

# 2021-2022 Annual Report



## WHAT'S INSIDE

Recap of the major E+I programming and milestones from the 2021-2022 academic year

# A word from our Executive Director



English

What a year! Despite the craziness of the world, the E+I team has remained flexible and steadfast in our dedication to provide the GCC community with programming intended to inspire innovation + entrepreneurship. Our goal is to equip and empower our students to solve important problems in order to further the common good and human flourishing.

I would like to take this opportunity to personally thank our donors and volunteers. Without you, none of this good work happens. You are planting seeds that will grow + thrive for years.

Please enjoy these highlights from the past year of E+I at Grove City College!

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***Yvonne J. English***

Executive Director + Entrepreneur in Residence | *The Center for Entrepreneurship + Innovation*  
Professor of Practice | *Department of Entrepreneurship*



# September E+I Open House

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To kick off the fall semester, E+I held an open house in the Habbershon Family Innovation Zone. Students of all majors were invited to attend and learn about our programming while enjoying refreshments. The event was well-attended.



Dedicated in 2019 after a donation from Tim Habbershon '81 and family, The Habbershon Family Innovation Zone has become the central hub for all things E+I.

Students of all majors spend their time studying, brainstorming, and enjoying each other's company here.

# November



**ELEVATOR  
PITCH  
COMPETITION**

**2021 EDITION**





# 15th Annual EPC a HUGE success!

The 15th Annual Elevator Pitch Competition will go down as a tremendous success. Amazingly, **124 students** from **23 different majors** entered the competition by submitting a 2-minute video of their pitch. Then, **75 reviewers** helped to narrow the field to **16 finalists** who went on to compete live for a shot at **\$3,050 in prize money**. Judges Colleen Albright, John Henne '89, and Dane Mossgrove '16 had the difficult task of selecting the winners from each category (commercial and social enterprise). Dorene Powell awarded the Social Impact Award on behalf of the Grove City Foundation, an affiliate of the Community Foundation of W. PA & E. OH.

The final round, held on November 10, 2021 in Sticht Lecture Hall, was well-attended both in person (**over 150 attendees**) and via livestream (**550 viewers from 26 different states**). Additionally, **282 individuals cast their vote** for the Fan Favorite Award!



## Commercial Enterprise Winners

1st Place: Madalyn Fry  
*Greener Packaging* (\$500)

2nd Place: Micah Fazekas  
*Speed Swipe* (\$400)

3rd Place: Caroline Dawson  
*Safe 'N Tasty* (\$300)

4th Place: Shelton Brower  
*H2Only* (\$200)

5th Place: Mark Wilhelm  
*Epi-let* (\$100)



## Social Enterprise Winners

1st Place: Peter Judge  
*Mosquitocide* (\$500)

2nd Place: Molly McCommons  
*Kids Too* (\$400)

3rd Place: Logan Richardson  
*Code Purpose* (\$300)



Sponsored by:



AN AFFILIATE OF THE COMMUNITY FOUNDATION OF W. PA & E. OH



During Round 2 of the Elevator Pitch Competition, we enlist the help of many of our alumni, donors, and friends to make up our review panel and determine our finalists.

This year we had the assistance of **75** reviewers. Thank you to all those who helped!

Toby Basalla '98  
 Tiffany Bicek '18  
 Cliff Blendermann  
 Chris Botting '83  
 John Brier '94  
 Jonathan Brutt '17  
 Justin Bushko '97  
 Tim Colussy '81  
 Leslie Craven '94  
 Dan Creston '81  
 Jeff Curran '85  
 Brad Dearborn '78  
 Kris Deemer '90  
 Lisa DiFalco '18  
 Jay DiNucci '87  
 Rachel Ellison '12  
 Ruth Entwistle '07  
 Sondra Fisher '82  
 Kim Ford '72  
 Collin Foster '12  
 RJ Fryan '08  
 Chuck Gaetano '74  
 Dennis Gilfoyle  
 Jennifer Gilliland  
 Curt Given '84

Brian Gongaware '92  
 Glenn Grossman  
 John Holt '84  
 Jordan Horst '18  
 William Howell '81  
 Edward Huttenhower '76  
 Robert Keller '73  
 Andrew Kmiec '96  
 Karolina Lagerquist '16  
 Beth Lepore '96  
 Marjorie Loesch '10  
 Evan Lowe '89  
 Bill Lucas  
 Kim Marks  
 Beth Marraccini '96  
 Dean Marraccini  
 Wendy Marshall '81  
 Lauren Marts '10  
 Drew McCandless '84  
 Glenn McDonald '75  
 Scott McDowell '87  
 Winifred McGee '77  
 Alan Mesches '71  
 Ronald Miller '75  
 Brian Montgomery '96

Scott Moran '11  
 Jeff Moxie '80  
 Curt Newill '68  
 Victoria O'Brien '17  
 Elisabeth O'Brien '16  
 Susan Parrett '01  
 Robin Parsons  
 Mark Pentz '80  
 Levi Roberts '19  
 Steven Roman '96  
 Kelly Shields '97  
 Joshua Shull '12  
 Neil Skoriak  
 Bill Smith '69  
 Zachary Smith '15  
 Steve Solman '96  
 Heather Starcher '88  
 Cameron Suorsa '21  
 Allyson Sveda '88  
 Ben Tobias '88  
 Brenda Vinton  
 Joshua Weatherstone '15  
 Steve Wickman  
 James Will '98  
 Lesley Winfield '92



# Practicing What We Preach

## Welcome to the Center for Entrepreneurship + Innovation's Stakeholder Discovery Survey!

As we plan for the future, we need your input to ensure we build our programming around the things our stakeholders actually want!

The data collected via this survey will be used for Center-related projects only and will not be shared with any outside parties.

**Start**

press Enter ↵

● Takes X minutes

## 500+ responses in a 5-week period!

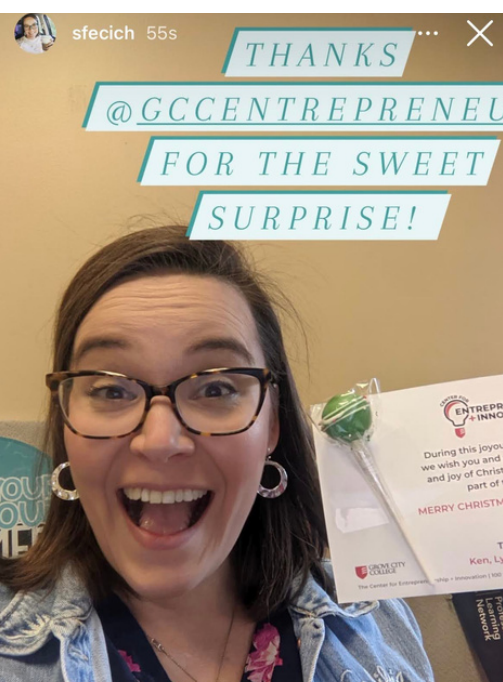
To learn more about our stakeholders and their unique needs, we went directly to them (just as we teach our students to do) by administering a comprehensive, detailed survey using state-of-the-art software. This survey was designed to gather information from current students, GCC faculty + staff, alumni, and other friends of the Center for Entrepreneurship + Innovation. We gathered a significant amount of powerful data that has shaped our future strategy. Stay tuned for the announcement of several new initiatives and programs as a result!



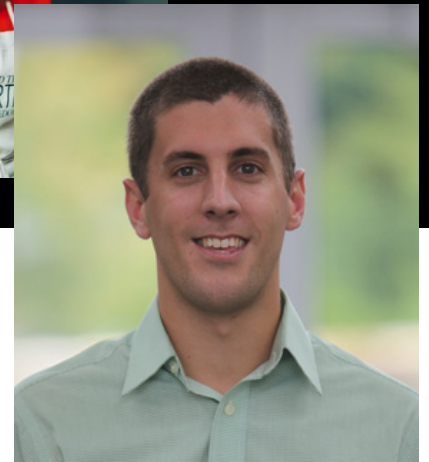


## A very Merry Christmas from E+I!

During a joyful Christmas season, we were able to distribute over 150 Christmas cards (with artwork from GCC student Olivia Nitzsche '22) and delicious cake pops from Daisy Pops (founded by Amy Mucha '09) to raise awareness of E+I and thank all of our on-campus supporters and partners.







In our Venture U Business Seminar Series, open to the entire campus, we were fortunate to be able to host experts from across several disciplines. This year, we learned from experts on *Building with No-Code Solutions*, *Securing Your First Customers*, *the Art of Pitch Decks*, and *Financial Projections*.



*"The VentureLab program provides students + faculty with the opportunity to receive support (financial, coaching, mentorship, and educational programs) to test their ideas in a less risky environment. We can only offer this program due to the generosity of our **Wolverine Innovation Fund** donors and our volunteer mentors and coaches—thank you all!" — **Yvonne English***

## This Year...

Our teams learned about crafting and launching their businesses. Six students from three different majors formed four unique teams in this year's cohort.

In total, **\$3,726.39** was awarded directly to the teams to help them meet milestones and test the feasibility of their ideas.

## Major Milestones



**CHOW COW** was able to speak to the founder of one of the biggest companies in their space. After the conversation, it was concluded that the need for Chow Cow was not great enough to continue.

**SCOOTIE** was able to secure a partnership with Grove City College to be the exclusive provider of scooter transportation on campus.

**RESENSE** secured their spot in the final rounds of three national entrepreneurship competitions and, after pivoting their strategy, was able to make strong connections with several care facilities.

**SHARE PACKAGE** created an MVP of their flagship care package for individuals experiencing homelessness.





## **Chow Cow**

A platform to help local food pantries keep their inventory relevant to the community.

Lindsey Cummings '22



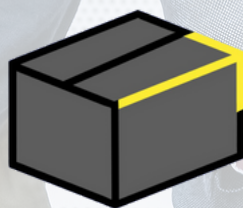


## **Scootie**

A scooter service providing a quick and fun means of transportation for the campus.

Jonathan French ' 25





SHAREPACKAGE

## Share Package

Share Package provides care kits containing basic survival and hygiene products to aid those experiencing homelessness.

Gus Minotto '24 | Mark Wilhelm '24





## **Resense**

Resense serves those with neurodegenerative diseases through their main product, The Memory Box...a toolkit designed to bring comfort and joy to people living with Alzheimer's and dementia.

Ethan David '24 | Luke Gilligan '24



# Resense

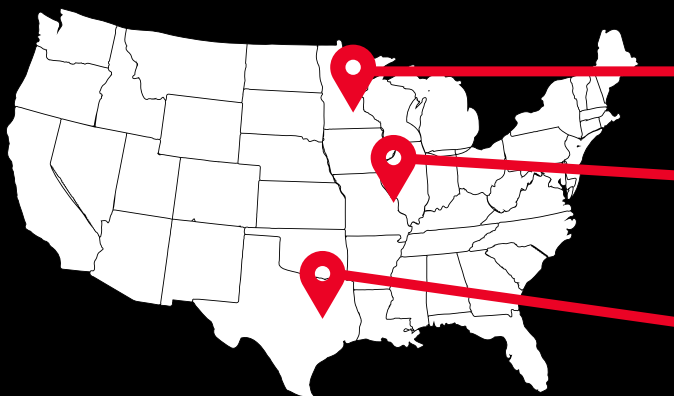
## *A success story over a year in the making!*

Current sophomores, Luke Gilligan and Ethan David, hatched the idea for Resense in Professor Yvonne English's Lean LaunchPad class during the spring of 2021. After a successful run in the 2021 Wolverine Venture Battle and winning the Lean LaunchPad Rocket Race competition, they knew they had something big.

Over the past year, they worked to hone and develop their business model by taking advantage of E+I programming, events, and support for external competitions.



Resense was able to apply their experience from the Wolverine Venture Battle and VentureLab to achieve success at these national competitions.



**eFest | Minneapolis, MN**  
5th Place (\$10,000)

**Poets and Quants Big Idea Bounce**  
Top 12 amongst national field of MBAs and PhDs

**TCU Values & Ventures | Fort Worth, TX**  
National Finalist out of ~200 entries

We are extremely proud of the success this duo has achieved thus far and doubly excited to work with them for two more years!



# New this year! Announcing...

## FOUNDER

# FIRE SIDE

## CHATS

### Richard G. Staley '62 Visionary Entrepreneur Speaker Series



The Center for Entrepreneurship + Innovation's **Richard G. Staley '62 Visionary Entrepreneur Speaker Series** was endowed in 2013 by Richard G. Staley '62 to enable the Center for Entrepreneurship + Innovation to bring guest speakers to campus to explore topics related to entrepreneurship and innovation.

Mr. Staley founded Flavor House, Inc., a leading developer and manufacturer of unique flavors used by many well-recognized brands. He received the Jack Kennedy Memorial Alumni Achievement Award in 2019, an award presented annually since 1964 to alumni who have had distinctive success in their fields.

Founder Fireside Chats is a speaker series added this year as an expansion of the **Richard G. Staley '62 Visionary Entrepreneur Speaker Series**. The goal of Founder Fireside Chats is to provide students and faculty an opportunity to get up close and personal with a startup founder in a smaller, more informal setting.



### Our inaugural Founder Fireside Chat featured Jake Loosararian '13, Founder and CEO, Gecko Robotics.

This event, moderated by Professor Yvonne English, packed Sticht Lecture Hall with students and faculty from many different majors. Jake shared the story of how Gecko Robotics grew from a VentureLab team and Engineering senior project at Grove City College to an international robotics powerhouse recently valued at \$533 million.



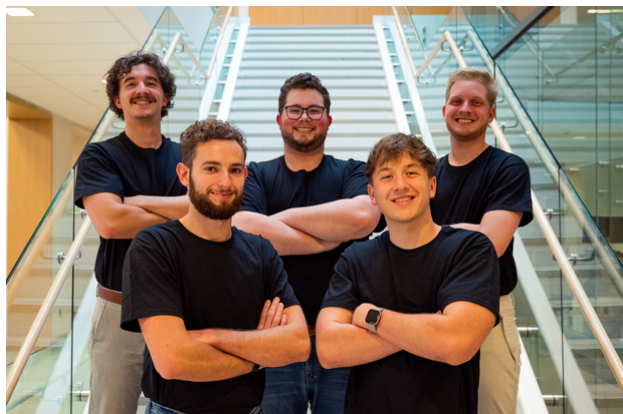


The Wolverine Venture Battle (WVB) simulates the real world by allowing teams to compete for prize money by showing their progress toward proof of concept.

APRIL 29, 2022

STICHT AUDITORIUM

# WVB PRESENTATIONS + WINNERS



## AQUAHAWK TECHNOLOGIES™—\$7,475

Accurate and cost-effective underwater Time-of-Flight green laser cameras to perform subaquatic 3D modeling

**Ethan Raynaud '22, Peyton Brogan '22, Fisher Koons '22, Jeffrey Pew '22, and Nicholas Sparks '22**

## SELVA—\$6,995

An app-controlled portable greenhouse that helps academic establishments conveniently and successfully grow plants in conditions not typically suitable for plant life

**Bailey Mantzell '22, Benjamin Salaj '22, Jael Compton '22, and Lindsey Cummings '22**



## SCOOTIE—\$3,300

A scooter service providing a quick and fun means of transportation for the campus

**Jonathan French '25**

## HAPPY FEET—\$3,120

A foot pod that uses the sound of a runner's feet to provide insight on form and prevent injury

**Amanda Mayer '22, Libby Stewart '22, Lillian Jeynes '22, and Nathan Warrick '22**





# WVB PRESENTATIONS + WINNERS



## **CIVITAS—\$2,120**

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A digital platform seeking to connect community members with nonprofits and inspire social good

**Molly McCommons '25, Benjamin Anastasi '25, and Liam Grossman '25**

## **NO, IT'S YOU—\$1,645**

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An online resource and apparel brand designed to equip customers with tools needed to recognize, address, and overcome psychological and relational abuse

**Katelyn Rose Emmons '24 and Olivia O'Brien '22**



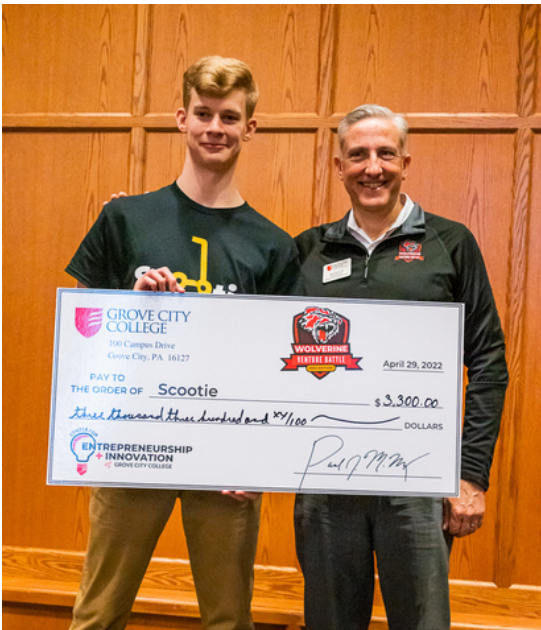
## **DRINKFIXD—\$1,320 + \$500 FAN FAVORITE AWARD**

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A package of resources to help bars protect their customers from sexual assault

**Gus Minotto '24, Sarah Welker '24, Tessa Stewart '25, Chloe Kuhns '25, and Oliver Schwarz '25**

# Wolverine Venture Battle Highlights



## KEY STATS

- Standing room only crowd in Sticht
- Over \$32,000 in cash and in-kind prizes
- 24 student participants across 7 teams
- 10 different majors represented
- 13 judges for the final round
- 38 junior judges (new for 2022!)
- 62 Round 2 reviewers

## LIVESTREAM STATS

- 444 unique page views during finals
- 513 votes for Fan Favorite
- Viewers from 26 different states

This year marked the first in-person WVB finals event in three years. We were thrilled to be back in Sticht Lecture Hall for the Final Round and award presentations.

New this year, finalist teams also presented to a different panel of virtual judges via Zoom. The purpose of the virtual Final Round is to prepare students for the real world, where a professional presentation might be virtual or in-person depending on the circumstances.



# Wolverine Venture Battle

## Sponsors



## In-Kind Support



**Cedric E. Lewis JD/MBA**

## Wolverine Donors

### *The Habbershon Family*

Tim '81, Grant '06, Meredith '07,  
Jonathan '09, and Natalie '11

### *The Kiska Family*

Stan '85, Deanna '87, Evan '20, and Lauren

### *John + Betsy Baum Charitable Foundation* (Pittsburgh Foundation)

### *The Pentz Family*

Mark '81, Cheri '79, Michael '06, and Yvonne '06

**Susan (Peshek '81) + Peter Durfee '80**

**Dan Creston '81**

**Bill Smith '69**

**Laura (Koller '11) and RJ Fryan '08**

**Jeff Moxie '80**

**Rick Newton '86**

**Paul Passaro**

## WVB Judges: Virtual Round



**Dan Creston '81**

Creston Consulting, LLC  
Founder



**Rick Newton '86**

The Newton Institute  
Founder



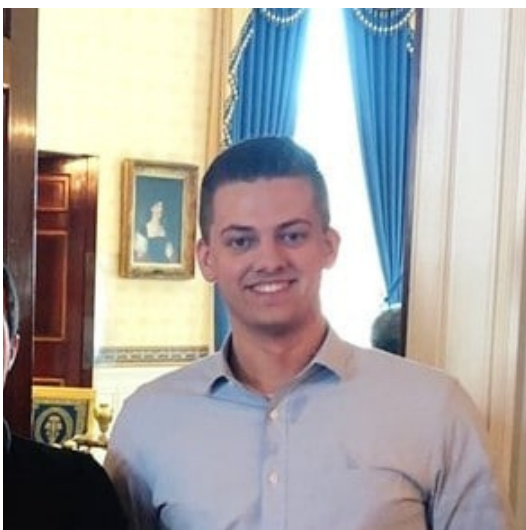
**Jeff Moxie '80**

PSI Services  
CFO (retired)



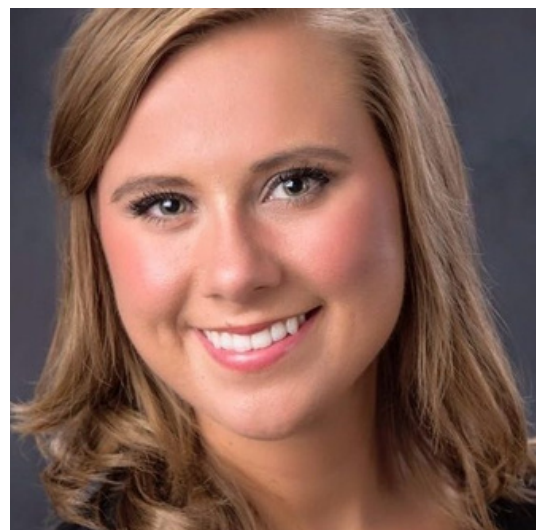
**Bill Smith '69**

Smith Micro Software, Inc.  
CEO



**Benjamin Tobias '19**

Intelligence and Security  
Academy Analyst



**Elisabeth O'Brien '16**

IHG  
Product Manager



## WVB Judges: In-Person Round



**RJ Fryan '08**

Kind Special Alloys US,  
Lake Park Tool and Machine  
CEO



**Pete Durfee '80**

Gilead Sciences, Inc.  
Senior Director of Corporate  
Engineering and Facilities  
Operations



**Mark Pentz '80**

Calvin Group  
President + Founder



**Michael Pentz '06**

Calvin Group  
Vice President



## WVB Judges: In-Person Round (cont.)



**Paul Passaro**

Brown-Locy Advisors  
Advisor



**Matthew W. Gordon**

Davevic Benefit Consultants  
Benefit Consultant



**Jordyn Kemats '03**

S&T Bank  
Executive Vice President,  
Director of Sales Strategy  
& Marketing







*Sending out a special thanks to the  
62 Round Two reviewers who helped  
select our finalists and make the  
Wolverine Venture Battle possible!*



Bob Baierl  
Frances Baldwin  
Toby Basalla '98  
Chris Botting '83  
Scott Brainard '76  
Jonathan Brutt '17  
Abby (Schiela '18) Bukowski  
Vince Cassano '88  
Craig Creaturo '92  
Jonathan Cutler '11  
Brad Dearborn '78  
Ellie (Stanchak '13) DeTurco  
Rachel (Brockhage '12) Ellison  
Ruth (Dykstra '07) Entwistle  
Kim Ford '72  
Collin Foster '12  
Greg Gillispie  
Curt Given '84  
Brian Gongaware '92  
Anita Greggs-Perez '78  
Glenn Grossman

Matthew Hackworth '97  
Victoria (Irey '12) Hassett  
Brittany (Hayward '11) Hoffman  
John Holt '84  
Don Hudock  
Chris Hussar '99  
Edward Huttenhower '76  
Melissa (Marshall '92) Jacobs  
Bob Keller '73  
Andy Kmiec '96  
Karolina Lagerquist '16  
Don Lockhart '67  
Evan Lowe '89  
Beth (Ranker '96) Marraccini  
Dean Marraccini  
Wendy Marshall '81  
Lauren Beth (Howell '10) Marts  
Wendy (Sabados '88) Mascio  
Glenn McDonald '75  
Scott McDowell '87  
Winifred (Williams '77) McGee

Alan Mesches '71  
William Messner '96  
Brian Montgomery '96  
Liam Morris '08  
Ben Moyer '01  
Robin Parsons  
John Romain '85  
Steven Roman '96  
Daniel Rossi-Keen '99  
John Roush  
Alissa (Hermann '96) Sgro  
Kelly Shields '97  
Neil Skoriak  
Lydia Smith '12  
Steve Solman '96  
Bethany Stillwaggon '13  
Brett Strouss '82  
Allyson (Baird '88) Sveda  
Tyler Vielguth '14  
Steve Wickman

# NEW PODCAST: NOW STREAMING



## INNOVATION GENERATION

Entrepreneurship for Everyone *at* GCC

During the spring semester, we launched a brand new podcast series hosted by Professor Tim Sweet, Chair of the Department of Entrepreneurship, called *Innovation Generation*.

The first few episodes were recorded and published towards the end of the semester and are now available on our website.

The focus of the first episode is about the Grove City College Entrepreneurship Program, which includes both E+I and the Entrepreneurship Department. So, if you're interested in learning more, feel free to check it out!

**[gccentrepreneurship.com/innovation-generation/](http://gccentrepreneurship.com/innovation-generation/)**

You can also scan to check out the podcast:





# Other Events

While our marquee events consume most of the academic calendar, we still find time to fit in a few other events.

## Acton Business Matters Conference

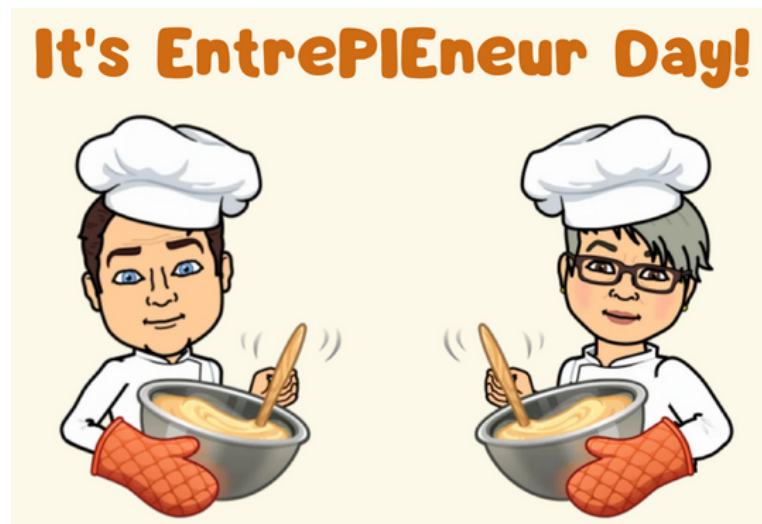
Over 50 students and 5 faculty members attended a watch party to learn about topics such as Company Culture, the Supply Chain Crisis, and Virtuous Leadership.



## EntrePIEneur Day (3.14.22)

Over 50 students joined us to celebrate PIE day by judging a fiercely competitive cooking battle between E+I team members Lynn + Logan to determine who makes the best key lime pie.

This fun event was a great way for students to engage and learn about the remaining events E+I had planned for the semester.



The Center for Entrepreneurship + Innovation (E+I) creates and facilitates experiential learning activities and events centered on entrepreneurship and innovation for the entire student body, regardless of major.



**Yvonne J. English '97**

*Entrepreneur in Residence + Executive Director, E+I*  
*Professor of Practice, Department of Entrepreneurship*



**Ken Smith '84**

*Assistant Director, E+I*  
*Assistant Professor, Department of Entrepreneurship*



**Lynn Bashew '84**

*Program Manager, E+I*



**Logan Hammerschmitt '16**

*Marketing + Outreach Coordinator, E+I*



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