# Western Michigan University

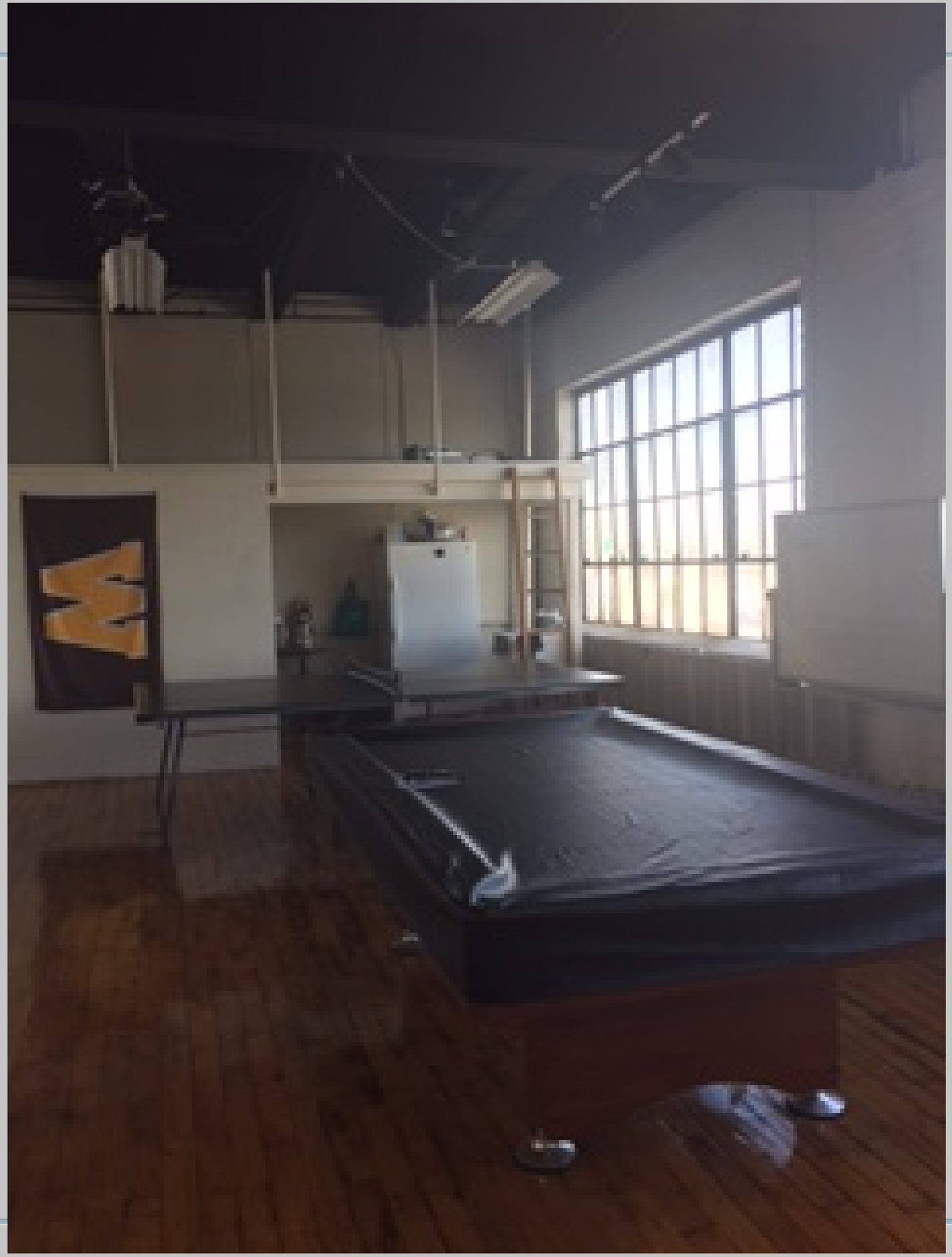
STARTING GATE

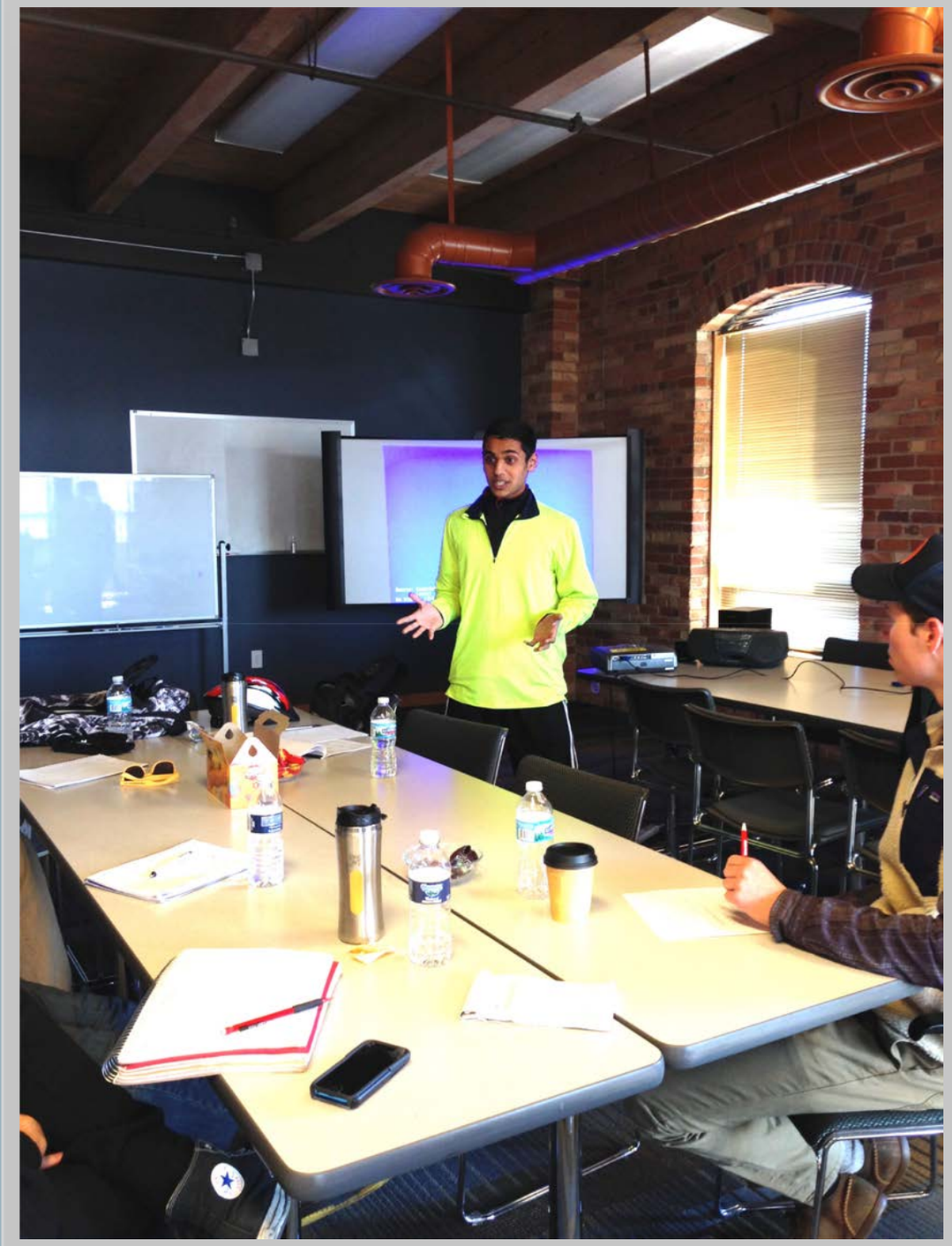
*A Student Startup Business Accelerator*

# Overview

- **First Companies Enrolled - Summer 2013**
- **Located in downtown Kalamazoo in the Park Trades Center Building (student access 24/7).**
- **Last year we had 10 companies participating (57 since opening)**
- **Open to any currently enrolled WMU student sophomore or above in good academic standing.**
- **Program runs September-March & May-August**
- **Free for students!**

# 326 W. Kalamazoo Ave. – Downtown Kalamazoo
# 24/7 Student Access





EXIT

# Recruiting students

- WMU Pitch Competition
- Word of Mouth
- Class presentations  & other campus events
- Posters and flyers throughout campus
- Display cabinet in student center
- Through our E Major and E Minor
- RSO’s like Innovation Club and Entrepreneurship Club

PITCH
THE K.C. O'SHAUGHNESSY BUSINESS PITCH COMPETITION AND SHOWCASE
Honoring K.C. O'Shaughnessy
Bob & Risé Landeros
The Vernon Group
Date 3/24/17
Pay to the Order of Just Right Temp
2,000
Two thousand and no/100 Dollars
For WMU PITCH
1:123456789.987 0079841
WESTERN MICHIGAN UNIVERSITY
Haworth
College of Business
LEARNER CENTERED
DISCOVERY DRIVEN
GLOBALLY ENGAGED

# Operating on a Shoestring Budget

Receive funding primarily through endowments and donations with a small portion coming from our Provost office to cover operations.

- Brian Thomas Award - $15,000
- Wendall Christoff Award - $10,000

Mentors and workshop speakers volunteer

Donations like pool table, ping pong table, TV, furniture, etc. are welcome

# 2017/18 Program

- Weekly Top Act Meetings
- Instruction in Lean Startup & Business Model Canvas
- Mentor Meet-ups
- Workshops (Social Media, Sales, Business Plan, Marketing, Investor Pitch, Legal Entity Fundamentals, Intellectual Property, Improv, and many more)
- Demo Day – March 19, 2018
- Weekly Entrepreneurial Pizza Chats
- Community Resources and Networking

# Value to Students

- Life-long entrepreneurial tools
- Supportive mentor network
- Collaborative peer group
- Investor contacts
- Greater opportunity for business to succeed
- Local, regional and national competition support

# What's working….

- NSF I-Corps ICD Program
- Co-working space off campus
- Strong entrepreneurial community

# Improvements……

- Establish a consistent weekly meeting time
- Software to keep mentor list organized
- Seed funding
- Recruitment

# Thank you!


**Contact Information:**

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