



Center for Entrepreneurship and Innovation

University of Missouri

Affiliated with the Department of Management at the
Robert J. Trulaske, Sr. College of Business

QUARTERLY REPORT

Director: Annette Kendall
Asst. Teaching Professor - Management



With the generous support of the Dean's Strategic Priority Fund, five students attended the Forbes Under 30 Summit in October. Pictured from left: Zach Cook, MBA; Arlington Foster, Masters in Accounting; Allie Lock, Agribusiness Management; Corey Gilmore, Business; and Gary Davisson, Business.



Trulaske College of Business accounting major Megan Conrad introduces the panel of student entrepreneur speakers at the RE(EDU) Conference in November 2019. Megan is now part of an interdisciplinary team of students organizing a **TEDx MU** event to be held **April 18** at the **State Historical Society of Missouri**.

THE DARBY FELLOWSHIP FOR ENTREPRENEURSHIP & INNOVATION

A generous \$25,000 endowment from Scott and Stephanie Darby, BSBA 2006, has enabled the creation of The Darby Fellowship for Entrepreneurship & Innovation. Applications are currently open with the inaugural Fellow set to be appointed by the end of February. The successful applicant will play a key role in furthering the mission of the Center and will spend 10 hours a week helping to create, publicize and facilitate activities, events and programs for Mizzou students, such as the annual RE(EDU) Conference. In addition, the Darby Fellow will have the opportunity to meet like-minded entrepreneurs and make valuable connections through events such as the Forbes Under 30 Summit. All expenses will be paid by the fellowship.

Scott and Stephanie were thrilled to make this investment in Mizzou students. Scott is a Columbia native, and the couple met through their involvement in the Mizzou BSU and Cru student organizations during their time at Mizzou. They were also actively involved in the Delta Sigma Pi business fraternity and Monday night worship. Early in their relationship, they knew they were called to leverage business to improve the lives of others. If you are interested in establishing a similar Fellowship position, please contact Annette Kendall, kendallan@missouri.edu

and fight poverty around the world. Shortly after graduating, they married and began setting up what has become their charitable giving fund to live generously and invest in the lives of others. "We are thankful to have been blessed with the opportunity to invest in the next generation of business and community leaders. Entrepreneurship is a path for individuals from any background to create meaningful positive change for their families and communities," said the couple.

Having founded and invested in multiple businesses since graduating in order to grow their careers, the Darby family now resides in the San Francisco bay area where Scott partners with software executives to help build and grow their businesses.





Members of the RE(EDU) Conference organizing committee pose with the student entrepreneur speakers, CEI Director Annette Kendall and Trulaske College of Business Dean Ajay Vinzé.

RE (EDU)

15 NOV 2019

EDUCATION & INSPIRATION

The idea for the RE(EDU) Conference was born out of a conversation in a Trulaske College of Business entrepreneurship class. Students wondered what goes through an entrepreneur's head when they decide to really go for it and were particularly interested in the thought processes of individuals just like them, i.e., college students. They decided to find some Mizzou students who were running businesses while in college and simply ask them. This then morphed into the idea of showcasing their stories in front of a bigger audience and so the RE(EDU) Conference became their class project.

The name came from a brainstorming session where words like "rethink, reimagine and redesign" kept coming

up. RE(EDU) was selected to represent the concept of challenging how we think about delivering entrepreneurial education and support to college students.

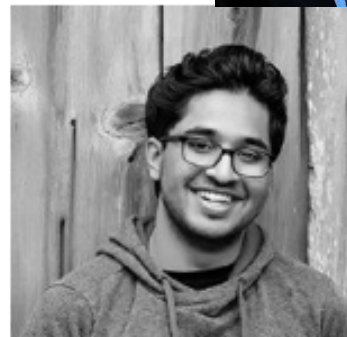
THANKS TO THE STUDENT ENTREPRENEURS WHO SPOKE AT THE RE(EDU) CONFERENCE.

BELOW FROM LEFT:

GARY DAVISSON - LANDSCAPER;
EMILY HOUSEY - DESIGNER;
GAVIN SPOOR - FIRST GEN. POPCORN FARMER;
DREW PATEL - APP DEVELOPER;
AND ETHAN FOSTER - LEGALLY LICENCED MEDICAL CANNABIS MANUFACTURER

And congratulations to the organizing committee of students for establishing this inaugural event:

Nicholas Barrett - Accountancy
Alex Burden - Business Administration
Megan Conrad - Accountancy
Sarah Czapko - International Exchange
David Ezeji - Health Science
Valeriia Kostyuk - Interdisciplinary
Jacob Kurkowski - Business Administration





Women Entrepreneurship Week 2019

EntrepreneuHER

A PANEL TO EMPOWER AND INSPIRE
WOMEN IN ENTREPRENEURSHIP

FRIDAY, OCTOBER 25TH, 2019

EDUCATION & INSPIRATION

EntrepreneuHER was another "by the students, for the students" event run in late 2019. Organizers *Allison Holmes* - Business Administration, and *Allie Lock* - Agribusiness Management (front row, standing) created, organized and facilitated a panel of female business leaders from the local community as a way to celebrate Women Entrepreneurship Week.

**THANKS TO OUR SPEAKERS FOR GENEROUSLY
TAKING THE TIME TO BE AT THE EVENT.
PICTURED ABOVE FRONT ROW, SEATED:
LIBBY MARTIN - CALVING TECHNOLOGIES;
AMANDA QUICK - THE HATCHERY;
CARRIE CLARK - SPEECH AND LANGUAGE KIDS
BY THE SLP SOLUTION;
ELIZABETH HUBER - HUBER AND ASSOCIATES**

"EntrepreneuHER was very informative. 'Start now, never give up and help others' sounds a bit cliché but after hearing it firsthand from business owners with what I have learned in class will make me a better business owner." - Student attendee





NEW PARTNERSHIPS

EDUCATION, INSPIRATION, FACILITATION

Our role in the entrepreneurial ecosystem at Mizzou is to **plant seeds through education, inspiration and facilitation of connections** with existing resources. Center Director Annette Kendall has been working on establishing partnerships since she joined the Center in August 2019. We are proud to announce the upcoming launch of **WINVENT (Women-Founded New Ventures, Entrepreneurship, and New Technology)**, a joint program established through a partnership between the Center and the MU College of Engineering.

The goal of this program is to create women-founded, technology-based startups through education, inspiration, and facilitation of connections with required resources. Specifically, this means actively mentoring and encouraging action toward patent development and securing capital investment. This unique interdisciplinary program has been made possible by a three-year grant from VentureWell, a higher education network that cultivates revolutionary ideas and promising inventions. It is currently proposed to begin

Fall 2020 and will be open to undergraduate students from all majors. The grant funds will be used for prototyping, technical services and testing. Teams will be coached to enter pitch competitions such as the University of Missouri System Entrepreneur Quest and initiatives such as the VentureWell E-Team Grant Program. Gaining ongoing donor and alumni support to ensure the sustainability of the program is a core focus for the team. If you would like to act as a mentor or find out more about the WINVENT program, please get in touch.

Another collaboration Director Annette Kendall is involved with is a partnership with AT&T that seeks to redefine the educational experience at Mizzou. Students and faculty from the Trulaske College of Business, College of Engineering, School of Journalism, Human Environmental Sciences and MU Healthcare have joined forces with AT&T to build a game-changing course focused on innovation and entrepreneurship. Watch this space for more information as the program develops.

A word of thanks

Thank you to our Mizzou alumni and supporters who are passionate about supporting students as they explore and create entrepreneurial opportunities for themselves and others. If you would like to become involved with any of CEI's activities,

programs or events, please reach out to us by emailing Director Annette Kendall, kendallan@missouri.edu.

You can also keep up-to-date with the Center's activities, events, and programs on Facebook, Instagram, and Twitter at [@ceimizzou](https://twitter.com/ceimizzou)



Robert J. Trulaske, Sr.
College of Business
 University of Missouri

NEURODIVERSITY & ENTREPRENEURSHIP

EDUCATION, INSPIRATION, FACILITATION

"It seems that for success in science or art, a dash of autism is essential." - Hans Asperger

In a 1938 lecture on autism, Hans Asperger proposed autism not as a liability, but as a much-needed personality type. Asperger viewed autistic individuals as having the potential to become innovators in their fields of interest because of their ability to see the world differently.

The modern term "neurodiversity" represents the idea that neurological differences such as those with the labels of Autism Spectrum, Dyslexia, Attention Deficit Hyperactivity Disorder, and Tourette Syndrome are the result of normal, natural variation in the human genome and are to be recognized and respected as such. Rather than mere checklists of deficits and dysfunctions, these conditions provide neurodiverse individuals with distinctive strengths that are said to have contributed to the evolution of technology and culture.

Leading companies such as SAP, Microsoft, Hewlett Packard Enterprises and Ernst & Young have created purposeful recruitment programs to leverage the skills of neurodiverse individuals to meet the challenges of today's technology-focused and information-intensive world. These companies report general increases in productivity due to the higher levels of general cognitive ability, complex problem-solving skills, logical memory and verbal intelligence found in the neurodiverse individuals they employ.

Neurodiverse people have long played a role in designing the future. By leveraging the resources available to them through the advent of technology, they are also becoming architects of their own destinies. As they begin to realize their potential to contribute to society in a meaningful way, some have begun to turn their attention to entrepreneurship.

In the last few months, Director Annette Kendall and Assistant Professor Joel Andrus have established a community of interdisciplinary researchers from Mizzou, the wider U.S. and Australia to explore how to educate and empower neurodiverse individuals to gain control over their future through entrepreneurship. Entrepreneurship is an ideal way for neurodiverse individuals to both capitalize on their distinctive strengths and avoid the challenges of having to "fit" within a typical job.

Current entrepreneurship programs are a poor fit for many neurodiverse individuals as they historically focus on traditional students who believe that they have (or could develop) the ability to create and maintain their own business. These curricula may not even be on the radar of students who have always been told that their future opportunities are limited due to different behaviors or characteristics. It is therefore likely that entrepreneurship education is not reaching the students who may

need it the most, i.e., those most likely to be discriminated against in the workforce.

The goal of the project team is to expand the pipeline of entrepreneurship opportunities to individuals with the potential to bring innovation to the world around them. In short, we need to think more intelligently about people who think differently.

This Summer the project team will partner with EnCircle Technologies, a Woodhaven program, to deliver an 8-week entrepreneurship class to 6-10 neurodiverse high school students. One of the main goals of this class is that students will be better able to understand how neurodiversity can be beneficial in creative and problem-solving endeavors and how their own unique strengths may be further developed through entrepreneurship.

**JUST BECAUSE A
COMPUTER IS NOT
RUNNING WINDOWS
DOESN'T MEAN THAT
IT'S BROKEN.**

Steve Silberman
NeuroTribes: The Legacy of Autism and the Future of Neurodiversity



**Center for Entrepreneurship
and Innovation**
University of Missouri

Vision: Students graduate empowered to take risks and experiment, able to connect ideas and confident in their ability to approach complex problems.

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