Start your journey with us today! Join our Startup Challenge Cohort 2021-2022 and be part of a community of innovators.

Follow us @UWMLEC

Sign up for our newsletter
Welcome to the UWM Lubar Entrepreneurship Center.

Whether you have a business idea, a working prototype, or simply the curiosity and drive to try something new, the Lubar Entrepreneurship Center (LEC) is here to serve you. We are proud to act as a guiding resource for UWM students, faculty, and community members alike. Our goals are to provide the tools you need to transform your ideas into a reality, help you learn skills that will make you more successful, and to be a resource for growing businesses throughout Milwaukee.

We are deeply grateful to the supporters who make our work possible as well as for the chance to work with so many entrepreneurs and innovators who strive to make positive change in their community. Thank you.

Happy Innovating,
LEC Team
UWM Lubar Entrepreneurship Center programming is designed to engage UWM students and faculty across disciplines – giving them skills in innovation, creativity, and entrepreneurial thinking to enhance their success. These programs build on UWM’s foundation in research and education to engage faculty, students, and the community in entrepreneurship. The Lubar Entrepreneurship Center also serves as a pillar of Milwaukee’s growing entrepreneurial ecosystem – as a home to key programs that create a pipeline of talent and a resource for growing businesses.

The UWM Lubar Entrepreneurship Center uses a multidisciplinary approach that pairs forward-thinking instructors with unique programming to help students, faculty, and staff nurture their ideas, build confidence, and succeed as entrepreneurs, innovators, and change-makers.
The **UWM Startup Challenge** is a co-curricular program that encourages students to research and develop their ideas, prototype products, services, or social ventures, launch new businesses, and gain the skills that come from the entrepreneurial experience.

Participants **Explore** design thinking, **Develop** potential customers and what they value, **Build** experiments and prototypes, and **Pitch** ideas to the public.

The **National Science Foundation’s (NSF) Innovation Corps (I-Corps™)** program uses experiential education to help researchers gain valuable insight into entrepreneurship and industry challenges to go from laboratory to marketplace.

UWM is home of the Milwaukee I-Corps™ program, an affiliate of the Great Lakes I-Corps™ Hub. The program enables the transformation of invention to impact. The curriculum integrates scientific inquiry and industrial discovery in an inclusive, data-driven culture driven by rigor, relevance, and evidence.
Pop Ups are interactive, experiential workshops that explore innovation and entrepreneurial skills. Pop Ups can be open to the public or embedded in a course to enhance the curriculum.

The LEC Teaching Fellows program supports faculty and instructors interested in integrating design and entrepreneurial thinking into their courses. The goal of the program is to expose more UWM students to innovation and entrepreneurship.

The UWM Innovators Expo is an annual celebration of innovation and entrepreneurship that showcases a collection of UWM community prototypes, ideas, startups, student orgs, partners, classes, and innovations in an exhibit format.
Innovation Talks

**Social Good Morning** highlights social innovators in the Milwaukee community. Participants meet with like minded people to ask questions, network, and be inspired.

**Diverse Ideas** is co-hosted by UWM multicultural and resource offices to showcase global and local entrepreneurs and innovators. The talk series highlights the many faces of entrepreneurship and their community impact.

**Well Entrepreneur** welcomes local entrepreneurs to discuss their wellness practices and the importance of mindfulness as it intersects with entrepreneurship.

In **Director’s Cut**, LEC, Lubar School of Business, and UWM Alumni Association spotlight national business leaders in a fireside chat discussion about their journey through obstacles and achievements.
LEC Team

Brian Thompson
Director, LEC
President, UWMRF
briant@uwmrf.org

Ilya Avdeev
Director of Innovation, LEC
PI, Milwaukee I-Corps™ Program
Associate Professor, Mechanical Engineering
avdeev@uwm.edu

Tiera Trammell
Program Manager, LEC
trammel4@uwm.edu

Nathaniel Stern
Director, Startup Challenge
Professor, Peck School of the Arts & Mechanical Engineering
sternn@uwm.edu

Colin Flanner
Administrative & Digital Media Coordinator, LEC
flanner@uwm.edu

Mark Fairbanks
Entrepreneur in Residence of Social Innovation, LEC
Co-Founder, Islands of Brilliance
mark@islandsofbrilliance.org

Jennifer Kibicho
Startup Challenge Faculty Fellow, LEC
Associate Professor, College of Nursing
kibicho@uwm.edu

Paige Peters
Milwaukee I-Corps™ Program Teaching Team
Founder, Rapid Radicals
ppeters@rapidradicals.com
Amelia Coffaro  
Well Entrepreneur in Residence, LEC  
coffaro@uwm.edu

Lilith Lenz  
Innovation Intern, LEC  
Music Major  
Italian Major  
llenzi@uwm.edu

Grace Rogers  
Graphic Designer & Experience Curator, LEC  
University Innovation Fellow  
Studio Art Major  
CES Minor  
grogers@uwm.edu

Portia Cobb  
Startup Challenge Faculty Fellow, LEC  
Associate Professor, Peck School of the Arts  
pcobb@uwm.edu

Loren Peterson  
Enterpreneur in Residence, LEC  
Milwaukee I-Corps™ Program Teaching Team  
lgp@eas-mke.com

Mitch Janexic  
Innovation Intern, LEC  
Education Major  
(Chemistry, Math, Science)  
mjanezic@uwm.edu

Gillian Chamberlin  
Senior Director for Advancement, LEC  
chamberl@uwm.edu

Elmer Moore Jr.  
Milwaukee I-Corps™ Program Teaching Team  
CEO & Executive Director, WHEDA  
moore437@uwm.edu

Amelia Coffaro  
Well Entrepreneur in Residence, LEC  
coffaro@uwm.edu
University Innovation Fellows (UIF)

Contact: Ilya Avdeev (avdeev@uwm.edu)
Website: bit.ly/UWMUIF
Trained by Stanford d.school, UIF are part of a growing global network of change agents. Students bring innovation and entrepreneurial thinking to the UWM community by transforming spaces and leading workshops/events.

Institute for Systems Change & Peacebuilding

Contact: Tim Ehlinger (ehlinger@uwm.edu)
Through holistic, interdisciplinary, community-led processes, students learn to navigate global problems such as climate change, poverty, and health disparities.

Business School Entrep. Programs

Website: bit.ly/LubarBSEP
From professional student orgs to specialty internships, the Lubar School offers many opportunities to engage with the campus startup culture.

Collegiate Entrepreneurs’ Organization

Contact: Jim Hunter (jhhunter@uwm.edu)
Website: uwmceo.org
Hosted by the Lubar School of Business, CEO is open to students in any discipline and focuses on entrepreneurial networking.
**Multicultural Network**

**Contact:** Alberto Maldonado (donpepe@uwm.edu)
**Website:** uwm.edu/ mc

The mission of the Multicultural Network is to strategically advocate for resources and support services that contribute to successful recruitment, retention, and graduation of multicultural students.

**PantherHacks**

**Contact:** J. Dietenberger (dietenbe@uwm.edu)
**Website:** pantherhacks.net

PantherHacks provides event programming to encourage, accelerate, and foster an environment of collaboration and innovation on campus.

**Prototyping Club**

**Contact:** Avie Judes (judes@uwm.edu)
**Website:** prototypingclub.com

Prototyping Club is a group of students at UWM who like to build, invent, tinker, hack, and learn new skills. Involved students also help manage the EMS Makerspace.

**Immersive Media Lab**

**Contact:** Chris Willey (willey@uwm.edu)
**Location:** Kenilworth Square, Room 551

This lab is an interdisciplinary research space focusing on the technologies and mediums of the future.
Startup Competitions

**CEO Elevator Pitch Competition**
*When:* Fall Semester
*Find out more:* uwmceo.com

Pitch your idea in front of a panel for a chance to win $500! The first place winner will also receive a fast pass to compete at the National CEO Competition.

**Pitch In at Light Speed**
*When:* Fall Semester
*Find out more:* bit.ly/PitchInCompetition

Pitchers split up by experience level. Experienced pitchers present in front of a panel of judges, then help the entry-level members, who then deliver their pitches. Participants receive insights from the judges and a chance at awards.

**UWM Wisconsin Big Idea Tournament**
*When:* Spring Semester
*Find out more:* bit.ly/UWMWBIT

Using “Lean Startup” business development tools, participants compete in a pitch competition to have a chance to win a cash prize and advance to State.

**Scheinfeld Competition**
*When:* Spring Semester
*Find out more:* bit.ly/ScheinfeldCompetition

Convince a panel of venture capitalists, business executives, and educators that your business plan is viable and worth funding. Winners receive significant cash prizes.
La Macchia New Venture Business Plan
When: Spring Semester
Find out more: bit.ly/LaMacchiaCompetition
The La Macchia New Venture Business Plan Competition is meant to develop business ideas into a comprehensive business plan that’s ready to present to a judging panel.

CEO Entrepreneur of the Year
When: Spring Semester
Find out more: c-e-o.org/page/awardsubmission
This award helps to recognize the hard work and dedication that goes into launching a venture while in college. This award goes to an outstanding student entrepreneur who is actively running a business.
Featured SC Alumni

**Jesse DePinto**  
*Mechanical Engineering, ’13*  
**Co-Founder- Frontdesk & Levr Solutions**  
“The most successful people I know are not the smartest or the luckiest, they are simply the most persistent. Keep putting one foot in front of the other, and don’t forget to have fun on the journey.”

**Loren Nelson**  
*Marketing, ’21*  
**CEO & Founder- Dream Vallie**  
“There was never a time where I felt like I wanted to give up. I may have been upset or even a bit irritated, but all of those lessons taught me to appreciate the times when things don’t work out, because those times are what brought me to where I am today.”

**Kali Knutson**  
*Communications, ‘19*  
**CEO & Founder- DoCo Disco**  
“Keep your eyes open for opportunity and always be ready to pivot. Sometimes you may have a handful of great business ideas, but timing is everything. Seize the moment […] You might be surprised by the overwhelming level of support Milwaukee has for young entrepreneurs.”

**Kyah Probst**  
*Education, ‘22*  
**Author- Body Space**  
“My time at the Lubar Entrepreneurship Center has been completely invaluable. I made dozens of connections related to my product, many of whom gave me advice which altered my path to success. I learned about lean launch methodology which helped me conduct over 100 customer discovery interviews and create a stellar minimum viable product.”
Crissi Bates  
*Biomedical Science, ‘21*  
**Founder, Jackson House Milwaukee**  
“I could not realize my full potential because I was lost as to who I was and what I can achieve. I wanted to help the children in my community discover their identity and realize their potentials through quality education and empowerment.”

Hope Glassel  
*Business, Marketing/Marketing Management, ‘23*  
**Founder- Hope Glassel Photography**  
“I joke a lot that I haven’t clocked out of work since I was 15. But I’m crazy in love with it, and I wouldn’t trade it for the world.”

Victoria Ibiwoye  
*Sustainable Peacebuilding, ‘21*  
**Founder & Executive Director, OneAfricanChild**  
“I could not realize my full potential because I was lost as to who I was and what I can achieve. I wanted to help the children in my community discover their identity and realize their potentials through quality education and empowerment.”

Jared Judge  
*Orchestral Conducting, ‘17*  
**CEO & Music Director- BookLive**  
“Before I even enrolled in the Startup Challenge, [the LEC team was] incredible. We had hours of whiteboard sessions. They just gave me a crash course in entrepreneurship.”
Featured I-Corps Alumni

**Vaskar Raychoudhury, Ph.D.**
Associate Professor, Department of Computer Science & Software Engineering

“The I-Corps team was extremely helpful and even online, they succeeded in building a great classroom spirit and happy and healthy atmosphere...The I-Corps program for me was an eye-opener about how to conduct interviews of the possible customer group to elicit maximum information about their requirements related to our product.”

**Lindsey Roddy, Ph.D.**
Founder & CEO- RoddyMedical, LLC

“Find a partner to work with you who has different skills than you. Entrepreneurship is a team sport.”

**Marija Gajdardziska-Josifovska, Ph.D.**
Dean, UWM Graduate School
Professor, Physics
Co-Founder- COnnovate

“Even in things we do completely unconsciously, we’re still generating some opportunities for the next generation.”

**AkkeNeel Talsma, Ph.D.**
Associate Professor, Nursing

“I have greatly benefited from the experience of participating in I-Corps, both as participant and mentor. The I-Corps program is a fast-paced and exciting opportunity to initially test out an innovation. I have recommended our faculty and students in Nursing to participate whenever they are able to. We are very pleased that our work with innovation, sparked by the LEC, has led to national presentations, publications, and funded proposals.”
Jennifer Kibicho, Ph.D.
Associate Professor, Nursing
“This Fellowship has expanded and enriched my world in ways that I had not envisioned. I have learned so much about the innovation process and how to integrate my research into a marketable product that is to be impactful and benefits society. I had never considered entrepreneurship before. The interactions with student innovators have been very eye-opening for me. I wish I had gotten involved with the LEC as soon as I joined UWM nine years ago!”

Jim Hunter III
Adjunct Assistant Professor, Business
“The cooperation between the Lubar School of Business and the Lubar Entrepreneurship Center has fostered many advances in supporting student interest in entrepreneurship.”

Trudy Watt
Assistant Professor, Architecture & Urban Planning
“The LEC is the place on campus to find people who are not just curious and talking about the future of higher education and entrepreneurship, but experimenting with it all the time. It attracts and is led by the top forward-thinkers on UWM’s campus, and the programs and opportunities provided to students and faculty alike support real-time, grounded and meaningful ways to explore how to learn and work together in this new landscape we all inhabit.”

Priyatha Premnath, Ph.D.
Assistant Professor, Biomedical Engineering
“The LEC has been instrumental in implementing design thinking and an entrepreneurship component in my “fundamentals of biomedical engineering” course. The workshops help students understand concepts in a fun way that has made my class more interactive.”
Key Partners

- Who are your key partners?
- Who are your key suppliers?
- Who can help you leverage your business model? These are things you won’t be able to do through key activities and resources...

Key Activities

- What key activities do your value propositions require?
- What does your distribution channel, customer relationship, and revenue stream require?
- What do you need to perform well?

Key Resources

- What does the value propositions require?
- What does the distribution channel, customer relationship, and revenue stream require?
- What is the infrastructure to create, deliver, and capture value?
- What do you absolutely need to create an MVP?

Cost Structure

- What are the costs to produce your product/service?
- What are the reoccurring costs?
- What are the non-reoccurring costs?
- What do the key resources cost?
Value Proposition

- What value do you offer to end customers?
- What problem are you solving for your customers?
- There are different values for different customers, what value do you offer each customer segment?
- What values does your minimal viable product offer?

Customer Segments

- Who are you creating value for? These can be paying customers and/or end users.
- Who are all of your customer segments? Create profiles for each segment.
- Which segment is most important or best for your business model? Who could you begin to sell to first with an MVP?

Channels

- How do you deliver your product/service to your customers?
- Where and how does your customer get your product service?

Customer Relationships

- How do you gain, keep, and grow your customers?
- How are they integrated with the rest of the model?

Revenue Streams

- How are you generating revenue?
- What do your customers currently pay to solve this problem?
- What are the pricing tactics?
Mom Test

Who Should You Talk To?

User Empathy:
- What do they say & do?
- What do they think?
- What is their motivation?

How to pass the Mom Test:
- Ask about specific past behaviors.
- Talk about their life, not your idea.
- Listen more, talk less.

People are optimistic about the future, and fuzzy about the past...

Good Questions:
- Where does the $$ come from?
- Who else should I talk to?
- Is there anything else I should have asked you?

Bad Question:
- Do you think it’s a good idea?
- How much would you pay for that?
<table>
<thead>
<tr>
<th>Hypothesis:</th>
<th>Quotes/Take Aways:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Interviewee:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hypothesis:</th>
<th>Quotes/Take Aways:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Interviewee:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hypothesis:</th>
<th>Quotes/Take Aways:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Interviewee:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**LEC Vocab**

**Angel Investor**
An affluent individual who provides capital for a business startup, usually in exchange for convertible debt or ownership equity.

**B2B (Business to Business)**
Describes a business that is targeting another business with its product or services. B2B technology is also sometimes referred to as enterprise technology.

**B2C (Business to Customer)**
Involves selling products or services directly to individual customers.

**Capital**
Monetary assets currently available for use. Entrepreneurs raise capital to start a company and continue raising capital to grow the company.

**Commercialization**
The process of introducing a new product or production method into commerce—making it available on the market.

**Customer Discovery**
A formal interview methodology for building startups and new corporate ventures.

**d.school**
The Hasso Plattner Institute of Design at Stanford, commonly known as the d.school, is a design thinking institute based at Stanford University.

**Design Thinking**
The empathetic process from which design concepts emerge. It is related to, but different from, problem-solving, decision-making, creativity, & prototyping.

**Elevator Pitch**
A short description of an idea, product, company, or oneself that explains the concept in such a way that any listener can understand it quickly.

**Entrepreneurship**
The process of designing, launching, and running a new business, which is often initially a small business.

**Equity Financing**
The act of raising capital by selling off shares of a company. An IPO is technically a form of equity financing.

**Freemium Model**
Giving the basic product away for free while trying to upsell features to customers. This marketing tactic is often used in directory businesses.

**Hockey Stick Curve**
Most sought out by venture capitalists in startups, the hockey stick curve represents the growth rate of revenue in a company.

**Incubator**
An organization that helps develop early stage companies, usually in exchange for equity in the company.

**Iterate**
Try something, try, and try again in a different way to achieve better results. Repeat!
Lean Startup
An entrepreneurship methodology to test and develop business models based on querying and learning from customers.

Mentor
A relationship in which a more experienced person helps guide someone new to the field.

Minimum Viable Product (MVP)
A product with just enough features to satisfy early customers, and to provide feedback for future product development.

Net Income
Net Income = Total Revenue - Expenses

Non-Disclosure Agreement
A legal contract between at least two parties that outlines confidential material, knowledge, or information that the parties wish to share with one another for certain purposes, but wish to restrict access to or by third parties.

Non-Profit
A business institution designated by the IRS as tax exempt. Nonprofits support a charitable cause or mission.

Pitch
A presentation to an investor or interested party to get their ‘buy in.’

Pivot
Process of iteration as well as shift in focus in search of a successful business model.

Pop-Up
Collaborative and engaging workshops led by students, faculty, business leaders, and entrepreneurs.

Profit/Loss
Measures a company’s sales and expenses during a specified period of time. The function of a P&L statement is to total all sources of revenue and subtract all expenses related to the revenue.

Return on Investment (ROI)
ROI is the money an investor gets back as a percentage of the money he or she has invested in a venture.

Revenue
The amount of money that a company receives during a specific period, or the top line or gross income figure from which costs are subtracted to determine net income.

Sales Funnel
A sales funnel, also called a purchase funnel, is the visual representation of the customer journey, depicting the sales process from awareness to action.

Social Innovation
New strategies, concepts, ideas, and organizations that aim to meet social needs resulting from working conditions, education, community development, and health.

Startup
An entrepreneurial venture that aims to meet a marketplace need, want, or problem by developing a viable business model around products, services, processes, or platforms.

Term Sheet
A non-binding agreement that outlines the major aspects of an investment to be made in a company. A term sheet sets the groundwork for building out detailed legal documents.

Value Proposition
An innovation, service, or feature intended to make a company or product attractive to customers and users.

Venture Capital
Money provided by venture capital firms to small, high-risk, startup companies with major growth potential.