



2022 Fall Semester Report



WHAT'S INSIDE

Recap of the major E+I programming and milestones from the Fall 2022 semester

Building on E+I's solid foundation



This semester, E+I made a few organizational adjustments to continue to best support our students as well as to expand our reach.

Logan Hammerschmitt promoted to Campus Director of E+I

One of the main adjustments was the promotion of Logan Hammerschmitt, formerly the Marketing + Outreach Coordinator at E+I, to E+I's Campus Director. As Campus Director, Logan will be responsible for the day-to-day operations of all on-campus activities related to E+I. This will include competitions, seminars with guests, and many other on-campus responsibilities. This personnel adjustment will allow Executive Director Yvonne English to build out additional programs to support areas of need, such as alumni and community support and engagement and additional student programming.



August Kickoff: E+I Open House

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



Students enjoyed the new addition of a prize wheel, and each attendee got to spin for a prize.

The event drew an even larger crowd than last year's formidable showing, demonstrating the campus-wide interest in Center for Entrepreneurship + Innovation programming.



Homecoming



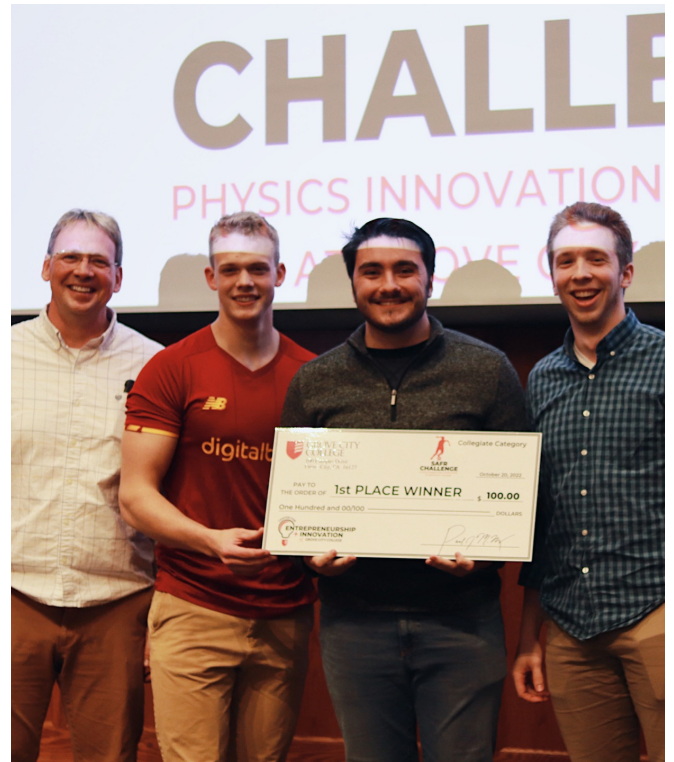
The always popular Venture Village tent at homecoming was a hit! Hundreds of alumni and friends filled the **1000 square foot tent** to chat with former classmates, learn about everything E+I has to offer, and explore the **nine student businesses** on display from the E-Commerce class and beyond.

Major Collaboration with STEM



SAFR CHALLENGE

PHYSICS INNOVATION COMPETITION
AT GROVE CITY COLLEGE



In collaboration with Dr. Shane Brower of the CCC Department of Physics, E+I hosted the inaugural final round of the SAFR Challenge, a competition that tasked students with developing a headband to reduce the prevalence of concussions in soccer players. High school and collegiate teams competed for cash prizes.



Resense Pitches in Chicago

Luke Gilligan '24 took his business, Resense, to the Windy City to pitch in the Top 20 of the Collegiate Entrepreneurs' Organization's Global Pitch Competition. This marked the fourth time that Resense has advanced to the finals of a national or global competition.

New Programs Launched

E+I continues to survey student interest and needs as well as monitor the landscape of entrepreneurship + innovation in the markets to ensure that our programming continues to be innovative and relevant. As a result, two new programs are currently being piloted!

E+I FELLOWS

E+I Fellows is a program designed to provide valuable micro-internship experience to students. E+I pays these fellows, who are placed at companies to help them with subjects like marketing and sales.

The pilot of E+I Fellows placed three fellows at Resense, a budding startup founded by GCC student Luke Gilligan '24. The fellows include two sales interns (Oliver Schwarz '25 and Logan Mays '24) and one marketing intern (Noah Iversen '25).

E+I social media coordinator Megan Eisentraut '24 has also come alongside the team to help support their marketing efforts.



E+I FOUNDERS

E+I Founders is a unique program designed to empower student entrepreneurs to build their businesses. Extremely qualified founders are able to be paid an hourly rate for the time they spend working on their business. This frees them from the need to make money via other employment opportunities, so they are able to focus more of their attention on their promising businesses.

The first student founder to participate in the E+I Founders program is Luke Gilligan, founder and CEO of Resense, a company bringing comfort and joy to individuals living with Alzheimer's and dementia. Luke has been granted the opportunity to be paid hourly for the work he performs to operate his company, allowing him to focus on the business without the need for another job.





ELEVATOR PITCH COMPETITION

2022 EDITION

16th Annual EPC

One to remember!

The 16th Annual Elevator Pitch Competition was enjoyed by all in attendance. Participation was high with **156 excited students** from **30 different majors** entering the competition, starting by submitting a 2-minute video of their pitch. Then, **69 generous reviewers** helped to narrow the field to **15 incredible finalists** who went on to compete live for a shot at **over \$2,500 in prize money** thanks to the amazingly generous sponsorship of Beans on Broad. Judges Tim Daigle '84, Carissa Habsburg '11, and Brian Gongaware '92 selected the winners from each category (commercial and social enterprise), but it certainly wasn't easy. Dorene Powell awarded the Social Impact Prize on behalf of the Grove City Foundation, an affiliate of the Community Foundation of W. PA & E. OH.

The final round, held on November 9, 2022, in Sticht Lecture Hall, was well-attended both in person (**a packed house of over 150 attendees**) and via livestream (**478 live viewers from across the country**). Additionally, **nearly 400 individuals cast their vote** for the Fan Favorite Prize!



Commercial Enterprise Winners

1st Place: Shelton Brower '24
SoloCollar (\$500)

2nd Place: Sarah Welker '24
MadeFree (\$400)

3rd Place: Joe Gray '23
Cliqz (\$300)



Social Enterprise Winners

1st Place: Luke Mantzell '24
Book n Bullet Foundation (\$500)

2nd Place: Mary Golias '26
Art on Wheels (\$400)

3rd Place: Benjamin Lockwood '23
Adopt a Golfer (\$300)



Social Impact Prize + Fan Favorite

Luke Mantzell '24
Book n Bullet Foundation

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VentureLab and VentureLaunch cohorts announced!

On December 2nd, 2022, E+I proudly announced the 2023 cohorts for the VentureLab and VentureLaunch programs. Narrowing the field of applications to the current class proved difficult, as **more than twice as many applications** were received this year as compared to last year.



VentureLab is an idea feasibility lab designed to help students prove the validity of their ideas. Accepted teams for 2023 include:

ATHLETES AFTER | A company with the goal of fixing the broken recruiting system for high school athletes looking to make the jump to collegiate sports.

BRIDGE | A social media platform focused on musicians.

CLIQZ | A social network that aims to give people friend groups and ways to interact with them.

SHARE PACKAGE | A company providing care kits containing basic survival and hygiene products to aid those experiencing homelessness.

This year's cohorts are excited to get to work. Many participants will earn academic credit for the research they perform during the programs, giving them the opportunity to invest more time into their companies while also investing in their academic careers.



VentureLaunch is a new program designed to help existing businesses scale and grow. The inaugural cohort includes:

EMMA MADE CO | A company providing handmade goods in a variety of fun and creative materials designed to appeal to a wide audience.

RESENSE | A company bringing comfort and joy to those living with dementia.

IT'S BANANA BREAD | A bakery changing the game when it comes to banana bread.



A very Merry Christmas from E+I!

During a joyful Christmas season, we were able to distribute over 230 Christmas cards (with artwork from GCC student Elizabeth Hatton '24) 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.



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
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Lynn Bashew '84

Program Manager, E+I



Logan Hammerschmitt '16

Campus Director, E+I



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