

# ENTRnews

CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION

Spring  
2019

## The Entrepreneurship Capstone Experience



**PURDUE**  
UNIVERSITY

THE PLACE FOR ENTREPRENEURSHIP EDUCATION @ PURDUE

LA-Based  
Alumnus Works to  
Revolutionize the  
Hospitality Industry

Current ENTR  
Student Paves the  
Way for Women in  
Data Science

ENTR Celebrates Its  
"Giant Leaps"  
During 150th  
Spotlight Month



Photo Courtesy Purdue Marketing/John Underwood

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

as part of Purdue's 150th celebration when we hosted an outstanding ENTR alumni panel that was attended by over 100 ENTR Capstone students. We also launched a new **ENTR video** and welcomed several guest speakers to campus, including Co-Founder of Angie's List, Angie Hicks.

This semester the program spotlighted several outstanding current students and alumni, who can be found on our website - [purdue.edu/entr](http://purdue.edu/entr). Many students like Dimple Dhawan, a senior Computer Science major, are making a name for themselves outside of the classroom. Be sure to read her spotlight on page 4.

Certificate program alumni choose various routes in their early careers, some become innovative leaders within established companies and some help launch industry-changing start-ups. There are also some who do both, like ENTR and Krannert Alumnus Chris Kossoyan who is helping to launch Rooam, a new app that aims to revolutionize the restaurant industry. Learn more on page 6.

The courses in the Certificate in Entrepreneurship and Innovation program are taught by successful, regionally-based entrepreneurs and industry leaders. ENTR Instructor Landon Young is a successful entrepreneur who knows what it is like to be in his students' shoes, given that he is a Certificate recipient himself. Learn more about him on page 7.

The Certificate program is committed to providing excellence in entrepreneurship education and this is evident in ENTR's three project-based capstone courses that include active engagement with entrepreneurs in the community both as experts and mentors. Learn more about the entrepreneurship capstone experiences on page 5.

**NATHALIE DUVAL- COUETIL**  
Director

# A NOTE FROM NATHALIE

It is hard to believe another academic year is coming to a close. It has been a busy semester for the Certificate in Entrepreneurship and Innovation program. We celebrated our spotlight month in February

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



## Share Your Story

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

Contact Kasie at (765) 494-3386 or [roberson7@purdue.edu](mailto:roberson7@purdue.edu).



# SPRING IN REVIEW - GIANT LEAPS



Photo Courtesy Purdue Marketing/Mark Simons



Photo Courtesy Purdue Marketing/Bradley Milstone



Photo Courtesy Kasie Roberson



Photo Courtesy Kasie Roberson



Photo Courtesy Angie Hicks



Photo Courtesy Michelle Wagner

## FROM LEFT TO RIGHT:

(1) In February, over 100 Purdue Certificate in Entrepreneurship and Innovation capstone students gathered to hear from five Certificate in Entrepreneurship and Innovation alumni who are making “Giant Leaps” in their respective fields. The alumni included: Lauren Rourk (College of Engineering, 2017) Industrial Engineer at Northrop Group; Adit Chhabra, (Krannert School of Management, 2010) Founder and CEO of Wobot Intelligence; Siddharth Chhabra, (College of Engineering, 2013) Senior Manufacturing Engineer at Tesla; Francisco Portela, (College of Health and Human Sciences, 2014) Director of Clinical Consulting at Predicata and Founder of Portela Soni Medical; and Mayura Davda-Shah, (College of Engineering, 2013) Founder and Creative Director of MAYU. (2) Inspired by the ENTR Alumni panel, three weeks later the ENTR 48000 Entrepreneurship Capstone class presented innovative ideas on how to solve challenges in areas such as: sustainability of the planet, space exploration and health and longevity, with some using artificial intelligence as part of their solutions. (3) ENTR Staff Member Michelle Wagner was awarded the prestigious Eudoxia Girard Martin Memorial Staff Recognition Award by Purdue University. (4) ENTR Ambassadors Madi Wallace and Jennifer Booher speak with prospective Purdue students at a Purdue Informational Fair. (5) Angie Hicks, Co-Founder of Angie's List and Chief Customer Officer and Director at ANGI Homeservices, spoke to ENTR students in March. (6) ENTR Staff Member Rita Baker congratulates ENTR and College of Engineering Senior Matt Saunders at Purdue's Senior Send-off.

ENTR also welcomed several other guest speakers this semester, and hosted a professional development workshop.

# STUDENT SPOTLIGHT

## DIMPLE DHAWAN



Photo Provided by Dimple Dhawan

While students in Purdue's Certificate in Entrepreneurship and Innovation program come from over 230 majors across campus, they all have one thing in common – they are innovative thinkers looking to challenge themselves. Purdue Senior Computer Science student Dimple Dhawan is a prime example. Her open and curious mind has led her to many leadership positions and job opportunities on and off campus.

Some of Dimple's experiences come from helping plan events such as Purdue's 3 Day Startup, TEDxPurdueU and the Ms. Tech Purdue Collective. She also has been involved in research for the JTRP (Joint Transportation Research Project) in the Civil Engineering Department as a database developer as well as CAM2 as a Python Developer. In addition, she recently served as one of two "Women in Data Science Ambassadors" at Stanford University, where she helped organize the Purdue conference on Women in Data Science that took place in March 2019.

Dimple shared that her achievements thus far come from taking her education beyond the classroom. *"My experience in the Certificate in Entrepreneurship and Innovation program has perfectly balanced the technical skills I am learning in Computer Science with my*

*entrepreneurial ambitions and interests. In the ENTR program I have been able to learn skills and methodologies that students do not usually learn in a classroom setting."*

Dimple also believes that her entrepreneurship education has shown her firsthand the power of networking. In her ENTR 48000 Entrepreneurship Capstone course, which regularly brings in guest speakers who are industry leaders, Dimple has taken time to talk with the guest speakers one-on-one to learn as much as she can. She also attended one of the several different networking dinners supported by the Burton D. Morgan Foundation. *"Through the ENTR program, I have realized the importance of networking and being open to advice. I have learned so much from each and every speaker, and will definitely try to apply the same professionalism and compassion into my professional career."*

Dimple has even been inspired to help other startups and businesses and does so locally in her role as an Investment Analyst for Plug and Play Ventures and by freelancing with local restaurants to help them develop a digital presence.

As shown from Dimple's list of accomplishments, she has used her innovative mindset and determination to accomplish a great deal in her time at Purdue. She has taken full advantage of her education and experiential learning opportunities to find innovative challenges that align with her career goals. Dimple is certainly a Boilermaker to watch as she takes her education beyond the classroom and into her chosen industry where she is destined to make an impact.



Dimple Dhawan (third from right) at the Women in Data Science Conference at Purdue.  
Photo Provided by Dimple Dhawan



# THE ENTREPRENEURSHIP CAPSTONE EXPERIENCE



Entrepreneurship students' paths after graduation will not be the exact same. This is why the Certificate in Entrepreneurship and Innovation program offers three different capstone experiences students can take. They are: (1) ENTR 48000 - Entrepreneurship Capstone which focuses on entrepreneurial career development; (2) ENTR 48100 - Consulting for Emerging Enterprises, a course where student teams use a three-stage consulting model to guide contracting, data gathering, and creating value for local small businesses or non-profits; and (3) ENTR 48200 - Venture Planning, a course designed to challenge students to apply the knowledge and skills learned to the business planning process in order to develop a new venture of their own.

What is common among the three capstones is a heavy emphasis on experiential learning and team work. In the courses, students work together to provide innovative solutions to challenges, whether they are developing a new product or helping a consulting client solve a business issue.

College of Health and Human Sciences and ENTR junior, Jennifer Booher, plans to implement the skills learned in the ENTR 48000 capstone in her future career in the hospitality industry. *"Throughout my time at Purdue, my experience in ENTR 480 has by far been one of the most valuable experiences and opportunities I have had. It has provided me with the opportunity to network with Purdue alumni and business professionals, and has completely reshaped my outlook on what entrepreneurship means. I have learned how to apply my classroom knowledge to the real-world, and the experiences and skills I have acquired will certainly stay with me in years to come as I pursue both personal and professional endeavors."*

In the entrepreneurship capstone courses, students get to learn from guest speakers who are successful business leaders. They hear first-hand about their successes and failures as they garner excellent advice they can use as they begin their own careers. ENTR 48000 Co-Instructor and Director of Client Services at Onebridge, Greg Finch shared this of the importance of guest speakers, *"When we listen to others willing to share the stories of their successes and failures, their heights and despair, we may think we are learning about them. But when we take our own journeys into entrepreneurship, we realize that their stories taught us to recognize abilities within ourselves—and as a result, we learn what we are capable of."*

The premise behind the three entrepreneurship capstone courses is that they are all designed to meet the needs of Purdue Entrepreneurship Certificate students who come from over 230 majors and all ten colleges, and they do just that. Students walk away from their Entrepreneurship Capstone experience better prepared to bring their innovative ideas to their new job at a big company or a small business. They leave the Consulting Capstone course knowing what they need to do to build relationships when consulting with clients and other aspects needed to make these relationships successful. Students leave the Venture Planning capstone often with a business ready to start. No matter what their future plans, students leave their entrepreneurship capstone experiences ready to take on the world.

# ALUMNI SPOTLIGHT

Certificate in Entrepreneurship and Innovation alumni often tell us how well the program prepares them for their careers, no matter what field they are in. The same can certainly be said of Chris Kossoyan, a 2008 Krannert and ENTR alumnus.

Chris is a LA-based former talent agent at Spin Artist Agency where he represented music artists such as Bob Sinclar, CeeLo Green, and Erick Morillo, to name a few. As an agent Chris was responsible for booking client's shows at clubs and music festivals throughout North/South America, negotiating performance fees and engagement contracts.

In 2017, Chris moved away from being an agent to become the Director of Rooam, a new app for the hospitality and nightlife industry. Marketed as a revolutionary new way to pay a bar tab or restaurant bill, Rooam has the potential to transform the industry.

At Rooam, Chris oversees all business-to-business sales and partnerships in Los Angeles, developing relationships with hospitality groups and nightlife venues to bring them onto the Rooam platform. Chris is very passionate about his work and the impact it is making on the growing sector of mobile payments in the hospitality and nightlife industries.

Chris's journey into Rooam has made him reflect on his time at Purdue in the Certificate in Entrepreneurship and Innovation program.

*"Studying entrepreneurship allows for exposure to every facet of a business i.e. sales, finance, marketing, etc. As a startup, not a day goes by when*



Photo Provided by Chris Kossoyan

## CHRIS KOSSOYAN

*my team and I are not dealing in any of these capacities as we build the company. The skills and knowledge I've gained in all areas from the ENTR program served as solid foundation to grow from in addition to my own professional experience."*

Chris also commented on the life-long friendships he made with students from different majors as a result of his participation in the Certificate in Entrepreneurship and Innovation program.

*"The ENTR program provided a unique opportunity to learn the foundations of entrepreneurship and business in a diverse environment. The format of the program allows students from various backgrounds and professional interests to collaborate, learn, and ultimately discover a shared passion for entrepreneurial pursuits."*

Chris believes that building relationships in business, like when working in teams in college, are the key to success. *"Above and beyond anything, I can say I'm most proud of the relationships I've been able to foster. If there's a key to building and maintaining success in business, I think it comes down to relationships. Doing right by others as you pursue your own success is important."*

Look for more to come from Chris as he helps revolutionize our dining experience!





(Above) Landon Young with the CEO of Mercy Alliance, the day Mercy Alliance acquired World Help Solutions.

(Below) Landon Young with another former Purdue student in Malawi, Africa deploying MoyoMed software that collects information on water wells used in six countries, including Haiti, Malawi, and Congo.



Photos Provided by Landon Young



Photo Courtesy Purdue Marketing/John Underwood

## INSTRUCTOR SPOTLIGHT

### LANDON YOUNG

Landon Young is an entrepreneur and Certificate in Entrepreneurship and Innovation instructor who knows what it is like to walk in his students' shoes. Landon is the first ENTR instructor to have earned the Certificate in Entrepreneurship and Innovation himself, back in 2008 when he was an undergraduate in Purdue's College of Agriculture. Today, Landon is a trans-disciplinary entrepreneur, researcher, and strategist focused on high-impact technology innovation. Landon was named one of thirteen Kauffman Foundation Global Scholars in 2013, awarded the National Science Foundation Fellowship in 2011, is the Founding Curator of the World Economic Forum Global Shaper Hub in Kansas City, and a 2018 MP1 Fellow.

Landon serves on the board of a number of companies, organizations and runs DonateEquity.com, helping successful entrepreneurs think creatively about charitable giving. He is also a strategist for Crema, helping startups to Fortune 500 companies adopt innovative technology to drive growth and user adoption.

Landon describes his work as, *"seeking to understand problems using empathy and data analysis, creating value by connecting people, ideas, and resources, and believing in a higher purpose embedded in the mundane."* He challenges and inspires his students to assess their own interests and passions.

*"There are many different forms of entrepreneurship and intrapreneurship and ways that an entrepreneurial mindset is helpful throughout life. I try to help students determine their strengths, personality, and unique approach to entrepreneurship."*

For Landon Young, teaching in the Certificate in Entrepreneurship and Innovation program has been a full circle moment. It was in one of the ENTR classes that he created the business plan for his company World Help Solutions that he co-founded and was CEO of until 2013. Now, he gets to help ENTR students find their passions and make a difference.

## OTHER NEWS & HAPPENINGS:

### ENTR Website & Video



Be sure to watch the new **ENTR video**, featuring students, alumni and instructors.

Follow us on social media for the latest happenings in the ENTR program. Don't miss monthly student and alumni spotlights and more!  
#weincubatetalent

[PURDUE.EDU/ENTR](http://PURDUE.EDU/ENTR)



### Senior Send-Off



This May the ENTR Certificate program will graduate its largest class - almost 350 students from all over campus! Congratulations to all of our graduates! We are so excited for you and your new careers! Best of luck and please keep in touch!

### Welcome to a New ENTR Instructor



Meet a new ENTR 31000 instructor for Fall 2019 - bestselling author and customer experience expert

Ali Cudby. Ali brings her engaging approach to business advising, training and speaking to companies around the globe. Ali has worked with The New York Times Company's corporate planning group, the Golf Digest Magazine Group and Animal Planet TV Network. Ali is the Founder & CEO of Fab Foundations and the CEO of Your Iconic Brand, where she works with clients to incorporate her innovative customer experience strategies.



On April 24, 2019 Purdue celebrated its annual day of giving, a record-breaking day where the Purdue family came together and raised over 41 million dollars to support programs across Purdue's campus!

We want to thank everyone who donated to the Certificate in Entrepreneurship and Innovation program. We raised 3,074 dollars, which will help us continue to provide outstanding entrepreneurship educational experiences to our students.

Thank you again for your generous support! Boiler Up!

**150 YEARS OF GIANT LEAPS™**  
P U R D U E U N I V E R S I T Y

*Share Your Giant Leaps With Us*

If you are an alum or student and you would like to share a Giant Leap you have taken - please email our Marketing and Communications Specialist - Kasie Roberson at [roberso7@purdue.edu](mailto:roberso7@purdue.edu). We look forward to hearing from you!