Center for Entrepreneurship and Innovation
University of Missouri
Affiliated with the Department of Management at the Robert J. Trulaske, Sr. College of Business

OUR ROLE IN THE ECOSYSTEM
Many entrepreneurship centers build programs and activities designed to attract students with an existing interest in entrepreneurship. At Mizzou, we already have a number of resources available for these students. However, entrepreneurial skills, such as creativity, problem-solving and self-promotion, are critical skills that all of our students need to develop for today’s world. Whether or not students eventually found companies, developing the skills needed to succeed in entrepreneurship can lead to a greater likelihood of success in any career endeavor. The focus of the Center for Entrepreneurship and Innovation (CEI) is to design programs and activities that turn more students on to entrepreneurship. Our role in the entrepreneurial ecosystem at Mizzou is to plant seeds through education, inspiration and facilitation of connections with existing resources.

CAMPUS-WIDE ENGAGEMENT
The programs and activities we hold are open to all Mizzou students, regardless of major. We collaborate with other colleges to raise awareness of the CEI’s existence across campus. Two innovation challenges were held in the past three months. The September event featured Gary White, co-founder of water.org, as host, and involved 13 students from the College of Engineering, 19 students from the Trulaske College of Business and 17 students from the School of Natural Resources. Nearly three-quarters of the students who took part in the second innovation challenge with City of Refuge were business majors, with the rest from a number of different colleges at MU.
Our Vision:
Students graduate empowered to take risks and experiment, able to connect ideas and confident in their ability to approach complex problems.

Our Mission:
To inspire and empower University of Missouri students to take control of their future by adopting an entrepreneurial mindset.

Gary White, co-founder and CEO of water.org, visited Mizzou in September. CEI partnered with the College of Engineering and the School of Natural Resources within the College of Agriculture, Food and Natural Resources on this project and gained a wider audience in doing so. Gary’s visit included working directly with 49 students on challenges water.org is currently facing through a CEI Innovation Challenge. As an outcome of this exercise, water.org has inquired about establishing a student focus group for a financial app they intend to release in the near future. Gary also spoke to MBA students and presented a keynote presentation in Bush Auditorium to approximately 250 attendees. Meetings with research faculty from the different colleges were held and Gary interacted with graduate students in a tour of research labs in the College of Engineering and CAFNR.

"OVERALL THE EVENT WAS A GREAT EXPERIENCE AND HAS EXCITED ME ABOUT THE PROSPECT OF GOING TO FUTURE SIMILAR EVENTS." - STUDENT

Feedback received from students was overwhelmingly positive with many remarking on how the keynote presentation brought to light how concepts they learn in the classroom can be applied to solve complex global challenges.
BREAD & JAM

FACILITATION

Previously known as the CEI Affiliated Faculty Meeting, October 14 will kick off a rebrand of this regular gathering of entrepreneurial ecosystem members across campus. There are two main changes. First, the meeting has been rebranded to be known as “Bread & Jam.” The second change is that student representatives of entrepreneurial organizations are now also invited to the meeting.

The name has been changed to better reflect the informal and collaborative focus of these meetings.

These meetings are a forum for students and faculty to share what they are doing to support student entrepreneurship and increase collaboration across campus.

The first meeting of the semester was held in early September under the old name. Annette shared the mission of CEI and upcoming events. For the October meeting, Brandon Butcher will talk about his work within the Novak Leadership Institute and Gary Davison, a sophomore student, will speak about CEO, a student entrepreneurship club. CEI is sponsoring travel for CEO members to attend their annual conference in October.

FUTURE PLANS

EDUCATION, INSPIRATION, FACILITATION

Forbes Under 30 Summit
27-30 Oct
With the generous support of the Dean’s Strategic Priority Fund, six students will attend the Forbes Annual Under 30 Summit in Detroit. A total of 20 applications were received from students from seven different colleges. These applications were reviewed by three faculty and two alumni who selected the successful applicants. The four-day summit, which consists of 20 content tracks and approximately 10,000 attendees, will provide our students with many opportunities to learn from and interact with company founders from a number of different industries.

Women in EntreprenHERship
25 Oct
This student-driven, student-focused event will feature five female entrepreneurs from the wider Columbia community and an audience of 75 students. CEI is supporting the efforts of the student organizers through mentorship and will sponsor refreshments.

RE (EDU)
15 Nov
This is another student-driven, student-focused event that will feature five student entrepreneurs sharing their stories of how they created their business while in college to an audience of 100. At the conclusion of the presentations, there will be a student panel on the topic of how higher education can better meet the needs of student entrepreneurs.

A reception event for the student organizers, speakers, and alumni will be held at the conclusion of the event. CEI supports the efforts of the student organizers through mentoring and will sponsor the reception.

The students selected to attend the Forbes Under 30 Summit are pictured on the right. Clockwise from top left are: Zach Cook, MBA; Arlington Foster, Masters in Accounting; Allie Lock, Agribusiness Management; Austin Bradfield, Digital Storytelling; Corey Gilmore, Business; and Gary Davison, Business.

Austin Bradfield is accompanying the group as PR Officer.
PLANTING SEEDS

EDUCATION, INSPIRATION, FACILITATION

Social Media @ceimizzou
The Center now has Instagram and Facebook pages and is slowly gathering a following across campus. We plan for students to be the faces of our social media presence through video interviews with students. A podcast is planned to begin in spring with students taking the lead on this and Annette overseeing. The students will be active in increasing awareness and engagement across campus.

Building an Entrepreneurship Program for Neurodiverse Students
Annette will present on this topic at the United States Association for Small Business and Entrepreneurship (USASBE) annual conference in January 2020 in New Orleans. Conversations with Ellen Glazerman, Director of the EY Foundation, staff from the MU Thompson Center for Autism and the Disability Center, and various faculty conducting research in this area have provided initial support for the need for such a program. A literature review is currently underway and Missouri organizations that provide support and resources for neurodiverse individuals will be contacted over the next month in order to form a steering committee for this project.

Entrepreneur Quest MIZZOU
CEI is supporting this event through sharing promotional posts via social media. Annette is mentoring 31 students to submit entries by the 23 October deadline.

A word of thanks
Annette has had the pleasure of meeting with a number of our alumni and CEI supporters since she began this role in late August. It is wonderful to know there are so many like-minded people who are passionate about supporting Mizzou students as they explore and create entrepreneurial opportunities for themselves and others. Thank you all for your support and we look forward to getting to know you all better.

Annette Kendall, Director
Kerri Hogan, Program & Project Coordinator
Marissa Solorzano, Office Support Assistant

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