



*The* UNIVERSITY *of* OKLAHOMA<sup>®</sup>

# ENTREPRENEURSHIP & INNOVATION

# OU ENTREPRENEURSHIP

**2ND IN THE NATION**

by

*Princeton Review & Entrepreneur Magazine*

**7TH IN THE NATION**

by

*US News & World Report*

**8TH IN THE NATION**

by

*Business Week*

**AMONG PUBLIC UNIVERSITIES**



## LETTER FROM THE EXECUTIVE DIRECTOR

As host of the 2017 Babson College Entrepreneurship Research Conference, the University of Oklahoma is a leading university for entrepreneurship and innovation. For the 2012-2013 academic year, OU was ranked 2nd in the nation by Princeton Review & Entrepreneur Magazine, 7th in the nation by US News & World Report, and 8th by Business Week, among public universities. The University of Oklahoma was one of three public universities ranked by all three publications. OU fosters innovation through multidisciplinary programs that achieve a university-wide impact. The University of Oklahoma immerses students in the entrepreneurial process, trains students to be revolutionary innovators, and connects students to a dedicated support system of practicing entrepreneurs and industry experts.

Jim Wheeler, Ph.D.  
Stanley White Executive Director & Co-Founder  
Center for Entrepreneurship

We focus on creating a **culture of innovation,**  
creativity, and **entrepreneurial excellence**



enray

EXPERIENTIAL

2 EXPERIENTIAL

Students are **immersed in the world of entrepreneurship** and learn the entrepreneurial process by doing it

Students learn about entrepreneurship beyond the classroom — they actually experience it. Through hands-on innovation programs and all-expense-paid visits to entrepreneurial hotbeds, students begin their entrepreneurial journey before they graduate. Experiential programs accelerate the learning process, allowing students to graduate with real-world entrepreneurial experience under their belt.

# ENTREPRENEURIAL SCHOLARS

ENT Scholars visit entrepreneurship hubs, where they meet successful entrepreneurs and tour companies and startups. Funded by the generous contributions of OU alumni, ENT Scholars gain an incredible learning experience at no cost to them. Students learn how to successfully launch and maintain a thriving company from prominent business leaders and entrepreneurs who have attained success. Students gain valuable mentoring relationships and connections that lead to internship and job opportunities. Entrepreneurial-scholar cities include San Francisco, Austin, Houston, Beijing, Shanghai, Arezzo, Paris, and London.



**All-expense-paid trips to  
entrepreneurship hubs –**  
visiting prominent entrepreneurs,  
companies and startups

# SAN FRANCISCO

Multidisciplinary students travel to San Francisco, California to visit several different companies in Silicon Valley including Stone Rise Capital Partners, GitHub, Applied Materials, Bechtel, Williams-Sonoma, Intel, AliveCor, Google, Atlas Technology Group, and Facebook. Students meet with CEOs, managing directors, software engineers, etc. and tour the offices of these successful companies, getting a real feel of what keeps them running on a day-to-day basis. By visiting Silicon Valley, students are able to compare similarities and differences between these West Coast companies and those in Oklahoma.

## Students visit companies in Silicon Valley

# Silicon Valley



# AUSTIN

Each year, students travel to Austin, Texas, to meet entrepreneurs who have successfully launched and grown a business. Companies visited range from small startups like the environmentally friendly fashion accessory company, Blue Avocado and self-storage search engine, Sparefoot.com, to large, well-known brands such as Dell, IBM, SolarWinds and National Instruments. Students meet venture capitalists, CEOs, CFOs, and entrepreneurs in the midst of a startup. A new world is opened up to students as they experience the startup culture in Austin and learn from successful, well-respected entrepreneurs.



A new world is opened up  
as **students experience** the  
**startup culture** in Austin

# HOUSTON

OU students visit Houston's leading companies and startups. Students gain access to mentors: seasoned entrepreneurs who have achieved success. From company tours, round table discussions, intimate dinners, and networking receptions students leave Houston with greater access to opportunities. Students learn from leaders in a variety of industries, including oil and gas, health care, private equity, consulting, real-estate development, and power distribution. Visits include Plains All American, Tristream Energy, Haddington Ventures, Hines, MRE Consulting, Cleanline Energy, Encore Media Metrics, Crestwood Midstream Partners, and Texas Children's Hospital.



## BEIJING & SHANGHAI

Entrepreneurship students travel to China for a cultural and corporate immersion program in Beijing and Shanghai. Students are exposed to the Chinese culture and business climate by visiting Chinese companies and communities. During the course of the trip, our students experience Chinese culture through visits to the Great Wall, Forbidden Palace, Silk Market, and Tiananmen Square. They learn about how international companies maintain and promote their image to Chinese companies and consumers. Students are exposed to the inner-workings of business in China through company visits such as Tiandi Energy, Dura Auto, and Mundipharma Pharmaceuticals.

# Students are exposed to the inner workings of business in China



# AREZZO

During the Italy study abroad program, students develop an understanding of how other nations and cultures do business, and experience global entrepreneurship. We export two OU entrepreneurship courses for a four-week summer program taught by OU faculty. Students learn about entrepreneurship in Europe from practicing entrepreneurs, and experience it through corporate visits at Ferrari, Ducati, Monnalisa, Il Borro Winery, and Pagani. They also experience the beauty of Tuscany, Rome, Florence, and Venice. Students leave their experience in Italy empowered with a global vision for entrepreneurship.



Students experience **Global Entrepreneurship**

# LONDON & PARIS

Students experience innovation in Europe through accelerator visits in Paris and London, and spend time at the EMLYON Business School in Lyon, France. EMLYON, host of the 2013 Babson College Entrepreneurship conference, is devoted to lifelong learning for entrepreneurial and international business management. EMLYON is ranked No. 1 in Executive MBA for Entrepreneurship and is in the Top 100 Executive MBA Programs, according to Financial Times November (2010). The program offers undergraduate education and MBA educational programs with internships and corporate consulting projects that have an international component. Through their time abroad, our ambitious students learn about the many aspects of creating and growing an international venture.



Students experience **innovation in Europe**  
through accelerator visits in Paris and London



# E-MMERSION

E-mmersion is an interdisciplinary entrepreneurial educational program that brings entrepreneurially minded students outside the entrepreneurship major and minor together for a one-week immersive innovation program. The E-mmersion Program is a crash course in entrepreneurship: opportunity identification, ideation, business model vetting, technology validation, profitability and break-even analysis, and business communication skills. E-mmersion informs, engages, and inspires students in their career path and shows them how entrepreneurship applies to their field.



A one-week **crash course**  
in **entrepreneurship**

## E-WEEK

E-Week is an experiential and educational entrepreneurship program for outstanding Oklahoma high school rising seniors with a keen interest in entrepreneurship, hosted by the Center for Entrepreneurship. This program is completely free to participants. E-Week students learn the principles of entrepreneurship and best practices for leadership – through intensive classroom learning, corporate visits, group exercises, guest speakers, and working with a team to generate a new business idea. This is a life-changing experience for all who participate, and most decide to pursue a business degree in college.



# AT&T INNOVATION PROGRAM

MBA students work with AT&T Global Innovation Centers to develop solutions to real-world challenges currently facing AT&T's corporate management. At the end of the semester, students give presentations to AT&T executives and are able to see first-hand how their solutions fold into specific strategies, as well as how their solutions are integrated with the overall corporate strategy. AT&T executives, along with Price MBA administrators, select the top students to receive internships at the AT&T Foundries in Tel Aviv, Israel; Palo Alto, California; and Plano, Texas. Graduate entrepreneurship students learn how to become fearless collaborators with innovative, fresh and groundbreaking ideas that bring unmistakable value.





Fearless collaborators  
with innovative, fresh and  
groundbreaking ideas that bring  
unmistakable value

# THE OKLAHOMA FUNDING ACCELERATOR

The Oklahoma Funding Accelerator helps community entrepreneurs with limited resources start their businesses. OFA associates consult entrepreneurs to help them create polished, comprehensive business materials and loan applications to present to lending institutions. OFA services range from business strategy to marketing research to financial projections. OFA associates spend countless hours conducting due diligence research for their clients, and they help them refine their business strategy, enabling it to be as effective as possible. OFA student leaders gain valuable leadership, networking and consulting experience.

OFA helps **community entrepreneurs** with limited resources **start their businesses**



# ENTREPRENEURSHIP APPRENTICESHIP

The Entrepreneurship Apprenticeship is an exciting opportunity for students to intern for a startup company. The apprenticeship exposes students to the industry they plan to enter and helps prepare them for the startup world. Students work with Oklahoma startup companies develop comprehensive business plans for new ventures or assist business persons with problems related to market research, financial management, managerial issues, and other business requirements such as planning expansion or new product development. Through the apprenticeship program, over 1,100 students have assisted in the launching of 97 new ventures.



**Students work with  
Oklahoma startup companies  
to develop comprehensive business  
plans for new ventures**

# SOONER ENGINEERING ENTREPRENEURS

The Sooner Engineering Entrepreneurs Club is a place where engineering students come together to launch new companies. SEE is a student-run club that teaches engineers how to develop new business ideas and launch startups. Members learn about business plan development, patent processes and bringing a product to market. SEE hosts an annual Innovation Boot Camp where students form startups and launch engineering companies.



Engineering students come  
together to **launch new  
companies**

## INNOVATION FELLOWS

The University Innovation Fellows program is a network of student leaders who are catalyzing a movement of innovation, entrepreneurship, design thinking, and creativity on college campuses across the country. This year, two OU students were chosen to join the ranks of 110 fellows representing 78 schools. University Innovation fellows receive the training they need to pioneer innovation and influence their peers to join the entrepreneurial movement. This year fellows gathered in Silicon Valley for an annual meeting and immersive innovation experiences with Google, Google Ventures, the White House Office of Science and Technology Policy, Design for America, 3 Day Startup, and many others. The program is directed by Stanford University and the National Collegiate Inventors and Innovators Alliance, run by the National Center for Engineering Pathways to Innovation (Epicenter) and funded by the National Science Foundation.

# Fellows receive the training they need to pioneer innovation





# VENTURE DEVELOPMENT

**Student teams** identify  
market opportunities and develop  
**innovative solutions**  
that meet the customer need

Ideation and innovation are the foundation of our curriculum. Students learn how to identify venture opportunities, develop new ideas to solve the customer problem and how to rapidly test those ideas. Students learn that entrepreneurship is not just about developing a novel technology, but developing a solution for which the customer is willing and eager to pay. This is an intensive learning experience that simulates the entrepreneurial journey.

## IBC

A nationally recognized and award winning program, the First Fidelity Integrated Business Core is the first opportunity for students to start a business. From brainstorming and market analysis, to managing employees and the legal implications of business transactions, to selling products and closing the books on the last sale, IBC develops the skills it takes to launch a successful business. Since 1985, over 3,000 students have formed 160 companies donating their profits of more than \$1.1 million and 73,000 hours of community service to local charities.





IBC is the **first opportunity** for students  
to start a **business**

# VENTURE DEVELOPMENT

In the New Venture Development (undergraduate) and Strategic Venture Development (graduate) course sequences, student teams identify an opportunity and spend 18 months developing a new venture. After graduation, many move forward to launch their venture, and all leave the program with deep understanding of the entrepreneurial process. In the venture development sequence students learn:

- Principles of entrepreneurship
- Ideation and Opportunity Identification
- Experience of being on a startup team
- Feasibility study and business plan development
- Investor pitch and presentation skills
- How to execute the startup





**student teams** identify an opportunity and spend 18 months developing a new venture

# VENTURE DEVELOPMENT MENTORS

Seasoned entrepreneurs, industry experts, and entrepreneurship faculty mentors devote countless hours to help students navigate the entrepreneurial process and launch new ventures. Launching a business is a challenging feat, but our students are equipped for the journey. In addition to cutting-edge classroom instruction on entrepreneurship and innovation, experienced mentors coach students through each step of the venture development process.



mentors devote countless hours to help students launch new ventures



## BUSINESS PLAN COMPETITIONS

The crowning experiences of the venture development process are the Donald W. Reynolds Governor's Cup and Tri-State competitions, which offer over \$250,000 in prize money to winning teams. Students spend extensive time developing a novel business idea, writing a business plan, and preparing their presentation for potential investors. If teams impress the judges and effectively communicate their vision better than anyone else, they win. Over the past six years, OU students have won 25 of the possible 44 awards. OU startup teams also compete in the Chapman University California Dreamin' Business Plan Competition, and the Rice Business Plan Competition. Students experience what it is like to pitch their venture to investors and win cash for their startup.



Students experience what it is like to

# pitch their venture

to investors and compete for over \$250,000 in startup funding



## COLLEGE OF ENGINEERING

# Engineering students learn how to design a new technology and test their assumptions

In the *Professional Development Course*, engineering students learn about entrepreneurship. Engineering students learn how to design a new technology, test their assumptions, and interpret data. Students learn about the impact of innovative solutions in a global, economic, environmental, and societal context. Engineering students work on multi-disciplinary teams on a project called "The Great Idea" that requires students to come up with their own solutions to a real market problem. This is an incredible learning experience for engineering students as they learn to collaborate with peers of different backgrounds to create market solutions. Throughout the semester, students develop business plans, prepare an elevator pitch, and prepare for final presentation day. At the end of the semester, teams present their venture for a panel of judges: entrepreneurship faculty, entrepreneurs in the industry, and business executives.



# GAYLORD COLLEGE OF JOURNALISM

Innovation and entrepreneurship are being fostered within the Gaylord College of Journalism, primarily through the Principles of Media Entrepreneurship course. This course teaches media students basic business skills while providing them a platform to launch their own companies. The course hosts a local "shark tank" session where journalism students pitch their business ideas and receive criticism and feedback from judges. Using their knowledge and skills in entrepreneurial innovation, journalism students gain access to greater opportunities in their field.



Through entrepreneurial innovation  
**students create opportunities**  
within the field of journalism



# SOCIAL INNOVATION

Social entrepreneurship:  
the **creation of ventures**  
that sustainably meet **social or**  
**environmental needs**

Social entrepreneurship is "the creation of ventures that use the power of commerce to sustainably meet social and/or environmental needs." Entrepreneurship is a powerful vehicle of change, with the potential to generate powerful and sustainable solutions for the world's most pressing social problems. Students at the University of Oklahoma are given the opportunity to experience social entrepreneurship through immersive social innovation programs.

# SOCIAL ENTREPRENEURSHIP COURSE

Our social entrepreneurship curriculum mobilizes entrepreneurial skills and business strategies to craft innovative responses to social needs. The social entrepreneurship course teaches future entrepreneurs how to combine purpose and personal passion in business to bring about positive social change while building financial sustainability. Student ventures address such societal issues as systemic poverty, health care, homelessness, water and sanitation, education, unemployment, and inequality.



Mobilizes entrepreneurial skills  
and business strategies to craft  
innovative responses to social needs

# COSTA RICA

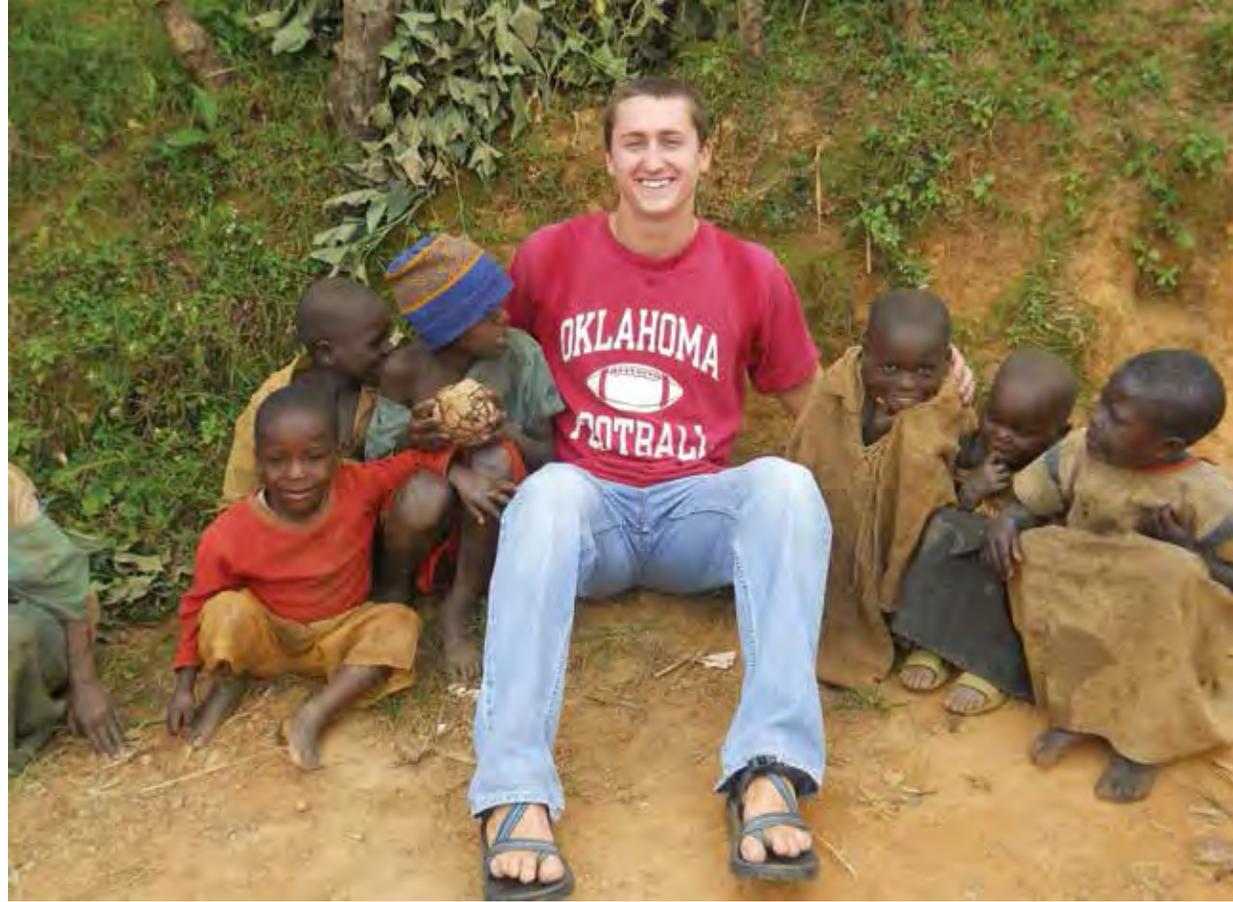
Students visit sustainable agricultural ventures in Costa Rica. During these visits, students learn about reforestation, sustainable farming methods, nature conservation, farming networks, methane harvesting zero waste production, and other sustainable methods. Last year, OU students mentored Costa Rican students to help them develop viable business models for their social ventures. Through this experience, students gain valuable leadership skills and consulting experience. Overall, this experiential component is inspiring to students: they return home motivated and excited to work on their own social entrepreneurial ventures.



Students visit  
sustainable social  
ventures in Costa Rica

# BRIDGE2RWANDA

OU MBA students volunteer with Bridge2Rwanda, a non-profit organization dedicated to promoting economic development and entrepreneurial enterprise within Rwanda. B2R members work with Urwego Opportunity Bank – a microfinance bank that serves Rwanda’s poorest and most under-banked people and provides capital and training to aspiring entrepreneurs. Program participants have the opportunity to invest in the Rwandan community by volunteering at one of the local schools. This unique opportunity allows B2R members to not only gain valuable international business experience, but also make a difference in the lives of Rwanda’s most under-served people.



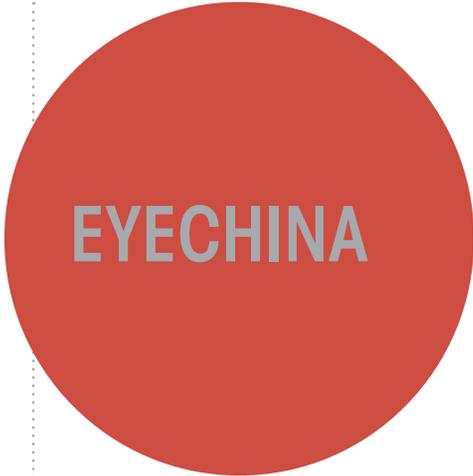
B2R provides  
**capital and training**  
to aspiring entrepreneurs

# THE OKLAHOMA GROUP

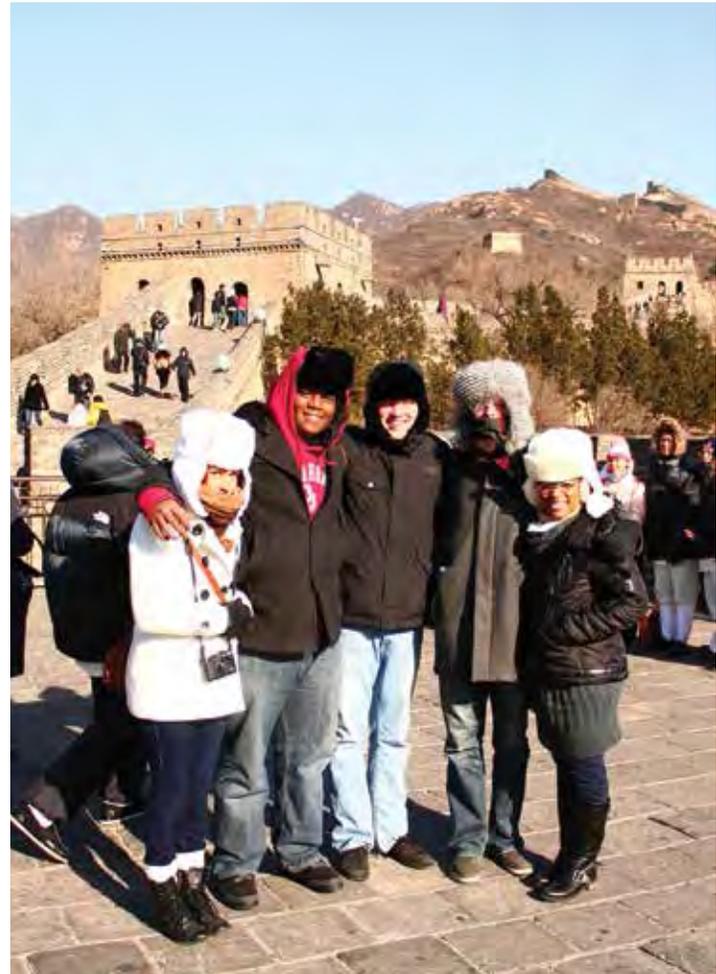
By consulting nonprofit organizations, the Oklahoma Group empowers local nonprofits to achieve their goals. TOG's mission is to bring tangible change to the surrounding community by providing pro bono strategic management advice to nonprofit organizations in the Oklahoma City and Norman metro area. Founded and run by students, TOG members gain consulting experience as they advise the local non-profit community. Since 2011, TOG has worked with more than 25 nonprofit organizations.



a mission to bring  
tangible change  
to the surrounding  
community



EYEChina is a scalable social enterprise that will eliminate the backlog of 1 million individuals who suffer from cataract blindness in Sichuan Province, China. Through partnerships between CCEW, the Dean McGee Eye Institute in Oklahoma City, and provincial, county and local hospitals in Sichuan, the EYEChina team developed a sustainable business model that creates an innovative network of cataract care. In recent years, EYEChina signed an MOU with a major Chinese hospital to launch an eye care clinic.



A scalable social enterprise that will eliminate the backlog of 1 million people who suffer from cataract blindness

# SOCIAL ENTREPRENEURSHIP SYMPOSIUM

The Social Entrepreneurship Symposium is an annual event that brings together acclaimed experts to discuss the trends that are shaping the field in coming years. The 2014 symposium was focused on socially focused design. Key note speaker Paul Polak, social entrepreneur and author of *Out of Poverty*, shared his experience launching businesses that serve millions of customers living on less than two dollars a day. Students learned about the importance of design-thinking in social entrepreneurship and how to launch a scalable social enterprise. Attendees learned from a panel of social entrepreneurs and an interactive reception that highlights Oklahoma's socially-focused design.



Launching businesses that  
serve millions of customers  
living on less than  
two dollars a day

# OU WATER CENTER

The University of Oklahoma WaTER Center aims to promote peace by advancing health, education and economic development through sustainable water and sanitation solutions for impoverished regions. The WaTER Center conducts strategic graduate research in Bolivia, Ethiopia, Kenya, Pakistan, and Thailand. The WaTER Center seeks to pioneer integrated solutions that revolutionize development and adoption of sustainable water and sanitation technologies for developing countries through teaching, research and service innovations. The center does this through integrating technological, business, and human factors in pursuit of sustainable water and sanitation solutions.

## Sustainable water and sanitation solutions for impoverished regions



# WATER MINOR

The WATER minor program equips students to create water and sanitation solutions — serving as a vehicle for sustainable development. The WATER minor is designed for students of all majors with an interest in development work in emerging regions, particularly in the sectors of water, sanitation, and health (WASH). The WATER minor accomplishes the following:

- Trains students to solve problems through the convergence of engineering technologies, social entrepreneurship and behavioral change
- Prepares students for work in international development
- Increases the awareness of tomorrow's societal leaders on the challenges and opportunities regarding WASH in developing countries



## ETHIOPIA

The water supply in Ethiopia contains unsafe levels of fluoride, which is detrimental to the population. Collaborating with partners in Ethiopia and Cambodia, the WaTER Center addresses the issue of arsenic and fluoride contamination through innovative technologies and entrepreneurial solutions. To this end, the center is evaluating supply chain, business environment and equitable pricing structure for communities of over 35,000 residents in the Rift Valley region of Ethiopia. In addition, the team is working to optimize the bone char production process for fluoride filtration.

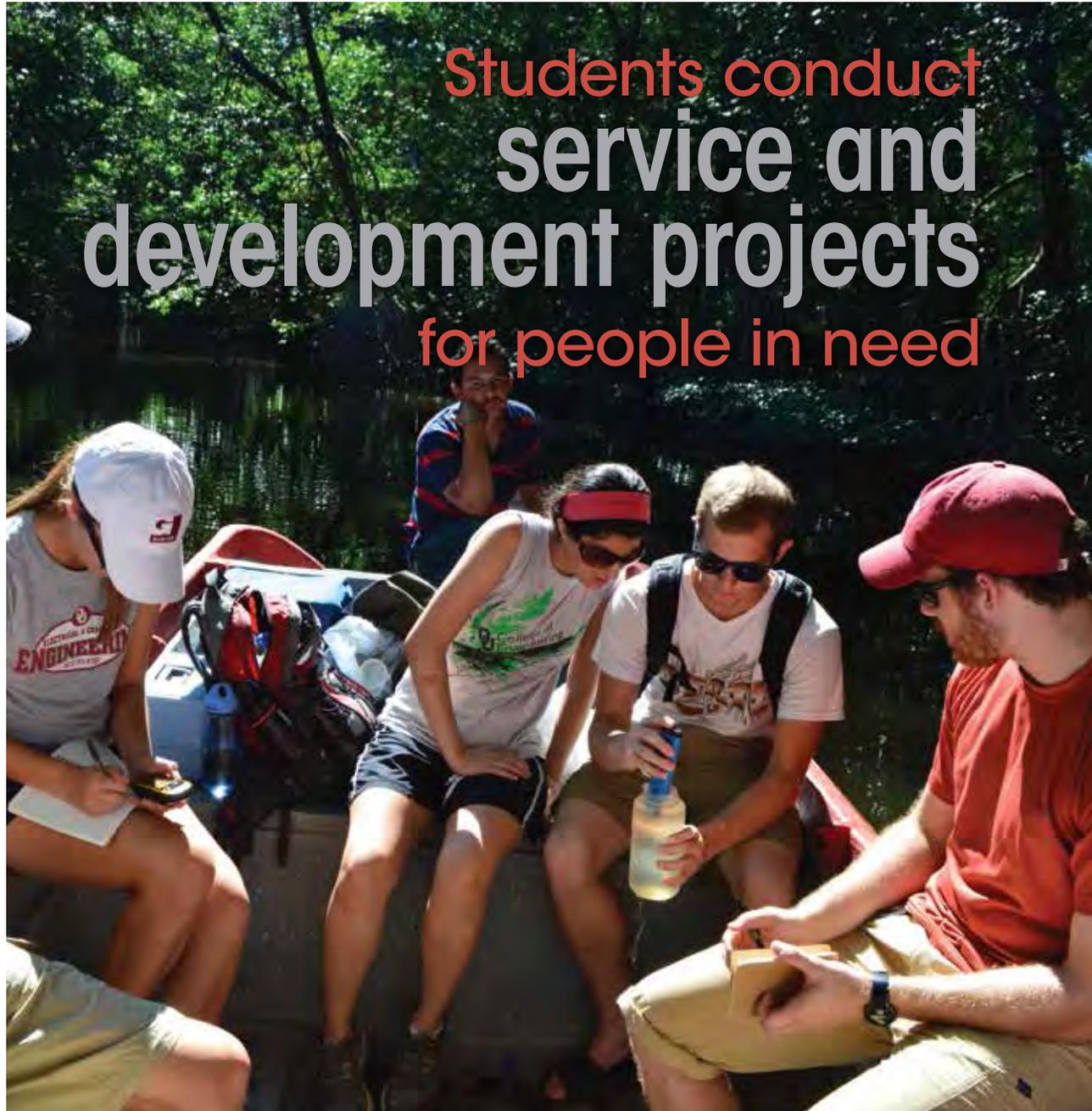


The WaTER Center addresses **water contamination** issues through **innovative technologies**

# SOONERS WITHOUT BORDERS

Sooners Without Borders conducts service and development projects for people in need, both domestic and abroad. SWB students have been involved in well-drilling training, aquifer testing, and water quality analysis, as well as empowering communities to run a well-drilling business. Recently, SWB was invited to do several projects in the Bajo Lempa region of El Salvador, a coastal plains region with some of the poorest inhabitants in the country. Ten students and three adult mentors located wells and analyzed water quality to provide a more reliable source of clean drinking water. The team also designed and installed a solar irrigation pump that provides an eco-friendly solution for crop irrigation during the dry season.

## Students conduct service and development projects for people in need





# LEARNING FROM ENTREPRENEURS

# Students **learn from successful entrepreneurs,** industry experts and leading business executives

As students begin their journey of entrepreneurship, access to mentors in the field is vital. Students gain a wealth of knowledge from experienced mentors- serial entrepreneurs, business executives, industry experts, and startup veterans. Through the resources and support of mentors, students are able to go further and achieve more than they thought possible.

# ENTREPRENEURS IN THE CLASSROOM

Practicing entrepreneurs teach our classes. Instructors are successful entrepreneurs and leaders of outstanding companies with extensive experience starting, running, and growing a business. Instructors simulate the entrepreneurial environment through Socratic teaching and business case studies. Students analyze the success and failures of business ventures using Harvard Business School cases. Throughout these courses, students learn from instructors' real-world experience in entrepreneurship.





leaders of outstanding  
companies with **extensive**  
**experience starting,**  
**running, and**  
**growing** a business

# EXPERIENCED MENTORS

The Center for Entrepreneurship has established lasting connections with hundreds of mentors in varying industries. Mentors are recent graduates, technology experts, leaders of high-growth companies, startup founders, legal experts, venture capitalists, and angel investors. Mentors give their time to help students successfully launch new business ventures. They give our students life-shaping advice for their entrepreneurial venture and career, while connecting them with internship and job opportunities.



A photograph of a man in a grey suit and gold tie talking to a student in a dark jacket outdoors. The background shows a brick building with large windows and a green lawn.

**Mentors give their time to help students successfully launch new business ventures**

## CEO

CEO's mission is to cultivate students into ambitious, inspired business leaders

The Collegiate Entrepreneurs Organization is a student club with a mission to cultivate students into ambitious and inspired business leaders. This is achieved by giving students skills and contacts that enable them to achieve their professional and personal goals. The club invites up to 10 prestigious guest speakers a year, hosts two philanthropic events a year, participates in major and job fairs, attends business plan competitions, and attends one venture capital conference. CEO members initiate meetings with entrepreneurs and business leaders and gain access to a network of career mentors. Members host monthly CEO club meetings; work in the on-campus accelerators and the regional accelerators; mentor freshman and sophomore students; and host entrepreneurship alumni events.



# COFFEE WITH AN ENTREPRENEUR

The Coffee with an Entrepreneur program is an opportunity for students to have coffee with successful entrepreneurs and industry experts. The practicing entrepreneurs share their experience with various industries, startups, technologies and business strategies. Students are given the opportunity to ask questions, discuss new venture ideas and receive guidance for their entrepreneurial career. Visiting entrepreneurs include both seasoned and young entrepreneurs with valuable knowledge and experience to impart.



An opportunity for students to have coffee with  
successful entrepreneurs and industry experts

## TEDxOU

TEDxOU is an annual conference where Norman's local thought leaders converge and share their brilliant insights for collaboration and the advancement of innovation. TEDxOU brings people together from the spheres: design, technology, and entertainment. The audience and speakers create a synergy of thought leaders, creatives, innovators and revolutionaries. Organized by OU's Center for the Creation of Economic Wealth, the 2014 event showcased local entrepreneurs, including James Simpson, a Price College of Business graduate and founder of Goldfire Studios; Matthew Burch, founder of Urban Agrarian; Amyie Kao, an OU alumna and co-founder of Mariposa Coffee Roastery; and Philip Dow, an OU alumnus and software developer.



# thought leaders converge and share their brilliant insights for collaboration and the advancement of innovation





# LAUNCH

Students are given **resources**  
and **opportunities**  
that empower them  
to **launch a business**

The Oklahoma City area is ranked #1 by CNN.Money as the best city to launch a startup venture, and we help students make the most of it. Launch programs provide students with mentoring, seed funding, networking opportunities, and pitch experiences that enable student teams to launch a successful company. From pitch competitions, co-working spaces and intensive accelerator programs—University of Oklahoma students have access to exceptional startup resources that set them up for a successful launch.

# CCEW

Formed in 2006, the Center for the Creation of Economic Wealth is an economic development organization that provides exciting opportunities for students to partner with OU researchers and private-sector mentors to advance early-stage university technologies. CCEW aims to enhance Oklahoma's economy through nurturing technology-based enterprises, software businesses, social entrepreneurship ventures, and agile product development. CCEW operates alongside the university's Office of Technology Development, which stimulates the creation of intellectual property at OU and manages the resulting assets in support of the university's mission: to provide the best possible educational experience for our students through excellence in teaching, research and creative activity, and service to the state and society. Since 2006, CCEW has generated \$7 million in capital, four startup companies and three licensing agreements.



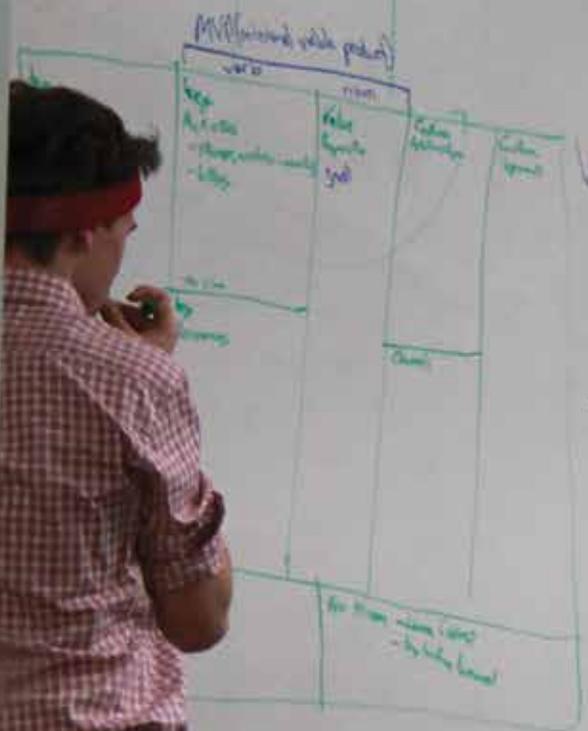


CCEW aims to **enhance Oklahoma's economy** through nurturing **technology-based enterprises**

## SOONER LAUNCH PAD

The Sooner Launch Pad provides students of all disciplines the resources and environment they need to launch a new business venture. SLP is a collaborative effort of the Center for Entrepreneurship and the Center for the Creation of Economic Wealth that provides an environment for OU students, alumni, and the Oklahoma community to propel business ideas into new ventures. This is achieved through Venture Strategy Sessions, where entrepreneurs receive feedback for their venture, and the New Venture Pitch Competition, where student startup teams propose a new business venture and compete for over \$20,000 in seed funding.





Value:

- convenience photos or more
- a single click
- ubiquity for

Research

how does

products

- clear
- simple
- light
- fast

Models

set prices (cache) is

market

"Get your head out of the cloud."

"@breaking away from the cloud"

Customers that can identify w/ product (market segments):

- travelers
  - avoiding the Internet on vacation
  - romantic ideas
  - etc

journalists

people who want to do

tech

Vest

at private

Ent

graph

21

value

5

WE

# OU STARTUP WEEKEND

OU Startup Weekend is an intense 54-hour event that provides networking, resources, and incentives for individuals and teams to take an idea to launch. OU's fourth annual Startup Weekend was attended by over 60 participants from the Norman and Oklahoma City community. Five software-based businesses were developed during the course of the weekend and presented at the final presentation; several of the teams had working demos and all have incredible potential of moving forward.





OU startup weekend is an **intense 54-hour** event that provides networking, resources, and incentives to **take an idea to launch**

## NEW VENTURE PITCH COMPETITION

The Sooner Launch Pad's New Venture Pitch Competition provides a platform for OU students to pitch their ideas for a new venture, gain valuable feedback and access to mentors, while competing for over \$20,000 in seed funding. Last year, more than 15 multidisciplinary teams representing 13 majors applied for the competition. Five teams were selected to compete and pitch their venture concepts to a panel of judges and a room full of alumni. Thanks to the generous contributions of Harry and Jane Pefanis, NVPC teams gain a valuable learning experience and cash for their startup.





compete for  
over **\$20,000** in  
seed funding



## SLP ACCELERATOR

The SLP Accelerator Program is a 10-week summer program designed to help students launch new business ventures. The Accelerator is an experiential, hands-on program that empowers teams to launch revenue-generating or investment-ready companies. The program provides support, including funding, mentoring, training, networking events, and free workspace. Each team is assigned mentors who are entrepreneurs, professors, technologists, subject matter experts, attorneys and accountants. This year, the Accelerator accepted five companies that demonstrated investment potential. Each company received an equity investment of \$10K from the Sooner Seed Fund to cover costs during the span of the program. The program ends with a "Demo Day" where each team pitches its project to a group of founders, mentors and investors.



the Accelerator  
empowers teams to  
launch revenue-generating  
or investment-ready  
companies



## SOONER SEED FUND

The Sooner Seed Fund is an investment fund established by the generous contribution of the Kenneth and Claudia Silverman Family Foundation that facilitates the launch of student ventures in Oklahoma. The Sooner Seed Fund provides students startup funding: grant funding or equity investments for prototyping, proof of concept, and seed funding. All requests for funds are evaluated by MBA students who serve as fund managers. Participants are given funding in exchange for convertible debt or an equity stake. Profits from the investments are reinvested. Students acquire real-world experience with the venture capital investment process.



The Sooner Seed Fund provides students with  
**startup funding**



# TECHNOLOGY COMMERCIALIZATION

CCEW's roots lie in technology commercialization, the process of analyzing a new technology's market potential and determining its best path to market. CCEW works closely with OU's Office of Technology Development to bring university-developed technologies to market. CCEW's technology commercialization program has led to multiple collaborations with national laboratories, such as the Lawrence Livermore National Laboratory, Sandia National Lab and Ames Laboratory and top companies. CCEW's success in technology commercialization is the result of a combination of top intellectual capital on campus: OU professors and researchers who invent new technologies or processes, interdisciplinary CCEW Interns, and the expertise of OTD.



CCEW works closely with OU's Office of Technology Development to bring **university-developed technologies** to market

# INTERNSHIPS

CCEW teams have attracted nearly **\$7 million in funding** to propel **Oklahoma technologies** and **new startups** forward

CCEW Interns come from across the university to propel Oklahoma's research and intellectual property towards the marketplace. To date, CCEW has provided more than 300 internships to interdisciplinary University of Oklahoma students from a variety of backgrounds and fields of study. CCEW Interns come from 11 colleges across campus, and 55 percent of them are enrolled in the Joe C. and Carole Kerr McClendon Honors College, with 30 percent of interns earning degrees in multiple majors. CCEW interns have launched new companies, negotiated licensing agreements, sourced management teams, and have attracted nearly \$7 million of funding to propel Oklahoma technologies and new startups forward.



# SOBA

CCEW's Software Business Accelerator is an interdisciplinary program that provides an environment for the rapid creation and launch of software-based products and businesses developed by students, professors, and outside companies. SoBA applies the innovative and proven value creation engine of CCEW: interdisciplinary students, technology experts and external mentors/seasoned entrepreneurs to develop and launch a software-based business within a semester. Interns learn the commercial application of latest code languages and agile project management.



SoBA provides an environment for the  
**rapid creation and launch**  
of software-based products and businesses

# AGILE PRODUCT DESIGN

CCEW's Agile Product Design program focuses on new product development projects spearheaded by student interns. The APD program encourages student teams and entrepreneurs to rapidly prototype and test each new iteration with consumers during the design process. By incorporating customer feedback into new designs, designers can create successful products that are well-informed by user insights. The APD program is a go-to resource for students, faculty and community members with ideas for new, impactful products.

## Rapidly prototype and test each new iteration with the customer throughout the design process



# THE LAND RUN

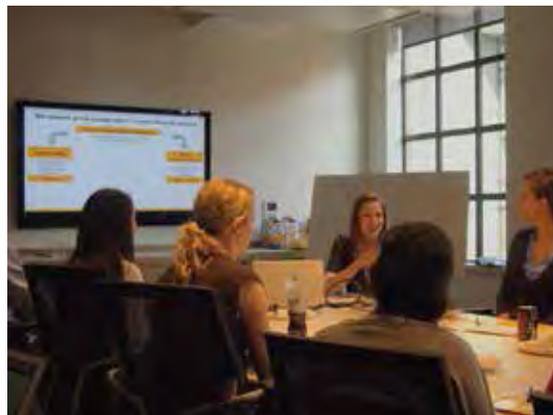
The Land Run is the University of Oklahoma's coworking location for innovators and entrepreneurs. Located in the Center for the Creation of Economic Wealth on the OU Research Campus, the Land Run offers an affordable, professional environment to launch new ventures. Land Run coworking members benefit from the network of resources in tech commercialization, software and web development, and social entrepreneurship that the university and CCEW have to offer. The Land Run seeks to create a collaborative environment where people can share ideas and expertise while getting their startup off the ground or building their existing business.

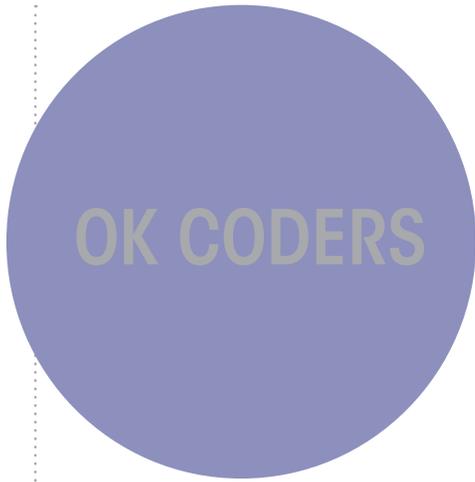


## THE MINE

The Mine is a catalyst for social innovation, equipping Tulsa's entrepreneurs, creatives, nonprofits and developers to create a better world. Using OU CCEW methodology, The Mine offers a "Core Fellowship," where 10 young professionals come together for nine months to design and launch social innovation projects. Each group is allotted \$10,000 in seed money to implement the project. The Mine is powered by the Forge, George Kaiser Family Foundation, The Lobeck Taylor Family Foundation, and the University of Oklahoma Center for the Creation of Economic Wealth. Learn more at [www.theminetulsa.com](http://www.theminetulsa.com).

# Young professionals come together to launch social innovation projects with **\$10,000 in seed money**





# Oklahoma's first software developer boot camp

OK Coders is Oklahoma's first software developer boot camp - founded by CCEW, Tailwind and Phase 2 Interactive. OK Coders' vision is to deliver a high-quality developer curriculum that meets Oklahoma's need for new programmers. The OK Coders curriculum covers all aspects of web application development. OK Coders will begin with HTML, CSS and JavaScript in the browser and continue with node.js for server side programming. Participants learn about databases as well as the tools and principles used in web application development. OK Coders partners with Oklahoma startups and established technology businesses to get participants plugged into the startup community quickly.



# PROOF OF CONCEPT CENTER

The i2E Proof of Concept Center is a competitive 10-week program where student teams determine the commercial viability of different university developed technologies. OU's participation in the Proof of Concept Center has resulted in development of patentable intellectual property and the commercialization of multiple technologies in the University's portfolio. The Proof of Concept Center is modeled after the National Science Foundation's I-Corps curriculum developed in conjunction with entrepreneurial guru Steve Blank. With the guidance of i2E and OU's Office of Technology Development, students develop a commercialization strategy for emerging products that do not have a defined market. OU students serve as the entrepreneurial head and act on behalf of the Inventor, to lead the customer discovery process and assist with a positioning strategy.



Students develop a  
commercialization strategy for  
**emerging products**



# RESEARCH

# Quality research allows us to infuse new knowledge into our programs and keep our classroom instruction on the cutting edge

The Price College of Business at OU has established itself as a world leader in academic research. Some of the world's finest entrepreneurship researchers and scholars are part of the OU Entrepreneurship Team. Quality research allows us to infuse new knowledge into our programs and keep our classroom instruction on the cutting edge. Over the past three years, faculty have published 17 papers focused on entrepreneurship including more than five articles appearing in the most prestigious entrepreneurship and management journals. Some areas where OU faculty lead the world in regard to entrepreneurship research include:

- The discovery and development of entrepreneurial opportunities
- Investor/entrepreneur relationships
- Social entrepreneurship
- Crowd funding

BCERC

# Host of the 2017 Babson College Entrepreneurship Research Conference

A leader in entrepreneurial research, the University of Oklahoma is host of the 2017 Babson College Entrepreneurship Research Conference. Founded by Babson College in 1981, the Babson College Entrepreneurship Research Conference is considered to be the premier entrepreneurship research conference in the world.

The Entrepreneurial Research Conference was established to provide a dynamic venue where academics and real-world practitioners, through spirited dialogue, link theory and practice. Each year, the conference attracts more than 350 entrepreneurial scholars who come to hear the presentation of over 220 papers. A Doctoral Consortium is held in conjunction with the conference and was created as a means to unite future entrepreneurship educators and scholars with established leaders and researchers in the field.



# CROWDFUNDING CONFERENCE

Crowdfunding is emerging as a commonly used approach to gather financial backing from the "crowd", and is quickly becoming a viable means for financing entrepreneurial endeavors. Funding from CF has gone from about \$800 million in 2010 to more than \$5 billion in 2013. As the cost of new startups on average decline along with increases in minimum investments by venture capitalists, there is a need for new forms of capital. Crowdfunding is bursting onto the horizon to meet a variety of funding needs, yet so little is known about it. The Price College of Business will host a 2014 Crowdfunding Conference to inform practitioners, researchers, and students about the emergence of this source of funding and its increasingly apparent potential.



## Price College of Business 2014 Crowdfunding Conference

# INSTRUCTORS & SCHOLARS



Steve Ives (Pictured on the far left, with former student Craig Van Horn, and Dean Daniel Pullin) is a 10-year adjunct faculty member with a passion for teaching entrepreneurship. Steve Ives has been given many awards for his remarkable performance as an educator: The 2014 Price College of Business Distinguished Alumni Award, 2008 Acton Foundation Master Teacher Award for Entrepreneurial Excellence, and twice receiving OU's Alumni Teaching Award.

We ensure that every student receives instruction from leading academic scholars and highly successful entrepreneurs. Our instructors are leading business executives, experienced entrepreneurs, technology experts, and world renowned entrepreneurship researchers. Instructors give countless hours to entrepreneurship students and become life-long mentors to many. The excellence and dedication of our instructors is what makes our program one of the best in the world. We are forever grateful for each entrepreneurship instructor and their dedication to students. To each instructor: thank you for giving your time, energy, and resources to empower the next generation of entrepreneurial leaders!

### **Thomas Allison, Ph.D. Candidate**

Assistant Professor, Management & Entrepreneurship  
Price College of Business



Thomas Allison is a doctoral candidate in the Division of Management and Entrepreneurship. His entrepreneurship research focuses on crowd funding, micro lending, and entrepreneurial resource acquisition. His bachelor of business administration, from Wichita State University, also focused on Entrepreneurship. He teaches the entrepreneurship program's New Venture Development II course, the middle course in the NVD three-course sequence. He lives in Norman with his wife, Adrienne, and their two children, Rowan (age 3) and Penelope (age 1).

### **Randy Alvarado**

CEO & President  
Kalida Art



Randy Alvarado is a photographer and serial entrepreneur. He has owned or operated six different companies, traveled to 23 countries on five continents, earned a bachelor of business administration in marketing from the University of Oklahoma, and has over 20+ years of Executive Management experience. Alvarado's early experience includes working at the White House in the office of the vice president during the first Bush Administration. He founded ProCom, a telecommunications long distance provider. He then worked at Advancia Corporation, a defense contracting firm, and was the president and CEO from 2000 to 2005. Subsequently, he served as President and CEO of Martin Bionics, a prosthetic research and design company. Currently, Alvarado serves as founder, President and CEO of Kalida Art, a full service artwork solution company.

### **Elby Beal**

Managing Partner  
Hillcrest Investments, LLC



Elby Beal received his bachelor of business administration in finance from the University of Oklahoma in 1979. He is the managing partner for Hillcrest Investments, an Oklahoma City private investment company with a focus on real estate and closely-held entities, and the managing partner for Golf Club Partners, an affiliated group of companies active in golf community development and operations. Both have evolved into family businesses. Beal serves on the advisory board of directors for Bank of Oklahoma in Oklahoma City, in addition to his involvement in several not-for-profit organizations including: The University of Oklahoma Foundation, Oklahoma City Museum of Art, and All Souls' Episcopal Church.

### **Ron Bolen**

Assistant Professor, Entrepreneurship  
Executive Director, Sooner Launch Pad



Prior to joining the University of Oklahoma, Ron Bolen founded and was Managing Director of da3co, an energy-focused merchant banking operation based in Houston, Texas. With over 19 years of experience in the energy sector, Bolen has 11 years direct experience in private equity investing in both the power and oil and gas segments. Bolen also co-founded Invictus Energy Group, LLC, an international power project finance venture specializing in power optimization opportunities. While in other positions, Bolen's professional efforts have had a significant international flavor with extensive work in South and Southeast Asia, Latin America and the Former Soviet Union. Bolen holds a bachelor of business administration in finance as well as a Juris doctor from The University of Oklahoma. He also received a master of business administration with majors in both finance and taxation from New York University.

## INSTRUCTORS & SCHOLARS (continued)

### James H. Bratton

Assistant Vice President, Economic Development  
Executive Director, Office of Technology Development  
University of Oklahoma



Jim Bratton is the assistant vice president for Economic Development and the executive director of the University of Oklahoma's Office of Technology Development. Prior to joining OU, he was CEO of IP2Biz, an intellectual property search firm. Bratton also worked for over a decade in venture and private equity and has invested in more than 30 early-stage companies. Bratton began his career with BFGoodrich Aerospace, working mostly in Europe, Africa, and the Middle East. He holds a master's degree in business administration from Duke University and is a graduate of Sewanee: The University of the South with degrees in economics and French.

### Lowell Busenitz, Ph.D.

Academic Director, Center for Entrepreneurship  
Michael F. Price Chair in Entrepreneurship  
Price College of Business



Lowell Busenitz (Ph.D. Texas A&M University) is the academic director of the Center for Entrepreneurship and is the Michael F. Price Chair in Entrepreneurship. He teaches entrepreneurship and venture development courses at the undergraduate, master's and Ph.D. student levels. He has coached and mentored many student and founding teams in their development of business plans for new startups. Busenitz's research focuses on how entrepreneurs think and develop new ideas for new ventures and garner resources. He is among a select group of researchers who has an established reputation in the area of entrepreneurship and is one of the top 10 most cited entrepreneurship scholars in the world. His research has appeared in the leading journals in management and entrepreneurship.

### Jim F. Chamberlain, Ph.D.

Staff Research Engineer  
OU WaTER Center



Jim Chamberlain is an environmental engineer with 12 years of consulting experience. In 2006, Chamberlain started a professional chapter of Engineers Without Borders in Austin, Texas, and has been working on water system projects in El Salvador ever since. He is now in his third year as adjunct faculty and research engineer with the WaTER Center at the University of Oklahoma. Chamberlain is leading up the new WaTER minor and teaches the Technical Field Methods course each May. Chamberlain received a bachelor of science degree from Texas A&M and his doctoral degree from Clemson University.

### Chad Davis, Ph.D, PE

Instructor, School of Electrical and Computer Engineering  
College of Engineering



Chad Davis received a bachelor of science degree in mechanical engineering, master of science degree in electrical engineering, and Ph.D. in engineering from the University of Oklahoma, in 1994, 2000, and 2007, respectively. Since 2008, he has been a member of the Electrical and Computer Engineering faculty at OU. Previously, he worked in industry at Uponor Aldyl Corp., McElroy Manufacturing, Lucent Technologies, Celestica and Boeing Corp. Additionally, Davis holds a professional engineering license in the state of Oklahoma. In both 2013 and 2014, he won the prestigious Brandon H. Griffith award from the College of Engineering at OU that recognizes excellence in teaching and extraordinary support for students. He also is currently serving as the coordinator for ENGR 2002 – Professional Development.

### L. Michael Dillard

President  
Waterford Properties  
Century Fitness



Michael Dillard is the founder and chief executive officer of Century, Inc. He employs over 300 people in Century's 500,000-square-foot facility in Oklahoma City. Century is the world's largest supplier and producer of boxing equipment, martial arts uniforms, and supplies. In 1988, Dillard founded The Dillard Group, the largest residential realty firm in Cleveland County, Oklahoma, with over 50 realtors and employees. In 1989, Dillard founded Waterford Properties, through which he owns and manages more than \$300 million in commercial real estate. Mike Dillard has continued his executive education at Harvard, Stanford, and Babson.

### Philip Dow

Developer-in-Residence, CCEW  
Entrepreneur-in-Residence, Center for Entrepreneurship



Philip Dow is an independent software developer with a decade of experience designing and developing desktop, mobile and web applications. He founded Sprouted in 2005 after creating Journler, an information management desktop application used by tens of thousands of professionals around the world. In addition to his work as a software developer, Dow has a background in education. He was an English teaching assistant under the Fulbright program, and he is currently the CCEW developer in residence and Center for Entrepreneurship I.T. entrepreneur in residence at the University of Oklahoma, where he works with students on software development and information technology.

## Will Drover, Ph.D.

Assistant Professor of Entrepreneurship  
Price College of Business



Will Drover is beginning as an assistant professor of Strategy and Entrepreneurship in the fall. Drover's research focuses on decision making in the entrepreneurial context, with particular focus on venture financing. His work has been published in journals such as the Journal of Business Venturing, Entrepreneurship Theory and Practice, and the Journal of Business Ethics. Prior to starting at OU, Drover was a Visiting Scholar at Babson College. He has worked with and consulted for a number of start-ups and will remain active in the entrepreneurship scene by serving as an early stage equity investor. Drover attained a bachelor's degree from the University of Missouri, a master's degree from California State University-Long Beach and a Ph.D. from Southern Illinois University.

## Eddie Edwards

Executive Director, MBA Program  
Price College of Business



Eddie Edwards has served the University of Oklahoma since 2003, first as an adjunct professor in Entrepreneurship in the MBA program, and then as the executive director of the MBA Program since 2011. Edwards has been active in various entrepreneurial pursuits since beginning his business career in Oklahoma City in 1980 – including real estate, oil and gas exploration, and private equity investment. He earned his bachelor of business administration in accounting from OU's Price College of Business in 1978 and his master of business administration in finance from the University of Texas in 1979.

## Shelly Grunsted, JD, LL.M.

Director Integrated Business Core  
Assistant Professor of Legal Studies  
Price College of Business



Shelly Grunsted is an Assistant Professor of Legal Studies and Director of the First Fidelity Bank Integrated Business Core Program (IBC). Professor Grunsted teaches in the areas of Business Law, Real Property Law, International Business Law, and Employment Law at the graduate level. Grunsted is published in the Oklahoma Law Review and the Tulsa Law Review and has consulted with many tribes in Oklahoma. As director of the IBC Program, Grunsted helps lead faculty and students in the implementation and development of products that are then marketed, advertised, and sold by student groups throughout the 16-week semester. The proceeds from these endeavors are then distributed to philanthropies of the students' choice.

## Stephen A. Ives

President  
Cheyenne Petroleum



Steve Ives is a graduate of the University of Oklahoma, receiving a bachelor of business administration in 1973 and a Master of Accountancy in 1974. Immediately upon graduation he began practicing as a certified public accountant for Arthur Young & Company. For the past 33 years, Ives has been employed by a private family and serves as the CFO in charge of their family office in Oklahoma City. He also serves as trustee and board member of various family entities. In addition to the family office duties, Ives is president of Cheyenne Petroleum Company, an oil and gas exploration company headquartered in Oklahoma City.

## Kathleen Johnson

McMahon Centennial Professor  
Gaylord College of Journalism



Kathleen Johnson is the McMahon Centennial Professor at the Gaylord College of Journalism. Johnson's teaching interests are in the business of television journalism, media entrepreneurship, and investigative journalism. Johnson has served more than 25 years in the television news and TV entertainment industry in a variety of executive, programming, and news positions. She also is the founder/CEO of KJ Media, LLC. Her awards include a national Emmy nomination, four regional Emmy awards, nine Telly awards, RTNDA "Edward R. Murrow" award, Associated Press award, and New York Film Festival award. She is active in a number of organizations, including The National Press Club, AEJMC, and the National Association of Black Journalists as the advisor to the OU student chapter.

## Jeff Moore

Executive Director  
Center for the Creation of Economic Wealth



Prior to joining the University of Oklahoma, Jeff Moore was the president of an early-stage mining company, and oversaw a capital expansion that doubled capacity and introduced new products for the oil services industries. As an associate principal with McKinsey & Co., Moore provided senior leadership counsel to a wide variety of manufacturing, financial, and energy businesses. Moore also served in the U.S. Navy as a submarine officer, with tours of duty aboard the USS Ohio (Blue) SSBN-726, Trident Training Facility (Bangor), and the NATO submarine command staff. He is a graduate of Rice University, with degrees in Electrical Engineering (solid state electronics focus) and Economics. Moore holds a master's degree in Applied Physics from the University of Washington, and an master of business administration from the Kellogg School of Management at Northwestern University.

## INSTRUCTORS & SCHOLARS (continued)

### Eric Morrow

Entrepreneur-in-Residence  
Center for Entrepreneurship



Eric Morrow is a five-year veteran of software marketing with experience creating and sharing a digital marketing and customer acquisition book and class that he teaches to startups, businesses, and entrepreneurship students around the world. He also works closely with startups and large businesses, particularly at the Le Camping accelerator in Paris, to make sure they are effectively applying Lean Startup principles to build products people want to buy and use. He is currently working as the entrepreneur-in-residence at the University of Oklahoma, where he manages a summer startup accelerator for five student teams.

### John K. Penton

Managing Partner  
Canaan Natural Gas



John Penton received a bachelor of science in economics from Oklahoma City University in 1978 and a master of business administration from Central State University in 1980. Penton was employed by Hunt Energy Corporation from 1980 through 1984. From 1984 until 1987, Penton owned and managed an independent exploration company, Newport Resources, Inc. In 1987, he co-founded Canaan Energy Corporation with Leo Woodard, sponsoring a series of limited partnerships which resulted in the registration of those partnerships into a public company, trading on NASDAQ. He served as president and director until the company's acquisition (through merger) by Chesapeake Energy Corporation in June 2002. Penton currently serves as managing partner for a series of private limited partnerships with an investment mandate serving up-stream oil and gas institutional investors.

### Lawrence Plummer, Ph.D.

Assistant Professor of Entrepreneurship  
Price College of Business



Ph.D. (University of Colorado) Lawrence Plummer is an assistant professor of entrepreneurship in Price College and teaches new venture development and strategic management. Plummer's research explores entrepreneurship and strategy through the lens of economic geography, location theory, and spatial econometrics. His work focuses on the relationship between innovation, entrepreneurship, and regional development. His research appears in *Production and Operations Management*, *Organizational Research Methods*, *Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, *Small Business Economics*, and *Annals of Regional Science*. He is a co-winner of the 2004 NFIB Best Paper Award. In 2004, Dr. Plummer was named a research fellow of the Max Planck Institute of Economics. Plummer teaches annually in the Entrepreneurship Boot camp for Veterans with Disabilities.

### Daniel Pullin

Dean and Fred E. Brown Chair  
Price College of Business



Daniel Pullin was appointed dean and Fred E. Brown Chair of the Michael F. Price College of Business April 1, 2014, after serving as interim dean since July 1, 2013. Pullin serves as an executive officer of the University of Oklahoma in the role of vice president and teaches each semester in Price College, where he received the OU Foundation Excellence in Teaching Award in 2007, 2008, and 2009. Pullin most recently served as university vice president for strategic planning and economic development and chairman of OU's Center for the Creation of Economic Wealth. Prior to joining OU in 2006, Pullin served as vice president of strategy and business development for Home Interiors & Gifts following his tenure at McKinsey & Co., a global consulting firm, and Hicks Muse Tate & Furst, a leading private equity fund. Pullin, a licensed attorney, holds degrees in accounting, finance and law from OU and a master of business administration from Harvard Business School.

### Scott M. Rayburn

Vice President, Legal  
Canaan Natural Gas



Scott Rayburn received his bachelor of business administration with distinction in 1974 from OU and his J.D. in 1977 from the University of Texas Law School. Rayburn has 35 years of experience as an attorney in Oklahoma City in a business-oriented practice representing primarily mid- to small-sized businesses. He has extensive experience representing diversified clientele in oil and gas, restaurant, hotel/motel, credit, telecommunications, medical services, real estate, and retail, and his representation has included counsel on a wide variety of matters, including structure and negotiation of capitalization, drafting, negotiation and preparation of business transactions and related documents. He currently is vice president of legal at Canaan Resources and President/Shareholder of Scott M. Rayburn, PC.

### Mark Roberts

President  
Mark Roberts Enterprises



For over 30 years, Mark Roberts has pursued the creation, management, development, and operation of businesses in the areas of construction, construction management, automotive sales, and hospital management. His extensive business experience has given him the ability to assess a company's needs, identify areas of improvement and develop strategic plans to create an environment for profitability and success. His successes have included being the youngest self-made new car dealer in Oklahoma. Including pioneering Internet sales for auto dealerships in 1996, he also organized, developed, managed and achieved the first for-profit LEED Gold Hospital in the world and achieving patient satisfaction in the 96-98% satisfaction range. Roberts received a bachelor of business administration in finance from the University of Oklahoma in 1978.

## David Sabatini, Ph.D.

Director  
OU WaTER Center



David Sabatini is the David Ross Boyd Professor and Sun Oil Company Endowed Chair of Civil Engineering and Environmental Science at the University of Oklahoma. He joined OU in 1989 and currently is director of the Water Technologies for Emerging Regions (WaTER) Center. He has coauthored or coedited four books and over 180 refereed journal publications. His research includes development of sustainable water solutions for developing countries such as Cambodia and Ethiopia. In 1997-1998, he was a senior Fulbright Scholar at the Universitaet Tuebingen, Germany. He received his bachelor of science in civil engineering from the University of Illinois, his master of science in civil engineering from Memphis State University, and his Ph.D from Iowa State University.

## Craig Shimasaki, Ph.D, MBA

President and CEO  
Moleculera Labs and BioSource Consulting



Craig Shimasaki is a serial entrepreneur with 30 years of biotechnology industry experience, starting his career at Genentech. He co-founded four companies and is the CEO of Moleculera Labs (a University of Oklahoma spin-out) and assists entrepreneurs in translating technology into commercial products. He led five diagnostics through FDA approval, was involved in raising \$57 million and participated in taking one company public. He authored/edited two books, *The Business of Bioscience: What Goes Into Making a Biotechnology Product* and *Biotechnology Entrepreneurship: Starting, Managing and Leading Biotech Companies*. He received his bachelor of science in biochemistry from the University of California at Davis, his Ph.D. in molecular biology from the University of Tulsa, and his master of business administration from Northwestern University Kellogg School of Business.

## Jeremy Short, Ph.D.

Rath Chair in Strategic Management  
Price College of Business



Jeremy Short is the Rath Chair in Strategic Management. His research focuses on firm performance determinants, strategic decision processes, entrepreneurship, research methods, franchising and family business. His research has appeared in over 60 journal articles. He has published a graphic novel focusing on management and entrepreneurship, "Atlas Black: The Complete Adventure", as well as a graphic novel focusing on franchising and family business, "Tales of Garcón: The Franchise Players". In addition, he co-authored two traditional management textbooks and the first Harvard Business Case in graphic novel format. Short developed the first open course at OU on Introduction to Management.

## Jim Wade

President  
BancFirst Norman



Jim Wade has served as president of BancFirst Norman for 20 years. He received his bachelor of business administration in finance from OU, master of business administration from Central State University and Juris doctor from the OCU School of Law. He currently serves as a senior adviser on the Price College board of advisors and adjunct professor of Entrepreneurial Finance. In Norman he serves on the Norman Regional Health Foundation board of directors, Norman Public School Foundation board of directors, and is a member of the Norman Rotary Club. Wade has been chairman of the boards of the Norman Chamber of Commerce, Norman Regional Health Foundation, and of the United Way of Norman Annual Campaign. He was a Class XVIII member of Leadership Oklahoma.

## Jim Wheeler, Ph.D.

Executive Director and Co-Founder  
Center for Entrepreneurship  
Price College of Business



Jim Wheeler is the co-founder and executive director of the Center for Entrepreneurship. He holds the Stanley White Directorship of the program. Wheeler sits on the State of Oklahoma Seed Investment Fund Committee. He also has created a Student Venture Capital Fund and an annual Business Plan Competition, a statewide contest for undergraduates and graduate students. He participated in the Governor's EDGE program, sitting on the Entrepreneurship Committee and also sits on the University of Oklahoma's President's Coordinating Committee on the Research Campus. Wheeler was a 2003 University of Texas and the Kaufman Foundation MOOT CORP Fellow. Before joining the University of Oklahoma, Wheeler was a 10-year sports media, marketing, and licensing executive whose successfully negotiated multi-billion-dollar contracts with the Olympic Games, the FIFA World Cup, College Football, The Big Ten Conference, and the NCAA Basketball Tournament. Wheeler's industry accomplishments have been globally recognized, with coverage by CNN's Money Line with Lou Dobbs, ESPN, The European journal, USA Today, the Wall Street Journal, and other national and international television, radio, print and Internet publications.

## G. Rainey Williams, Jr.

President  
Marco Holding Company



Rainey Williams received his Juris doctor degree in 1985 from the University of Oklahoma. In 1982, he received his B.B.A. degree in finance from Southern Methodist University. Williams is the president of Marco Holding Corp. in Oklahoma City, a private investment capital partnership with primary emphasis on closely held investments and real estate. Williams serves on a number of boards, including BancFirst Corporation (NASDAQ: BANF) and YMCA Retirement Fund - New York.

# ACADEMICS

## Undergraduate Programs and Courses

### BBA in Entrepreneurship and Venture Management

#### Basic Business Requirements

ACCT	2113	Fundamentals of Financial Accounting
ACCT	2123	Fundamentals of Managerial Accounting
B AD	1001	Personal Computer Productivity Tools
B C	2813	Business Communications
ECON	1113	Principles of Economics – Macro
ECON	1123	Principles of Economics – Micro
ECON	2843	Elements of Statistics
MIS	2113	Computer-Based Information Systems

#### Core Requirements

MGT	3013	Principles of Management (IBC Section)
MKT	3013	Principles of Marketing (IBC Section)
LS	3323	Legal Environment of Business (IBC Section)
FIN	3303	Business Finance
B AD	4013	Business Strategy and Policy

#### Major Requirements

FIN	3513	Entrepreneurial Finance
ENT	3113	New Venture Development I
ENT	4113	New Venture Development II
ENT	4603	New Venture Development III
BAD	3013	IBC Practicum/Study Abroad/Field Studies

#### Electives (Choose 3 of the following courses)

ENT	3203	Entrepreneurial Process
ENT	3613	Launching the New Venture
FIN	4710	Capitalizing the New Venture
ENT	4813	Entrepreneurial Law
ENT	4103	Field Studies
ENT	3193	Social Entrepreneurship
ENT	4303	Entrepreneurship Practicum
ENT	4503	CCEW Internship
ENT	3710	Career Paths in Entrepreneurship
ENT	3913	Small & Family Business

#### Entrepreneurship Minor for Non-Business Majors

ECON	1123	Principles of Economics - Micro (Prerequisite)
ACCT	2113	Fundamentals of Financial Accounting
FIN	3513	Entrepreneurial Finance
ENT	3113	New Venture Development I
ENT	4113	New Venture Development II
ENT	4603	New Venture Development III
ENT		elective, any ENT course not listed above

#### College of Engineering

ENGR	2002	Professional Development
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#### Gaylord College of Journalism & Mass Communication

JMC	4970	Principles of Media Entrepreneurship
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## Graduate Programs

### MBA Concentration in Entrepreneurship

#### MBA Core Courses

BAD	5001	Quantitative Methods & Modeling I
MGT	5702	Organizational Behavior
BAD	5122	Quantitative Methods and Modeling II
ACCT	5202	Financial Accounting
BAD	5102	Managerial Economics
ACCT	5212	Managerial Accounting
FIN	5302	Financial Markets and Securities
MKT	5402	Marketing Management
SCM	5502	Supply Chain Management
FIN	5312	Corporate Finance
MIS	5602	Management Information Systems
LS	5802	Business Ethics
BAD	5112	Global Economics
MGT	5712	Negotiation and Leadership
BAD	5902	Strategic Management

#### Entrepreneurship Concentration Courses

ENT	5934	Strategic Venture Development
ENT	5902	Entrepreneurial Process
ENT	5912	Capitalizing the New Venture
ENT	5992	Entrepreneurial Growth Strategies
ENT	5942	Launching the New Venture
ENT	5941	Early Stage Venture Investing & Management I
ENT	5951	Early Stage Venture Investing & Management II
ENT	5972	Entrepreneurial Innovation

### Certificate in Entrepreneurship

The Business Entrepreneurship Certificate seeks graduate students from areas like engineering, meteorology, architecture, medical, and other sciences who are working with technologies. The Certificate consists of one required course, three guided elective courses, and one general elective course.

#### Required Course

ENT 5934 Strategic Venture Development

#### Guided Elective Courses

ENT 5902 The Entrepreneurial Process  
ENT 5912 Capitalizing the New Venture  
ENT 5922 Entrepreneurial Innovation  
ENT 5942 Launching the New Venture  
ENT 5941 Early-Stage Venture Investing I  
ENT 5951 Early-Stage Venture Investing II  
(Or other graduate ENT courses as available)

## Ph.D. Program

The Ph.D in Business Administration at the Michael F. Price College of Business with an emphasis in entrepreneurship has gained national prominence. The program addresses strategic, managerial and organizational aspects of entrepreneurship. PhD students in the Entrepreneurship program are expected to develop competencies in:

- Innovation and opportunity development
- Resource strain and acquisition
- Entrepreneurs and human capital
- Teams in starting new ventures
- Business models
- Social entrepreneurship
- Strategic entrepreneurship

In addition, all students receive rigorous training in statistics and research methodologies. This program is usually completed in four years with two years of course work and two years of research and dissertation. By the time that our students have graduated, they have typically presented their research at numerous conferences and published at least several journal articles. Our PhD program and the training of doctoral students has been of the most successful in the country. Consistent with being a top quality program, our students have gone on to become professors at institutions such as Washington State, North Carolina State, Oregon State, Oklahoma State, Virginia Tech, and the University of Central Florida.

# SUPPORTERS



The Center for Entrepreneurship has been successful due to the tremendous support of alumni and friends. These individuals have embraced our work from the beginning and continue to support, collaborate with, and strengthen the program for our students. They have become adjunct faculty members, guest speakers, scholarship providers, judges for business plan competitions, mentors, and providers of internships and career opportunities. The dynamic offerings highlighted in this annual report reflect the vast support of our alumni and friends. Through their generosity, we run a world-class entrepreneurship program with over \$2 million available in student scholarships. We would not have achieved our goals without the investment of the individuals and organizations listed below. On behalf of all our students, thank you!

Adams Hall Asset Management LLC

Micah David Alcorn

Arthur G. Alexander

AXA Foundation

BancFirst

Allen E. Barrow

Barrow & Grimm PC

Beacon Telecommunications Advisors LLC

Robert Beall

Beall Foundation

William D. Brewer

Chesapeake Operating, Inc

Community National Bank

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Special thanks to Megan Walsh for assembling this document.

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