



Educational Association of University Centers

Our Mission: Foster positive economic transformation through higher education...

Agenda

- Overview of EDA, University Center Program (Bernadette Grafton)
- Overview of Educational Association of University Centers (Dan Ripke)
- Case Study:
 - **University Center for Entrepreneurship and Outreach, Mississippi State (Jeffrey Rupp)**
- Joint EDA/EAUC bi-monthly webinars
 - Next webinar - September 25th, 2019

Overview of EDA, University Center Program

- Who am I?
 - Bernadette Grafton, University Center Coordinator for EDA in our Washington, D.C. Headquarters office
 - As the UC Coordinator I provide policy and program guidance to the 6 EDA regional offices that manage your UC awards
- Why are we here today?
 - There are 63 University Centers across the nation spread over 47 states
 - Current lack of a strong value proposition for the University Center program
 - Limited engagement between University Centers, particularly those in separate EDA regions
 - Opportunity to develop a stronger network of UCs begins with a conversation
- Where are we going?

Educational Association of University Centers

- History of EDA University Center program
 - EDA Established 1965
 - University Centers Established late 1970s
- Strong Role of Leveraging Universities for Regional Economic Prosperity
- Moving forward - Creating a Unified Voice of the EDA – UC Impacts
 - Quantitative Impacts
 - Qualitative Impacts
- Tools
 - Bi-Monthly Webinars
 - Website
 - Sharing Best Practices
 - Leveraging Social Media

Upcoming EAUC meetings and conferences

- EAUC Meeting at UEDA Conference – Reno, NV
 - Reno, Nevada September 29th, 2019
- Washington DC April 12-13, 2020 (tentative)



it starts **here.**



Mississippi State University University Center

Grass Roots

Economic Engagement



Leveraging University Resources for Economic and Community Development

- ❖ Supporting Existing Economic Ecosystems
- ❖ Mentoring Startups
- ❖ Developing Future Entrepreneurs



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION



Leveraging University Resources for Economic and Community Development

- ❖ Supporting Existing Economic Ecosystems
 - ❖ MBA Applied Research Teams
 - ❖ Idea Shop
 - ❖ Business Mentoring



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EDA

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION



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- More than one dozen breweries
- \$442,076,000 Annual Economic Impact

EDA

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Leveraging University Resources for Economic and Community Development

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The Center for Entrepreneurship and Outreach



 #ITSTARTSHERE

 SO YOU HAVE AN IDEA?

 DISCOVER YOUR CUSTOMERS

 STRUCTURE YOUR BUSINESS

 DEVELOP YOUR PROTOTYPE

 MISSISSIPPI STATE UNIVERSITY
CENTER FOR
ENTREPRENEURSHIP
AND INNOVATION
ecentr@msstate.edu

invention to INNOVATION

YOUR DREAM JOB DOESN'T EXIST



CONNECT

NETWORK WITH 200+ STUDENT ENTREPRENEURS
MEET FUTURE CO-FOUNDERS
GET ADVICE FROM ALUMNI EXECs

LEARN

ENTREPRENEURSHIP COURSES FOR ANY MAJOR
START WORKSHOPS AND TALKS
& NATIONAL COMPETITIONS

CREATE





METRICS

- ❖ Opened 2016
- ❖ 100+ Active Student Startups
- ❖ 5 With \$1,000,000 Valuations
- ❖ ALL have stayed in Mississippi





glo



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MISSISSIPPI STATE UNIVERSITY[™]
CENTER FOR ENTREPRENEURSHIP & OUTREACH







Strategic Partners and Outreach





MISSISSIPPI STATE UNIVERSITY™
COLLEGE OF BUSINESS



MSU IDEA SHOP

The MSU Idea Shop is about bringing concepts to reality, and ultimately into the hands of customers. Located in a 2,000 sq. ft. retail store on Main Street in Starkville, the facility houses the Turner A. Wingo Maker Studio and MSU Retail Product Accelerator.

IDEA SHOP NUMBERS

- **Estimated total number of visitors – 3,000.**
- **Monthly Memberships - 60**
- **Day Passes -20-30**
- **Custom Orders/Prototypes (Not counting prototypes built by individuals in the shop)- 15 Custom Orders completed through the shop including 2 prototypes. With another 8 or so prototypes either being worked on currently or in the initial meetings.**
- **3D Printing - Almost 3,000-4,000 hours of prints completed.**



IDEA SHOP NUMBERS

- Sales –
 - Retail - \$10,175.10
 - Maker Studio - \$6, 209.26

Total

- Vendors – 18
- Workshops - 7-8 workshops with 250-300 people attend in all.





ICREATE CAMP





ICREATE CAMP





ICREATE CAMP



INNOVATION CHALLENGE



**6th-12th Graders:
PITCH YOUR IDEA
& compete for**

**\$2000
in PRIZES!**

READY TO EXPLORE ENTREPRENEURSHIP

LIKE A BOSS?

PRESENTED BY:



**JOIN US FOR A PARENT / STUDENT
KICK-OFF MEETING**

Special Guest: Tyson Lee of LoveLEE Rolls

For more information, visit:

stklikeaboss.com

TUES, MARCH 5

**5:30pm • GLO Office
419 East Lampkin**

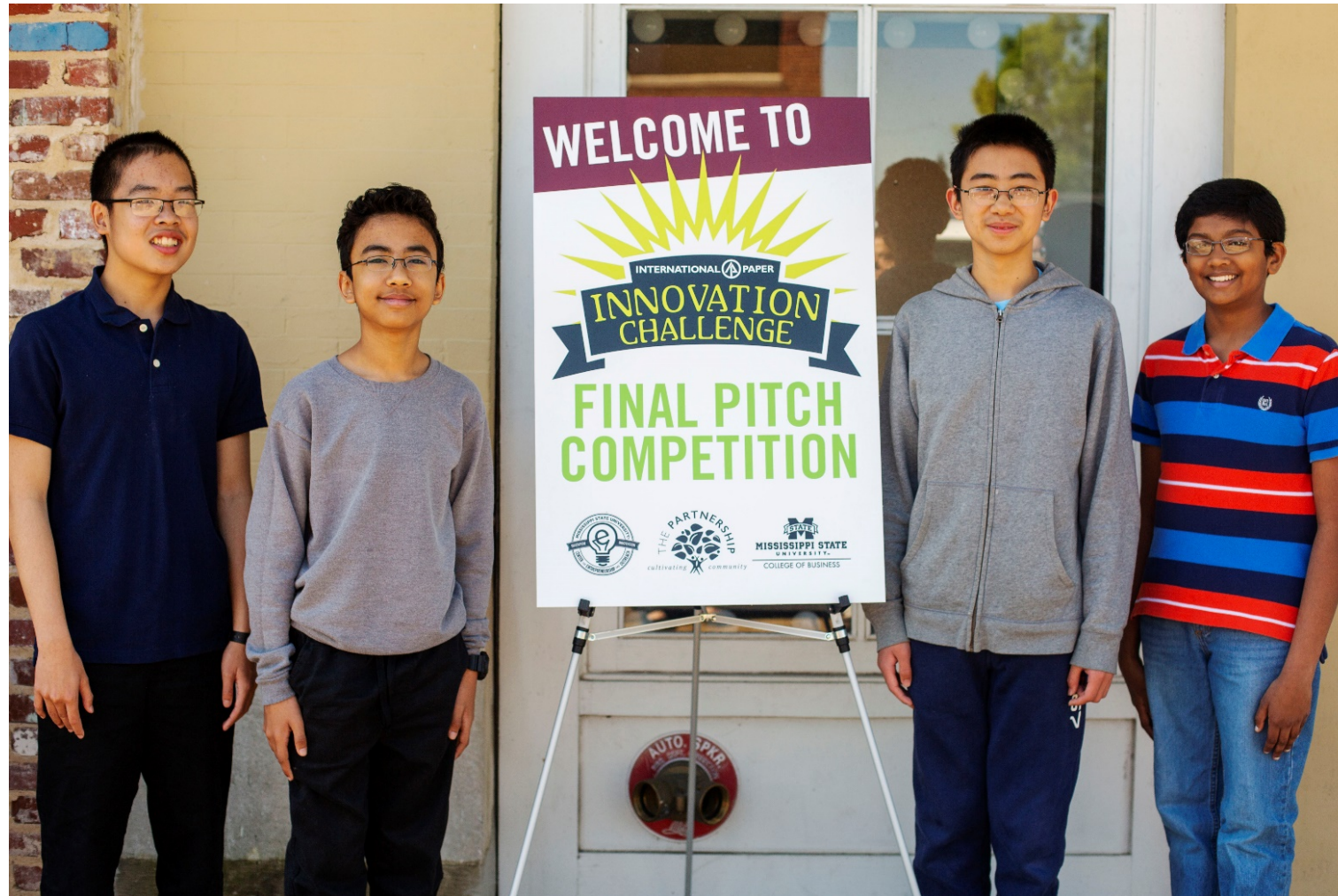
INNOVATION CHALLENGE



INNOVATION CHALLENGE



INNOVATION CHALLENGE



Lemonade Day!™



STARKVILLE



QUESTIONS?



**University Center for Entrepreneurship and Outreach,
Mississippi State (Jeffrey Rupp)**

Next EDA/EAUC Webinar

- September 25, 2019
- Time TBD
- Subject: EDA University Center/Economic Development District Collaboration