

# Entrepreneurship and Innovation

Neil Kane

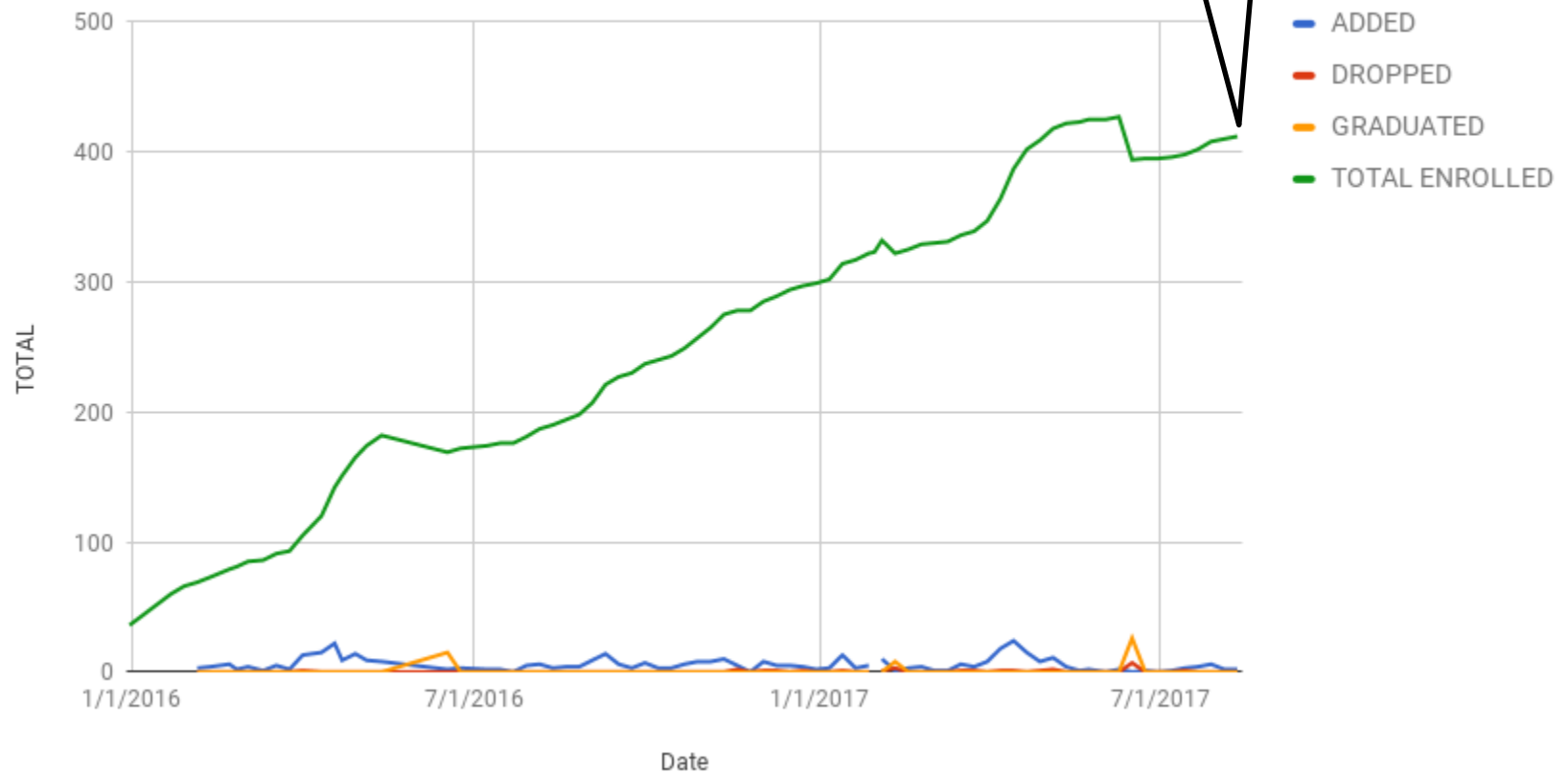
Director of Undergraduate Entrepreneurship



August 22, 2017

# Enrollment in the Minor in Entrepreneurship and Innovation

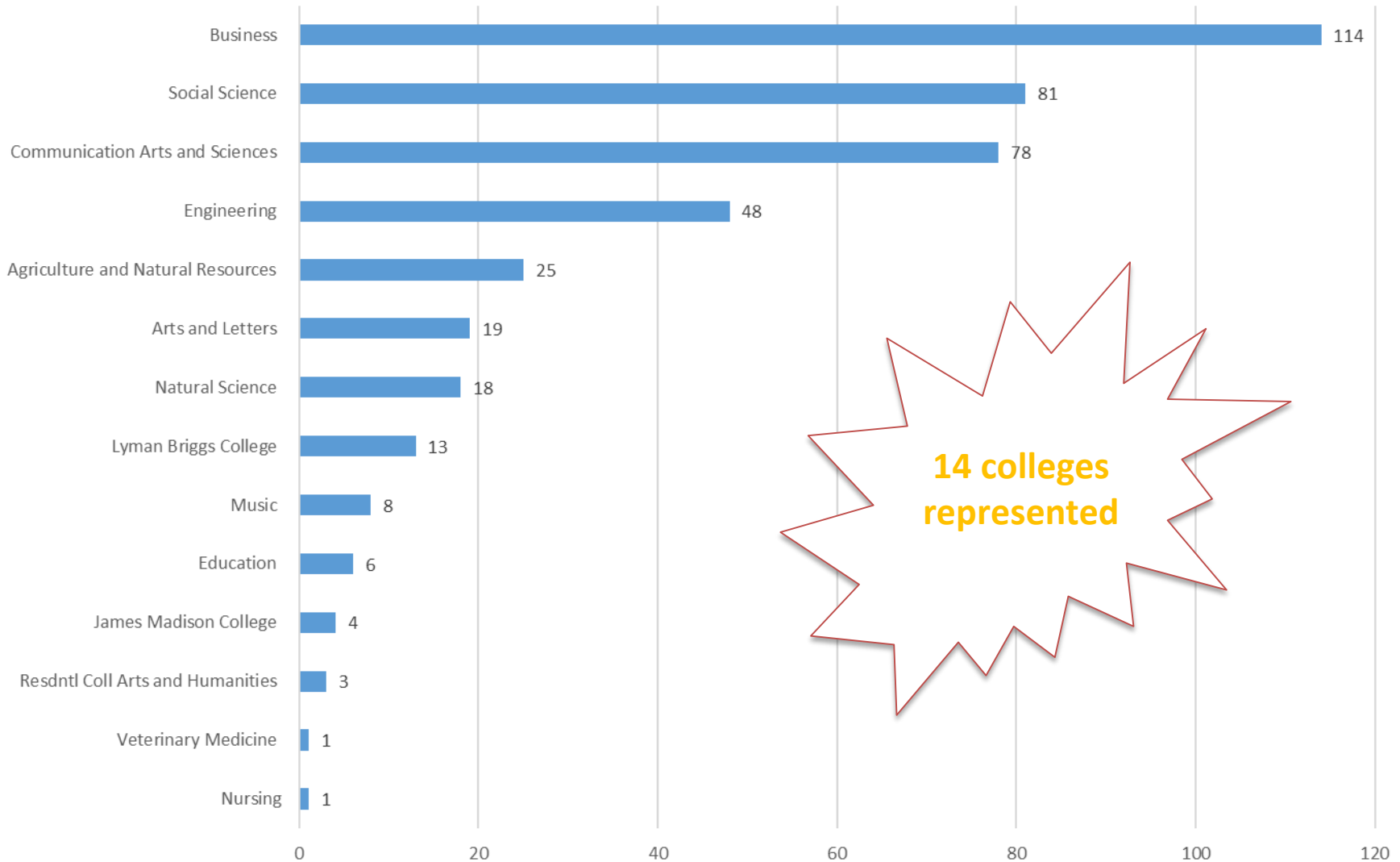
TOTAL vs. Date



Total  
416

As of 08/16/2017

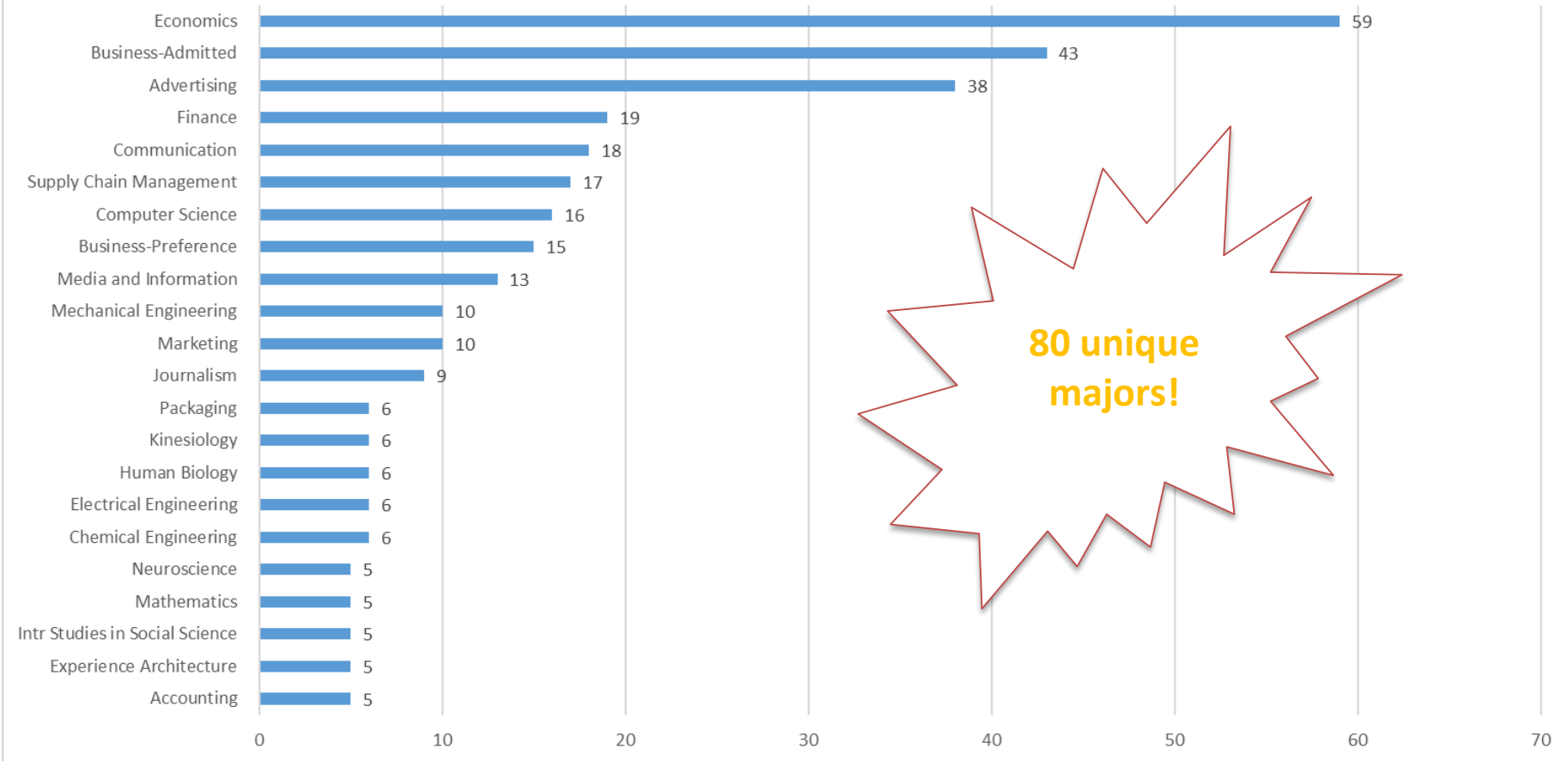
Distribution by College, n=419



49/425 are Honors College students.

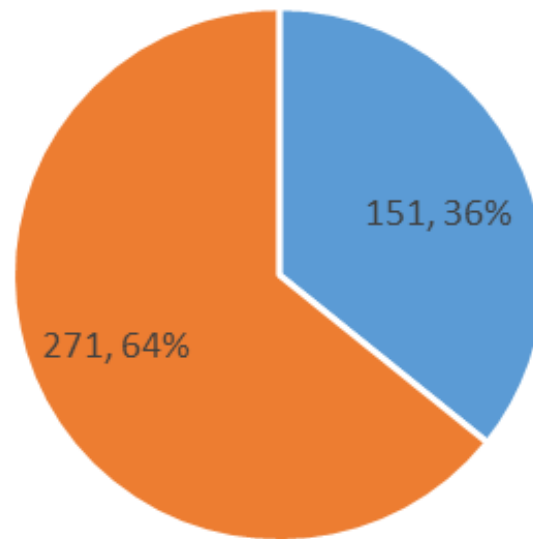
As of 05/12/2017

Distribution by Major (n>=5)

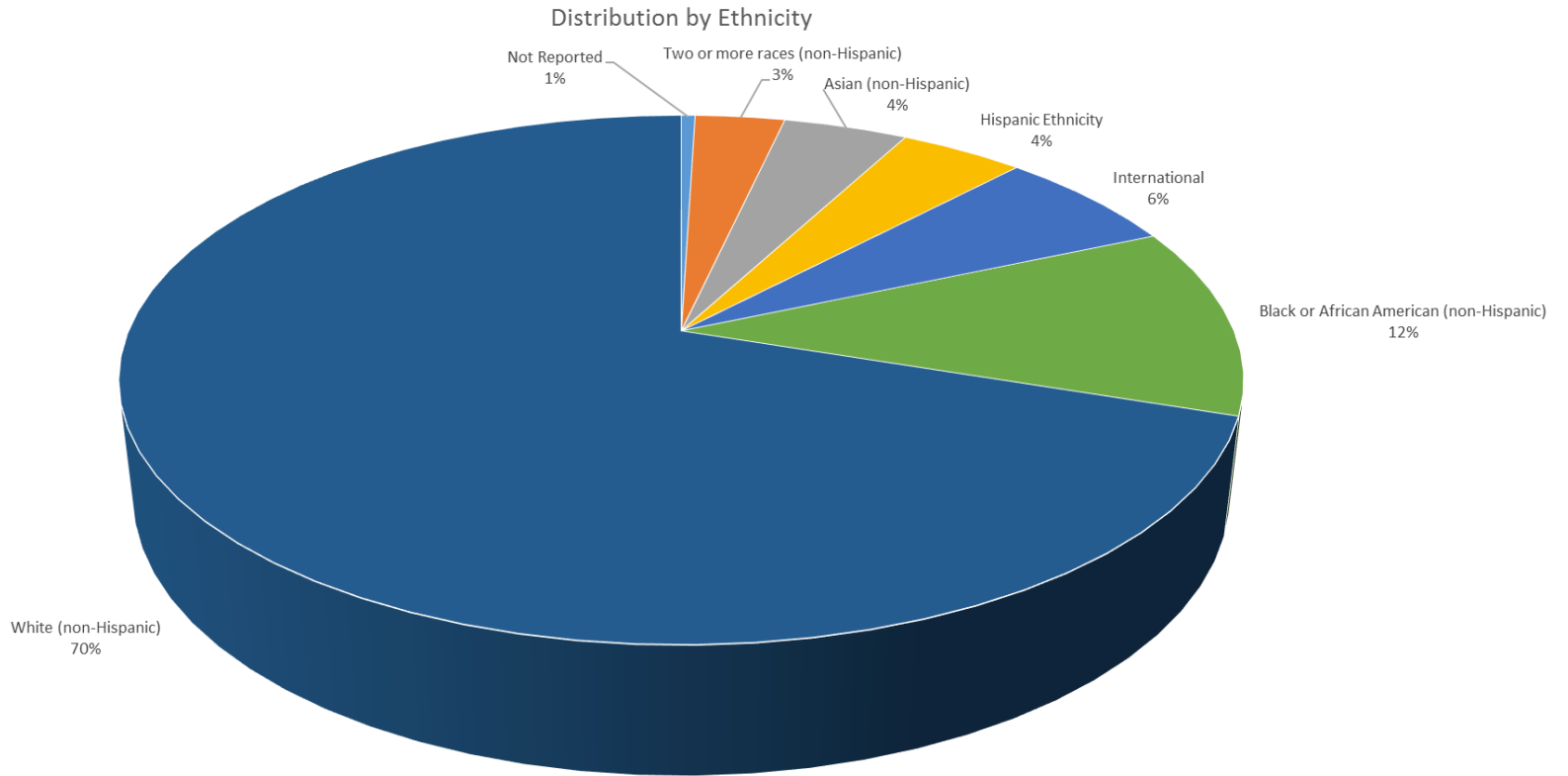


80 unique majors!

Distribution by Gender, n=422



■ Female ■ Male



23% were Pell Grant eligible.

N=422

As of 05/12/2017

## Student Startups in The Hatch



# Updates!

- Social Innovation track to launch in Fall 2017 in partnership with Center for Service-Learning and Civic Engagement.
- Student organization, optiMizeMSU, launching in two weeks.
- Setting up study abroad and internship opportunities in Israel during 2017-18. Other countries in play too.
- Have identified an Israeli visiting scholar who will teach at MSU. Classes in:
  - The Economics of Innovation
  - Entrepreneurial Finance
- Focus on food entrepreneurship in partnership with MSU Product Center. Students exhibiting at Making it in Michigan event in November 2017.
- 16 students accepted to Clinton Global Initiative University
- Launched a UGS 101 course in entrepreneurship. It filled up (25) instantly.





# Minor in Entrepreneurship and Innovation

- Open to any student in any college
- 15 credit-hours
  - Two core courses @ 3 hours each
    - BUS 190: The Art of Starting
    - CAS/CAL 114: Creativity and Entrepreneurship
  - Nine hours of electives from a list of courses
- And two E&I Experiences
- Students declare at <https://eship.msu.edu>




Students who complete an Experience will have the following designation put on their transcript next to the course name:

**ENTREP & INNOVATION OPTION**



- ALL
- ARTS AND LETTERS
- BUSINESS
- COMMUNICATION
- ENGINEERING
- HEALTHCARE
- HORTICULTURE
- INDEPENDENT STUDY
- INFORMATION
- MUSIC
- REQUIRED
- SOCIAL SCIENCE

**490**  
Independent Study




CREDITS

**ABM 490**  
Entrepreneurship  
Along the Agri-Food  
Value Chain




3 CREDITS

**ACC 333**  
Taxation and  
Accounting for the  
Entrepreneur



3 CREDITS

**ACM 271**  
Introduction to Arts  
and Cultural  
Management



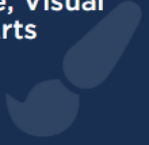
3 CREDITS

**ACM 465**  
Leadership and  
Innovation In Arts and  
Cultural Management



3 CREDITS

**AL 300**  
Starting Your Business  
in the Creative, Visual  
and Theatre Arts



2 CREDITS

**BE 491**  
Innovation Engineering  
in Global Health  
Systems




3 CREDITS

**BUS 170**  
Business Model  
Development



1 CREDITS

**BUS 190**  
The Art of Starting




3 CREDITS

**BUS 230**  
The Entrepreneurial  
Mindset



3 CREDITS

**BUS 231**  
Venture Launch



3 CREDITS

**CAS 214**  
Social Media and the  
Start-up



3 CREDITS

## Electives in the E&I Minor

- 41, adding nine<sup>+</sup> more for social. Total 50 in 2017-18.
- 23 faculty, 16 departments (2016-17).
- Total number of all students, in 2016-17, who took one of the electives that was centrally about entrepreneurship (we excluded classes like ENG 100): 2,025.
- Colleges adding eship specific courses:
  - CAL
  - CCAS
  - ENG



## Entrepreneurship and Innovation Experiences Option Program

- Original work that builds on coursework
- Add entrepreneurial content to courses already in the student's program
- Done only by agreement between student and faculty member
- Must be done in a course that does NOT count as an elective in the E&I Minor.
- **ENTREP & INNOVATION OPTION** on transcript next to course name



# General examples

- Enter a business plan or pitch competition
  - Go through an accelerator
  - Do a crowdfunding campaign
  - Complete a BMC with documented evidence of customer engagement
  - Complete a cash flow model for a startup
- Launch a product on the App Store
  - Get a product into a retail channel or Amazon FBA
  - Develop a website
  - Do a comprehensive competitive analysis
  - Do a comprehensive market analysis
  - Write a business plan
  - Just about anything else that meets the criteria



# Specific examples

- Broad business model competition
- Green light
- Conquer Accelerator
- Any other accelerator
- Michigan Growth Capital symposium
- 5x5
- TechWeek
- Do a commitment to action for Clinton Global Initiative
- Become a University Innovation Fellow
- Accelerate Michigan
- The Hatching
- SXSW Startup Competition
- Baylor New Venture Competition
- Ann Arbor Spark boot camp
- Summer boot camp in East Lansing
- Write an SBIR proposal
- IP analysis
- Start a blog...and write a minimum amount
- Document a social media campaign
- Incorporate an entity



...and write a 400 word essay about your experience

## Scaling E&I Experiences

- Added templates
- Encouraging students to participate in a “packaged” program such as Startup Weekend or the Broad Business Model Competition
- See: <https://entrepreneurship.msu.edu/examples-of-ei-experiences/>



# Minor in Entrepreneurship and Innovation: Social Innovation

- Open to any student in any college
- 15 credit-hours
  - Two core courses @ 3 hours each
    - BUS 190: The Art of Starting (special recitation section)
    - CAS/CAL 114: Creativity and Entrepreneurship
  - Nine hours of electives from a different list of courses
- And two E&I Experiences
  - One must be socially themed





# SOCIAL INNOVATION TRACK

## ABOUT SOCIAL INNOVATION

Social Innovation is the process of pursuing innovative solutions to social problems that creates value for society as a whole, rather than private individuals. Characteristics of social innovation are:

- Critical reflection
- Global awareness and cultural understanding
- Creativity and imagination
- Human-centered values and prosocial behavior, including respect and empathy
- Teamwork and collaboration
- Practicing both leading and following
- Critical thinking and problem-solving skills

## REQUIREMENTS

**15 credit-hours**, and at least six of them must be unique to the Minor. That is, they cannot be used to fulfill another university, college, or major requirement.

**Two required core courses** @ 3 hours each–BUS 190: The Art of Starting (i.e., Intro to Entrepreneurship); and CAS/AL 114: Creativity and Entrepreneurship

*It is recommended that students take the core courses in the minor first.*

**Nine elective credits** selected from the list below.

**Two Experiences:** Students are also required to complete two entrepreneurial and innovation experiences to earn the Minor, for students on the Social Innovation track, one must be socially themed. The Social Innovation Experience Template can be accessed [HERE](#).

Students who complete an Experience will have the following designation put on their transcript next to the course name:

### ENTREP & INNOVATION OPTION

Below is the list of approved electives in the Social Innovation Track. Students can petition the Director of Undergraduate Entrepreneurship to allow other courses to count as electives toward the Social Innovation Track. Scheduling questions can be directed toward an E-Advisor. More questions? Please visit the Social Innovation FAQ's page.

| Course Number | Course Name   | Credit Hours |
|---------------|---|--------------|
| ACM 271       | Introduction to Arts and Cultural Management              | 3 CREDITS    |
| ACM 465       | Leadership and Innovation in Arts and Cultural Management | 3 CREDITS    |
| BE 491        | Special Topics in Environmental Engineering               | 3 CREDITS    |
| CAS 214       | Social Media and the Startup                              | 3 CREDITS    |
| CSUS 200      | Introduction to Sustainability                            | 3 CREDITS    |
| CSUS 301      | Community Engagement for Sustainability                   | 3 CREDITS    |
| CSUS 473      | Social Entrepreneurship and Community Sustainability      | 3 CREDITS    |
| EAD 301       | Entrepreneurship and Innovation in the 21st Century       | 3 CREDITS    |

| Course Number | Course Name  | Credit Hours |
|---------------|--|--------------|
| ACM 271       | Introduction to Arts and Cultural Management                                       | 3 CREDITS    |
| ACM 465       | Leadership and Innovation in Arts and Cultural Management                          | 3 CREDITS    |
| BE 491        | Special Topics in Environmental Engineering  | 3 CREDITS    |
| CAS 214       | Social Media and the Startup   | 3 CREDITS    |
| CSUS 200      | Introduction to Sustainability   | 3 CREDITS    |
| CSUS 301      | Community Engagement for Sustainability  | 3 CREDITS    |
| CSUS 473      | Social Entrepreneurship and Community Sustainability                               | 3 CREDITS    |
| EAD 361       | Educational Reform and Policy Analysis   | 3 CREDITS    |
| MI 450        | Creating Human-Centered Technology   | 3 CREDITS    |
| MI 480        | Information and Communication Technologies and Development                         | 3 CREDITS    |
| MI 488        | Information and Communication Technology Development Project                       | 3 CREDITS    |
| PLS 302       | Urban Politics   | 3 CREDITS    |
| PSY 371       | Adolescent Diversion Project: EPIC   | 4 CREDITS    |
| RCAH 292B     | Engagement and Reflection / Nonprofits Arts and Innovation                         | 4 CREDITS    |
| REL 185       | Nonprofits and Religion  | 3 CREDITS    |
| REL 291       | Special Topics in Religious Studies: Intro to Nonprofits & Social Entrepreneurship | 3 CREDITS    |
| TE 201        | Current Issues in Education  | 3 CREDITS    |
| UP 201        | Introduction to Urban and Regional Planning  | 4 CREDITS    |

## **Application for Entrepreneurship and Innovation Experiences Option**

1. Description of Proposed Option Coursework (Subject matter, purpose, methods)
2. Rationale (Explain how project satisfies one of the entrepreneurial criteria)
3. Work to be completed (Describe specifically the work product)
4. Evaluation Criteria (Describe specifically what will meet expectations)
5. Date by which the project is to be completed

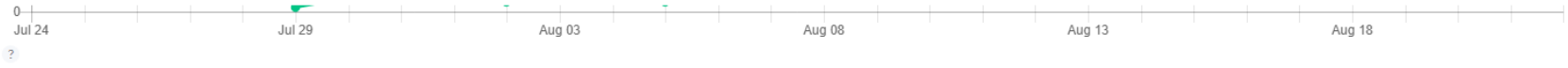
### **Social Innovation Track ONLY:**

6. Describe the social innovation you are proposing.
7. What is the community need for this social innovation? How will the need be determined?
8. Quality social innovation occurs in partnership with community stakeholders. Who might be your prospective community partners (e.g., nonprofit organizations, local schools, government agency, community groups, registered student organizations)?

# MSU StartupTree (<https://msu.startuptree.co/>)

Michigan State University

Overview Resources Track Grow Engage Manage Settings

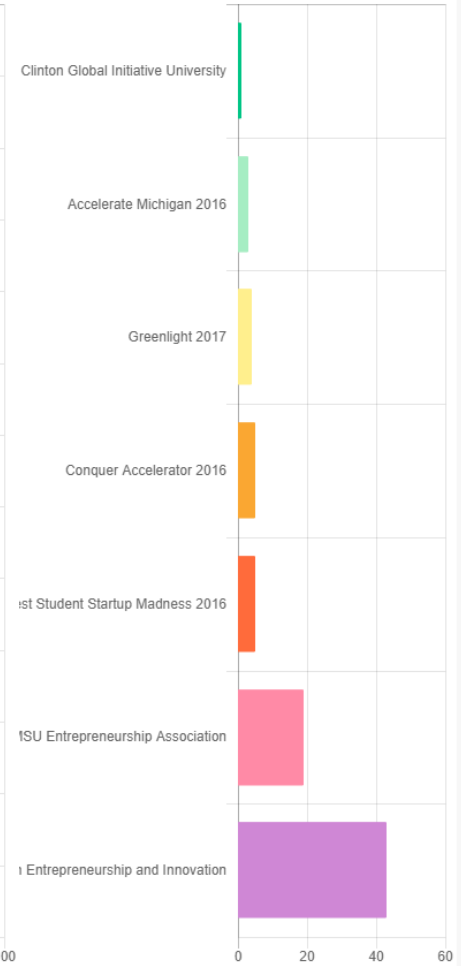
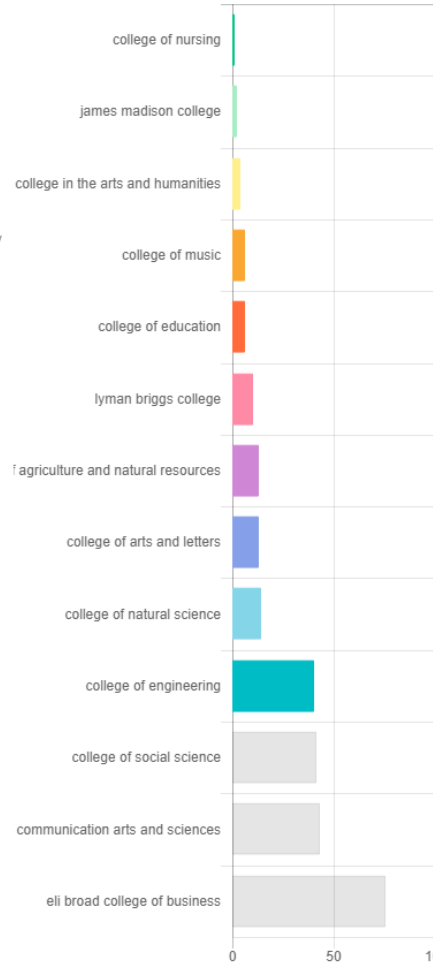
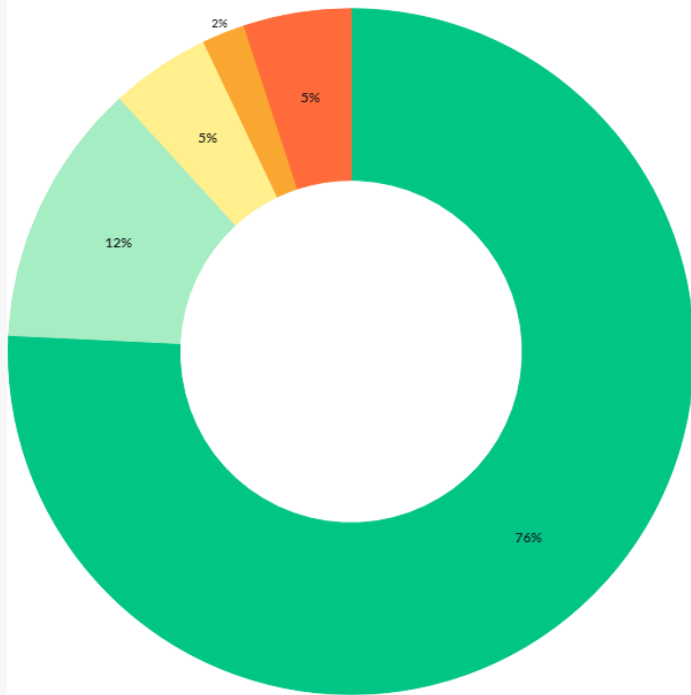


User Demographic ?

By School ?

By Group ?

|       |          |        |         |       |           |
|-------|----------|--------|---------|-------|-----------|
| Users | Students | Alumni | Faculty | Staff | Community |
| 330   | 218      | 27     | 6       | 14    | 15        |



# Appendices



## Student Attitudes: Why They Enrolled

- When students enroll in the E&I Minor, we ask them a series of questions and we typically meet with them. The top reasons for engaging are:
  - **They want to start a business**
  - **They come from a family of entrepreneurs**
  - **They will build skills to make themselves marketable**
- Many students enroll to mesh creativity with business.
- The majority of them want to start a business– though not right away.
- The ones that did want to start a business now were “all in” and confident of their success.
- Representative comments are on the next slides.



# Why Enrolled/What they hope to learn, 1/2

- As a social science major aspiring to go into the business field, I would like to gain more exposure into entrepreneurship.
- I've been seeking of a minor like this, where my creativity can turn into a reality. **I am passionate about being innovative and creating something that will be able to make a difference in people's lives.**
- I love networking, I am highly skilled and am able to have individuals genuinely like me. My dad has worked for himself since I have been alive, and I strive to be able to make a living on my own terms. **I am a change maker. I am incredibly optimistic and have ideas involving community, money, sustainability, and biology on the daily.**
- I want to minor in entrepreneurship because **my ultimate goal is to own my own business.**
- I am looking to gain skills outside of my major (James Madison- Political Theory Constitutional Democracy) that **will help me in my future quest of one day making the world we live in today a better environment, with stronger principles rooted in entrepreneurship.**
- **My father is an entrepreneur and I've always personally wanted to start my own business as well.** You must be innovative in order to survive nowadays. I believe that this minor will add uniqueness to my resume while also giving me skills necessary to better build connections, generate ideas, and ultimately begin my own venture in business.
- **As a chemical engineering student, I do not necessarily want to do an engineering job for my entire career. I want to have something to call my own and I want to be able to have the ability to think about business as an engineer while still having the education to be flexible in my life to pursue whatever it is that I choose to do in the future.**
- I started a business in high school, which has provided me with invaluable experience and an income which has helped fund my living expenses. Michigan State's program will allow me to expand my knowledge base and horizons.
- **I hope to gain insight in regard to establishing my own business within the fitness industry.** (Nutritional Science Major)
- **After my parents lost their jobs they opened their first business. Did well, sold it due to hours. Couldn't find jobs, opened another store, didn't do well. Sold that business. Opened a third business and did worse. Being an economics major, I would like to learn the entrepreneur and business side.**



## Why Enrolled/What they hope to learn, 2/2

- I have always been very creative, and I originally wanted to get a business degree at MSU before deciding that I want to mix business/entrepreneurship with another love of mine, broadcast journalism.
- **As a neuroscience major, if I go to medical school I would like to have business skills if I plan to open a practice.**
- Ever since I was young, I always thought about inventing or starting a business.
- I am interested in the minor because while I do not want to major in the Broad College of Business, I want to minor in the college **to diversify myself from other candidates when applying to law school.** I am also interested because I am always looking for new ways to be innovative and creative and I believe this minor will help me capitalize on my innovative and creative skills.
- **I have always been a self proclaimed entrepreneur, and the overall process and satisfaction of building a company from the ground up is what drives me.** I have spent the past few years working at a Detroit startup, Benzinga, and have had a first hand experience in the ups and downs of being an entrepreneur. Every course on the requirements list for this minor excites me, and I know the people within these courses will have the same mindset as myself. This minor provides me with value far beyond the credentials it provides.
- **I am interested in this minor is because the classes allow you to learn a lot of useful skills in business that don't only apply to starting your own business but for everything in my professional career. I think it will be great addition to my skills as a finance major.**
- It is going to help me think out of the box solutions and expand my creative horizons for my engineering problem solving for the future.
- **Ever since I was in the 8th grade I found ways of creating small business and services that would generate profit.** I want to continue to learn more about the world of entrepreneurship so that I can one day start my own business. I believe obtaining a minor in this would be the best way to start that journey.





# What they hope to do:

- As of now I am not planning on starting a business but many of my parent's friends started out getting jobs and then later in their career decided to start their own business. This got me thinking that maybe one day I will want to do the same.
- Start a medical supply company
- Get my MBA
- Own my own marketing firm that specializes in fashion or social media.
- **I am currently on track to become a dentist and most dentist offices are ran by the dentist themselves so it would be beneficial to me to know how to start and run a business.**
- I currently own an online fashion boutique. **Although I already own a company, this minor will give me tools, skills and insight to grow it!** I have learned in owning my own business that there is always room to grow, and room for improvement! Both of my parents have owned their own companies since I was little, and I have always wanted to follow in their footsteps in being an entrepreneur and following my passion.
- **My father owns numerous car dealerships and I am interested in one day stepping in his footsteps.**
- **I absolutely do aspire to start my own business. My grandpa was famous in his town in India for starting his own business and ever since I was young, I aspired to be just like him.**
- I really am interested in investing in other companies and building them up.
- **I would like to first work in corporate law and then start my own law firm in the middle of my career.**
- **After completing medical school and working for a few years in a hospital or pediatric office, I hope to be able to open my own pediatric practice.**
- **Aspires to start a business in men's clothing and apparel industry**
- **Once I have enough experience under my belt working for various companies, I hope to start my own recruiting company when I am in a comfortable point in my life to do so.**
- I plan to work full time at the company I interned for this past summer. From there, I will work my way into an assistant manager position, where my employers will create a HUB account where I will invest capital in order for myself to start my own business when I am ready to be promoted.



Neil Kane

Adding the minor in entrepreneurship and innovation is one of the smartest moves I made during my undergraduate time here at MSU. With your help, you made a lot of things possible for me. I enjoyed doing the two experiences because it definitely helped me with public speaking and got me involved in student organizations. Thank you for all of your help. It would have not been possible without your advising. *FD*

DALE J. "TRIP" APLEY III  
809 BERKSHIRE ROAD  
ANN ARBOR, MI 48104

May 16, 2017

Mr. Neil Kane  
Director, Undergraduate Entrepreneurship  
Eli Broad College of Business  
Michigan State University  
632 Bogue Street  
East Lansing, MI 48825

Dear Mr. Kane,

Thank you for much for serving as my mentor the YEA program at the Michigan Chamber of Commerce. My business plan would not have happened without your guidance.

This summer I will be working on having prototypes developed, patents and moving ahead in the production process. I have not given up on some type of funding, but I believe I need to be further ahead in the development process.

You may see me this fall at MSU as an engineering student, so our paths may cross again. At MSU, I would definitely minor in entrepreneurship and keep moving my company ahead.

My parents said that I am one of the luckiest kids alive to have you as my mentor at YEA. I would agree!

Have a nice summer and Go Green!

Best Regards,

*Trip Apley*

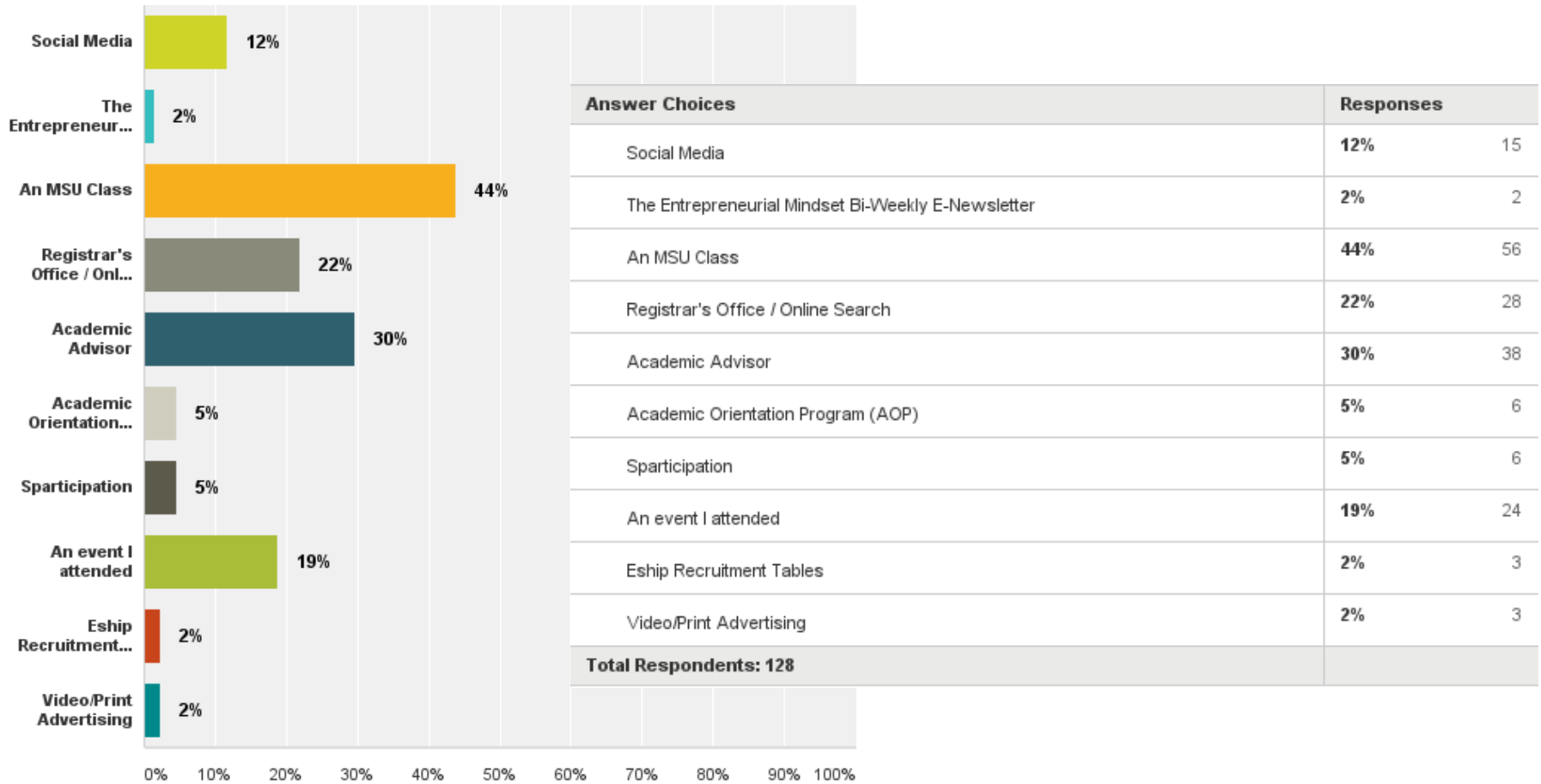
Trip Apley  
CEO See & Toss

# Survey of Students About Entrepreneurship at MSU

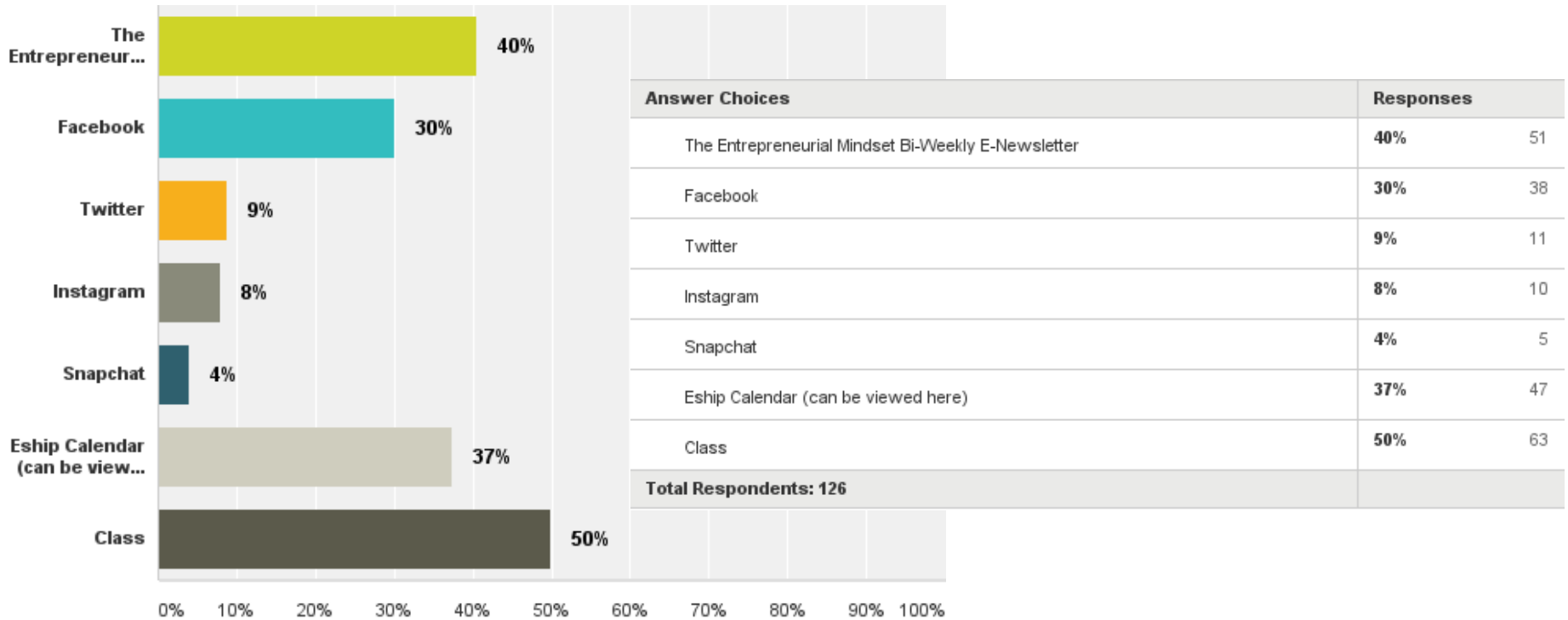
Conducted May 2017  
Preliminary Results



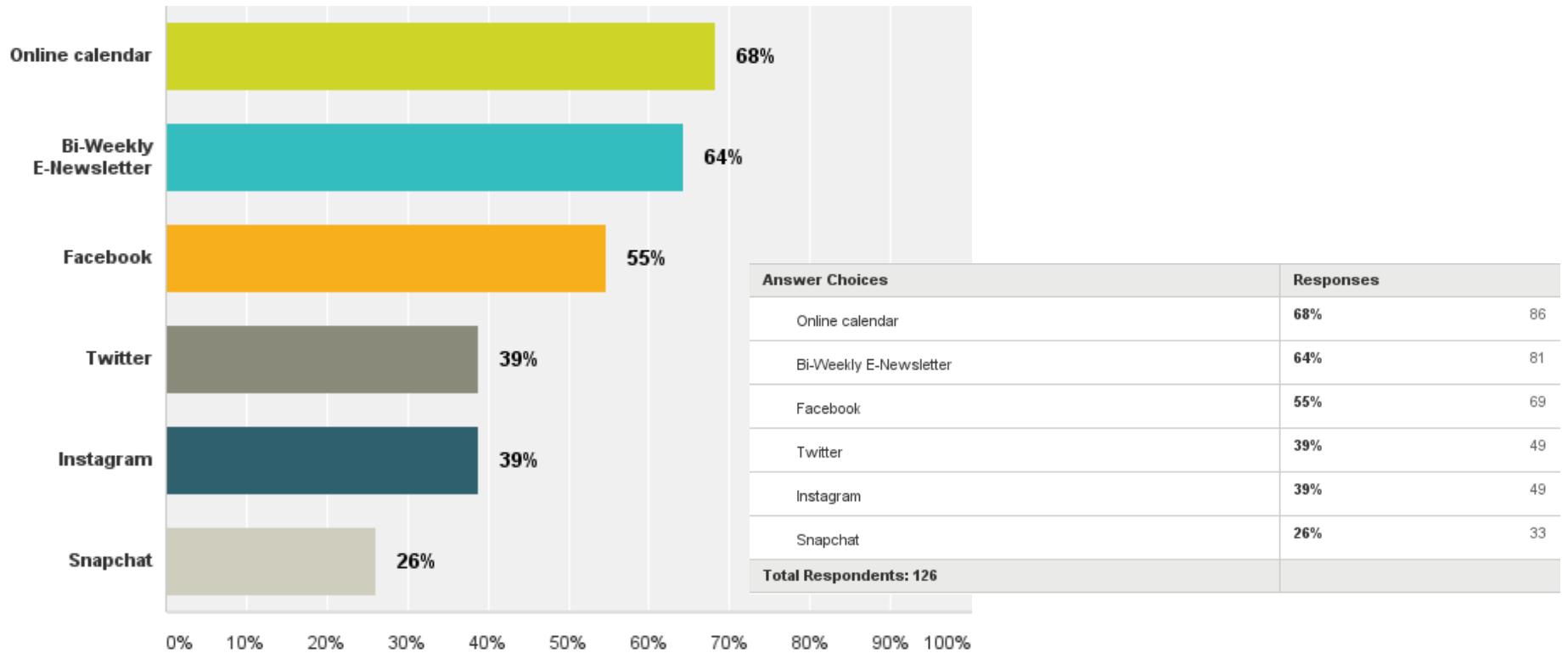
### Q1: How did you hear about Entrepreneurship at MSU? (check all that apply)



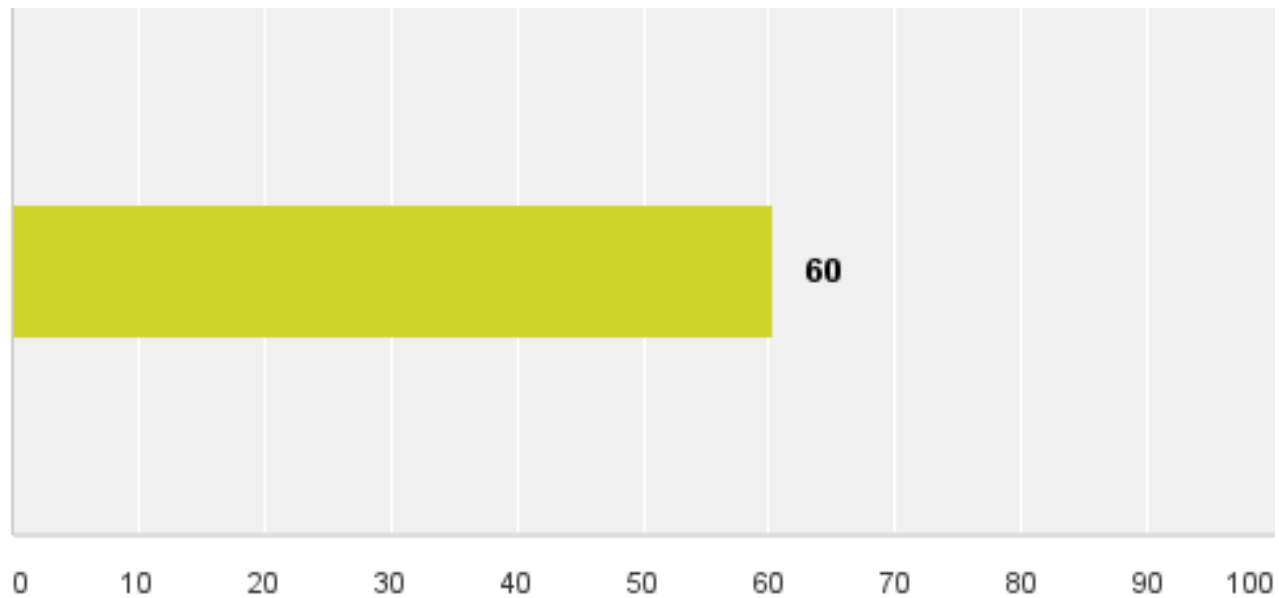
Q2: Where do you receive most of your information about campus resources, events, and happenings?  
(check all that apply)



Q3: Are you aware of any of the following? (check all that apply)



Q4: Rate your interest in participating in a study abroad program around entrepreneurship



### Q5: How does MSU's culture of entrepreneurship help you prepare to accomplish your career goals?

- Not only does it help students pursue their entrepreneurial dreams, but they also allow other students to help them by working in the Hatch or at Conquer. **Pursuing entrepreneurship teaches countless valuable lessons about business, reality, and leadership that other activities on campus cannot offer.**
- It gave me a deeper understanding about all aspects of business, which I think is important. You need to know what all departments are doing in order to run a successful business, even if you don't directly participate in those activities.
- They **propel students to embark in entrepreneurship rather than be afraid of it.**
- It helps me get energized about startups and the future of Michigan economy.
- MSU provides so many resources to young entrepreneurs that they would have to pay for elsewhere/wouldn't be able to find. **The professors and staff all seem committed to the students and are more than willing to be mentors,** which is great. I personally don't have a business idea yet, and am going about this more from the "intreprenuer"/freelance standpoint, and **faculty are still just as supportive.**
- It gives me **necessary tools to have an edge in the job market** pertaining to finance and economics.
- A lot of networking and teaching us how to be successful with this minor. It can basically be added to any major and prepare you to start something great!
- MSU fosters an ecosystem of entrepreneurship that **teaches leadership skills** and how to apply those skills to the real world
- **Provides me with an opportunity to fail!**



## Q6 What is Eship at MSU doing right?

Answered: 124 Skipped: 14

Program Welcoming Professors Faculty Start  
 Entrepreneurial Valuable Calendar Minor  
 Getting People Speakers Requirements  
 Events Amazing Students Space  
 Opportunities Comfort Zones Ideas Stuff  
 Successful chance Promoting Necessary Variety  
 Engaging



## Q7: How can we improve your entrepreneurship experience at MSU?

- **More classes devoted to hands on and small group based learning.** Full of projects and developing a final product.
- Make it a major
- **Delete experiences as a requirement or reduce to only one.** As a future small entrepreneurship financial planning business I feel that creating a non-profit or t-shirt business or app isn't helpful. I would like more bootcamp opportunities throughout school year hosted by MSU.
- I would like there to be more opportunities for people who don't necessarily have a business idea in mind, but have entrepreneurial values and aspirations. I don't want to start a business right now, but do in the future. I would like to be hands on in that process now, however, and opportunities based on that idea would be beneficial to many students.
- **By putting students in even more entrepreneur situations. Giving them a real life experience in Entrepreneurship. Like some sort of internships or more events that'll give the students more experience.**
- **Offer management class for entrepreneurs, such as how to hire, interview, etc.**

# Complete List of E&I Experiences, AY 2016-17, Page 1/3

|    |   |
|----|---|
| 1  | <b>Attend and participate in MSU's Start-Up weekend for Entrepreneurship (19 students did this)</b>   |
| 2  | <b>Do a crowd funding campaign for resettling Syrian refugees -Possibly also do some sort of blogging/photography project to help promote the crowd funding</b>   |
| 3  | Attend Accelerate Michigan Innovation Competition. Business Idea, Virtual Rehab. Uses virtual reality as addiction therapy.   |
| 4  | Attend and participate in MSU's Start-Up weekend for Entrepreneurship. Engage in concepts of labor economics outside the classroom  |
| 5  | Building a business model canvas for a landscape design, installation, and maintenance firm.  |
| 6  | Performing customer discovery around desired amenities and services in the city of Detroit necessary for greater youth involvement/presence and constructing a Business Model Canvas around a potential business.   |
| 7  | Create a business plan for social enterprise project  |
| 8  | This project's purpose is to further awareness and exposure of Eric Smith by promoting his musical projects and to boost credibility for professional opportunities like performing and composing   |
| 9  | Attend SpartaHack 2017 and apply what I have learned from the class so far to the event/workshop.   |
| 10 | I am going to be participating in Spartahack, a 36-hour long hackathon at MSU this weekend, Jan 20-22.  |
| 11 | Creating a basic kit for beginner drones which involved packaging together basic parts that will guaranteed fit together  |
| 12 | <b>I would like to create a cash flow statement for a landscaping firm. In HRT 213 Landscape Maintenance, we discuss all of the materials that need to be purchased and used throughout a given work day from winter to fall for a landscape maintenance business.</b> Provided this information, I can begin putting a cash flow statement together. |



|    |   |
|----|---|
| 13 | Create an app that keeps track of your entertainment activities, like TV usage, or reading that focuses on the mood management theory. Helps users determine what they watch, when they choose to watch it, or what they were feeling that lead them to watch it.   |
| 14 | Create a blog and post a minimum amount with posts tying into PLS 170 class material in a reasonable manner.  |
| 15 | <b>Clinton Global Initiative University (CGI U) is an organization formed my Bill Clinton on 2007. My team will work on my idea to fight hoax and pseudoscience's spread in developing countries. More specifically, hoax and pseudoscience that affect people's productivity and well-being.</b>   |
| 16 | I will be doing research on different child care program's websites and social media profiles. I will analyze these different sites for indicators of quality parent-family communication and relationships, educational qualities, philosophy, curriculum, leadership, teaching, and positive adult-child interactions and views. Then I will create my own website  |
| 17 | Compiling a report of things that went well and any improvements for the MSU Spartan Stampede. We will use each committee report to form the outline of this report. We will also use any individual club member's opinions.  |
| 18 | We will be compiling a final report about what went well, what went bad, and what could use improvement at the MSU Spartan Stampede Rodeo. We will use each of the separate committee reports to form the basis of this report, as well as individual club members' opinions.   |
| 19 | I would like to create a website to promote my business idea of retrofitting renewable energy sources into buildings and homes. This website should be a good starting point for my goals and methods in pursuing this plan. I wish to install solar panels, vertical axis wind turbines, transparent solar windows, and/or energy efficient lighting within buildings and homes, in exchange for a percentage of the amount that is saved in energy bills for a fixed period of time. This website will outline my plan and methods. |
| 20 | created the outline for an app that would be a resource for those interested in Improv. I especially targeted marketed business professionals to subscribe to the app, using it as a tool to build communication, teamwork, and expression within their organizations.  |
| 21 | <b>My entrepreneurial experience has action to empower Americans through the development and foundation of a political party that is more representative of the innovative policies that would really bring our country forward. I refer to this as the "Millennial Party". The purpose of this party is to ensure that the under represented have a voice and a party that values human and civil right is brought to the forefront of American progression and innovation.</b>  |
| 22 | Listen to the How I built this podcasts on NPR and highlight the different attributes of entrepreneurs and then compile a report on what it means to be an entrepreneur and what the entrepreneurial mindset is .   |

Please also see:

<https://msu.startuptree.co/discover/projects> This will become the public repository of project descriptions.

|    |  |
|----|--|
| 23 | Branding in the music industry. Student will complete 1-2 interviews with a music industry professional(s) and attend one professional branding event. After completing this criteria, student will write a paper summarizing the interactions and information learned.  |
| 24 | To create a complete business model for my Sustainable Boutique and Pitch it to a group of people.   |
| 25 | Lars Carleson is the CEO/President of Youth Haven Camps. As Director of a non-profit summer camp, I am always looking for new and creative ways to expand my non-profit chapter year after year. With all of our volunteers being college undergrad students, it is hard to get advice from experienced people behind non-profit summer camps to help grow exponentially. Professor Anibal's nephew, Lars, is a young CEO of Youth Haven Camp, that helps underprivileged students of Chicago get a summer camp experience. It fits in perfectly to what I am working with currently, and want to gain more experience on how to grow my non-profit chapter  |
| 26 | A competitive analysis for my sustainable boutique.  |
| 27 | The Michigan Farmers Market Association (MIFMA) works with farmers and farmers market organizations to create a prosperous environment for local food and farm products in Michigan. MIFMA is involved with Hoophouses for Health, which aims to increase access to low income families. MIFMA gives local farmers a loan to build a hoop house, and the farmers pay the loan back by providing low income community members with produce for free. Hoophouses for Health works with the Allen Neighborhood Market, various schools, head start programs, and childcare programs. MIFMA distributes vouchers to families who are low income and have a greater risk for food insecurity. Over the 2015 year \$2,400 worth of vouchers were handed out to participating low income families. However, only 12% (\$252) of the vouchers were redeemed. This puts a hold of the farmers paying off their loans and is not solving the low access food problem. I plan on attending the Allen Street Neighborhood Farmers market for 5 Wednesdays this summer and observe the whole setting. This will include the people, the farmers, the food, the methods of purchase, and the organization of the whole process. I will create a blog and record my observations in the blog. This will give me better insight and background on how a farmers market functions and the social differences of the people attending. |
| 28 | Listen and learn from the NPR podcast series, "How I Built This," and summarize the themes of entrepreneurship in a 2-3 page paper.  |
| 29 | Launching of real business; Complete a minimum viable product to put on the market   |
| 30 | Partial Business Model Canvas The business model canvas will be based on an idea for a time management sales software, which fits as I am completing this experience in a sales class.   |
| 31 | A competitive analysis The competitive analysis will be based on sales software products and services that would be competitors of my idea for a time management sales software.   |