



ENTREPRENEURSHIP & INNOVATION

The UNIVERSITY of OKLAHOMA.



OU ENTREPRENEURSHIP & INNOVATION

Find your place in the OU entrepreneurial ecosystem and learn by doing

The University of Oklahoma is leading the way for entrepreneurship and innovation. Our success is globally recognized by recent rankings of fifth in the nation by *The Princeton Review* and *Entrepreneur Magazine*, seventh in the nation by *U.S. News & World Report*, and eighth by *Bloomberg Business Week*. I would like to thank our visionary donors, the Stanley White Foundation, Harry Pefanis, Phil Kramer, and the Kenneth and Claudia Silverman Family Foundation, who have powered the launch and expansion of OU's entrepreneurship program since 2003. Our ecosystem combines the best academic resources and experiential programming to activate students as process-oriented thinkers who build revolutionary ideas and companies. Regardless of experience, time capacity or field of study, there is a place for you in the world of entrepreneurship. Join the University of Oklahoma's entrepreneurial movement that enables students to discover entrepreneurship, develop specialized skills, test emerging business ideas and launch breakthrough ventures to transform our state, nation and world!

Jim Wheeler, Ph.D.

Stanley White Executive Director and Co-Founder
Center for Entrepreneurship, The University of Oklahoma



DISCOVER

THE WORLD OF
ENTREPRENEURSHIP



**FIND YOUR PLACE IN THE
OU ENTREPRENEURIAL
ECOSYSTEM**

FUEL YOUR VISION

FOR AN
INNOVATIVE
FUTURE AND
CAREER PATH

Entrepreneurship Symposiums

Biannual symposiums showcase seasoned entrepreneurs and deeply knowledgeable experts from diverse experiences and industries. Catch the vision for entrepreneurship and learn from leading entrepreneurs and industry experts speaking from hard-won experience. Participants learn about industry-shaping technologies and broad market shifts, along with the humble beginnings and triumphs of founders' startup journey.

TEDxOU

TEDxOU brings people together from three spheres: design, technology and entertainment. The University of Oklahoma hosts the annual TEDxOU conference, where Norman's local thought leaders converge and share their insights for collaboration and the advancement of innovation. The audience and speakers create a synergy of thought leaders, creatives, innovators and revolutionaries.

Collegiate Entrepreneurs Organization

A multidisciplinary, student-led club that brings successful entrepreneurs to campus to share their entrepreneurial journeys, business insights and career advice. CEO meetings are held monthly and serve as a platform for mentorship in the realm of entrepreneurship.

Innovation & Entrepreneurship Course

A university-wide course in entrepreneurship. Take a semester to learn the entrepreneurial process and carry a versatile, in-demand skillset into your studies and career. Every major with any experience level can jump into this course to learn entrepreneurship fundamentals while earning academic credit. In this course, you will learn how to identify game-changing ideas, think like an entrepreneur and create entrepreneurial ventures. Student teams go through the lean startup methodology, and develop innovative business models and written business plans.

International Entrepreneurship

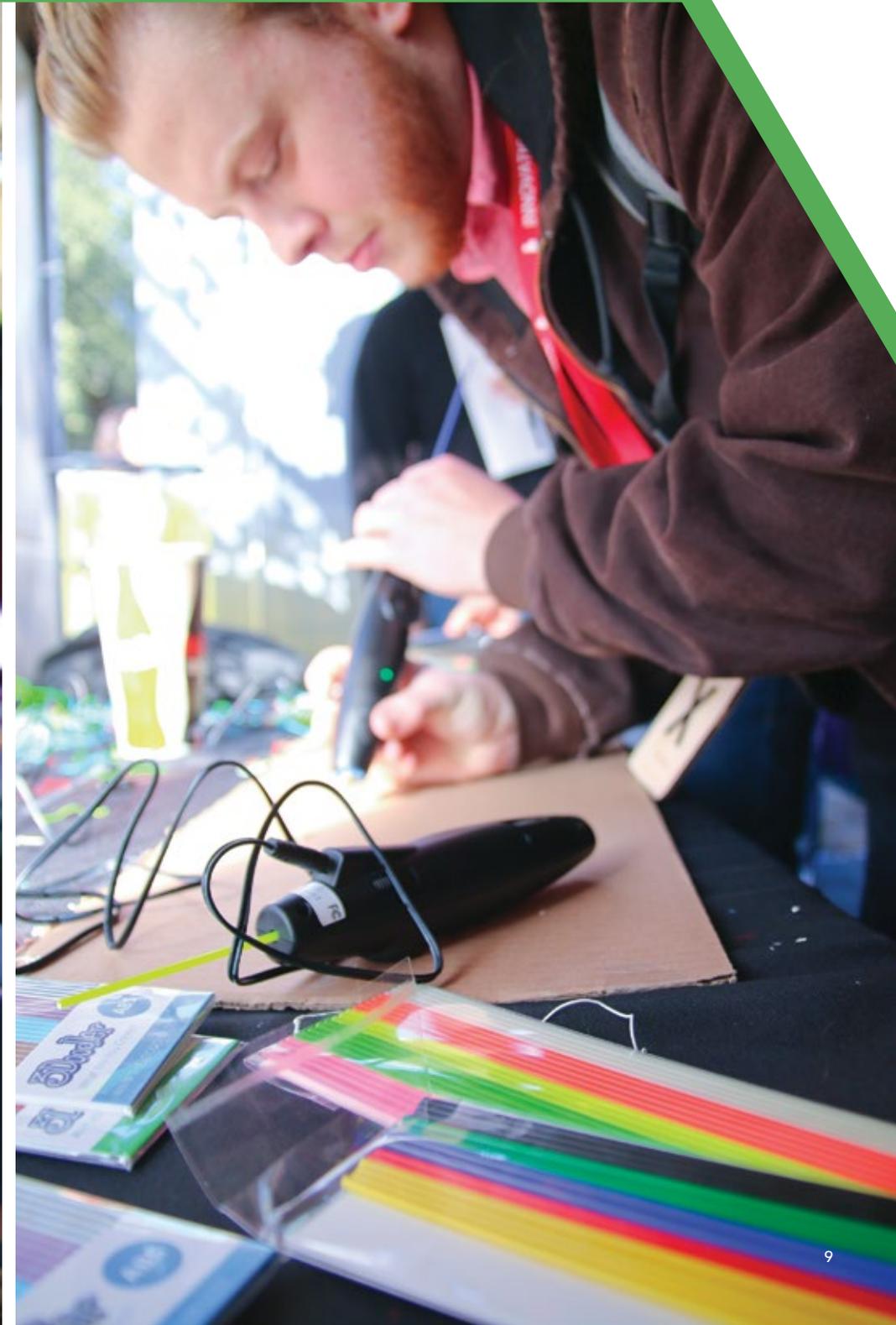
Students experience life and business in Europe and beyond. Through this study abroad program, students explore Italy, France, England and Uganda while learning about global entrepreneurship through corporate visits and meetings with practicing entrepreneurs. Students gain new insight by adapting to unfamiliar cultures, connecting with new people and experiencing life from a new perspective.



THE INNOVATION HUB

A home for OU's community of creators and innovators, the Innovation Hub is 20,000 square feet of on-campus space devoted to entrepreneurship, technology and innovation. The space provides environments and technologies focused on digital fabrication, data visualization, economic development and interdisciplinary collaboration. The Innovation Hub connects curious students with opportunities and resources to bring ideas to life, develop entrepreneurial skills and work in a creative community environment with other entrepreneurs. There is a place for you at the Innovation Hub, whether it is connecting at the café, experimenting with the state-of-the-art technologies or participating in experiential innovation programs.

EXPERIMENT,
COLLABORATE,
CONNECT



DEVELOP

SPECIALIZED SKILL SETS



**PURSUE YOUR PASSION,
DEVELOP EXPERTISE
AND BECOME A LEADER**

STARTUP SKILLS

EXPERIENCE THE STARTUP COMMUNITY



Entrepreneurship Fellows

During this semester-long, paid internship, Entrepreneurship Fellows mentor student startups to help them develop new business ventures. Seasoned student fellows advise less experienced peers throughout the startup process by offering practical guidance on such topics as market analysis, customer interviews, prototype development, entrepreneurial finance and the incorporation process.

i2e Internship

In partnership with i2E "Innovation to Enterprise," OU students apply classroom experiences to real-world opportunities in i2e startup companies during a paid 10-week internship. Participants develop their network and many translate their internship experiences into jobs, retaining top talent in knowledge-based jobs to grow Oklahoma's economy for decades.

Entrepreneurship Workshops

Students gain face-to-face interaction with successful startup founders and experts through bimonthly entrepreneurship workshops. During these hands-on workshops, students walk through different topics necessary to start a business by framing problems, developing solutions, discovering customers, analyzing markets, developing prototypes, pitching to investors and raising money.

Industry Workshops

Bimonthly industry workshops mobilize students to identify business opportunities in various industries and develop industry-specific skill sets. Students learn from the successes and failures of entrepreneurs from a wide range of industries, including medical, biotechnology, energy, software and media businesses.

THE CENTER FOR THE CREATION OF ECONOMIC WEALTH

Founded in 2006, the Center for the Creation of Economic Wealth is an economic development organization at the University of Oklahoma specializing in technology commercialization, software business development, social entrepreneurship, and agile product design. CCEW provides students internship opportunities to engage in real-world, high-impact projects by working with university researchers and private-sector mentors. Over the course of a semester, top-talent students provide top-notch solutions to real-world problems through interdisciplinary problem-solving. Student-led CCEW intern teams have worked to commercialize researchers' innovative new inventions, sustainably solve pressing social issues and develop software solutions for Oklahoma startups.



**HIGH-IMPACT
AND ITERATIVE
PROBLEM-SOLVING**

SOCIAL ENTREPRENEURSHIP

Introduction to Social Entrepreneurship

This course teaches students how to mobilize entrepreneurial strategies to craft innovative solutions that meet a social need. Learners gain the opportunity to increase their understanding of economic and social value creation in such areas as poverty alleviation, education, international development, health care and sustainability.

The Mine Fellowship

The Mine brings 10 young professionals together for nine months to design and launch social innovation projects with \$10,000 in seed money. The Mine is a catalyst for social innovation, equipping Tulsa's entrepreneurs, creatives, nonprofits and developers to create a better world.

Social Innovation Workshop

The Social Innovation Workshop invites students to apply entrepreneurial and human-centered design principles toward developing social ventures. This CCEW-led, four-part workshop equips participants with the skills needed to understand problems, ideate solutions, test concepts and communicate their vision as social innovators.

Social Entrepreneurship Internship

Student interns apply business principles to create sustainable solutions for social problems and expand the impact of socially focused organizations in the United States and abroad. This CCEW program makes a significant impact through intern projects, including the creation of affordable products that sustainably serve the poor, expansion plans for non-governmental organizations looking to scale impact in developing countries, and pilot programs for nonprofits.



EMPOWER SUSTAINABLE SOCIAL CHANGE

The Oklahoma Group

The Oklahoma Group is a student-founded-and-led organization that works 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.

OU WaTER Center

The University of Oklahoma WaTER Center serves as an equipping hub for students to implement sanitation solutions in emerging regions around the globe. The WaTER minor trains students of any major to solve problems through the convergence of engineering technologies, social entrepreneurship and behavioral change.

Social Entrepreneurship Symposium

This annual event unites acclaimed experts and aspiring social entrepreneurs to discuss trends shaping the future of economic development. Panels of socially motivated founders and authors share personal experiences, relevant lessons and sweeping trends focusing on creating scalable, sustainable change.

OU UGANDA

Students work in Gulu, Uganda, to affect change and gain real-world experience in international entrepreneurship. This university-wide study abroad course brings students from different majors together to assist Sister Rosemary Nyirumbe with her work in Northern Uganda. This interdisciplinary student and faculty team works with Ugandan partners on projects that serve the community. Projects include a handcraft supply chain project, adult literacy program, business model development and a comprehensive water and sanitation plan.



**USE YOUR
SKILLS TO
IMPACT LIVES**

PRODUCT DESIGN

Agile Product Design Internship

Students in the Agile Product Design internship apply entrepreneurial processes to rapidly prototype and iteratively design products that solve real-world problems. Through this CCEW-led program, students learn how incorporate customer feedback into new designs and create successful, patented products tailored to actual users.

Digital Fabrication Lab

The Digital Fabrication Lab is a 5,000-foot makerspace in the Innovation Hub at Three Partners Place providing all the tools creators need to create prototypes. Tools include 3D printers, laser cutters and CNC milling machines. Fab Lab experts teach students the fabrication process through design and prototyping workshops and assist students as they develop their ideas utilizing fab lab technologies.

DREAM IT,
DESIGN IT,
MAKE IT



TECH COMMERCIALIZATION

The Office of Technology Development

The Office of Technology Development manages OU-created intellectual property to commercialize the university's ideas for the public good. OTD works with researchers to identify, protect and license intellectual property resulting from grant-funded research.

Technology Transfer Internship

OTD Technology Transfer interns gain experience in technology evaluation and positioning, market analysis, intellectual property protection, IP-based agreements, marketing and general technology transfer principles as they assist OTD staff on projects.

OTD Innovation to Impact Series

The OU Office of Technology Development hosts the Innovation to Impact series – monthly, multidisciplinary events that equip OU faculty and graduate students with the knowledge to transform new academic research findings into tangible impact, such as licensing agreements and patent applications. The series is held both at the Norman campus and the OU Health Science Center in Oklahoma City.

Technology Commercialization Internship

Interns apply business analysis skills to transform the university's intellectual property into licensing revenue. CCEW interns work alongside OTD staff to protect the institution's emerging creations, evaluate their value and assist businesses in effectively applying Oklahoma-bred technologies around the world.



WORK
ALONGSIDE
INTELLECTUAL
PROPERTY
EXPERTS



SOFTWARE BUSINESS

Software Business Accelerator

The Software Business Accelerator is an interdisciplinary program hosted by CCEW that provides an environment for the rapid creation and launch of software-based products and businesses developed by students, professors and outside companies. Interns learn the commercial application of latest code languages and agile project management.

Computer Science Software Studio

Students seeking to dive deep and accelerate their next software project can take advantage of the Computer Science Software Studio in the Gallogly College of Engineering. Talented teams work together to bring their app and game ideas to life, enter competitions, access unique seminars and connect with professionals.



OK Coders

Interested in web development, but not sure where to start? OK Coders is Oklahoma's first software developer bootcamp founded by CCEW, Tailwind and Phase 2 Interactive. OK Coders trains participants in the basics of web application development, including HTML, CSS and JavaScript, and server programming through node.js, and plugs participants into the startup community.



CREATE AND LAUNCH SOFTWARE-BASED BUSINESSES

IDEATE

CREATE & TEST IDEAS



**BRING YOUR IDEAS TO LIFE
WITH INNOVATIVE BUSINESS
MODELS AND STRATEGIES**

VENTURE DEVELOPMENT COURSES

New Venture Development

The Price College of Business undergraduate entrepreneurship program enables students to identify, evaluate, and execute on opportunities for launching new ventures through the New Venture Development course sequence. The NVD course sequence is a process that tracks with the realities of the entrepreneurial journey. Over the course of three semesters, students work together as a startup team to launch innovative and disruptive ventures. During this intensive experience, students gain understanding of the entrepreneurial process and engage in the discovery of entrepreneurial opportunities and the creation of novel technologies. Teams develop innovative business models, conduct extensive research to validate the venture and prepare written commercialization plans and present to prospective investors. Teams engage in this rigorous process through the guidance and instruction of entrepreneurial professors, practicing entrepreneurs and dedicated mentors.

Strategic Venture development

Graduate MBA students are equipped in technology commercialization, opportunity feasibility analysis, industry and market analysis, designing and writing a quality business plan, development of sales and distribution structures, resources and financial capital requirements and selling a venture concept to potential investors, and oral presentation skills. The Strategic Venture Development course represents the core of the Graduate Certificate in Entrepreneurship program. This program is open to all Price College MBA students as well as all master's and Ph.D. students throughout the university.



College of Engineering

The College of Engineering teaches students to design a new technological solution and business model through the Professional Development course. Through this course, students learn the basics of entrepreneurship, develop marketable solutions and pitch their ideas to judges. Engineering students also engage in entrepreneurship through the Sooner Engineering Entrepreneurs Club — the host of monthly gatherings and an annual Innovation Boot Camp where students launch engineering companies.

College of Journalism

The Gaylord College of Journalism and Mass Communication Principles of Media Entrepreneurship course equips journalism students with business skills and a framework for entrepreneurship in the realm of media. Students learn how to leverage entrepreneurial processes to achieve greater success in their field by building audiences, brands and businesses.

NEW VENTURE DEVELOPMENT COURSE SEQUENCE

If you dream of starting a business that impacts the world, the New Venture Development course sequence provides a great opportunity to make it a reality. Through the entrepreneurship major or minor programs, students jump into the entrepreneurial process and experience what it is like to be on a startup team. Over the course of three semesters, students work in teams to develop their entrepreneurial venture. Students grow their skills through an ideation process, feasibility analysis and then present a viable venture to prospective investors by the end of the program. Each course prepares students to think critically, creatively solve problems in a collaborative setting and develop excellent presentation skills. Skills involving testing venture viability, financial development, management, customer development and innovative marketing are learned in the context of preparing a viable venture. A student testimony: "Without a shadow of a doubt, I know I would not have received my job offer if I had not completed the New Venture Development program. This program changes and empowers you to create impactful solutions to improve your world — and I am living proof."



**INNOVATE
SOLUTIONS
TO REAL MARKET
PROBLEMS**



EXPERIENTIAL IDEATION OPPORTUNITIES



Business Plan Competitions

Each year, student teams participate in 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 an innovative business idea, writing a business plan and preparing their presentation for potential investors and judges. Over the past six years, OU students have won 32 of the possible 55 awards. OU startup teams also compete in the Chapman University California Dreamin' Business Plan Competition and the Rice Business Plan Competition.

Lean Startup Workshop

The bimonthly Lean Startup Workshop is an opportunity for student teams to learn the skills and processes needed to develop a new venture. During these workshops, students develop new ideas, gain understanding of the customer problem, create a plan for their venture and learn how to test assumptions with real customers. These hands-on workshops range from a two-hour session to an immersive one-week experience.



Startup Weekend

Every year, OU students participate in OU Startup Weekend, an intense 54-hour event that provides networking, resources, and incentives for individuals and teams to launch new business ideas. Teams receive advice from mentors, conduct original research and build working demos, and present in Demo Day, in which judges determine the weekend's best-developed startup.

**ASSEMBLE A TEAM,
PILOT YOUR IDEA,
LEARN BY DOING**

IDEATION RESOURCES

Mentors

Successful founders, technology specialists, field-leading scholars and industry experts teach OU entrepreneurship classes. Instructors provide expertise and give guidance on everything needed to successfully launch or grow a business: customer development, supply chain management, manufacturing your product, sales strategy development, hiring the right people, venture capitalization and entrepreneurial finance. Students regularly tap into their deep well of experience for invaluable advice while developing new ventures.

Entrepreneurs-in-Residence

Seasoned entrepreneurs and industry experts devote countless hours to help students navigate the entrepreneurial process and launch new ventures. Experienced mentors coach students through each step of the startup process while connecting them to the contacts and resources needed to take their startup to the next level.

INNOVATIVE
TECHNOLOGIES,
EXPERIENCES
AND COMMUNITY





Innovation Hub

A home for OU's community of creators and innovators, the Innovation Hub is a 20,000-square-foot space on the OU campus devoted to entrepreneurship, technology and innovation. Located on the the Research Campus in Norman, the Innovation Hub provides a gathering place for student entrepreneurs, startups and creatives on campus to collaborate with like-minded peers and experiment with hands-on technologies, including 3-D printing.

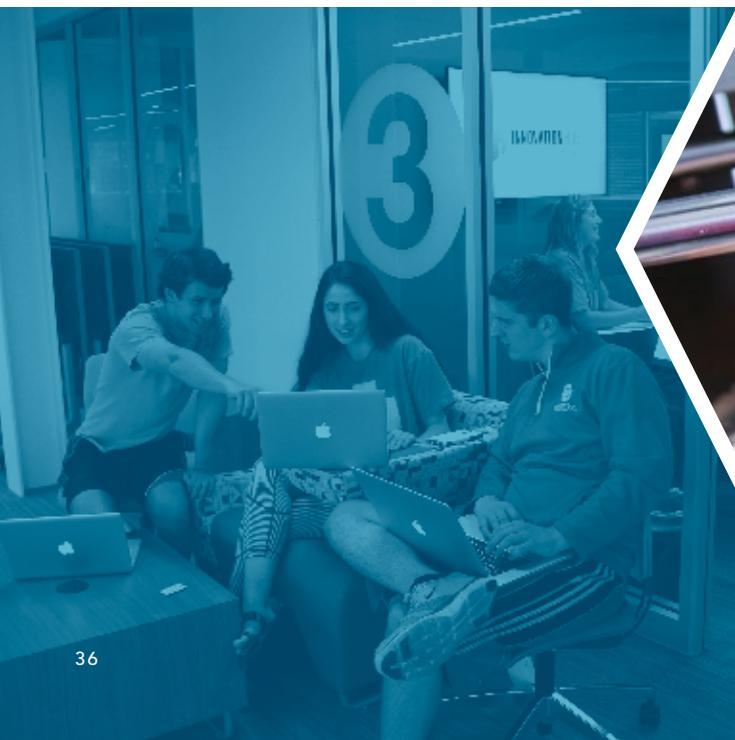
Digital Fabrication Lab: Prototype products and create detailed models, bringing your ideas to life in this 5,000-square-foot space outfitted with 3D printers, laser cutters and CNC milling machines. Trained experts guide students through utilization of fab lab equipment.

Visualization Zone: Test and apply virtual reality modeling to transform 2-D concepts into 3-D experiences. The Visualization Zone pushes the boundaries of data visualization through a fully immersive, virtual reality experiment. For example, students can create walkthrough models of building plans and interactive models of complex technologies, and make tangible abstract and creative design concepts.

Collaboration Zone: Develop ideas on your own or as part of a team in a collaborative, creativity-focused environment. Flexible meeting areas allow teams to brainstorm and map out complex problems.



YOUR IDEA BECOMES A REALITY AT THE INNOVATION HUB



LAUNCH

YOUR VENTURE



**THE RESOURCES, EXPERIENCES
AND CONNECTIONS YOU NEED
TO LAUNCH**

EXPERIENTIAL LAUNCH PROGRAMS

Startup Studio

The Startup Studio is an experiential, semester-long entrepreneurship course designed for students of all majors who are committed to launching a company. The Startup Studio provides undergraduate and graduate students an opportunity to develop their idea, with access to mentors and practical strategies for moving the venture forward. Utilizing the lean launch pad methodology, students validate their concept and prepare for investment.



Proof of Concept Grant Program

The Proof of Concept Grant program supports up-and-coming student startups across the university by providing resources, including online training programs and grant funding, to help students prototype and test their ideas. Grants range from \$500 to \$5,000 and allow students to develop a minimum viable product, begin operating their venture and gain traction for their idea.

IBC

More than 3,300 students have led the Integrated Business Core program for over 20 years to brainstorm products, sell them to real-world customers and donate a collective \$1.3 million to local charities, and have additionally performed over 76,000 hours of community service.



LAUNCH YOUR ENTREPRENEURIAL VENTURE



SLP ACCELERATOR

The SLP Accelerator Program is a 10-week summer program designed to help OU students launch new business ventures. This experiential, hands-on program empowers teams to launch revenue-generating or investment-ready companies through \$10,000 in seed funding, training, mentoring and networking opportunities. The program ends with a "Demo Day" where each team pitches its project to a group of founders, mentors and investors.



**SEED
FUNDING TO
VALIDATE
YOUR
BUSINESS**

LAUNCH RESOURCES

Innovation Hub Co-Working Space

Work in an atmosphere of creativity and entrepreneurial energy. The Innovation Hub co-working space provides a home base for the pioneering entrepreneur or startup team at the epicenter of the OU's entrepreneurial activity.

Venture Strategy Sessions

Experienced OU faculty and staff offer Venture Strategy Sessions to students and community members on an ad hoc basis. During these sessions, strategic guidance and support is offered for newly emerging entrepreneurial ventures.

Oklahoma Funding Accelerator

Students in the Oklahoma Funding Accelerator consult entrepreneurs and startup teams to refine their business strategies, project financials and uncover marketing insights. Student associates gain valuable leadership and networking experience while conducting thorough due diligence to maximize their local client's effectiveness.

YOUR
ENTREPRENEURIAL
AMBITIONS COLLIDE
WITH INNOVATIVE
STRATEGIES



RESEARCH

Host of 2017 Babson Research Conference

World-class researchers in the Price College of Business have established a reputation for field-leading impact with 55 papers published since 2011. These articles have been published in the most prestigious peer-reviewed entrepreneurship and management journals. Furthermore, Forbes, CNBC, U.S. News & World Report, Lifehacker and the National Venture Capital Association cited our sought-after researchers for their expertise in venture financing, entrepreneurial decision-making and growth strategies. Among other accomplishments, our researchers have delivered a keynote address at the world's largest angel investment symposium, have received a grant to conduct the first neuroscience study in venture financing and have been invited to present their research in 16 different countries.

As a dialogue initiator, the University of Oklahoma hosted the 2014 OU Crowdfunding Conference and will host the 2017 Babson College Entrepreneurship Research Conference. This prestigious gathering will provide a dynamic venue for 350 academic scholars and real-world practitioners to link theory with practical application through the presentation of more than 220 papers.

OU Research Expertise

Our entrepreneurship researchers have received recognition as experts in such areas as entrepreneurial cognition, venture financing, crowdfunding and social entrepreneurship. Our researchers continue to offer impactful insights to advance our understanding of how entrepreneurs make decisions, secure financing and launch successful businesses.

As crowdfunding emerges onto the venture funding landscape, our researchers are on the front lines gaining new understanding about how entrepreneurs pitch their concepts, learn about their markets and persuade potential investors. Events like the OU Crowdfunding Conference have continued to aid practitioners, researchers and students in learning about emerging trends surrounding new-business creation. In addition, our researchers continue to advance social entrepreneurial strategies for creating sustainable social ventures. Their efforts help us to better understand how social entrepreneurs combine social and economic value creation leading to successful sustainability.



FORBES, CNBC, U.S. NEWS & WORLD REPORT, LIFEHACKER AND THE NATIONAL VENTURE CAPITAL ASSOCIATION HAVE CITED OUR SOUGHT-AFTER RESEARCHERS



ABOUT US

Our team consists of leading business executives, experienced entrepreneurs, technology experts and world-renowned entrepreneurship researchers. The excellence and dedication of our leaders and instructors is what makes our program one of the best in the world. We are forever grateful for their investment and dedication to OU students.



Ron Bolen

*Assistant Professor, Entrepreneurship
Executive Director, Sooner Launch Pad*

Ron Bolen founded and served as managing director of da3co, an energy-focused merchant banking operation based in Houston. 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. Bolen holds a bachelor of business administration degree in finance and a juris doctor from OU. He also earned a master of business administration from New York University.



James H. Bratton

*Assistant Vice President, Economic
Development
Executive Director, Office of
Technology Development*

Jim Bratton is the assistant vice president for economic development and the executive director of OU's Office of Technology Development. Previously, 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 30 early-stage companies. He holds a master's degree in business administration from Duke University and is a graduate of Sewanee: The University of the South.



Laura Brunson, Ph.D.

*Director of Education Abroad,
College of International Studies*

Laura Brunson serves OU as the director of Education Abroad. Brunson completed her doctorate in the College of Engineering, where her research focused on drinking water in developing countries and was partially funded by fellowships from the EPA and National Science Foundation. A portion of her research focused on business models for drinking water implementation, which utilized knowledge gained from management and marketing degrees. This combined expertise in business and drinking water also was valuable when Brunson consulted on a water business implementation project in Rwanda with Emory University. Brunson previously taught Social Entrepreneurship at OU and is now teaching as part of the inaugural multidisciplinary service learning program in Uganda.



Lowell Busenitz, Ph.D.

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

Lowell Busenitz is the academic director of the Center for Entrepreneurship and is the Michael F. Price Chair in Entrepreneurship. He teaches entrepreneurship courses and coaches business plan teams across all student levels. Busenitz's research focuses on how entrepreneurs develop new ideas for ventures and garner resources. He boasts an elite, established reputation in the area of entrepreneurship and is one of the top 10 most cited entrepreneurship scholars in the world. He received his doctorate from Texas A&M University.



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 OU. He 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 doctoral degree in engineering from OU in 1994, 2000 and 2007. Since 2008, he has been a member of the Electrical and Computer Engineering faculty at OU. Previously, he worked at companies including Lucent Technologies, Celestica and Boeing Corp. For two consecutive years, he has won the prestigious Brandon H. Griffith award from the OU College of Engineering, recognizing excellence in teaching and extraordinary support for students.



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. Dow was an English teaching assistant under the Fulbright program and is currently the CCEW developer-in-residence at OU, 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 an assistant professor of strategy and entrepreneurship. Drover's research focuses on decision-making in the entrepreneurial context, with particular focus on venture financing. His work has been published in such journals as the *Journal of Business Venturing* and *Entrepreneurship Theory and Practice*. Previously, Drover was a Visiting Scholar at Babson College. Drover earned a bachelor's degree from the University of Missouri, a master's degree from California State University-Long Beach and a doctoral degree from Southern Illinois University.



Shelly Grunsted, JD, LL.M.

*Assistant Professor of Legal Studies
Director, Integrated Business Core,
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). 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*. As director of the IBC Program, Grunsted leads faculty and students to develop products that are then marketed and sold over a 16-week semester.



Stephen A. Ives

President, Cheyenne Petroleum

Steve Ives is president of Cheyenne Petroleum Co., an oil and gas exploration company headquartered in Oklahoma City. Ives practiced as a certified public accountant for Arthur Young & Company. For the past 33 years, he 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. Ives graduated from OU, with a bachelor of business administration in 1973 and a master of accountancy degree in 1974.



Kathleen Johnson

*McMahon Centennial Professor,
Gaylord College of Journalism*

Kathleen Johnson is the McMahon Centennial Professor at the Gaylord College of Journalism and Mass Communication. Johnson's teaching

interests are in the business of television journalism, media entrepreneurship and investigative journalism. She 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, an RTNDA "Edward R. Murrow" award, an Associated Press award, and a New York Film Festival award.



Susan Moring

*Director of Norman Programs, Center
for the Creation of Economic Wealth*

CCEW's director of programs, Susan Moring supports CCEW internships by launching new initiatives and building connections between OU and

the entrepreneurial community through programs like OK Coders and TEDxOU. Moring previously served as an intern, team leader, fellow and program manager at CCEW. During her fellowship, Moring worked with 10 different intern teams and managed CCEW's Bay Area and Oklahoma Funding Accelerator programs. She graduated from OU with a bachelor's degree in entrepreneurship and venture management.



Andrew Pollock

*Director of Business Development,
Office of Technology Development*

Andrew Pollock is the director of business development for OU's Office of Technology Development. Pollock transitions university IP assets to commercial entities for the public's benefit and manages internal relationships Oklahoma inventors. Pollock has managed projects in start-ups and Fortune 500 subsidiaries, specializing in product-market fit. One of Pollock's teams lead a lean transformation of an established custom manufacturer, yielding over a \$10 million revenue gain in a single year. Pollock holds degrees from OU, including a bachelor's degree in zoology and post-graduate work in biomedical engineering.

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Scott M. Rayburn

*Vice President, Legal Canaan
Natural Gas*

Scott Rayburn is vice president of legal at Canaan Resources and president/shareholder of Scott M. Rayburn, PC. 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 across industries, including oil and gas, medical services, and real estate. Rayburn received his bachelor of business administration degree from OU in 1974 and his juris doctorate from the University of Texas Law School in 1977.



Tom Lawson

President, Zing Manufacturing

Tom Lawson runs a consulting practice and serves as president of Zing Manufacturing, a start-up manufacturer and supplier for the promotional products industry. He graduated with

a bachelor's degree in business administration from OU in 1979 and co-owned businesses in Norman. He launched Nike Apparel in the Southwest United States and later managed sales teams in the company. In 1997, he founded BigTime Sports Apparel, which quickly became one of the fastest-growing sports-apparel companies.



Jeff Moore

*Executive Director, Center for the
Creation of Economic Wealth*

Prior to joining OU, 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. He is a graduate of Rice University, with degrees in electrical engineering and economics. Moore holds a master's degree in applied physics from the University of Washington and a master of business administration degree from the Kellogg School of Management at Northwestern University.



Taylor Potter

*Director of Tulsa Programs, Center for
the Creation of Economic Wealth*

As the director of Tulsa Programs, Taylor Potter is committed to building CCEW at the Schusterman Center, shaping the next generation of business leaders, and expanding social entrepreneurship in Tulsa. Potter previously worked for ConocoPhillips, where she worked to facilitate title ownership of the company's Barnett Shale asset area, reviewing all oil and gas leases while providing support to royalty owners. Potter graduated summa cum laude from OU in 2011 with degrees in economics and international studies. She was honored as one of the Outstanding Senior Woman of her graduating class.

As the director of Tulsa Programs, Taylor Potter is committed to building CCEW at the Schusterman Center, shaping the next generation of business leaders, and expanding social entrepreneurship in Tulsa. Potter previously worked for ConocoPhillips, where she worked to facilitate title ownership of the company's Barnett Shale asset area, reviewing all oil and gas leases while providing support to royalty owners. Potter graduated summa cum laude from OU in 2011 with degrees in economics and international studies. She was honored as one of the Outstanding Senior Woman of her graduating class.



Sue Ringus

*Director, Center for the Creation of
Economic Wealth*

As director of the CCEW Internship, Sue Ringus provides support in problem-solving, communication, and growth of the internship program.

Previously, Ringus was an engagement manager with McKinsey and Co., a global management consultancy, serving clients in education, financial services and life sciences industries on strategic and operational issues. She also worked in marketing and client service for Harris Alternatives, a Chicago-based fund of hedge funds manager. Ringus holds a bachelor of science degree in industrial and labor relations from Cornell University and an MBA with concentrations in strategy and finance from the Ross School of Business at the University of Michigan.



Tom Lumpkin

*Trosper Chair in Entrepreneurship,
Director of the Division
of Entrepreneurship
and Economic Development*

Tom Lumpkin is a globally recognized scholar whose research interests

include entrepreneurial orientation, social entrepreneurship and family business. His research has been published in numerous top-tier publications and he serves on the editorial boards of several prestigious journals. He has co-authored a textbook on strategic management and co-edited a book, *The Landscape of Family Business*. Lumpkin's doctorate is from the University of Texas at Arlington. He previously held positions at Syracuse University and Texas Tech University.



John K. Penton

*Managing Partner, Canaan
Natural Gas*

John 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. Penton previously was employed by Hunt Energy Corp. and later owned an independent exploration company, Newport Resources Inc. In 1987, Penton co-founded Canaan Energy Corp., sponsoring a series of limited partnerships that resulted in a public company, trading on NASDAQ. He served as president and director until the company's acquisition by Chesapeake Energy. Penton received a bachelor of science degree in economics from Oklahoma City University in 1978 and a master of business administration degree from Central State University in 1980.



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 in 2014. Pullin continues to teach each semester in

Price College and received the OU Foundation Excellence in Teaching Award for three consecutive years. Pullin serves as a university vice president, most recently for strategic planning and economic development, and chairman of OU's Center for the Creation of Economic Wealth. Pullin holds degrees in accounting, finance and law from OU and an MBA from Harvard Business School.



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 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 while achieving patient satisfaction in the 96-98 percent satisfaction range. Roberts received a bachelor's degree in business administration from OU 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 OU. He joined OU in 1989 and currently is director of the Water Technologies for Emerging Regions (WaTER) Center. Sabatini has coauthored or coedited four books and over 180 journal publications. His research includes development of sustainable water solutions for developing countries such as Cambodia and Ethiopia. He received his doctorate from Iowa State University.



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 Introduction of Management course at OU.



Mike Thompson

Assistant Director, Digital Fabrication Lab, OU Innovation Hub
Prototyping Specialist, Office of Technology Development

Mike Thompson is always making things. As assistant director of the Innovation Hub Fab Lab, Thompson instructs people in creative problem solving and making things using a variety of tools. As the prototyping specialist for OTD, Thompson is responsible for bringing ideas to life through digital and traditional prototyping methods. Thompson previously has worked in engineering and sales. He holds a bachelor of science degree in mechanical engineering from the University of Tulsa and an MBA from Oklahoma Christian University.



Jim Wheeler, Ph.D.

Stanley White 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. Previously, Wheeler was a 10-year sports media, marketing, and licensing executive who successfully negotiated multi-billion-dollar contracts with the Olympic Games, the FIFA World Cup and college tournaments. Wheeler's industry accomplishments have been globally recognized by outlets including CNN, ESPN, and the *Wall Street Journal*. Wheeler also created a Student Venture Capital Fund and an annual Business Plan Competition, a statewide contest for undergraduates and graduate students.



Craig Shimasaki, Ph.D., MBA

President and CEO, Moleculera Labs and BioSource Consulting;
Entrepreneur-in-Residence, Center for Entrepreneurship

Craig Shimasaki is a serial entrepreneur with 30 years of biotechnology industry experience. He co-founded four companies and is the CEO of Moleculera Labs — an OU 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 received his doctorate in molecular biology from the University of Tulsa and his MBA from Northwestern University Kellogg School of Business.



Brandt Smith

Director of the Digital Fabrication Lab, OU Innovation Hub

As director of the Digital Fabrication Lab in the brand new Innovation Hub, Brandt serves to develop a creative/explorative space where OU students, faculty and staff can come and make their dreams become reality. He previously served as the Web Marketing Manager for OU's office of Web Communications, Marketing, and New Media, where he led a team that created award-winning marketing campaigns in support of the OU brand through the ou.edu homepage, and numerous social media. He also served University of Central Oklahoma students within the division of Student Affairs as Assistant Director of the Volunteer and Service Learning Center. Brandt holds a bachelor's degree in journalism with an emphasis in advertising and a master's degree in human relations from the University of Oklahoma.



Jim Wade

President, BancFirst Norman

Jim Wade has served as president of BancFirst Norman for 20 years. He currently serves as a senior adviser on the Price College board of advisors and adjunct professor of entrepreneurial finance. Wade has chaired boards for the Norman Chamber of Commerce, Norman Regional Health Foundation, and of the United Way of Norman Annual Campaign. Wade received his bachelor of business administration degree in finance from OU, MBA from Central State University and juris doctor from the OCU School of Law.



Marcus Wolfe

Assistant Professor of Entrepreneurship, Price College of Business

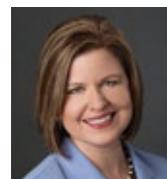
Marcus Wolfe is a professor and researcher at the university. Wolfe focuses his research on how entrepreneurial individuals and organizations apply learnings from failure. Other research has covered self-regulatory factors and applied a biological perspective. Wolfe's research has appeared in leading academic journals, including *Entrepreneurship Theory & Practice*. He has helped found and manage several new venture start-ups several industries. Wolfe earned his doctorate from Indiana University, and prior to OU he was an assistant professor at Ball State University.



Andy Sherrer

Senior Vice President of Private Client Services, Republic Bank & Trust

Andy Sherrer is senior vice president at Republic Bank & Trust. He serves Price College as an instructor and chairman of the Entrepreneurship Division Advisory Board. *The Journal Record* has recognized him as an Achiever under 40 for the State of Oklahoma and *The Norman Transcript* recognized him as "Best Norman Banker" in 2013. He received a bachelor of science degree in marketing from Oklahoma State University, an MBA from OU and a Wharton Leadership Certificate from the ABA Stonier Graduate School of Banking.



Debra Teufel

Director, Public/Private Partnerships, Price College of Business

Debra Teufel is director of public/private partnerships for OU, managing economic development collaborations. Teufel formerly served as the vice president of the Greater Wichita Economic Development Coalition and has held local and regional economic development management roles in Kansas since 1999. She is a graduate of Southwestern College in Winfield, Kansas, and the OU Economic Development Institute, and holds the International Economic Development Council's Certified Economic Developer designation.

ACADEMICS

PRICE COLLEGE OF BUSINESS

BBA in Entrepreneurship

Basic Business Requirements

ACCT 2113 Fundamentals of Financial Accounting
ACCT 2123 Fundamentals of Managerial Accounting
BAD 1001 Personal Computer Productivity Tools
BAD 2091 Business and Professional Basics
BC 2813 Business Communications
ECON 1113 Principles of Economics – Macro
ECON 1123 Macro 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
BAD 4013 Business Strategy and Policy

Major Requirements

ENT 3513 Venture Capitalization I
ENT 3113 New Venture Development I
ENT 3603 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 2113 Innovation & Entrepreneurship
ENT 3203 Entrepreneurial Process
ENT 3613 Launching the New Venture
ENT 4823 Venture Capitalization II
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 Entrepreneurial Growth Strategies
ENT 3423 International Entrepreneurship
ENT 4970 The Business of Art

MBA Focus 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 Certificate Courses

ENT 5102 Entrepreneurship & Innovation
ENT 5934 Strategic Venture Development
ENT 5912 Entrepreneurial Finance
ENT 5902 Entrepreneurial Process
ENT 5942 Market Development

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. Ph.D. 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.

UNIVERSITY-WIDE OPPORTUNITIES

COLLEGE OF BUSINESS

Entrepreneurship Courses

ENT 2113 Innovation & Entrepreneurship
ENT 4503 CCEW Internship

Undergraduate Entrepreneurship Minor for Non-Business Majors

ECON 1123 Principles of Economics–Micro (Pre req)
ACCT 2113 Fundamentals of Financial Accounting
ENT 3513 Venture Capitalization I
ENT 3113 New Venture Development I
ENT 3603 New Venture Development II
ENT 4603 New Venture Development III
One Additional ENT Elective

Graduate Entrepreneurship Certificate

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 5102 Entrepreneurship & Innovation
ENT 5934 Strategic Venture Development

Guided Elective Courses

ENT 5102 The Entrepreneurial Process
ENT 5912 Capitalizing the New Ventures
ENT 5992 Entrepreneurial Growth Strategies
ENT 5942 Launching the New Ventures
ENT 5970 Entrepreneurship & Innovation
Or other graduate ENT courses as available

COLLEGE OF ENGINEERING

Entrepreneurship Courses

ENGR 2002 Professional Development

WaTER Minor

Required Courses

CEES 4243G WaTER Technologies for Emerging Regions (Spring)
CEES 4273G WaTER Technical Field Methods
CEES 3422 Intercultural Immersion Experience
CEES 3251 WaTER Center Integrated Seminar

Students take an additional 9 hours in the specialized track of their choice:

Track 1 – Engineering & Technology, Natural and Physical Sciences
Track 2 – Policy, Economics, and Business
Track 3 – Social/Cultural/Behavioral Sciences

GAYLORD COLLEGE OF JOURNALISM & MASS COMMUNICATION

Entrepreneurship Courses

JMC 4970 Principles of Media Entrepreneurship

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Bass Law Firm, P C
Beacon Telecommunications
Advisors LLC
Elby J Beal
Robert S Beall
Beall Foundation
William D. Brewer
Brian L Cantrell
Cantrell Family Global Entrepreneurship
Scholarship
Chesapeake Operating, Inc
Mark A. Cohen
Community National Bank
Kenneth R. Cordell
Covanta Renewable Energy LLC
Barry M. Davis
Dernick Resources Inc
Thomas Dulaney Jr.
Dulaney, Inc
Walt Duncan
Richard Dunn
Phillip S. Estes
Warren C. Fatheree
Virginia C. Frank
Winnifred M.Freshour

Amy Goad
Donald Graubart
Great Plains Coca-Cola Bottling Co
Harry and Jane Pefanis
Heath Rose Tom E. Rose
Frank D. Hill
J.C. Hines
Christopher T. Holland
Joe W Hornick
Heather A. Hubbard
John C. Hudson
Stephen A. Ives
Jerry & Mary Kay McMorris
Joe R. Love Established Trust
Joe R. Love Scholarships
Patrick A. Jones
Kenneth and Claudia Silverman Family
Foundation
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Phil Kyle
Bruce R. Magoon
Mike Maples Sr.
Maxine & Jack Zarrow Family Foundation
MBO Data LLC
John T. McCharen
Jack D. McConnell
David L. McLaughlin
Glen McLaughlin
Mary Kay McMorris
Brandon J. Mikael
Brandon Mikeal
Northwestern Mutual Foundation
Matthew B. Newman
Northwestern Mutual Foundation
Roy T. Oliver
Marvin R. Osborne

Osborne Electric Company
Dan B. Overland
Ryan M. Overland
Harry N. Pefanis
Jay W. Penn
John Penton
Lawrence A. Plummer
Andrew R. Pollock
Gene Rainbolt
Scott M. Rayburn, P.C.
Dane Riggs
Mark J. Roberts
Roger & Sherry Teigen
Ron & Joan Yagoda
Heath Rose
Tom E. Rose
Zac Rose
Frank H. Seay
Denise L. Shaw
Shell Oil Company Foundation
Sonic Restaurants, Inc
Roger Teigen
The Carolyn and Mike Maples Foundation
The Stanley White Foundation
Tom and Judy Love Foundation
Tulsa Community Foundation
Fred O. Turner
Michael S. Turner
Ryan Daniel Wall
Wheeler Brothers Grain Co Inc
Ronald H. White
William R. Council
G Rainey Williams
Jessica R. Wills
Sherman L. Young
Don T. Zachritz



Over \$2 million in endowed scholarships, thanks to:

Joe R. Love Scholarship
Stanley White Foundation
Roger & Sherry Teigen Scholarship
Winnie M. Freshour Study Abroad Scholarship
Marvin R. Osborne & John T. McCharen, Jr. Osborne Electric Scholarship
Cantrell Family Global Entrepreneurship Scholarship
L. Thomas Dulaney, Jr. Entrepreneurship Scholarship
Tom E. Rose & Warren C. Fatheree Scholarship



IMPACT

Student Impact

- **7,000+** students impacted through entrepreneurship courses and experiential programs
- **177,000+** in academic scholarships awarded each year
- **500+** real-world internship experiences through programs like the Integrated Business Core, i2e, CCEW and the Office of Technology Development
- **\$130,000** in seed funding awarded to student teams through the SLP Accelerator Program
- **\$62,500** in minimum viable product grant funding available each year to OU students for testing student generated innovation

Economic Impact

- **140+** companies launched over the past 10 years by OU alumni
- **\$375 million** in funding raised by OU-affiliated startups
- **12** technology disclosures, **2** provisional patents, **\$7 million** in startup capital and **7** licensing agreements have developed from CCEW programs
- **10** businesses have successfully launched from CCEW's **100+** projects
- **124** licensing agreements responsible for **\$70 million** in market impact have been facilitated by the Office of Technology Development since 2000; startups have utilized foundational technologies developed by OU in meteorological, biomedical and energy industries
- **\$11 million** have been generated by OU licensing since 2011

Community Impact

- **1,500+** community members engaged each year in the entrepreneurial ecosystem through experiential programs and entrepreneurship events, including symposiums, Startup Weekend and TEDXOU
- **281** involved mentors have consulted with teams to guide them toward winning business plan competitions and successful ventures
- **\$1.3 million** donated to local charities and **76,000 hours** of community service through the Integrated Business Core
- **45+** collaborations with companies through the Office of Public and Private Partnerships and Office of Technology Development

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