

EMPOWERING + EQUIPPING  
STUDENTS OF ALL MAJORS TO

Create  
a better  
world.



E+I

THE CENTER FOR  
Entrepreneurship + Innovation  
AT GROVE CITY COLLEGE

# ENTREPRENEURSHIP

## AT GROVE CITY COLLEGE

### OUR PROGRAM EXPLAINED

**The Entrepreneurship Program** at Grove City College has two distinct learning centers. **The Entrepreneurship Department** covers all aspects of the student academic experience while **The Center for Entrepreneurship + Innovation (E+I)** provides experiential learning activities and events centered on entrepreneurship and innovation for the entire student body, regardless of major.

When academics and experiential learning are combined with the power of our strategic partnerships in the local community and beyond, our students obtain real world relevant experience, and, as a result, they are more prepared to enter the workforce or to start organizations of their own at some point in the future.

## The Mission

**The Entrepreneurship Program at Grove City College educates and inspires principled, high-impact entrepreneurs whose innovations improve people's lives and solve important problems.**

## CONTENTS

- 1-2 Entrepreneurship at Grove City College
- 3-4 Message from the Executive Director
- 5-6 The Habbershon Family Innovation Zone
- 7-10 E+I Programs
- 11-12 E+I Competitions
- 13 E+I Events
- 14 Timeline + History

### ACCESS FOR ALL STUDENTS

The Center for Entrepreneurship + Innovation (E+I) has expanded in recent years to serve all Grove City College students regardless of major. E+I provides real-world entrepreneurial experiences that allow students to expand the possibilities that they see for their own futures. Even if students don't plan to start a business, the skills learned through participation can prepare them to compete in the marketplace with confidence. As of January 2018, over 14% of the student body had engaged with the Entrepreneurship Program either by enrolling in entrepreneurship classes or by participating in programs, competitions, and events.

### CROSS-DISCIPLINARY BY DESIGN

The Entrepreneurship Program strives to promote an entrepreneurial culture by supporting interdisciplinary collaboration to raise awareness among all Grove City College students to the possibility of entrepreneurial activity within their chosen career path. In addition, cross-disciplinary activities teach students to work with people with different skill sets and backgrounds to better prepare them for life after graduation.

### A SPIRIT OF SERVICE

The Entrepreneurship Program emphasizes entrepreneurship and innovation as a means of serving the common good while striving to make the world a better place. A strong relationship exists between E+I, the Grove City College Department of Entrepreneurship, and the surrounding region. This collaboration contributes to local and regional economic development by bringing students and the community together to solve problems cooperatively through service-learning projects, volunteerism, and targeted events.







## The Redemptive Entrepreneurial Spirit

### MESSAGE FROM THE PRESIDENT

*You'll be hearing a lot more about **redemptive entrepreneurship** at GCC in the days ahead. At the core of the College's mission is a calling to prepare students to look at the brokenness of the world through a redemptive lens. As acclaimed speaker and writer Andy Crouch explained at the Praxis Academy summit, biblical redemption had an economic connotation for the early church. A slave could be ransomed – set free from bondage – through a sacrifice or offering. Those who have been set free from the bondage of sin and death through Christ's shed blood are called to develop a "redemptive imagination." They must envision wholeness where there is brokenness, prosperity where there is poverty, and human flourishing where there is despair and hopelessness.*



**Paul J. McNulty '80**  
PRESIDENT,  
GROVE CITY COLLEGE



“

This isn't a typical college campus. These are young adults focused on something [more than] their career or being cool.

I am glad to be a part of the [Grove City College] family.

**Blaine Hurst**  
PRESIDENT + CEO,  
PANERA BREAD

”

# THE CENTER FOR ENTREPRENEURSHIP

## A MESSAGE FROM THE EXECUTIVE DIRECTOR

**Dear Students, Prospective Students, Donors, GCC Alumni, and Friends,**

It is a great time for Entrepreneurship at Grove City College!

In this brochure, you'll learn all about the Center for Entrepreneurship + Innovation (E+I). E+I provides experiential programs, events, and competitions open to all students, regardless of major. The second component of the Entrepreneurship Program is the Department of Entrepreneurship, led by my amazing colleague, Professor Timothy J. Sweet '85. The Entrepreneurship Department includes everything academic from overseeing the Entrepreneurship major and several minors to the innovative and experiential departmental class offerings.

Make no mistake – the concepts of entrepreneurship and innovation don't just apply when one is starting a business. Entrepreneurship and innovation are mindsets that transcend a student's choice of major. According to the World Economic Forum's January 2016 report entitled, "The Future of Jobs," sixty-five percent of children entering grade school will end up working in careers that don't even exist yet! In a job market that is changing this rapidly, it has become essential that students of all majors learn the skillsets that the Entrepreneurship Program provides. Armed with an understanding of entrepreneurship and innovation, students at Grove City College are prepared to thrive in today's world.

One of our program's key distinctives is our focus on redemptive entrepreneurship. A popular definition of redemptive entrepreneurship, crafted by E+I partner, Praxis, is "the work of joining God in creative restoration through sacrifice, in venture building and innovation." Another way to look at it is to consider the Impact Foundation's definition of a redemptive business, which is "an enterprise committed to reforming or transforming the lives of its employees, vendors, customers, and its community in line with Biblical principles and Kingdom values." This philosophy speaks to the core of who we are as both an institution and individual Christians. We want to empower and equip our students to go out into the world and make a true difference for the common good to further human flourishing. I'm excited for you to discover more about redemptive entrepreneurship as, in addition to serving as a critical aspect of our program, redemptive entrepreneurship has become a true passion of mine.

For those of you who don't know, our program achieved national distinction in 2018 by winning the United States Association for Small Business and Entrepreneurship (USASBE) Emerging Model Program Award in recognition of the College's "bold and innovative" approach to entrepreneurship education. While we're incredibly proud of that achievement, we are not resting on our laurels. As Professor Sweet likes to say, "We've barely scratched the surface." We invite you to join us in our mission to make the world a better place.



**God bless,**

**Yvonne J. English '97**

*Executive Director, The Center for Entrepreneurship + Innovation  
Assistant Professor, Entrepreneurship Department*





# ENTREPRENEURSHIP + INNOVATION (E+I)

The **Center for Entrepreneurship + Innovation at Grove City College (E+I)** serves as a unique experiential component of our students' education that brings the concepts that they are learning in the classroom to life. Students of all majors participate in exciting competitions, programs, events, and international experiences that allow them to have valuable real-world experience while integrating what truly matters—values, judgment, and a Christian perspective. E+I presents entrepreneurship as a mindset and equips students with a set of practical skills and hands-on experience that prepares them to succeed, regardless of career path.

Programs contribute to local and regional economic development by bringing students and the community together to solve problems cooperatively through service learning projects, volunteerism, and targeted events. For those students who are interested in starting a business, E+I has programming geared toward supporting student ventures and has a shared mission with the Entrepreneurship Department to educate and inspire principled, high-impact entrepreneurs whose innovations improve people's lives and solve important problems.

## A NATIONALLY RECOGNIZED PROGRAM

**National Award Winner**



**Model Emerging Program**

*Grove City College's Entrepreneurship Program, consisting of the Center for Entrepreneurship + Innovation (E+I) and the Department of Entrepreneurship, captured the United States Association for Small Business and Entrepreneurship (USASBE) Model Emerging Program Award in recognition of the College's "bold and innovative" approach.*





PROTOTYPE  
CLASS  
STUDY  
HAVE A DANCE  
PARTY :)  
COLLABORATE  
IDEATE  
PRACTICE  
PRESENTATIONS  
GROUP  
PROJECTS

# THE HABBERSHON FAMILY INNOVATION ZONE

**A space designed to bring students of all majors  
together to learn, collaborate, create, and innovate.**

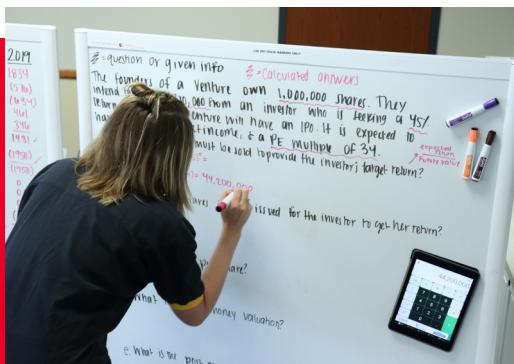


*"The Entrepreneurship major and the Center play a huge role in teaching students how to think...to ask different questions, reach different conclusions, think about big problems, and design against those problems. "*



**Tim Habbershon '81**

The Habbershon Family Innovation Zone is conveniently located within the Hall of Arts and Letters (HAL), Room 202, on Grove City College's upper campus. This building is the main academic building on campus, thus making it the ideal location to serve all students.



**LEARN. COLLABORATE.  
CREATE. INNOVATE.**

The Habbershon Family Innovation Zone is designed to be a highly collaborative space for students of all majors to use for a variety of purposes. The tables, chairs, and white boards are all mobile and can be arranged in a variety of custom configurations.

The Entrepreneurship Program is dedicated to educating and equipping students to apply the concepts of Human-Centered Design (Design Thinking).

**THE DISCIPLINE OF  
DEVELOPING SOLUTIONS IN  
THE SERVICE OF PEOPLE.**

**-LUMA INSTITUTE**



In classes such as Innovation for Impact (IFI), students have the opportunity to learn a variety of design thinking methods. These are REAL techniques that many businesses, startups, and nonprofits are using TODAY to ideate and solve problems.

E+I equips students to practice design thinking in the Habbershon Family Innovation Zone by supplying the materials, hosting workshops, and providing the space necessary to grow in this area.

E+I programs and events are designed to attract students of all majors, and the Habbershon Family Innovation Zone is a space for those students to come together to work, study, share ideas, and collaborate. Having a flexible collaboration space and innovation tools available encourages our students to learn and apply the latest innovation processes as they work on projects, ventures, and academic work.



# E+I PROGRAMS

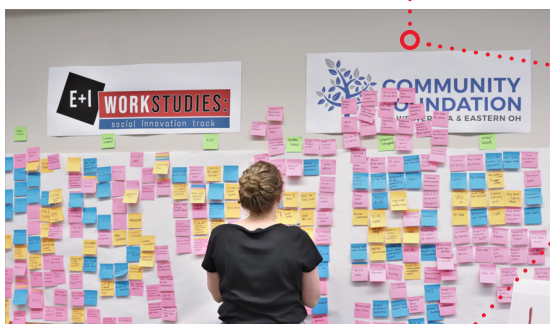
07

There are a number of programs available through key partnerships that provide students with the opportunity to travel, learn, grow their own ventures, work with real companies, and more.



The Center for Entrepreneurship + Innovation has partnered with outside organizations to create unique work study tracks that provide students of all majors opportunities for real-world service learning experience while being paid.

E+I Work Study tracks are an exciting way for students to gain résumé-building experience while learning hands-on skills. While the work study program pays at the same rate as any other student work program on campus, the experience is invaluable. Examples of past tracks include the Technology Startups Track and the Social Innovation Track.



*I have a greater understanding of the problems going on in the local community. I also now have the ability to look at enormous amounts of data and make it less daunting by breaking it into smaller parts.*

**Gretta Kriner '20**

Social Innovation Work Studies Track  
Business Management Major



The Collegiate Entrepreneurs' Organization (CEO) is a global network of more than 250 college and university chapters which support the growth and development of any student who seeks to be entrepreneurial. The GCC chapter of CEO collaborates with E+I to provide peer-supported programs to help expose students to experiences in entrepreneurship and innovation.

## PRAXIS EMERGING FOUNDERS



The Center for E+I has the right to place one exceptional student in the Praxis Emerging Founders Program.

Emerging Founders develops entrepreneurs already building a redemptive venture who plan to make it their full-time work. Through a combination of in-person and virtual events, founders are mentored through a year-long process of "Learning, Discerning, and Designing."





## VENTURELAB

### An early-stage business and social enterprise idea feasibility lab that provides seed grants and guidance to carefully screened teams.

The mission of the VentureLab is to help the Grove City College campus community explore and develop new ventures based on their own original concepts. It serves as a valuable starting point for innovation and enables aspiring entrepreneurs to gauge the feasibility of their ideas.

VentureLab connects teams to resources within Grove City College as well as with the community at large. Teams are connected with industry-specific experts (alumni and friends of the College) who serve as mentors and advisors. Teams are also eligible to apply for seed grant funding support to prove the viability of their ideas or to assist in taking a vetted idea to the next level. The Grove City College VentureLab serves as a valuable starting point for innovation and enables aspiring entrepreneurs to experiment and grow in a supportive environment.



**The Genius Corps** is an accessible science program that provides high-quality lab experiences to middle school students of all abilities.

**Rebecca Krupp '18**

Elementary and Special Education  
2018 VentureLab Cohort

**Phalanx Fitness** is a mobile app that uses machine learning and artificial intelligence to build personalized gym workouts that help people achieve fitness goals.

**David Corbin '20, Mitchell Harvey '20 and Dan Carns '20**

Computer Science  
2018 VentureLab Cohort



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Grove City College honed a foundation centered on values, work ethic, and purpose. A startup demands this from its founders. Through supportive things like VentureLab...the College has enabled and heightened the entrepreneurial spirit of me and my co-founders.

The key to the College's success is top-tier professors with experience and aptitude. They just have a knack for believing in you.

**Jake Loosararian '13**

2013 VentureLab Cohort  
Founder, Gecko Robotics



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# PRAXIS ACADEMY

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E+I's partnership with Praxis (praxislabs.org) includes sending a cohort of our top students from various majors on a full-ride scholarship (\$995) to represent Grove City College at Praxis Academy in California. The Academy is a week-long intensive exploring a Christian vision for culture-shaping entrepreneurship that spans business, nonprofits, and social enterprise — both domestic and international. **The best part is that you do not have to be an entrepreneurship major nor do you need to have an idea for a venture in order to attend!**

## 01 KEYNOTES

Main stage presentations from leading practitioners that can be applied to all members of the Academy community, entrepreneurs and innovators in various stages of venture-building.

## 02 BREAKOUTS

Deep-dives on key topics with leading practitioners.

## 03 ROUNDTABLES

Smaller conversations with mentors who speak on the main stage — allowing participants to personally connect and ask follow up questions in an off-the-record setting.

## 04 INTERACTIVE WORKSHOPS

A time to roll up your sleeves and move your career or idea forward through a focused session conducted by a leader in the field.

Past sessions have included fundraising, crafting your pitch, designing prototypes, designing your life, and discovering how to chart a career path towards redemptive impact.

Praxis, an E+I partner, defines **redemptive entrepreneurship** as:

*"We, as believers, have hope in the belief that the Lord will bring about restoration to all on this earth, and it is that hope that compels us to go out and create."*

## REDEMPTIVE ENTREPRENEURSHIP:

the work of joining God in creative restoration through **sacrifice, in venture building and innovation**



*Grove City College is interested in redemptive entrepreneurship because it speaks to the core of who we are as both an institution and as individual Christians. We want to empower and equip our students to go out into the world and make a true difference for the common good to further human flourishing. Entrepreneurship is centered on the idea that "there's gotta be a better way," and we at Grove City College believe that we have found that better way in the form of redemptive entrepreneurship.*

Yvonne J. English '97

Executive Director (E+I) and Assistant Professor of Entrepreneurship





★  
EUROPEAN  
INNOVATION  
ACADEMY

# EUROPEAN INNOVATION ACADEMY (EIA)

Spend a month in Cascais, Portugal or Turin, Italy among the brightest minds from global universities across 75+ nationalities, working on a 5-member team to develop a startup from concept to scale. Students have the opportunity to work on a multicultural team with members of different disciplines and are mentored by Silicon Valley leaders and other top entrepreneurial talent. Learn from speakers who are experts in their fields and innovate using experiential learning tools and methods.

The European Innovation Academy is recognized as a global leader in tech entrepreneurship education. EIA's nonprofit educational programs are developed through joint partnerships with professionals from the world's top tech institutions including Stanford University, UC Berkeley, and Google.

## WEEK 1 IDEATION & TEAM FORMATION

*The first week is developed together with faculty from UC Berkeley. The goal for the students is to form multidisciplinary international teams and validate the next \$10 Billion idea.*

## WEEK 2 PROTOTYPE & MARKET

*The second week is developed with partners from Google. The goal for the students is to design and launch the product as well as to map out a go-to-market strategy.*

## WEEK 3 LAUNCH & PITCH

*The third week is all about acquiring the first 1000 users and pitching to a panel of Silicon Valley VC's.*

*All majors are encouraged to apply. No tech experience necessary.*

## V&C HONORS

A weekend honors program hosted by the American Enterprise Institute's Values and Capitalism Initiative.

The Values & Capitalism Weekend Honors Program is a 2-day seminar that allows 25 undergraduate students from across the country to explore entrepreneurship and businesses that focus on human flourishing. The program consists primarily of hands-on exercises and activities that encourage entrepreneurial thinking.

The program also provides a unique chance for students to integrate their faith with their interests in business

and entrepreneurship through discussion and high-level networking opportunities with Christian leaders working in entrepreneurial careers.

It is an honor to attend this program as only one student per participating university is usually selected.

The American Enterprise Institute is one of the nation's preeminent think tanks.



### Travel and Stipends

Selected students will be reimbursed for all travel expenses and will be provided lodging and meals for the program.

The program is hosted in a new city that has significant "entrepreneurial buzz" every year, such as Seattle, New York City, or Washington D.C.

# E+I COMPETITIONS

11

E+I has a number of opportunities for students to participate in competitions, both internally and externally. Our competitions are designed to reach all students, in different stages of their entrepreneurial journey.



## Elevator Pitch

### FALL SEMESTER

The **Elevator Pitch Competition (EPC)** gives students the opportunity to pitch their new venture ideas to a panel of judges, offering cash prizes in two categories – Commercial Enterprise and Social Enterprise.

The goal of the Elevator Pitch Competition is to teach students to communicate effectively and exercise their persuasive skills while delivering a short pitch.

***The 2018 EPC saw over 187 pitches from 26 different majors.***



**ELEVATOR  
PITCH  
COMPETITION**

2020 EDITION

## Venture Battle

### SPRING SEMESTER

The **Wolverine Venture Battle (WVB)**, open to both commercial and social teams, simulates competition in the real world by allowing teams to vie for funds by showing their progress towards proof of concept in three rounds.

Teams compete for over \$20,000 and in-kind services. Just as in real life, each “investor” has a set dollar amount to spend and can give any amount to any and all teams. In the past, a single team has won over \$9,000.

***Fifty-one teams entered the 2019 WVB.***







E+I Competitions provide opportunities for students to win prize money, receive feedback from qualified judges, build presentation skills, and more!

### GOALS OF E+I COMPETITIONS

1. Facilitate creative thinking
2. Give students the opportunity to win prize money
3. Enhance presentation skills
4. Hands-on learning experience
5. Explore the idea of starting a venture
6. ...or just to have some fun and try something new!



*Whether it is an idea to improve the Grove City College campus, to start a life-changing nonprofit, or to create a revolutionary new product or service, there is a competition for every type of student regardless of major or background.*

# E+I EVENTS



13

E+I hosts a variety of events throughout the academic year. Inspirational speakers, hands-on workshops, one-on-one meetings with industry professionals, and office hours to pitch ideas to Venture Capitalists are among the many types of events offered to students.

## venture u. BUSINESS SEMINAR SERIES

**VentureU** is a seminar series open to students of all majors that addresses hot topics in business. The sessions include focus areas of interest such as legal, accounting + finance, marketing, and branding. The VentureU program is specifically designed to accompany the VentureLab program; however, students who are not participating in VentureLab may also take advantage of these learning opportunities.

## Office Hours

**Industry Office Hours** are a way for students to talk to representatives from various industries about potential careers, opportunities, trends, and any other subject pertaining to that industry. These are amazing opportunities that give students unprecedented access to specialists in marketing, sales, finance, startups, and more. **VC Office Hours** give students an opportunity to pitch their ideas to Venture Capitalists to receive feedback and advice regarding fundraising.



## BlueTree Allied Angels Investors Meeting

Students have the opportunity to attend a **BlueTree Allied Angels** Members/Investors meeting in Pittsburgh. The Members/Investors Meeting is a gathering of a larger group of investors for the purpose of hearing the presentations of several companies in order to assess whether or not to invest. This is a unique opportunity to observe and experience what goes on behind the scenes in an angel investor group.

RICHARD G. STALEY '62

VISIONARY ENTREPRENEUR  
E+I SPEAKER SERIES

The **Richard G. Staley '62 Visionary Entrepreneur Speaker Series** brings experienced entrepreneurs to campus to share their insights and wisdom. Each semester, E+I, which strives to promote an entrepreneurial culture across the campus, hosts successful individuals whose compelling stories of success and failure have inspired and enlightened our audiences and provoked thought and stimulated conversation.

Past speakers have included both alumni and outside professionals, such as Blaine Hurst (CEO & President, Panera Bread), Jake Loosarian '13 (Founder, Gecko Robotics), Ann Beiler (Founder, Auntie Anne's Pretzels), and Gret Glycer '12 (Founder, DonorSee).





# TIMELINE

History of Entrepreneurship @ GCC



## CENTER FOR ENTREPRENEURSHIP AND INNOVATION LAUNCHED

The Center for Entrepreneurship and Innovation is launched to provide experiential activities for entrepreneurship majors.

*Dr. James Dupree serves as the first Executive Director.*



## CLASS OF '06 GRADUATED

Five students graduate with the first Entrepreneurship degrees in the history of Grove City College.



## CRAIG COLUMBUS

Craig Columbus, Esq. becomes the Executive Director of the Center for Entrepreneurship and Innovation and Entrepreneurship Department Chair in Aug '09.

*At the end of Dr. Columbus's term in 2013, two separate roles are created, and Yvonne J. English '97 becomes the Interim Executive Director for the Center for Entrepreneurship and Innovation while Timothy J. Sweet '85 becomes the Interim Chair of the Entrepreneurship Department.*



## WOLVERINE VENTURE BATTLE

The BPC is rebranded the "Wolverine Venture Battle" and is restructured to better integrate how real-world pitching + investing actually works.



## USASBE NATIONAL AWARD

GCC Entrepreneurship Program, consisting of both E+I and the Entrepreneurship Department, receives national recognition by capturing the United States Association for Small Business and Entrepreneurship (USASBE) Model Emerging Program Award in recognition of the College's "bold and innovative" approach to entrepreneurship education.

2002

## DEPARTMENT OF ENTREPRENEURSHIP FORMED



After 5 years of planning in coordination with a Business Advisory Group (later called the Entrepreneurship Advisory Council), The Entrepreneurship Dept. is created in 2002 under the leadership of Dr. James Dupree and Dr. John Sparks.

*Dr. James Dupree serves as the first Chair of the Entrepreneurship Department.*

2003

## BUSINESS PLAN COMPETITION



The first Grove City College Business Plan Competition (BPC) takes place in Spring '03.

*Thirty-one students in thirteen teams enter the competition. First Place team is Encore Boutique, consisting of five women students winning \$800 each.*

2006

2008

## JOE CICERO



Joe Cicero becomes the Interim Executive Director of the Center for Entrepreneurship and Innovation in May '08.

2009

2012

## VENTURELAB LAUNCHED



Yvonne J. English creates the VentureLab program and the first VentureLab cohort, including Gecko Robotics, begins work on their business ideas during the 2012-13 academic year.

2014

## YVONNE ENGLISH + TIM SWEET



Yvonne J. English '97 is named the permanent Executive Director of The Center for Entrepreneurship and Innovation.

Timothy J. Sweet '85 named the permanent Chair of the Entrepreneurship Department.

2016

2018

## REBRAND TO E+I



The brand is updated to the Center for Entrepreneurship + Innovation (E+I).

## PHYSICAL SPACE



Room 202 in the Hall of Arts and Letters is renovated to create a physical space for the Center for E+I and is made available to students of all majors.

2019

## HABBERSHON FAMILY INNOVATION ZONE



The E+I physical space is renamed The Habbershon Family Innovation Zone, thanks to the generous donation of the Habbershon family.



# E+I

THE CENTER FOR

## Entrepreneurship + Innovation

AT GROVE CITY COLLEGE

### DON'T JUST TAKE OUR WORD FOR IT...



**Jordan K. Horst '18**

"The Center for E+I has changed my life in so many ways. From expanding my idea of what is possible, to connecting me with dozens of successful entrepreneurs around the globe, Yvonne English and the Center have truly set me up for a lifetime of careers in today's fast-paced, dynamic culture."



**Emily Geiger '20**

"You can't fully take advantage of the Department of Entrepreneurship here without the Center for E+I. E+I is where true innovation begins. The Center got me connected to StartUp weekend and gave me the opportunity to see angel investors and make meaningful relationships to help me achieve my goals."



**Lindsey Cummings '22**

"The Center for E+I has given me so many opportunities to focus on my strengths rather than my weaknesses and has given me the tools I need to start my own business."

*Empowering + equipping students of all majors to create a better world through Entrepreneurship + Innovation.*

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