

Creating a Culture for Entrepreneurship

John Pappajohn Entrepreneurial Center

JOHN PAPPAJOHN ENTREPRENEURIAL CENTER

■ *Founded in 1996*

■ *Unit of UNI's Business and Community Services Division; included in the College of Business Administration*

■ *Serves UNI students, faculty, and staff.*

■ *1,189 program participants in FY08*

■ *Operates a 10 suite Student Business Incubator at UNI. Currently has 14 businesses in the incubator.*

■ *Had one state-level winner in the 2008 Pappajohn New Venture Business Plan Competition (student competition).*

■ *Offers college and K-12 courses in Entrepreneurship*



In 1996, John Pappajohn, president of Equity Dynamics, Inc., established five entrepreneurial centers in Iowa. Although each center defines its own mission and serves the state in a manner consistent with its particular strengths, each center has the same ultimate purpose: to enhance the effectiveness of Iowa's entrepreneurs.

The UNI John Pappajohn Entrepreneurial Center (JPEC) offers programs focusing on entrepreneurship education and technical assistance, technology transfer, and capital investment for small businesses. These programs include: a certificate in entrepreneurship; a student business incubator; academic and non-academic entrepreneurship courses including a summer program; small business assistance; conferences, symposia, and workshops; business plan competitions; equity funds; and a student entrepreneurs' organization.

The Certificate in Entrepreneurship is designed to engage students in active participation in the development of entrepreneurial enterprises. Students do this through a combination of

traditional course work specifically directed to entrepreneurial ventures and participation in an enterprise experience through the development of a business plan for a new venture and an experiential project.

The Student Business Incubator is an SBA-funded program of the JPEC designed to inspire and educate UNI students interested in entrepreneurship and small business. The incubator is an educational learning lab for student business owners to explore ideas with the assistance of the JPEC and other professionals. The incubator has ten fully equipped professional suites for student businesses, a Digital Imaging Lab, and a comprehensive small business education and counseling program.

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Success Story—UNI Student Business Incubator



The UNI Student Business Incubator (SBI) is creating a whole new generation of serial entrepreneurs. UNI students in the SBI program are finding success with one business and applying the lessons learned to other businesses.

Ben Frein, from Garner, has been an entrepreneur since he was very young. He joined the SBI program with BellyBling.net, an e-commerce business selling belly button rings. BellyBling.net currently ranks in the top three on a search for belly button rings on Google out of 1.3

million sites. This business has expanded into E-Holdings LLC, a holding company for several internet-based and e-commerce businesses. One of the other businesses is greatminiatures.com which sells doll-house miniatures. He is also in a partnership to develop a new private air service for Waterloo. He was selected in 2007 as the JPEC Student Entrepreneur of the Year and in 2008 for a special award for outstanding service to the SBI.

Stephen Rausch, from Ionia, is a third-generation owner of Rausch Brothers trucking. He has recently updated the computer and billing systems of the company and was selected as the 2008 SBI Tenant of the Year.

