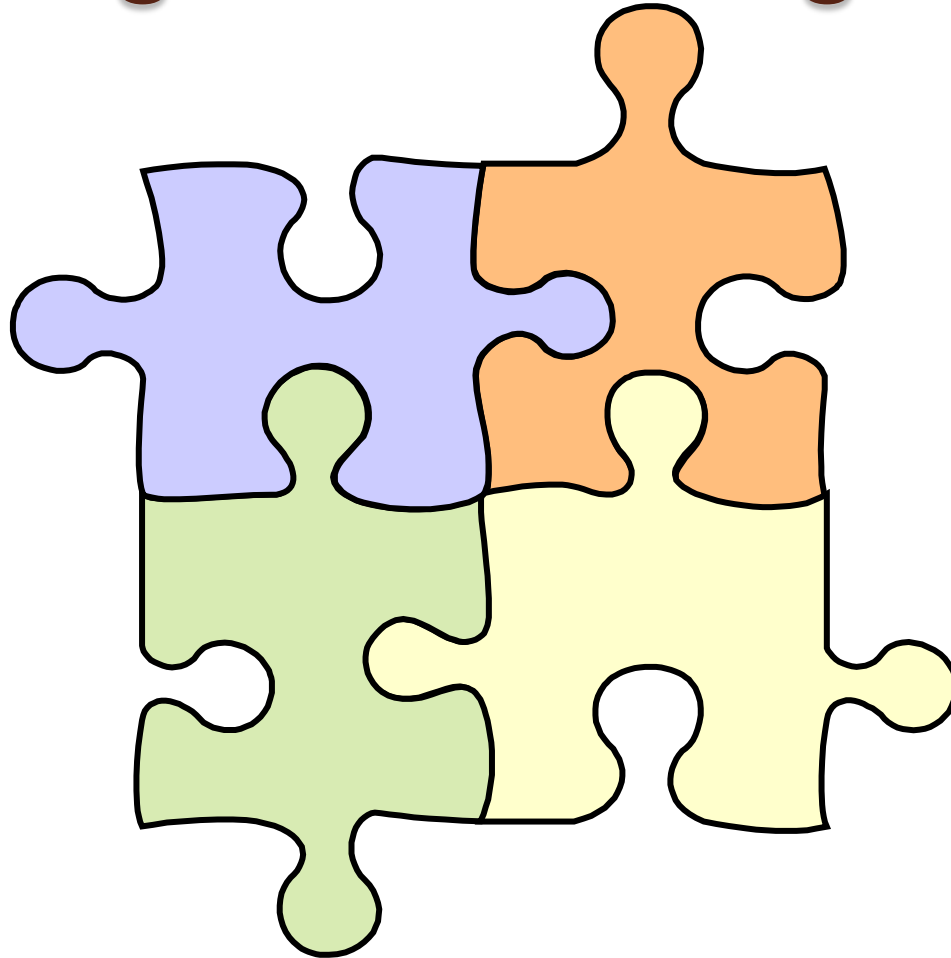


# Building a Comprehensive Entrepreneurship Education Program



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# Putting the Pieces Together



# 1996 – John Pappajohn’s Vision

“My dream is to make Iowa the most entrepreneurial state in Iowa.”

– from his presentations to start five Pappajohn Centers at The University of Iowa, Iowa State University, the University of Northern Iowa, Drake University and North Iowa Area Community College.

# Do You Have to Right Pieces?

1996-1998

- Located on the UNI campus
- Served primarily non-student clients
- No academic program
- Secured one Coleman Grant to give “leveraged seed grants”  
(no-interest loans)

# Do You Have to Right Pieces?

1998-2000

- Developed Certificate in Entrepreneurship for business majors
- Staff member developed proposals for:
  - Student Business Incubator
  - Workshop Series
  - Internship Program

# Do You Have to Right Pieces?

1998-2000

- Shifted focus from non-students to students to stop competing with the Small Business Development Center

# Do You Have to Right Pieces?

2000-2004

- Workshops going well
- Some business students engaged in Certificate program
- Director retires, new director appointed
- Program Manager convinces new Director to help champion Incubator

# Do You Have to Right Pieces?

2000-2004

- State-wide collegiate entrepreneurship conference established
- State-wide collegiate business plan competition established
- Student entrepreneurship organization is revived

# Do You Have to Right Pieces?

2004-2007

- Small Business Administration award received to build Incubator
- Temporary incubation space established
- Certificate in Entrepreneurship for Non-business Majors established
- Okobojo Entrepreneurial Institute established

# Do You Have to Right Pieces?


2004-2007

- CIPCO Business Enhancement Internships established
- Conferences, competitions, and workshops very successful
- Student organization starting to find members

# Do You Have to Right Pieces?

2007-2009

- New building for JPEC and Student Business Incubator
- New member on the JPEC team
- Certificates combined into one for all majors
- Elevator Pitch Competition added
- New programs continue to be evaluated and added



The right pieces come together over time

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# **THE RIGHT PIECES AT UNI**

# A Comprehensive Program

- Academic Entrepreneurship
  - Certificate in Entrepreneurship
  - Okobojo Entrepreneurial Institute
- Student Business Incubator
  - <http://www.jpec.org/>
- Non-academic workshops
  - Selected Topics
  - Lunch and Learn

# A Comprehensive Program

- Collegiate Entrepreneurs' Organization/Students in Free Enterprise
- CIPCO Business Enhancement Internships
- Conferences
  - Collegiate Entrepreneurs' Iowa Conference
  - UNI Entrepreneurship Symposium
  - CEO National
  - Iowa Venture Capital & Entrepreneurs Conference

# A Comprehensive Program

- Business Plan Competitions
  - Pappajohn New Venture Competition for students
  - Pappajohn Iowa Competition for anyone in Iowa
- Elevator Pitch Competition
- IP and Technology Transfer Management
- Venture and Equity Fund Management

One piece at a time



**HOW TO DEVELOP A  
COMPREHENSIVE  
PROGRAM**

# The Steps

- Identify the audience you will serve
- Talk with the audience
  - What services are needed?
  - What programs are needed?
- Determine what programs and services to offer
- Determine a timeline for implementing the programs/services one at a time

# The Steps

- Determine if partners exist for that program
  - Avoid reinventing the wheel
- Determine how you will fund the program
- Determine who will staff the program
- Go through the steps for each program

# Next Steps

- Check out your packet for:
  - Brochures on our programs, incubator, student organization, internship program, parent division, and partner (MyEntre.net)
  - Student Business Incubator application, policies and procedures manual, and matrix
  - Certificate in Entrepreneurship
  - Business plan competition

# How May We Help You?

