

Encouraging Innovation:

How Universities Help Students Thrive

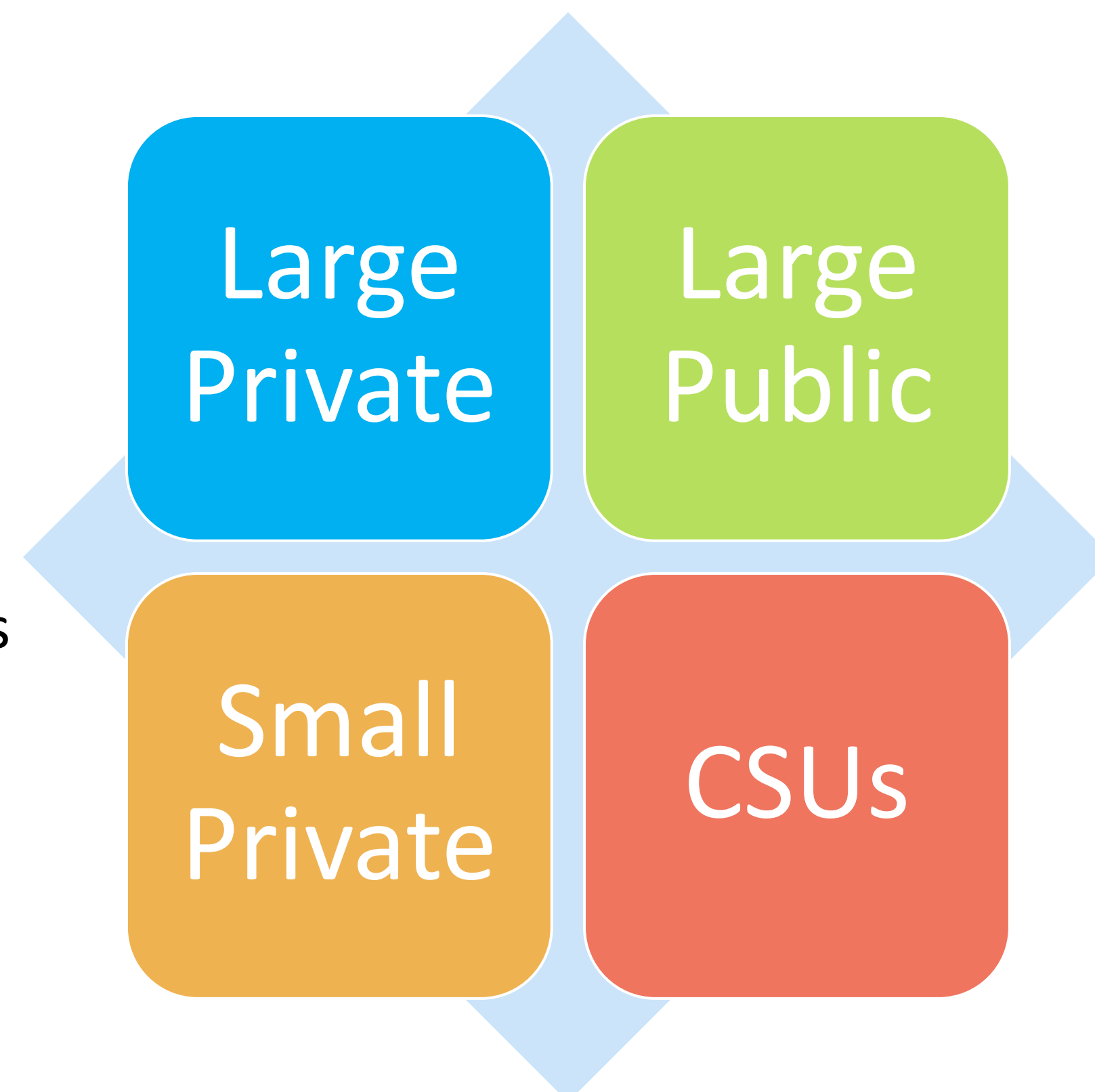
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Kellogg Honors College Capstone Project

INTRODUCTION:

Mark Zuckerberg, a name we all know for Facebook, found his billion dollar company while in his Harvard dorm. Many students are now joining Zuckerberg's entrepreneurial spirit, but what are the universities they are attending doing to aid them? Most universities are now investing resources into centers, clubs, and programs to help students who need help starting their own company. This report analyzed 20 colleges to find what different types of universities were doing to aid their students. Below are some of the most unique and successful programs.



METHODOLOGY:

Research was done on four categories of colleges. Information was gathered by researching articles and the university websites. A docket was created for each university listing all information found by popularity of the program offered. The main comparison was how many universities offered the specific program and its success rate.

Brigham Young University – New York University – University of Southern California – Boston University – University of Houston – University of Michigan – University of Washington – University of Berkley – Michigan State University – Babson – Barunch – Clarkson – Stanford – Harvard – Syarcuse – CSU Chico – CSU Fresno – CSU Fullerton – CSU LA – CSU Northridge

MINORS

----- USC -----

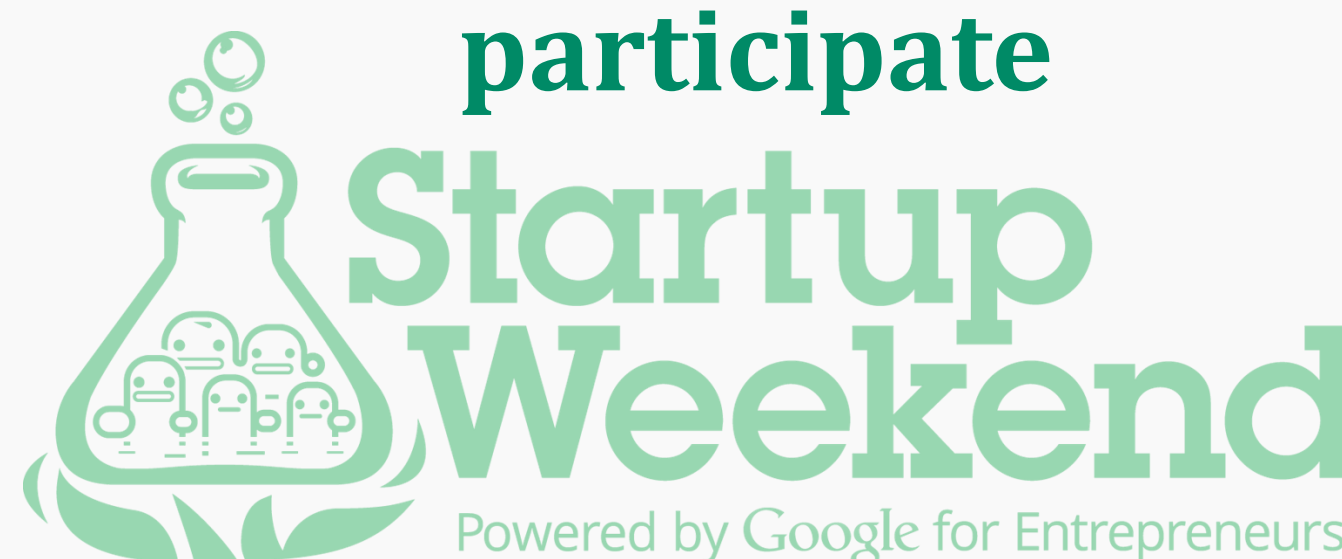
Specific Minors

Minor in Game Entrepreneurism: teaches students how to create and compete in the interactive media industry

STARTUP WEEKEND

----- Multiple -----

Powered by Google
16 of the 20 universities
participate



SUMMER PROGRAMS

----- NYU -----

10-Week Summer Launchpad

----- Clarkson -----

Freshman Design Challenge



STUDENT HATCHERYS

----- CSU Fullerton -----
Startup Hatchery

----- USC -----

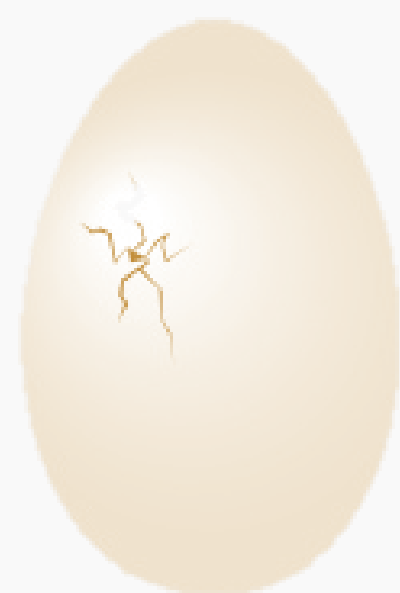
The Hacker House

----- MSU -----

The Hatch

----- CSU Fresno -----

Lyles Center Hatchery



COMPETITIONS

----- BYU -----

APP Creation Competition

----- Barunch -----

Incubator Invitational

----- UC Berkley -----

2 Year long competition

COMMUNITY

----- CSU Northridge -----
Small Business Consulting

----- CSU Fullerton -----

The Small Business Institute

----- CSU Fresno -----

Technology Commercialization
Program



FREE TUITION

----- Clarkson -----

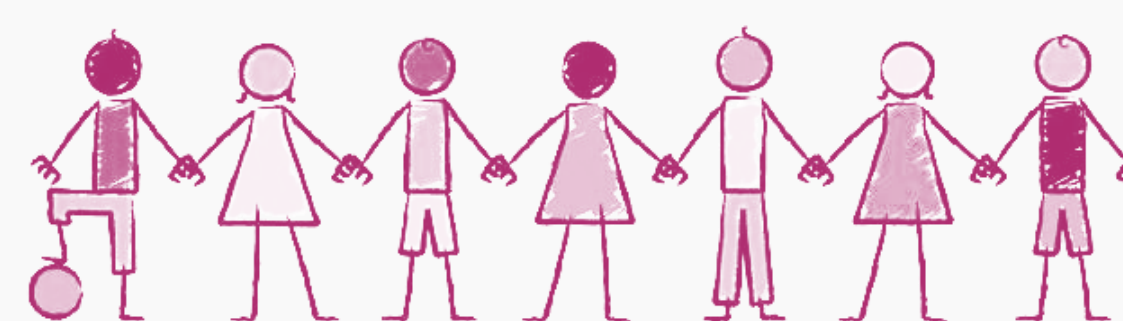
Top 5 winners – Free Tuition

----- CSU Fresno -----

Entrepreneurship Scholarship



YOUTH PROGRAMS



----- CSU Fullerton -----

High School Engineering Program
High School Business Plan
Competition

----- CSU Fresno -----

Elementary Students Kids Invent!

GLOBAL WEEK

----- CSU LA -----

November 16 – 22 2015
Speakers – Events – Awards

----- CSU LA -----

Global Innovation Fellows



RECOMMENDATIONS:

Depending on funding, Cal Poly should use this research and invest in creating programs that aid students on campus. I believe that community centers (which could pay for themselves), participating in the Global Entrepreneur Week, and offering more competitions specific to majors, such as app building or public health innovations will help students learn more about entrepreneurship. Please see the research report for in-depth information on the research, sources, and conclusion.