OUR WORK

Created with the purpose to spark innovation and aid students with the resources to solve problems within their communities and around the world, the Student Innovation Idea Lab (iLab) provides the Cal Poly Pomona community with vital resources and support for ingenuity. With an environment that promotes engagement and exemplifies the University’s learn by doing philosophy, the iLab proudly serves the entire University, welcoming all students to help grow their ideas into a reality. The iLab provides students with the assistance for services such as laser cutting, 3D printing and modeling. In keeping with the University’s philosophy, the iLab hosts workshops and events such as iStartup Academy, Pomona Innovation Weekend and Women’s Entrepreneurship Day, that put students on the forefront of what innovators need to expand to a greater audience, which as a result allows for their ideas, products or services to succeed. In addition, through mentorship programs and networking opportunities the iLab aims to connect students with individuals who can help further their ideas into what may result in the next great innovation.
Dear Friends of the iLab,

The 2017-2018 Academic Year was the iLab’s third year in operation. It has been a successful year and we would not have had as much impact as we did without your support. So, I would like to start by thanking each and everyone of you – students, faculty, staff, alumni, administrators, businesses and the local community – that has and continues to support us.

The goal of the iLab is to support Cal Poly Pomona’s strategic aspiration to be the epicenter of creativity, innovation and discovery by creating and maintaining an ecosystem to foster creativity, innovation and entrepreneurship. We pursue our mission by providing students with the opportunities to learn, to develop and to launch their ideas. Students LEARN though multiple events including Intellectual Property boot camps, pitch workshops, and multiple opportunities to network and collaborate with students from other institutions. Students DEVELOP their ideas by participating in longer term iLab programs such as iStartup Academy, Entrepreneurship in Science, Technology, Engineering, Arts and Mathematics (E-STEAM) and the NASA Technology Assessment Programs. Students who desire to LAUNCH an idea into the community are supported through funding opportunities provided in the Startup Summer Boot Camp, Bronco Startup Challenge, and the NASA Startup Program.

The iLab served over 2600 individuals in AY 2017-2018. Over 1300 students signed in to use the physical iLab space. The iLab engaged nearly 100 faculty, staff, and alumni and nearly 40 industry mentors. We supported over 20 startup teams at various stages of development and delivered 8 industry projects. We are very proud of three startups that launched: Mobil Mechanics, Piruli Designs and Quants Bakery. One of our startups filed a non-provisional patent through the support of Bayramoglu Law Offices. We also served 49 campers in our Summer Entrepreneurship Camp for grades 3-12. So, it has been a busy and productive year!

Looking forward, the MOU with Pomona Unified School District was fully executed positioning us to launch Innovation Orchard (IO) in the fall of 2018. The IO is Cal Poly Pomona’s Incubator for student startup teams and it is located at Ganesha High School, about three miles from campus. The iLab also received the prestigious National Science Foundation (NSF) Innovation Corps grant which makes Cal Poly Pomona an official i-Corps site, one of only three CSUs with this distinction, and putting Cal Poly Pomona among the few institutions nationally with this honor. The iLab will also launch Maker Studio in collaboration with the University Library in 2019. Maker Studio is a makerspace that will be located on the second floor of the Library and will serve the whole campus with various maker equipment, training opportunities and workshops.

Academic Year 2018-2019 looks to be a fruitful year in which the iLab, with your continued support, will reach new heights.

Thank you dear friends!

Olukemi Sawyerr, Ph.D.
2017-2018 IN REVIEW

OCTOBER 20-22
Pomona Innovation Weekend

NOVEMBER 8
Women’s Entrepreneurship Day

NOVEMBER 16
Fall IP Boot Camp

JANUARY 30
Winter IP Boot Camp

APRIL 12
Spring IP Boot Camp

APRIL 19
Pasadena Angels Workshop

MAY 10
Startup Expo

MAY 18
Bronco Startup Challenge
ESTEAM

NASA Tech Assessment

NASA Startup Program

Summer Startup Bootcamp

iStartup Academy

Entrepreneurship Summer Camp
NUMBER OF PEOPLE IMPACTED (USER ANALYSIS)

The Cal Poly Pomona Student Innovation Lab proudly served 2661 people this year including students, faculty, alumni and more.
PROGRAMS

E-STEAM

The Entrepreneurship in Science, Technology, Engineering, Arts, and Mathematics (ESTEAM) Program, provides students with the opportunity to develop an innovative product or service that solves a significant problem, as well as the launch of their idea into the market. Students are encouraged to use their functional expertise to coordinate research, development, and marketing with students from other disciplines to ensure the successful launch of a new product. As a result, students in the course are integrated into a fully-functional product development team that exposes them to the broad array of challenges awaiting them in the real world. This year 18 students formed three teams resulting in the innovation of the following products: Cryowolf – a laptop cooling system; Augmented Realms – an enhanced online experience that brings games such as Dungeons & Dragons to real life. The program is currently being funded by VentureWell.

NASA TECHNOLOGY ASSESSMENT

The NASA Technology Assessment Program is a collaboration between Cal Poly Pomona and the Technology Transfer Office (TTO) of the National Aeronautics and Space Administration’s (NASA) Armstrong Flight Research Center (AFRC). Cal Poly Pomona is 1 of 16 universities in the nation in the NASA T2U (Technology to University) Program. The purpose of the NASA Technology Assessment Program is to assess the market and commercial potential of NASA discoveries. The program provides upper-division Cal Poly Pomona Business and Engineering students the opportunity to participate in the assessment of new technologies by conducting the research to determine market and commercial potential of NASA discoveries, identifying potential licensees of the technologies, preparing technical reports, and presenting to NASA/AFRC research scientists.

SPONSORED BY

Armstrong Flight Research Center

20W

VENTUREWELL™

20 years of idea to impact
NASA-CPP BUSINESS STARTUP PROGRAM

The NASA-CPP Business Startup Program focuses on bringing together ambitious and goal-driven student entrepreneurs for the purpose of building new technologies that work to improve and solve real-world problems in everyday lives. Within the established teams, smaller teams are formed to ensure the success of their products through utilizing the knowledge they have obtained in the classroom. Teams have the opportunity to create innovative products using NASA’s cutting-edge technologies. This program is funded by VentureWell.

SUMMER STARTUP BOOT CAMP

The Startup Summer Boot Camp is an 8-week program for selected CPP startup teams. Participating teams are expected to: 1) create a MVP (minimum viable product) and 2) conduct 20-30 customer interviews. The purpose of the boot camp is the further development of the startup concept/venture. At the end of the program, teams are expected to make a go/no go decision regarding their startup concepts. Teams participate in sessions on topics such as Intellectual Property, customer discovery, Business Model Canvas, business formation, venture financing, as well as are required to participate in the iLab mentoring program. The boot camp concludes with Demo Day, which provides a platform for the startup teams to showcase their ventures, pitch their startup concepts, and receive constructive feedback from a panel of experts.

iSTARTUP ACADEMY

iStartup Academy is an 8-week program created to provide participants with the tools, support and inspiration needed to develop ideas for a nonprofit, social enterprise or for-profit endeavor. Participants in iStartup Academy learn how to build an entrepreneurial team, conduct customer discovery, determine product-market fit, finance their idea and develop the skills to pitch it to customers and investors. In addition, participants receive mentoring and networking opportunities from successful innovators and the chance to compete in the Bronco Startup Challenge.
POMONA INNOVATION WEEKEND

Pomona Innovation Weekend was a 3-day learn-by-doing campus workshop that taught innovative skills to university students in an extreme hands-on environment. From Friday to Sunday, participants experienced what it took to turn an idea into a reality when it came to starting a new business or a nonprofit that would aid their community. Participants stayed (including sleep and rest times) in the Bronco Student Center through the duration of the event to work on their innovations.

Mentors/Panelists:

- Munish Sharma
- Nastaran Simarasil
- Dennis Wright

Sponsored By:

- CPP iLab
- CPP CEO
- Western University of Health Sciences
- Pomona Chamber of Commerce
- Cal Poly Pomona Foundation
- El Merendero
- R&R Industries
- Precious Times Photography
- Starbucks Coffee
- Gongora’s Body and Paint
- Pizza Hut
- Anaya Screen Printing
- Mimi’s Cafe
- Fairplex

Judges:

- Esosa Agbonwaneten
- Kiki Chen
- Graciela Gonzalez
- Brenee Hendrix
- Ngoc Nguyen Lay
- Stephanie Pottick

Main Speakers:

- Senator Connie Leyva
- Scharrell Talley Jackson
- Michelle Bergquist
- Brenee Hendrix

Sponsored By:

- CPP iLab
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- Pizza Hut
- Anaya Screen Printing
- Mimi’s Cafe
- Fairplex

WOMEN’S ENTREPRENEURSHIP DAY

Cal Poly Pomona joined the United Nations and women in 144 countries worldwide to celebrate Women’s Entrepreneurship Day (WED). The event was a global movement to empower and engage women, of all ages, through the power of innovation and new venture creation. The CPP WED event included participation from a wide array of women including CPP students, faculty and staff, students from local high schools, CPP alumnae, entrepreneurs and change agents.

Panelists:

- Sonia Acosta
- Esosa Agbonwaneten
- Amanda McDonough
- Ngoc Nguyen Lay
- Laura Pohopien
- Christina Topacio
- Quyen Tu

Main Speakers:

- Senator Connie Leyva
- Scharrell Talley Jackson
- Michelle Bergquist
- Brenee Hendrix

Sponsored By:

- CPP iLab
- College of Business Administration
- Women’s Resource Center
- She Codes
- University Library
- ALPFA
- Wild Horse Labs
The Student Innovation Idea Lab hosted several IP Boot Camp workshops this year to help educate the CPP community about Intellectual Property and help students connect with industry professionals. The IP Boot Camp attracted over 90 participants including students, faculty, staff, and alumni.

**FALL 2017**

**Presenter: Deniz Bayramoglu, Esq.**
Bayramoglu Law LLC.

Nihat Deniz Bayramoglu is the head of the trademark practice group at Bayramoglu Law Offices LLC. He practices all forms of intellectual property law including all phases of the application process and litigation.

**WINTER 2018**

**Presenter: Stephanie Pottick, Esq.**
Pottick Law PC

Stephanie Pottick is a legal and business consultant who is passionate about helping entrepreneurs and companies take their brands and businesses to the next level. She is a licensed attorney who worked in the toy industry for over 14 years and has extensive experience with branding, licensing, merchandising, sales, marketing, safety, and manufacturing.

**SPRING 2018**

**Presenter: Quyen Tu, Esq.**
B Corp. Creatives

Quyen Tu is committed to service. Her legal practice is focused on meeting the needs of entrepreneurs, helping them protect their businesses and make a positive impact on society.

**Presenter: Tina Loza, Esq.**
Founder & Managing Partner Loza & Loza LLP

Christina S. Loza is the founder and managing partner at Loza & Loza LLP, an intellectual property law firm. She has a breadth of experience working for a large firm and as in-house intellectual property counsel.
PASADENA ANGELS WORKSHOP

Pasadena Angels Inc. is a group of Angel Investors devoted to helping forward-thinking innovators, creators and entrepreneurs with the mentorship and funding that fuels success. Eighty-four attendees participated in this event which featured a presentation by Kiem Tjong, of the Pasadena Angels, on the anatomy of a perfect pitch. The event also included pitches by three startup company founders and 90 second pitches by 17 startup teams from Cal Poly Pomona, Azusa Pacific University, Cal State Fullerton, and Claremont McKenna College.

Speakers:
- James Crawford, Venture Leather
- Pat Holmes, Founding VP Technology of IPC Healthcare
- Jack Miller, Co-Founder & CEO of Move2play
- Ryan Olliges, Founder & CEO of 121C
- Julie-ann Pina, Managing Partner of CFOrganizers
- Olukemi Sawyerr, Director of Student Innovation Idea Lab
- Jay Sherer, Director of Innovation and Entrepreneurship at Azusa Pacific University
- Kiem Tjong, Board Member of Pasadena Angels Inc.

Sponsored By:
- CPP iLab
- ZU Venturez Asuza Pacific University
- Pasadena Angels

Organizers:
- Ericka Olguin
- Yuli Perez
- Olukemi Sawyerr
- Jay Sherer
- Kiem Tjong

Websites:
- Venture Leather: https://ventureleather.com/
- Move2play: https://evonexus.org/evonexus-companies/move2play/
- 121C: https://www.121cboards.com/
- CFOrganizers: https://www.linkedin.com/company/cforganizers

ENTREPRENEURSHIP SUMMER CAMP

Entrepreneurship Summer Camp was a one-week day camp on the Cal Poly Pomona campus at the Student Innovation Idea Lab, where 7th to 12th grade students learned how to go from an idea to building a prototype to assembling the elements to start a new venture. Participants developed entrepreneurial competencies, leadership abilities and the skills set to launch a startup. In 2017, the second year of hosting this camp, we had 24 campers, a growth of 400% from the previous year.

Faculty:
- Dr. Trayan Kushev
  Assistant Professor of Entrepreneurship Management & Human Resources Department
  College of Business Administration

- Dr. Laura Pahapien
  Lecturer
  Collins College of Hospitality Management
  College of Business Administration
  Bronco Alumna 1992

- Dr. Olukemi Sawyerr
  Director, Student Innovation Idea Lab
  Office of Research, Innovation and Economic Development
  Professor, Management and Human Resources Department
  College of Business Administration

Judges:
- Kyle Bartholomew, co-Founder, Fayble Design
- J.C. Canedo, Founder and Principle Consultant, Milvian
- Gina Ferriere, Founder and CEO, Grivot & Lee LLC; Founder and CEO, Savate
- Esosa Agbonwaneten, CEO and Founder, Bulletin App
- Jennifer Vassel, Founder and CEO, I AM UNIQUE
The Bronco Startup Challenge was a business competition designed to encourage students from different backgrounds, specialties, and expertise to create a unified vision. From ideation to a business plan and beyond, the competition was designed to grow the horizons of innovative students. It was about startups, young and innovative companies who aimed to disrupt and change the status quo.

1st Place: $10,000; Fantom
2nd Place: $3,000; DROWT
3rd Place: $1,500; Quants

Finalists
Cal Poly Eats
DROWT
Event Artist
Fantom
Flatlay
HY-Stack
Sustain
QartonTech
Quants Bakery
Zaluma

Judges:
Tyrone Howard
CEO & Founder of Get Social, Strategic Partner of Innovate Pasadena
Ryan Williams
CEO & Founder of Ryma Medical, President of Etac North America
Kiem Tjong
Board Member of Pasadena Angels
Farhana Haque
Technical Program Manager at Facebook
Bryan Thornbury
Founder of Coherence API & Founder of Mjozosoft Apps

STARTUP EXPO

The Startup Expo was created to give student innovators and small startup companies the opportunity to interact with individuals in person. The expo allowed innovators to showcase their products and services while conducting market research and obtaining feedback in real time. Through the expo, CPP was able to showcase student businesses practicing the University’s learn by doing philosophy.
OUR STARTUPS

MOBILE MECHANICS

Car maintenance is a must for every car owner at some point in time. Mobile Mechanics provides a solution to make sure that even the busiest of individuals look after their vehicle. The company’s mobile app and website allows you to schedule a technician to come to you instead of having to pay a visit to an automotive workshop. The service provides a flexible time commitment and upfront payment quote.

QUANTS BAKERY

Quants Bakery is a new plant-based bakery service that provides YOU the power of ordering and obtaining plant-based baked goods right at your local farmers market. Finding Quants is fast, easy, and not to mention totally worth it! Striving to be 100% eco-friendly we ensure all of our products, packaging, and merchandise is made with you in mind.

PIRULI DESIGNS

It is projected that by 2050 there will be more plastic than fish in the ocean, meaning that as a human race we contributed to the problem. Piruli Design seeks to remove plastic waste from our oceans by collecting and recycling. The repurposing of plastic into pellets has allowed us to create sustainable streetwear that ignites conversation through fashion and expression.

https://pirulidesign.com/

https://www.quantsbakery.com/

mobile mechanics facebook
A student innovator assembles the pieces needed to be added to his minimum viable product at the Innovation Orchard (IO).
INNOVATION ORCHARD

The Innovation Orchard (IO) is a collaboration between the Student Innovation Idea Lab and the Pomona Unified School District. Located at Ganesha High School in Pomona, a five-minute drive from CPP, allows for easy access for student innovators to further their products or services when a prototype or a MVP (minimum viable product) is required. The open-space layout of the facility permits student startups to disperse ideas, energy, and ultimately the creation of their innovation. The IO houses many of the iLab’s equipment and machinery from 3D printers and laser cutters on a more advanced and industrial level. Lab technicians are always present at the IO to teach machinery workshops and aid in the creation of the innovations along the way.
MEET THE TEAM

OLUKEMI SAWYERR, PH.D.
DIRECTOR

ERICKA OLGUN
ANALYST

MITZI MONTES
MARKETING & MARKETING

BRYAN LIMON
OPERATIONS

JESUS BERMUDEZ
MARKETING & COMMUNICATIONS

CLARISSA ESPARZA
GRAPHIC DESIGNER

ARMANDO CORDERO
IO LEAD LAB TECHNICIAN

TUCKER DUNBAR
IO LAB TECHNICIAN
ADVISORY BOARD

WINNY DONG, INCOMING CHAIR
DIRECTOR, OFFICE OF UNDERGRADUATE RESEARCH, CAL POLY POMONA

GINA FERRIERE, INCOMING TREASURER
FOUNDER AND CEO, GRIVOT & LEE LLC; FOUNDER AND CEO, SAVATE

LAURA FOBEL
CHIEF, TECHNOLOGY TRANSFER OFFICE
NASA ARMSTRONG FLIGHT RESEARCH CENTER

JANEYA GRIFFIN, INCOMING CO-CHAIR
JACOBS
TECHNOLOGY TRANSFER SPECIALIST
NASA ARMSTRONG FLIGHT RESEARCH CENTER TECHNOLOGY TRANSFER OFFICE

THOMAS HINES
FOUNDER AND CEO, OVERWATCH SAFETY SOLUTIONS

SHAAAN KAMAL
SALES AT BENCHLING

BARBAE MARQUEZ
PRESIDENT, POLY FOUNDERS, CAL POLY POMONA

PETER NGUYEN
PRESIDENT, COLLEGIATE ENTREPRENEURS ORGANIZATION, CAL POLY POMONA
MATTHEW RYCZEK
CHIEF OPERATING OFFICER IDEAHOUSE

KIEM TJONG
BOARD MEMBER, PASADENA ANGEL INC.

PAWAN TOMKORIA, TREASURER
MANAGING DIRECTOR, PNAB ADVISORS

CHERYL WYRICK, PH.D. SPHR BOARD CHAIR
ASSOCIATE DEAN
PROFESSOR, MANAGEMENT AND...
COLLEGE OF BUSINESS ADMINISTRATION
CAL POLY POMONA
WHAT’S NEW

FLIP THE SWITCH PODCAST

The iLab now has a new podcast on SoundCloud called Flip the Switch. It is a series of conversations with the brightest minds, deconstructing their own methods and synthesizing the information so that listeners can walk away with useful insights, actionable takeaways and a fresh approach to the challenges they face daily.

NEW ILAB WEBSITE

The iLab Website has a new look. Visit the site and learn more about the events, programs, and workshops the iLab offers.

www.ilab.cpp.edu

NEW INNOVATION ORCHARD WEBSITE

The Innovation Orchard Website has a new look. Visit the site and learn more about the incubator space that serves CPP and the Pomona community, how to register a startup, and participate in the workshops and events the IO has to offer.

www.cppilab.org/io/

LEARN THROUGH DISCOVERY

The Cal Poly Pomona Learn Through Discovery Program promotes student success through undergraduate research, innovation, and community engagement. Through a series of orientation modules and courses, students will become eligible to become a President Discovery Fellow. Visit the new website at the link below.

http://www.cpp.edu/~learndiscovery/

NATIONAL SCIENCE FOUNDATION GRANT

The iLab received the prestigious National Science Foundation (NSF) Innovation Corps grant which makes Cal Poly Pomona an official i-Corps site, one of only three CSUs with this distinction, and putting Cal Poly Pomona among the few institutions nationally with this honor.
IN THE FUTURE

2018 - 2019 UPCOMING EVENTS

SEPTEMBER 29-30  POMONA INNOVATION WEEKEND
OCTOBER 25  FALL IP BOOTCAMP
NOVEMBER 7  WOMEN’S ENTREPRENEURSHIP DAY
AUGUST-NOVEMBER  ISTARTUP ACADEMY
FEBRUARY 28  SPRING IP BOOTCAMP
APRIL 18  BRONCO STARTUP CHALLENGE

OUR SUPPORTERS

Bayramoglu Law Offices

Armstrong Flight Research Center

NASA

SCORE

VentureWell

Pasadena Angels
The Student Innovation Idea Lab would like to thank the faculty, presenters, speakers, mentors, panelist, judges, sponsors and all of our supporters who have contributed to the execution and success of this year’s events and programs. Our goal is to help the young minds of Cal Poly Pomona and the Pomona community to create and innovate for the advancement of the world. During our time spent with our student innovators, we have grown an even greater appreciation for collaboration and innovation in all its forms, as well as seeking to improve our own space to aid the innovators that come through our door. Another year has been added to our small time on campus and we can’t wait for what is to come and what our student innovators come up with next.