



2024 Fall Semester Report



↓ WHAT'S INSIDE

Recap of the major E+I programming and milestones from the Fall 2024 semester

Summer Recap: July-August Christian Economic Forum (CEF)

In July, the Christian Economic Forum's Global Event in Quebec City covered opportunities for integrating faith and entrepreneurship in higher education. The Center for L.I.F.E. sponsored the attendance of seven undergraduate students from five schools across the globe, including Calvin University, Cedarville University, Grove City College, Lipscomb University, and Miami University. These students met and learned from faith-motivated business leaders and investors who are working to address a range of global issues, from AI to food security. Andrew Coy '26 was selected to represent GCC.



European Innovation Academy (EIA)

EIA is a unique opportunity to spend three weeks immersed in entrepreneurial thinking in Porto, Portugal. This innovative program forces students to think outside the box as they form multi-cultural teams with other students from around the world to build a business in just three weeks!



EUROPEAN
INNOVATION
ACADEMY



Practicing Entrepreneurship in Porto, Portugal



This year, four Grove City College students attended the full European Innovation Academy, and E+I Campus Director Logan Hammerschmitt '16 attended key events to learn more about the program. **Karis Mall '25, Leyla Zwolinski '27, Emily Haught '27, and Megan Dewing '26** each had the opportunity to join a team of students from around the globe to work with during the three-week experience. One student, Karis, even had her own idea for an in-home art therapy program selected by her peers to work on throughout the program.



Leyla Zwolinski '27 was a member of the Tutorberry team (pictured above), which earned a spot in the prestigious Top Ten pitches at EIA. The team had the opportunity to pitch their idea in front of hundreds of audience members, and the pitch was very well received. Great job Leyla, we're so proud of you!



Highlights from a Momentum-Building Semester

Logan Hammerschmitt '16

E+I Campus Director



Emma O'Toole '23
E+I Community Manager



Yvonne J. English '97

E+I Executive Director + EIR
Professor of Practice



Lynn Bashew '84
E+I Program Manager



This semester was packed with programs, events, and competitions that engaged students from across campus.

Picking a favorite moment from the semester is never easy, but here are some of ours.

Emma O'Toole '23, E+I Community Manager: This fall semester was truly one to remember! My highlight is the growth and success of the Fall '24 cohort of the E+I Fellows program. From having over 100 students attend Preview Night, the excitement rapidly spread across campus, accelerating interest in the program. Ultimately, we are seeing the fruits of our labor with students receiving job opportunities and summer internships because of their impressive and impactful work in their placements.

Logan Hammerschmitt '16, E+I Campus Director: Perhaps more than ever, this semester I have felt a sense of pride in seeing all that our students have accomplished. Reflecting on the past four years that I have spent as a member of the E+I team, it's hard to believe the major strides we have made in providing the best experience possible for students. My highlight for this semester, though, has been all of the small details that may seem minor on the surface, but have contributed to our larger mission.

Lynn Bashew '84, E+I Program Manager: Reflecting on this past semester, I marvel at the joy I receive daily from the privilege of working with dedicated colleagues and students who are enthusiastic and purposeful in their pursuit of excellence and service to others. Observing students who desire to represent Jesus in a hurting world by pitching their redemptive ideas in our competitions and growing new and existing businesses in the community and also watching faculty and staff go above and beyond to support them in those efforts is the highlight of my fall semester...and every semester at Grove City College!

Yvonne J. English '97, E+I Executive Director and Entrepreneur in Residence: This semester was full of robust activity, learning, and fun! From having the largest cohort to date in our E+I Fellows Program to giving away a record amount of money in the Elevator Pitch Competition to seeing the Grove City College Business School be named the Winklevoss School of Business, the fall semester was alive with energy and excitement. I continue to remain excited for what's next in our students' lives and for the Center for Entrepreneurship + Innovation (E+I) at Grove City College!

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, community, and fun.



Students enjoyed the opportunity to spin the prize wheel for some E+I swag, and all in attendance got the chance to spin and win a prize!

The event drew an even larger crowd than last year's event, demonstrating a growing interest in Center for Entrepreneurship + Innovation programming.



September 5, 2024

E+I Fellows Preview Night



This fall, for the first time ever, we held a preview night for the E+I Fellows program. Students from across campus attended this career fair-like event for the E+I Fellows program to meet the host organizations for this semester and learn about all of the opportunities available to them. The event was a huge success, and we cannot wait to hold it again!



"I was incredibly impressed by the event in general and also the caliber of students. We know how many details and hours go into making an event like this happen, and we're really grateful for your efforts...and excited for the invitation to invest in a college student this fall!"

- Sarah Winkler, Coalition for Christian Outreach



A campus-wide reach



Scan to learn more about the program!



Preview Night drew a large audience, with nearly **100 students** in attendance to learn from the **nineteen** host organizations participating in the program. Students had the opportunity to introduce themselves to the host organizations, make a great first impression, and grab the attention of those deciding whom to hire for each position. Host organizations raved about the phenomenal quality of interactions they had with students, and many emphasized how helpful the event was in assisting with their hiring decisions.



Homecoming



The always popular Venture Village tent at homecoming was a hit! Hundreds of alumni and friends filled the **1600 square foot tent** to chat with former classmates, learn about everything E+I has to offer, and explore the **twelve student and alumni businesses** on display from the E-Commerce class and beyond. We have estimated that over **500 individuals** came through the tent, and the beautiful weather made for a wonderful experience for all!

Major Collaboration with STEM



SAFR CHALLENGE

PHYSICS INNOVATION COMPETITION
AT GROVE CITY COLLEGE



In collaboration with Dr. Shane Brower of the GCC Department of Physics, E+I hosted the third annual SAFR Challenge, a competition that tasked students with developing a helmet to reduce the prevalence of concussions in wheeled recreation. Student teams competed for cash prizes, and the competition was fierce!

Bill Strickland

The Art of Leadership



This fall, E+I hosted **Bill Strickland**, Founder & Executive Chairman of Manchester Bidwell Corporation and a world-renowned social innovator, as part of the **Richard G. Staley '62 Visionary Entrepreneur Speaker Series**. Bill spoke about his life and the experiences that led him to build Centers for the Arts across the nation to inspire at-risk youth to achieve big things!



E+I FOUNDERS

The E+I Founders program is **a unique subset** of our E+I Fellows cohort. Members of the E+I Founders program are some of **the most promising up-and-coming entrepreneurs Grove City College has to offer**, and, as such, the application process for this program is highly selective. Once approved, student founders **earn \$25 per hour** for an approved number of hours per week (up to 20 hours) **to work on their own startup**. This program is designed to alleviate the need for early-stage founders, who may be pre-revenue, to take on additional work just to keep the lights on at the company they are building. In the fall of 2024, the E+I Founders program had one student founder participating.



"This semester has been the most productive yet for Athletes After. When thinking back, I am astounded by the progress that we have made and the changes that have taken place. After the last three months, I am more excited and invigorated than ever to dedicate my time and energy to Athletes After in order to bring our platform to market and ultimately make our startup a success." —Max Muncy '25

Max Muncy '25, Co-Founder, Athletes After — As a co-founder of Athletes After, Max has spent the past three years building his startup to assist high school football players who want to play at the collegiate level but may otherwise not be recruited. Max's participation in the program has allowed him to focus his attention on Athletes After without the distractions of another job, which has propelled the development of the company's proprietary website forward. During the fall semester, Max and his team completed the website's development and beta tested their core products with prospective users. As a December 2024 graduate, this was E+I's last semester coaching Max, and we are excited for him to go out and do great things!





E+I FELLOWS



Connecting Grove City College students with organizations in the Pittsburgh region to grow impact + skills

The E+I Fellows program was created to facilitate economic growth within the Pittsburgh region by placing students from Grove City College at startups, small businesses, and nonprofits that need their expertise. These students gain valuable, hands-on experience that they can add to their resume while earning **\$25 per hour**—the highest wage available for an on-campus job—while also helping organizations, that may otherwise not be able to afford their services, grow and thrive.



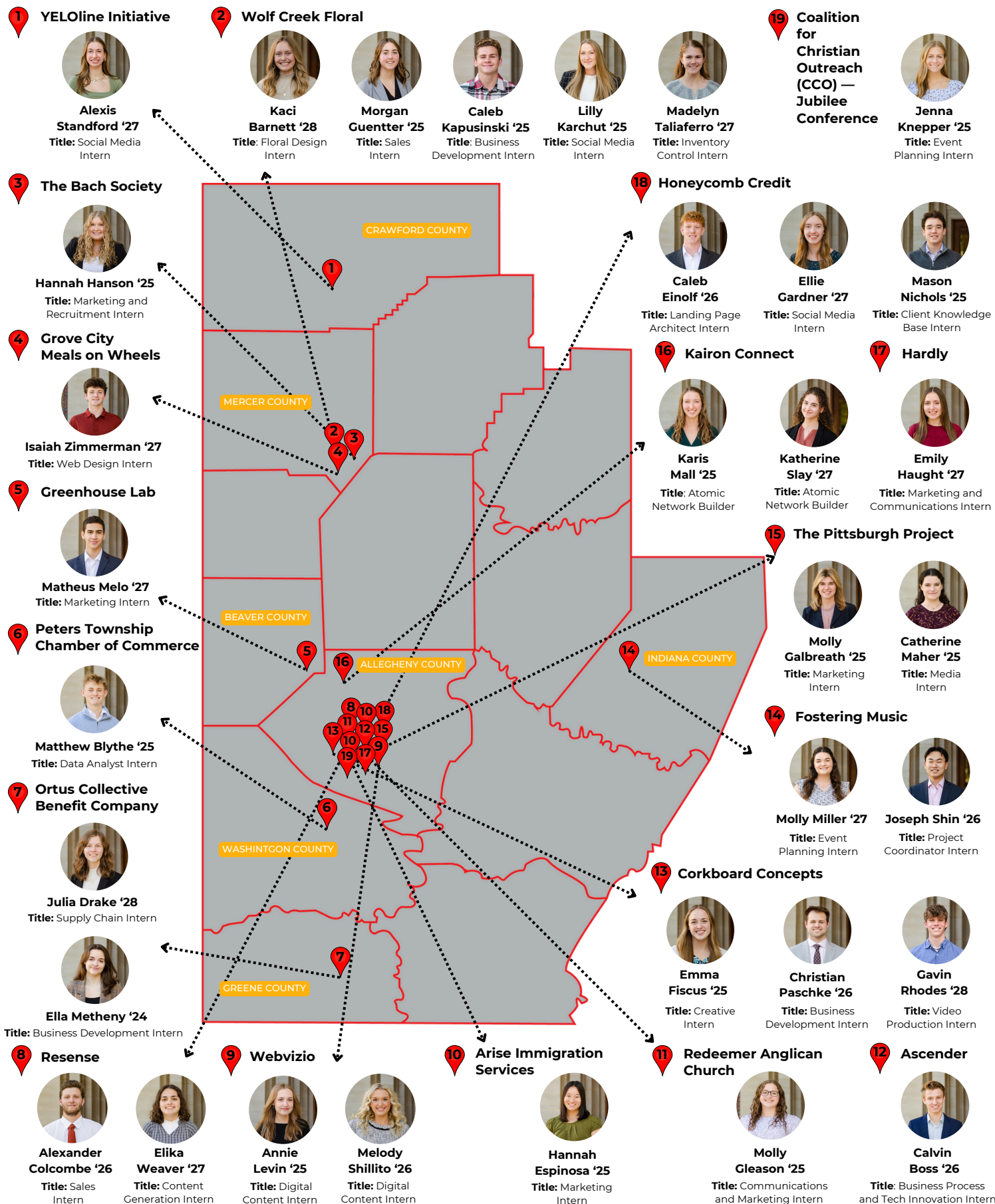
E+I Fellows Accepts Massive Cohort—Creates Massive Impact



Host Organizations



During the fall semester, our first ever **8-week cohort** of the E+I Fellows program began. 116 host organizations applied to participate. **Thirty-three student fellows** working with **19 selected host organizations** took part in this cohort, with overwhelmingly positive results, all with students earning **\$25 per hour**! Students worked as data analysts, supply chain managers, business development interns, web designers, marketing associates, event planners, as well as other mission critical jobs to help their host organizations grow. Students learned valuable lessons and gained in-demand skills that will help improve their future career prospects. The E+I Fellows program would not be possible without the support of the **RK Mellon Foundation** and another **anonymous donor**.



E+I FELLOWS Pro Speaker Series



**Kim Garrett '11, Owner + Consultant,
Better Made Brands**

*CliftonStrengths Workshop: Learn &
Maximize Your God-Given Talents*



**Tricia Pritchard, Director of Community Employment
Development, Butler County Community College**

*Connecting the Dots: Building and
Sustaining Professional Relationships
During and After Your Internship*



**Rob Kunst '19, Manager of Global Innovation Delivery,
Protiviti**

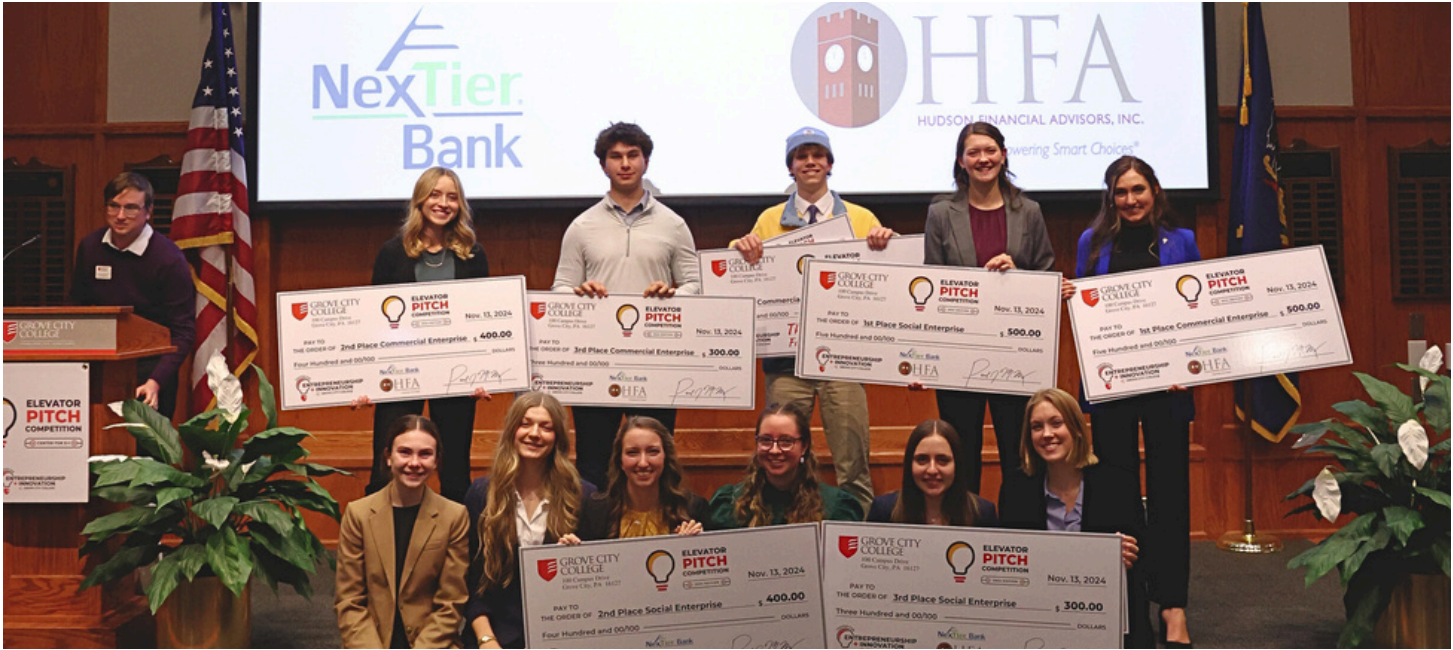
*Maximizing Your Internship: Turning Your
Experiences into Future Opportunities*



**Renee Coyne, Director of Career Services,
Grove City College**

*Maximizing Your Micro-Internship
Resume Building Workshop*

A primary goal of the E+I Fellows program is to prepare students for their future careers. To supplement the hands-on experience that participating students are gaining, the E+I Fellows Pro Speaker Series was created. This series of seminars from industry experts serves as an opportunity for those in the program to learn from professionals in the workforce, granting them insight into the real world of work to excel in the future.



18th Annual EPC our largest ever!



The 18th Annual Elevator Pitch Competition was enjoyed by all in attendance. Participation was high with **169 excited students** from **30 different majors** entering the competition. Then, **75 generous reviewers** helped to narrow the field to **19 incredible finalists** who went on to compete live for a shot at **over \$7,600 in prize money** thanks to the amazingly generous sponsorship of Hudson Financial Advisors and NexTier Bank. This year's judging panel was expanded to include **five judges**: Jason Burt '00 (Grove City College Office of Development), Lori Brinker '96 (Merrill Lynch), Dan Sumner (Westinghouse), Mitch McFeely (NexTier Bank), and Chris Camp (Fun Fore All). The judging panel selected the winners from each category (commercial and social enterprise), but it certainly wasn't easy. In addition, 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), Jason Burt awarded the Hudson Financial Advisors Prize, and Daniel Thompson presented the Commercial Innovation Prize on behalf of the Thompson Family Fund. The Thompson Family Fund also provided funds to increase the prizes for all finalists.

The final round, held on November 13, 2024 in Sticht Lecture Hall, was so well attended that an overflow room was required when **over 300 individuals** showed up to cheer on the finalists. **650 viewers** tuned in online, as well. Additionally, **over 525 individuals cast their vote** for the Fan Favorite Prize!



Commercial Enterprise Winners

1st Place: Lauren Deleonardis '28
HandSong (\$750)

2nd Place: Audrey Karwowski '26
InSight (\$550)

Tie-3rd Place: Gavin Rhodes '28
Chameleon Boots (\$400)

Tie-3rd Place: Ian Martti '27
The Ball Marker Pen (\$400)



Commercial Innovation Prize

Gavin Rhodes '28
Chameleon Boots (\$500)



Social Enterprise Winners

1st Place: Sarah Karns '28
Play It Forward (\$750)

Tie-2nd Place: Kasianides '26
SproutRoute (\$550)

Tie-2nd Place: Karis Mall '25
Canvas Care (\$550)

Tie-3rd Place: Abigail Mason '25
First 3 (\$400)

Tie-3rd Place: Emily Haught '27
SocialPal (\$400)



Social Impact Prize

Sarah Karns '28
Play It Forward (\$500)



Hudson Financial Advisors Prize

Audrey Karwowski '26
InSight (\$1000)



Fan Favorite

Gavin Rhodes '28
Chameleon Boots (\$125)



Sponsored by:





VentureLab and VentureLaunch produce high-impact startups

During the fall semester, VentureLab and VentureLaunch teams received coaching, mentorship, and expense reimbursement funding to assist in getting their businesses off the ground. This semester, two startups continued their work in VentureLaunch, and one new organization joined VentureLab with the hope of creating a successful business model that can make an impact in the region.



VENTURELAB is an idea feasibility lab designed to help students prove the validity of their ideas.



VENTURELAUNCH is a program designed to help existing businesses scale and grow.



VENTURELAB

NEXT UP SPORTS | An organization dedicated to providing access to youth sports by covering league and equipment fees for those who cannot otherwise afford them.



VENTURELAUNCH

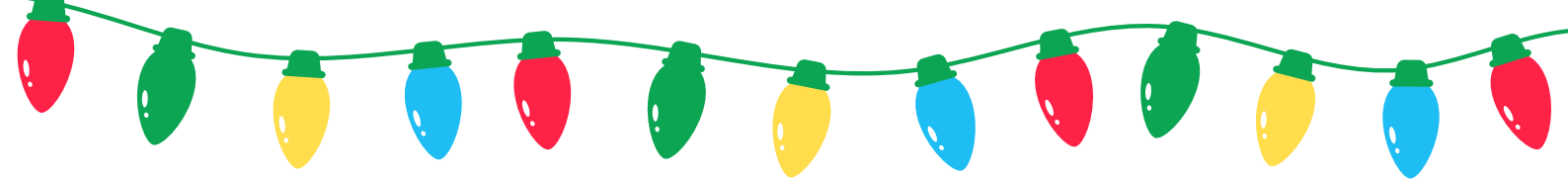
ATHLETES AFTER | A company with the goal of fixing the broken recruiting system for high school athletes looking to make the jump to collegiate sports.



VENTURELAUNCH

BRIGHTERRAE | A company selling handmade goods including hand-painted bibles, prayer journals, and jewelry to further the kingdom of God.

All of the businesses above are showing early growth indicators, and with the assistance of their respective programs, they will have everything they need to continue to grow. We are looking forward to welcoming additional teams to these programs in the spring and have already received interest from a number of teams hoping to receive the same level of support that current VentureLab and VentureLaunch teams have received.



A Very Merry Christmas from E+I!

During a joyful Christmas season, we were able to distribute our Christmas cards (with artwork from GCC student Caleb Einolf '26) far and wide to raise awareness of E+I and thank all of our supporters and partners. We are grateful for everyone who supports, contributes, or has been part of our programming over the past 20+ years!



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



Lynn Bashew '84

E+I Program Manager



Logan Hammerschmitt '16

E+I Campus Director



Emma O'Toole '23

E+I Community Manager



Connect with us @gccentrepreneur



gccentrepreneurship.com