

ENTRnews

SPRING
2018

CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION



THE PLACE FOR ENTREPRENEURSHIP EDUCATION @ PURDUE

**ENTR Student Earns
Prestigious Honor from
College of Health &
Human Sciences**

**New ENTR Course
Focuses on Social
Entrepreneurship**

**ENTR Alum Uses his
Entrepreneurial Education
and Expands his Family-
Owned Business in India**



Photo Courtesy Purdue Marketing/John Underwood

Nathalie Duval-Couetil, MBA, Ph.D.
Director of the Certificate in Entrepreneurship & Innovation Program

Since our inception in 2005 we have served thousands of students from all over campus. Many are leaders within their respective colleges, like Cassandra Flener, a May ENTR Certificate graduate who was recently named this year’s Health & Human Sciences 2018 Outstanding Senior in the School of Hospitality and Tourism Management. Be sure to read more about her in the student spotlight.

We continue to recruit successful, regionally-based business owners and entrepreneurs to teach and mentor our students. Our instructors help students grow and learn how to put their creativity to work in the development of products, technologies and organizations that create value in society.

Alumni of the ENTR program are located all over the world and are gaining recognition as innovators and leaders in their fields. They are starting businesses, climbing the corporate ladder and making the world a better place by adding economic, as well as social value to their company missions.

The Certificate in Entrepreneurship and Innovation Program continues to expand its award-winning curriculum. This year we added a Business Planning for Social Entrepreneurship course that students are excited about. We are committed to offering our students excellence in their entrepreneurship education and look forward to what the future holds for them.



NATHALIE DUVAL- COUETIL
Director

A NOTE FROM NATHALIE

As we wrap up the 2018-19 academic year, the Certificate in Entrepreneurship and Innovation Program will graduate our largest class to date this May.

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



Share Your Story

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

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



Ambassador Photos Courtesy Purdue Marketing/John Underwood

ON THE COVER: A few of ENTR's outstanding Ambassadors (from left to right) Willie Ratekin, Junior in Mechanical Engineering Technology; Mallika Sathe, Senior in Management; Madi Wallace, Sophomore in Studio Art & Technology; Matt Saunders, Junior in Chemical Engineering

DID YOU KNOW?

The Certificate in Entrepreneurship and Innovation Program at Purdue is one of the largest multi-disciplinary entrepreneurship programs in the country. We serve approximately **1800 students across campus** each year. The program teaches students in all academic majors how to turn their innovative ideas into action.

Our **award-winning curriculum** now offers sixteen entrepreneurship fundamentals courses per semester, three different capstone experiences and important topical courses such as Business Planning in Social Entrepreneurship and Women and Leadership.



Photo Courtesy UMass-Lowell

Recent Awards

The ENTR Certificate Program was awarded the 2017 Deshpande Symposium Award for Excellence in Curriculum Innovation in Entrepreneurship.



Photos Provided by Cassandra Flener

STUDENT SPOTLIGHT

Cassandra Flener

One day in the future you are going to have the most incredible meal in a restaurant that exudes both charm and pizzazz. At least, that is what ENTR student Cassandra (Cassie) Flener hopes you find when you step into her restaurant.

Cassie has dreamed of owning a restaurant since she was a child but felt unsure of how to make this dream a reality until she first learned about the ENTR Certificate Program as a freshman. "I felt uneducated on what entrepreneurship really was, so I thought I should take these classes to ensure that I would know how to own and run a restaurant one day."

Having combined her entrepreneurship classes with a major in Hospitality and Tourism Management and a minor in Event & Meeting Management, Cassie now feels ready to own and run a successful restaurant. "My ENTR classes have allowed me to understand, in depth, the ins-and-outs of entrepreneurship, and they allowed me to expand my knowledge of owning a business."

COLLEGE OF HEALTH & HUMAN SCIENCES
2018 OUTSTANDING SENIOR IN THE SCHOOL OF
HOSPITALITY AND TOURISM MANAGEMENT

During her time at Purdue, Cassie served as an Ambassador for the College of Health and Human Sciences, worked as a Catering Assistant for Hospitality and Tourism Management Catering, and was a student worker in the ENTR Certificate program office. She was recently named the Health & Human Sciences 2018 Outstanding Senior in the School of Hospitality and Tourism Management.

Mike Cassidy, Cassie's ENTR 20000 instructor said she shined in the classroom, "Cassie was a terrific student who was great with her team and her quick wit was lots of fun. I'm sure she's going to bring a lot of value to her professional career as well."

If her record of accomplishments at Purdue are an indicator of her potential, Cassie's dream of owning a successful restaurant is sure to come true, but in the meantime Cassie is excited to begin her new position this June as a Project Manager for C&T Design and Equipment Company in Indianapolis.

GROWING SOCIAL ENTREPRENEURS



New ENTR Course Focuses on Social Entrepreneurship

Innovators have to innovate – it is in their nature and this is certainly the case with the Certificate in Entrepreneurship and Innovation Program. This is why a new course - ENTR 31500 Business Planning for Social Entrepreneurship was added to the award-winning ENTR curriculum in Spring 2018. Students interested in non-profits have flocked to this already popular course and are excited about how it helps them see the positive difference they can make in the world through a new skill set.

Taught by Dora Lutz, Founder and President of GivingSpring and 3 Hawks Consulting, students work in multidisciplinary teams to develop viable business models for socially focused ventures. Teams collect and analyze primary and secondary research to examine mutual value creation, organizational sustainability, feasibility and measurable social impact. Teams create financial statements that align with social enterprise business models and explore the legal, regulatory, and ethical issues faced by social entrepreneurs.

Dora herself knows what it takes to be a successful social entrepreneur, having spent much of her career in the trenches gaining experience in logistics and operations, management, marketing and business development. As one of five certified Shared Value Consultants in the country, Dora is focused on helping businesses increase profitability while addressing social issues.



Photo Provided by Dora Lutz

ENTR 31500 Instructor Dora Lutz

Dora believes student and company interest in social entrepreneurship will continue to grow and recently stated, “Impact Investing will continue to grow, so entrepreneurs with a social benefit will likely have better access to a variety of funding sources than they currently have. Nonprofit organizations will be playing with a different set of expectations from donors. We’ll also see new models emerge for creating and managing social responsibility in organizations of all sizes.”

Dora has enjoyed sharing her insight and knowledge in the classroom and has been so impressed with the students in the inaugural section of ENTR 31500. “I feel privileged to spend time with such thoughtful, intelligent individuals, and I love seeing the creativity and problem solving throughout this course as they explore the line between business strategy and social impact. The student projects are even more incredible than I expected. When I tell business leaders about the business concepts the groups have completed, jaws literally drop.”

ENTR 31500 will be offered every fall and spring semester to meet student demand.

ALUMNI SPOTLIGHT



Mayank Garg

Photo Provided by Mayank Garg

Could you imagine walking 7,500 miles? You would certainly need a good pair of shoes and a lot of determination. It is just over 7,500 miles from West Lafayette to New Delhi, India and even though he certainly did not walk, the journey back home for Mayank Garg was very exciting because he knew what he would bring back would change his life, and that of his family.

Mayank graduated from Purdue in 2012 with a degree in Industrial Engineering and a Certificate in Entrepreneurship and Innovation. He then moved to Chicago to work at Enova International first as a Strategy & Marketing Analyst and then as the Head of Strategy & Marketing for On Stride Financial (a brand of Enova International).

After gaining professional experience at Enova post-graduation, Mayank moved back to New Delhi, India where he co-founded and now serves as the Managing Director of Colence International Pvt Ltd (www.colence.com), a New Delhi based synthetic (faux/vegan) leather manufacturing factory, which has become a part of his family-owned business. Colence manufactures and supplies synthetic leather to major footwear and furniture manufacturers throughout India. As Managing Director, Mayank is in charge of business development, operations and managing employees.

Colence has grown significantly since its founding in 2015. Starting with \$500K revenue in 2015, the company's revenue has quickly grown to \$12M and they expect even more growth in the next three years.

Mayank credits a lot of his success at both Enova and now at Colence to his education at Purdue. "The Certificate in Entrepreneurship and Innovation classes helped me get an insider's view of what entrepreneurship is really about. All of my classmates worked really hard and wanted to start something new or change the world in some way. That kind of attitude and environment helped us all build confidence and prepared us to take risks and invest time and money into starting something of our own."

Mayank believes that these experiences made it possible for him to grow his family business in exciting ways. With hard work, determination and a solid entrepreneurial education to complement his engineering degree, Mayank has already accomplished great success, and his future remains bright for whatever path he chooses. He is also certain to have a good pair of shoes to take him there because of his company Colence.



Photo Provided by Brady Kalb



BRADY KALB

Instructor Spotlight

ENTR 31000 Summer Instructor Brady Kalb

It's no secret that the Certificate in Entrepreneurship and Innovation Program has fantastic instructors, and Brady Kalb is a perfect example. Brady is the CEO of Skyepack, a company that focuses on replacing expensive textbooks with digital college course content. The company provides a technology platform that professors and students find engaging, helpful to learning, and more convenient than others they have used. Skyepack's team assists faculty members with transitioning their courses away from high-priced textbooks to custom-curated content at the affordable price of \$35 per student. Professors get perfectly-aligned course content and white-glove support, while students get engaging and convenient materials at a fair price. It is a win-win for professors and students.

In the summers, Brady takes his knowledge and experience and passes it on to ENTR students. "I try to make my course as "real world" as possible – I'm always injecting scenarios and projects that entrepreneurs have to do to be successful. In my course, as well as in the entrepreneurial world, it is more about learning from mistakes, figuring out the best path, and constantly iterating versus trying to be perfect."

Brady says the best part of teaching is seeing the creativity and thoughtfulness students put into their business ideas. "My favorite day of the class is "pitch day" when every student has to give a 1 minute elevator pitch about a potential business opportunity they've identified. Everything is fair game, so I get to hear some really fun ideas!"

Students enjoy Brady's energy and perspective on entrepreneurship. Madi Wallace, one of Brady's former ENTR 31000 students had this to say, "My favorite aspect about Brady was he always challenged us. He asked hard questions. He was very realistic and kept us on our toes. His teaching style was practical and he used real world problems to prepare us to run real businesses someday."

The future looks exciting for Brady and his ENTR students. His company Skyepack announced last month plans to expand operations in Indiana, creating up to 51 new positions by 2022 and ENTR students will continue to learn from his experiences when he teaches the Summer 2018 section of ENTR 31000.

THANK YOU FOR YOUR SUPPORT



This year's Purdue Day of Giving had another record-breaking year, raising over 37 million dollars to support programs and units across campus. Thanks to everyone who donated to the Certificate in Entrepreneurship and Innovation Program. Your gift makes it possible for us to continue to improve entrepreneurship education at Purdue and offer more experiential learning opportunities for our students. Boiler Up!

WE'RE EXCITED TO INTRODUCE...



MARK REIFF
NEW ENTR 20000
INSTRUCTOR



PETER FULLER
NEW ENTR 31000
INSTRUCTOR



GREG FINCH
NEW ENTR 48000
CO-INSTRUCTOR



KASIE ROBERSON
NEW ENTR
MARKETING &
COMMUNICATIONS
SPECIALIST

CLICK ON THEIR NAMES TO VIEW THEIR LINKEDIN PROFILES

A SPECIAL THANKS TO...

Thank you to instructors **Stroh Brann** and **Mark Thacker** for your service to the ENTR program. Stroh taught ENTR 20000 and 31000 over the past decade. Mark taught ENTR 20000 and 48000 for 2 years. As you leave the ENTR program, please accept our well wishes in your future adventures.

CONGRATS TO ENTR ALUM BRAD NEIMEIER



Brad just opened a branch of his restaurant chain **Azzip Pizza** in Lafayette on Farabee Drive. Be sure to check it out!