

Catalyzing + Equipping

Innovative
Thinkers +
Entrepreneurs
who serve the
Common Good



**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.

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ACCESS FOR ALL STUDENTS

The Center for Entrepreneurship + Innovation (E+I) serves 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



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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
Spring 2019

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THE CENTER FOR ENTREPRENEURSHIP + INNOVATION (E+I)



A MESSAGE FROM THE EXECUTIVE DIRECTOR

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

Welcome to the world of entrepreneurship + innovation at Grove City College! In this brochure, you'll learn all about the Center for Entrepreneurship + Innovation (E+I). E+I's mission is to provide programs, competitions, and events that foster and support innovative thinkers and entrepreneurs from all disciplines, whether they are students, alumni, or community members, who are committed to blended impact as well as the creation of ventures that serve the common good. The second component of the Entrepreneurship Program is the Department of Entrepreneurship, led by my enthusiastic 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. We're pretty excited about what we do here, but don't just take our word for it, our combined program actually 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.

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, no matter how and where God calls them to serve.

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." In other words, redemptive entrepreneurs are called to seek out the brokenness of the world and to redeem it through entrepreneurship, innovation, and sacrifice. This belief expresses itself when we deal with our employees, our customers, our partners, and our community. 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 is a true personal passion of mine.

No matter what chapter of life you're in, we invite you to join us in our mission to catalyze and equip innovative thinkers + entrepreneurs who serve the common good. There's a place for everyone in the E+I story, and we welcome you to the table.



Blessings,

Yvonne J. English '97

*Executive Director + EIR, The Center for Entrepreneurship + Innovation
Professor of Practice, Entrepreneurship Department*



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 their 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



United States Association for Small Business and Entrepreneurship

Entrepreneurship Model Emerging Program Award (2018)

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.



launch party

prototype

class

have a dance party :)

THE

HABBERSHON

FAMILY

study *ideate*

INNOVATION

ZONE

COLLABORATE

Group projects

practice presentations



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

Managing Director, Fidelity Investments
Founder/Principal, Transgenerational Advisors, LLC

The Habbershon Family Innovation Zone is conveniently located within the Staley Hall of Arts and Letters (SHAL), 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.



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

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.



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 areas of focus like marketing and sales.

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.



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Thanks to the E+I Founders program, I have been able to focus on growing Resense without the need to hold a second job. The E+I Fellows program has allowed Resense to grow and launch new products. Without these programs, starting a company while in college would have been next to impossible. I am very grateful to be a part of them and see the impact that they have had on the growth of Resense.

Luke Gilligan '24

*E+I Founder, CEO @ Resense LLC
Host to Seven E+I Fellows*



**GROVE CITY COLLEGE
COMMON GOOD PROJECT**



The Common Good Project represents the unique opportunity for students to come alongside the Center for E+I with the goal of addressing the social issues facing Grove City and its residents. As part of the program, student interns were hired to complete a needs analysis of the Grove City area and to analyze the information uncovered to explore potential solutions.





An early-stage business and social enterprise idea feasibility lab that provides funding 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 funding 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.



TOOLI is a tooling and equipment rental application poised to transform the way creators, DIY enthusiasts, and professionals access tools.

Elliot Eyre '24

Computer Science
VentureLab 2023



A program designed to help existing student-run businesses scale and grow.

VentureLaunch was created to take our student entrepreneurs to the next level. Founders receive the same level of support that they would in VentureLab, with an emphasis on growth and finding initial customers. Teams must be formally incorporated to join VentureLaunch.



RESENSE is a company bringing comfort and joy to those living with dementia through restorative products such as toolkits and physical newspapers.

Luke Gilligan '24

Entrepreneurship
VentureLab 2022, VentureLaunch 2022-24



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

Justin Demild '24 and Max Muncy '25

Management + Business Analytics
VentureLab 2023, VentureLaunch 2023-24

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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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EUROPEAN INNOVATION ACADEMY (EIA)

Spend a month in Porto, Portugal 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

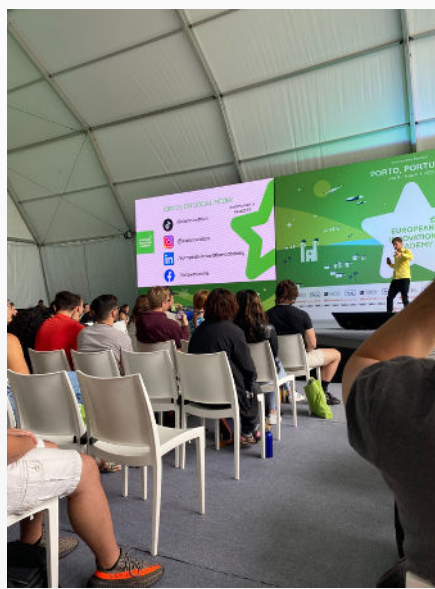
The second week is developed with partners from Google. The goal for the students is to design and launch the product as well as to map out a go-to-market strategy.

WEEK 3

LAUNCH & PITCH

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

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



E+I EVENTS



E+I hosts a variety of events throughout the academic year. Inspirational speakers, hands-on workshops, public-facing showcases, faith-based activities, and networking opportunities are among the many types of events offered to students.

venture u.

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.



The **Richard G. Staley '62 Visionary Entrepreneur Speaker Series** brings experienced entrepreneurs to campus to share their insights and wisdom. 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, 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).



Venture Village is an opportunity for students who are part of Professor English's ENTR 309: E-Commerce, student-run ventures, and alumni small businesses to showcase their products during Homecoming. Our 1600+ square foot tent is always packed with students, alumni, and friends interested in learning about Entrepreneurship at Grove City College.



E+I is a founding member of the **Entrepreneurial Leadership Council**, an organization dedicated to providing students the opportunity to learn, network, and grow their entrepreneurial skills. Through events like the Social Innovation Challenge and Corporate Innovation Night, students are exposed to complex problems and opportunities and learn how to best leverage each to help themselves and others.



Through our relationship with **Praxis**, E+I is on the cutting edge of redemptive entrepreneurship. Students are regularly afforded the opportunity to attend events like Praxis Academy Activate to learn more about redemptive entrepreneurship and the profound effect it can have on their vocational calling.



As part of the **Faith Driven Network of Pittsburgh**, E+I helps students participate in events focused on faith-driven entrepreneurship and faith-driven investing in Pittsburgh, allowing students in all areas of business interest to learn how their faith can play a major part in their work.



E+I COMPETITIONS

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. ***Students from up to 30 different majors enter the EPC each year.***



**ELEVATOR
PITCH
COMPETITION**

CENTER FOR E+I

SAFR Challenge FALL SEMESTER

The **SAFR Challenge** is a collaboration between the Center for E+I and the GCC Physics Department. Students from SCIC 201: Fundamentals of the Universe are tasked with developing a unique product designed to improve the lives of its intended audience, such as a headband to reduce the prevalence of concussions in women's soccer players. Students must demonstrate that their product works through a series of labs, and then convey the business case for the product during a final presentation.



**SAFR
CHALLENGE**
PHYSICS INNOVATION COMPETITION
AT GROVE CITY COLLEGE

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 \$25,000 in cash + 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 \$12,000. ***Up to fifty teams have entered the WVB in a single year.***





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

- Facilitate creative thinking
- Give students the opportunity to win prize money
- Enhance presentation skills
- Hands-on learning experience
- Explore the idea of starting a venture
- Or just 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.



Notable Alumni Companies

E+I is proud to have played a part in the entrepreneurial journeys of hundreds of innovative students. Along the way, we've seen some amazing companies take shape and grow into drivers of economic growth, productivity, and positivity throughout the world.



Founded by CEO Jake Loosararian '13 and CPO Troy Demmer '11

Gecko Robotics helps the world's most important organizations understand and protect their physical assets. Through advanced robotics and enterprise software solutions, they provide unprecedented insight into the health of infrastructure assets, enabling data-driven decision making and ensuring the availability, reliability, and sustainability of critical infrastructure like bridges, boilers, ships, and submarines. Gecko Robotics is valued at over \$500 million.



DonorSee



ENTREPRENEURSHIP
HANDBOOK



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.



VENTURELAUNCH, E+I FELLOWS, E+I FOUNDERS

New programs are launched to support a new wave of innovation at the college. VentureLaunch helps existing companies scale. E+I Fellows places students for internships at existing companies, who are paid by E+I. E+I Founders pays students to work on their own businesses, creating more opportunity for growth.

2002

2003

2006

2008

2009

2012

2014

2016

2018

2019

2022

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.



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.



JOE CICERO

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



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.



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.



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.



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.



LOGAN HAMMERSCHMITT

Logan Hammerschmitt '16 is named Campus Director of the Center for Entrepreneurship + Innovation.





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."

*Catalyzing + Equipping Innovative
Thinkers + Entrepreneurs who serve the
Common Good*

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