

MSU Center for

Entrepreneurship & Outreach

Program Guidebook

MISSISSIPPI STATE UNIVERSITY

MSU Center for

Entrepreneurship & Outreach



LINK

Build relationships with like-minded peers and successful entrepreneurs



LAUNCH

Start a new company or grow an existing business



LEARN

Master essential skills to assess markets and operate a business

MSU VentureCatalyst™ Program

Graduate with a degree and **your own funded company**



CHECKLIST

Follow a proven path with tools to advance your business.



FUNDING

Up to $7,500 capital in grant funds. No equity or repayment.



MENTORS

Meet with executives and learn from successful alumni.



TRAINING

Take tactical workshops taught by experienced entrepreneurs.

OPEN TO ALL MAJORS • SELF-PACED • CO-CURRICULAR • START AT ANY TIME

MSU VentureCatalyst™ Tracks

NEW PRODUCT TRACK

The New Product Track is for companies built on a scalable, innovation.

(e.g. new hardware, software, IP)

Characteristics:

- Higher startup costs
- Often requires outside capital
- Loses money at first, but grows exponentially
- Can sell for greater than 100x return

RETAIL, LIFESTYLE & SERVICE (RSL) TRACK

The RSL Track is for businesses who serve local or regional markets.

(e.g. local restaurants, boutiques, service providers)

Characteristics:

- Easier to start and manage
- Not typically angel investable
- Grows at a linear rate based on effort/cash
- Can sell for 1-5x return

MSU VentureCatalyst™ Fund

Up to $7,500 in startup capital at 0% equity.

1. $500
2. Up to $2,000
3. Up to $5,000

1. $500
2. Up to $3,000

PREP/RSL

- Students and recent grads
- Founded a company that has: a) Revenue exceeding $25k *or* b) Raised more than $75k

ECAB

- Mix of executives and faculty a) Executive experienced with **$1M+** cash or b) Entrepreneurial faculty

IRC

- Experienced entrepreneurs who founded venture-backed companies a) **$5M+** sales or capital raised

MSU VentureCatalyst™ Mentor

Coaching from millionaire alumni & friends



PAIRED MENTORS

Work with a dedicated coach committed to helping your team complete the program and launch.



EXECUTIVE OFFICE HOURS

Sign-up for a 30 minute one-on-one chat with a variety of diverse business leaders hosted by the E-Center.

MSU VentureCatalyst™ Perks

amazon web services

$1,000 complimentary AWS Credits

LivePlan

12-mo free access to LivePlan.com

intuit QuickBooks Online

12-mo free access to QuickBooks Online



FREE on-campus coworking space



FREE coffee and espresso available



FREE monthly networking meet-ups



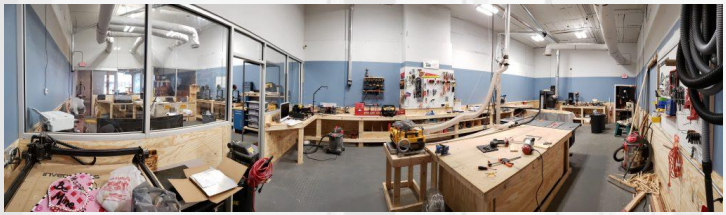


Additional Programs

Center for Entrepreneurship & Outreach

The Idea Shop

Take ideas from concept to reality to customers



TURNER A. WINGO MAKER STUDIO

Access prototyping tools including 3D printers and a full woodworking shop.

Memberships:

Students:	**$40** per semester
Faculty:	**$20** per month
Public:	**$25** per month



RETAIL PRODUCT ACCELERATOR

Put your product in an actual retail store and sell on Main Street in Starkville, MS.

- **No cost** to be a vendor
- Products sold on **consignment**
- Store theme **rotates 3x per year**

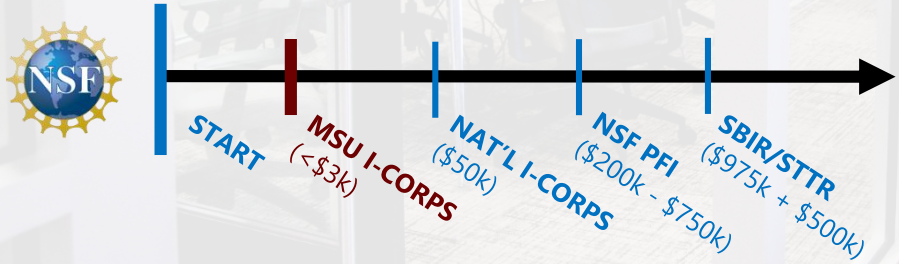
114 E. Main St.
Starkville, MS 39759

W-F 1-9pm ● Sa/Su 8-5pm

NSF I-Corps at MSU

Specialized Program for Faculty & Grad Students

- **$3,000 grant** to determine if technology has market potential
- **Pathway to up to $2M in 0% equity** funding for exploring market potential for advanced technology
- Entire team gains **NSF grant lineage**





Technical Lead (TL)

Industry Mentor (IM)

Entrepreneurial Lead (EL)

K-12 Initiatives





LEMONADE DAY

Launch your very own **lemonade stand** to compete with kids from all over town. (K-8th)



INNOVATION CHALLENGE

Create a new product in four weeks and pitch for a chance to **win up to $500** cash. (8th-12th)



ICREATE CAMP

This weeklong summer camp takes kids from **idea to sales** in seven days. (6th-12th)

Community Support

E·D·A
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Leverage university resources for **economic development**.

- **Deep-dive market research studies** conducted by MBA students, guided by world-class researchers
- More than 200 satisfied clients

Areas of Research:

- Primary and secondary market research
- Competitor and regulatory analysis
- Marketing strategy

YOKOHAMA
Old Waverly
cspire
EARTHGRACE ARTISAN JEWELRY
CAMGIAN microsystems
DEREGO'S BREAD ESTABLISHED 2013 • STARKVILLE • MISSISSIPPI
Coca-Cola
BankTEL
Sponsored by: GSDP GREATER STARKVILLE DEVELOPMENT PARTNERSHIP Another Conservation Partner of Prairie Wildlife


Investment
Microsoft BizSpa
Crow
$60,000
$180,000+



Academic Programs

Center for Entrepreneurship & Outreach

Minor in Entrepreneurship

Available for all students pursuing any major.

- **16-hours** of coursework
- Open to **any major**
- Components involve:
  - Opportunity recognition
  - Marketing
  - Finance
  - Law

MGT 3323	Entrepreneurship
MGT 3333	Field Studies in Entrep.
BL 4243	Legal Aspects of Entrep.
FIN 4323	Entrepreneurial Finance
MKT 4423	Strategic Brand Mgt
GE 3011	Entrepreneurship Seminar



Jack Hatcher Certificate

For engineering students interested in business.



SEMINAR

Meet, listen, and learn from successful alumni and other business leaders in a one-hour class



CLASSWORK

ACC 2013	Financial Accounting
EC 2123	Microeconomics
IE 3913	Engineering Economy
MKT 3013	Prin. of Marketing
MGT 3323	Entrepreneurship



PROJECT

Real-world experience developing a marketable product and presenting a business plan





Success Stories

Center for Entrepreneurship & Outreach

Success Story: mySet

mySet

App for Tipping / Song Requests

- *Allows live music listeners to engage with the band digitally*

- **Raised $284,500** in angel capital
- Alpha release live online 2019
- Launching in Nashville late 2019
- Founded by:
  - Sam Miller ’19 (BIS)
  - Logan Martin ‘19 (Chemistry)







Success Story: Duet Tech

Patent-pending Hair Clippers

- *Reduces heat build-up*
- *Interchangeable heads*

- **Raised $132,000** in angel capital
- Over **43,000** YouTube Subscribers
- Founded by:
  - Thomas White ‘18 (ABE)
  - Tyler Anthony ’19 (CPE)
  - Vicki Jordan ‘18 (Psychology)







Success Story: WISPr

Signal-Optimizing Drones

- *Finds optimum 3D location to build new wireless antennas*
- **8FT employees** in Batesville, MS
- **Raised $450,000** in angel capital
- Valued at **$1.5M**
- Founded by three students:
  - Conor Ferguson ‘18 (ECE)
  - Austin Ratcliffe ‘18 (ECE)
  - Joey Cuty ‘18 (ECE)







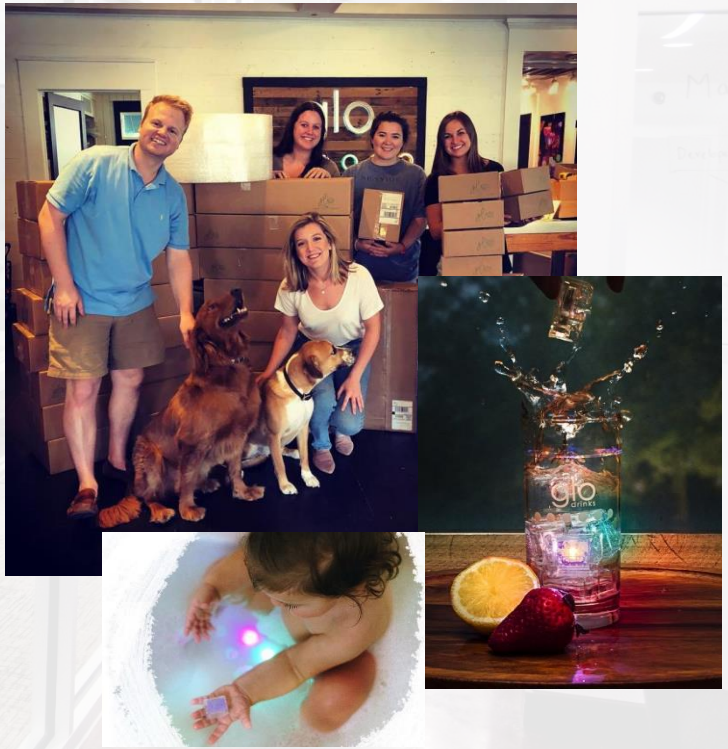


Success Story: Glo

Liquid-activated Lights

- *Light up beverages*
- *Glowing bath bombs*
- *Children's sensory toys*

- Over **2 million cubes** shipped
- Customers in **36 countries**
- Founded by two students:
  - Kaylie Mitchell '16 (Grph Des.)
  - Hagan Walker '15 (ECE)

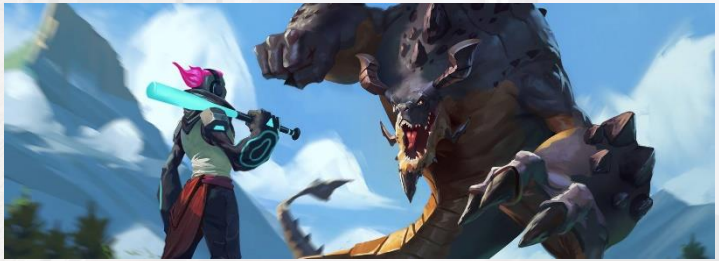


Success Story: Meta Games

Game Development Company

- *PC-based "smash" game Dragon Slayers*
- **Raised $150,000** in 2017
- **International** creative team
- Alpha released in 2019
- **Kickstarter** in late 2019
- Founded by student:
  - Ryan Gilbrech (ABE, MBA)





Success Story: CampusKnot

Social Network for Education

- *"Dialogue-centric" Learning Engagement System*
- **20 employees** on payroll
- **2,500 users** / **$100k+** ann. revenue
- Valued at over **$1M**
- Founded by two students:
  - Hiten Patel '17 (MKT)
  - Rahul Gopal '17 (ASE/MBA)





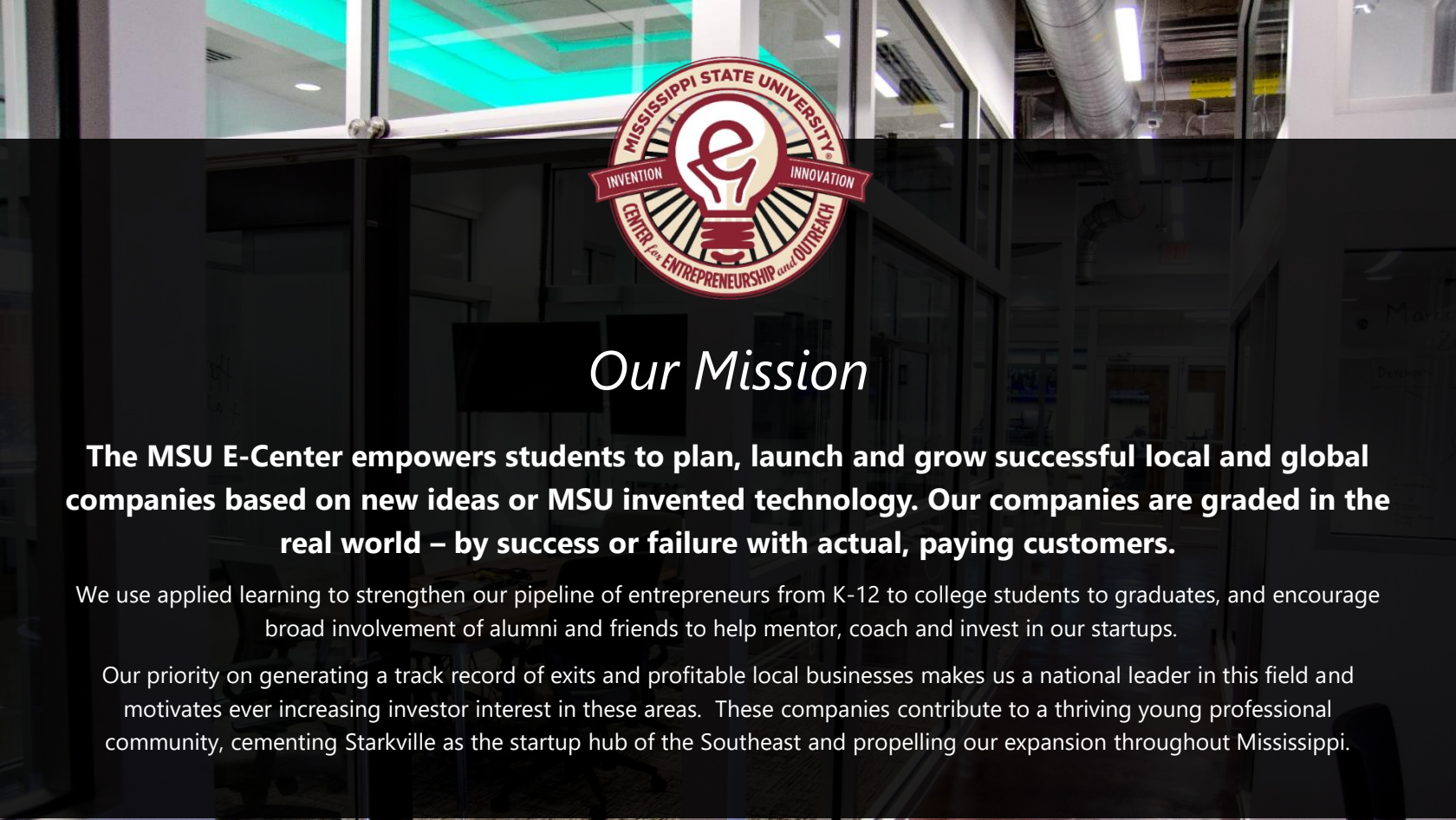



Hisense



Our Organization

Center for Entrepreneurship & Outreach



Our Mission

The MSU E-Center empowers students to plan, launch and grow successful local and global companies based on new ideas or MSU invented technology. Our companies are graded in the real world – by success or failure with actual, paying customers.

We use applied learning to strengthen our pipeline of entrepreneurs from K-12 to college students to graduates, and encourage broad involvement of alumni and friends to help mentor, coach and invest in our startups.

Our priority on generating a track record of exits and profitable local businesses makes us a national leader in this field and motivates ever increasing investor interest in these areas. These companies contribute to a thriving young professional community, cementing Starkville as the startup hub of the Southeast and propelling our expansion throughout Mississippi.

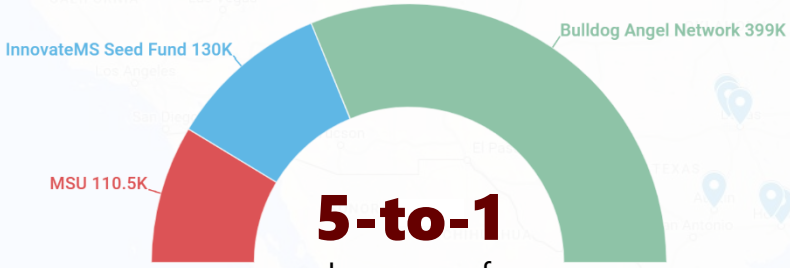
Our Organization

By the Numbers (FY19)

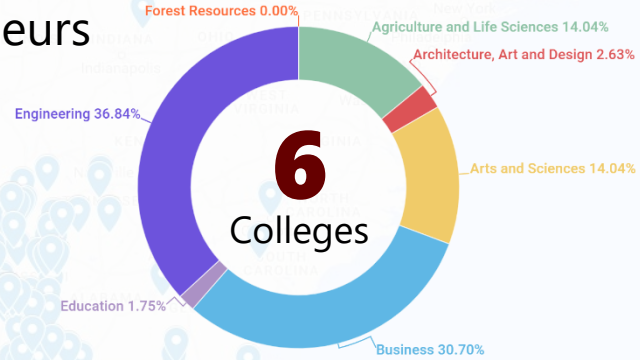
102
New Teams

$640k
Invested

119
Entrepreneurs



5-to-1
Leverage of
MSU Investment





38.1%
Female

Our Team



Eric Hill
Director of E-Center



Jeffrey Rupp
Director of Outreach



Michael Lane
Program Coordinator



Brooke Lammert
Coordinator



Madison Grant
Program Specialist

Student Support Staff:



Cameron Maddox
Sr. Student Client Specialist
Accounting, '19



Jordan Henderson
Student Marketing Specialist
Marketing, '21



Clayton Spaulding
Student Client Specialist
Aerospace Engineering, '20



Andrea Monroy
Student Client Specialist
Software Engineering, '20

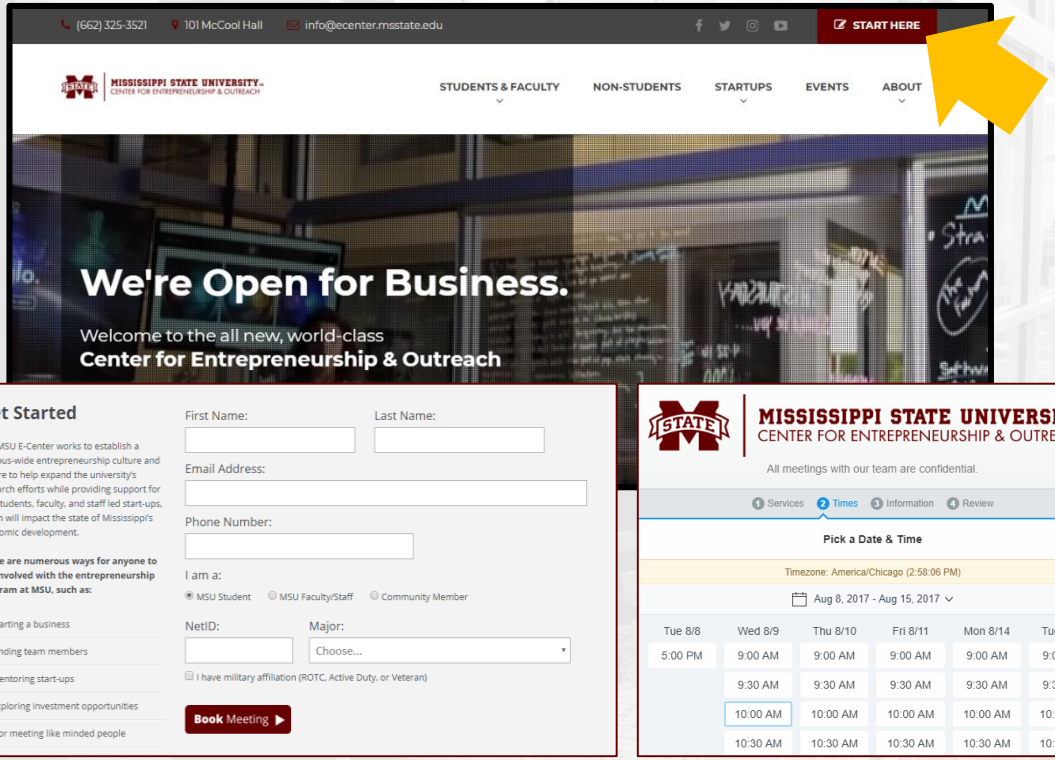


Terrence Green, Jr.
Student Client Specialist
Aerospace Engineering, '20



Ethan Welford
Maker Specialist
Aerospace Engineering, '20

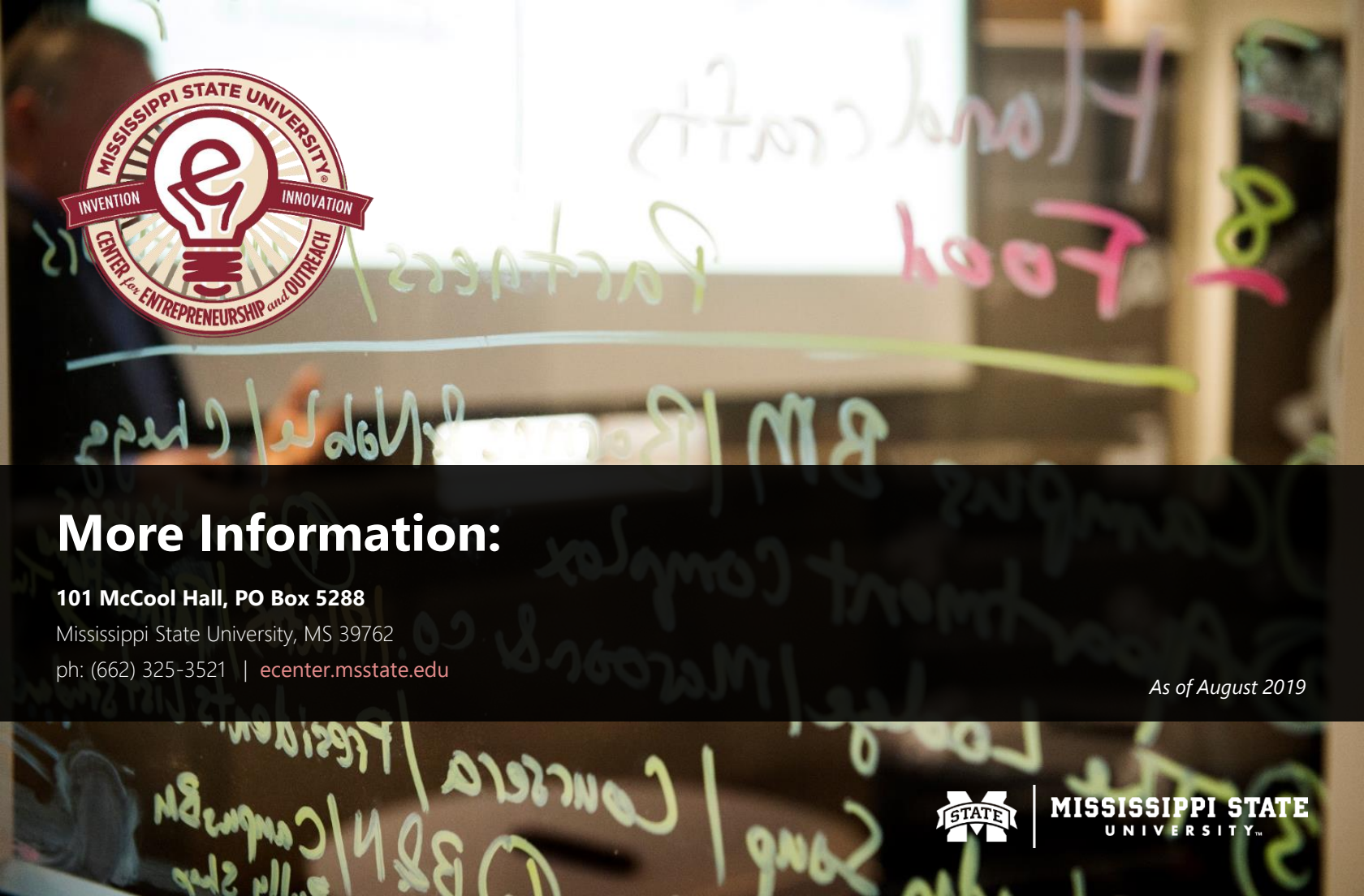
Getting Started



1. **Visit our website** at www.msuceo.com
2. **Click "Start Here"** in the top right
3. **Fill out** the form
4. **Book appointment online** to meet

OR

Come chat with some students in the E-Center in **101 McCool Hall**



More Information:

101 McCool Hall, PO Box 5288
Mississippi State University, MS 39762
ph: (662) 325-3521 | ecenter.msstate.edu

As of August 2019