

# UNIVERSITY OF NORTHERN IOWA

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## John Pappajohn Entrepreneurial Center



- *Founded in 1996*
- *Serves UNI students, faculty and staff*
- *1,532 program participants in FY09*
- *Had 55 student business owners and 11 student employees included in the incubator program in FY09*
- *Offers college and K-12 courses in Entrepreneurship*

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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 student business incubator; academic and non-academic entrepreneurship courses including a summer program and a certificate in entrepreneurship; conferences and 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.

### Success Story--Collegiate Entrepreneur's Organization

The JPEC's student group, Collegiate Entrepreneur's Organization has had a very successful year in 2008-2009. One of President Mark Watje's goals for the organization was to have members learn about entrepreneurship through a business simulation. CEO chose Capsim Foundation Business Simulation. Simulation teams reviewed performance results based upon decisions that incorporated five key business functions. Team Andrews (pictured below) won the simulation by achieving the highest Balanced Scorecard through selected benchmarks such as return on investment, cumulative profit and cash flow. Team Andrews, consisting of Mark Watje, a senior marketing major from Cedar Falls; Malcolm Thomas, a junior accounting major from Waterloo; and Ben Steines, a sophomore management major from Dubuque, won a \$1,000 award from the College of Business.



*CEO Advisor Laurie Watje with Tyson Hanish.*

In addition to the simulation, CEO hosted an elevator pitch competition at UNI and the UNI winner advanced to the national competition in Chicago. Tyson Hanish, a marketing major from New York, N.Y., won third place nationally and received a \$1,500 cash prize for his business, BigLeagueAnalysis.com. Sixty contestants "pitched" their opportunities in 90-seconds and 120-seconds to panels of judges in three rounds of competition. The final round of six contestants was narrowed to the top three prize winners. Hanish's business was housed in the JPEC's Student Business Incubator during the fall semester of 2008. The business provides baseball hitting analysis from videos uploaded to its Web site by young baseball players. Hanish developed the business based on his nearly two years' experience as a player in the New York Yankees organization.