

Carol Reeves, Ph.D.

Associate Vice-Provost for Entrepreneurship

Professor and Cupp Applied Professor of Entrepreneurship

---

# Building a Mosaic

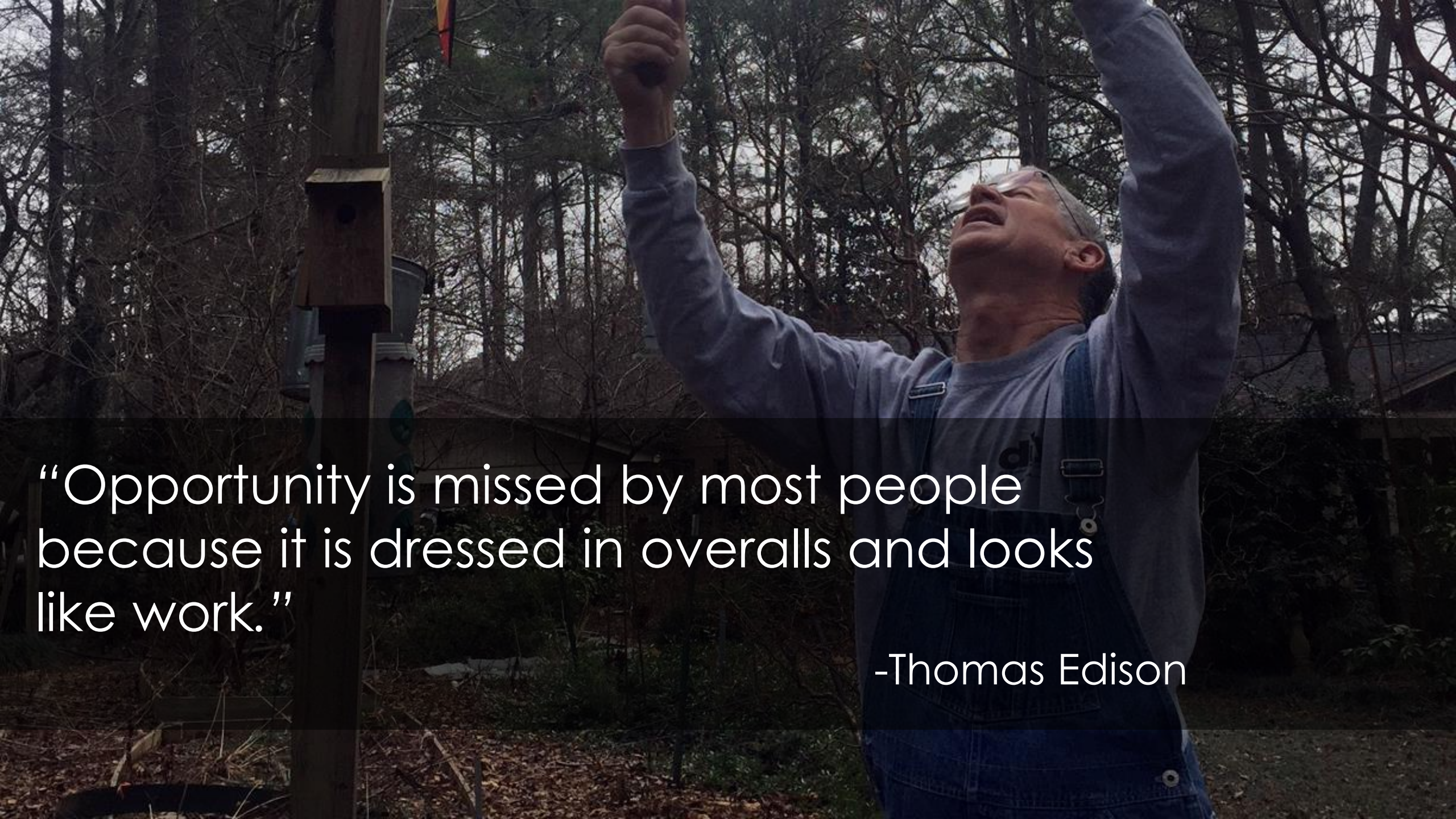
How an Innovative Curriculum Can Draw  
on and Strengthen the Arkansas Ecosystem



UNIVERSITY OF  
ARKANSAS







“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

-Thomas Edison



Students  
Acquiring  
Knowledge Through  
Enterprise (SAKE)



**FOREVER RED**  
by SAKE



1. Jessica Alba, Co-Founder, **The Honest Co.**
2. Jill Becker, CEO and Founder, **Cambridge NanoTech**
3. Jessica Butcher, CMO and Founding Director, **Blippar.com**
4. Theresa Fette, CEO, **Provident Trust Group**
5. Christiane Lemieux, Founder, **DwellStudio**
6. Laura Mather, Co-Founder and Chief Strategy Officer, **Silver Tail Systems**
7. Victoria Ransom, CEO and Founder, **Wildfire Interactive**
8. Rashmi Sinha, CEO and Co-Founder, **SlideShare**
9. Alexa von Tobel, Founder and CEO, **LearnVest**
10. Shunee Yee, CEO and President, **CSOFT International**



# Key to curriculum innovation #1

Be in a university  
that supports new  
ideas rather than  
kills them.







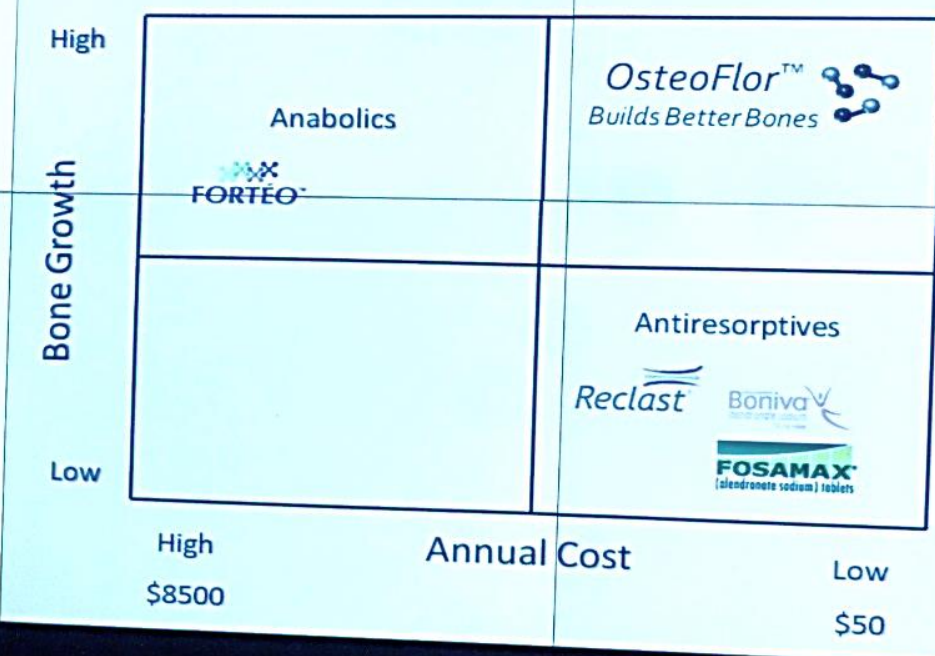
## Key to curriculum innovation #2

Involve key players,  
regardless of their home  
departments.





# Competitive Landscape



Tom Ball

Thornton



DONALD W. REYNOLDS  
**TRI-STATE**  
AWARDS  
ARKANSAS · NEVADA · OKLAHOMA GRADUATE  
[FIRST PLACE]

Bessie Williams  
YEARS FOR LIFE  
UNIVERSITY OF ARKANSAS

2009

DONALD W. REYNOLDS  
**TRI-STATE**  
AWARDS  
ARKANSAS · NEVADA · OKLAHOMA GRADUATE  
[FIRST PLACE]

Jared Greer  
YEARS FOR LIFE  
UNIVERSITY OF ARKANSAS

2009

DONALD W. REYNOLDS  
**TRI-STATE**  
AWARDS  
ARKANSAS · NEVADA · OKLAHOMA GRADUATE  
[FIRST PLACE]

Jordan Greer  
YEARS FOR LIFE  
UNIVERSITY OF ARKANSAS

2009

# National Startup Competition Results (2009-2017)

	Wins	Finalists
<b>#1 University of Arkansas</b>	<b>23</b>	<b>31</b>
University of Louisville	12	19
University of Michigan	6	11
Northwestern University	6	13
Purdue University	6	9
Carnegie Mellon University	5	6
University of Texas at Austin	3	10
Johns Hopkins University	1	14



## Key to curriculum innovation #3

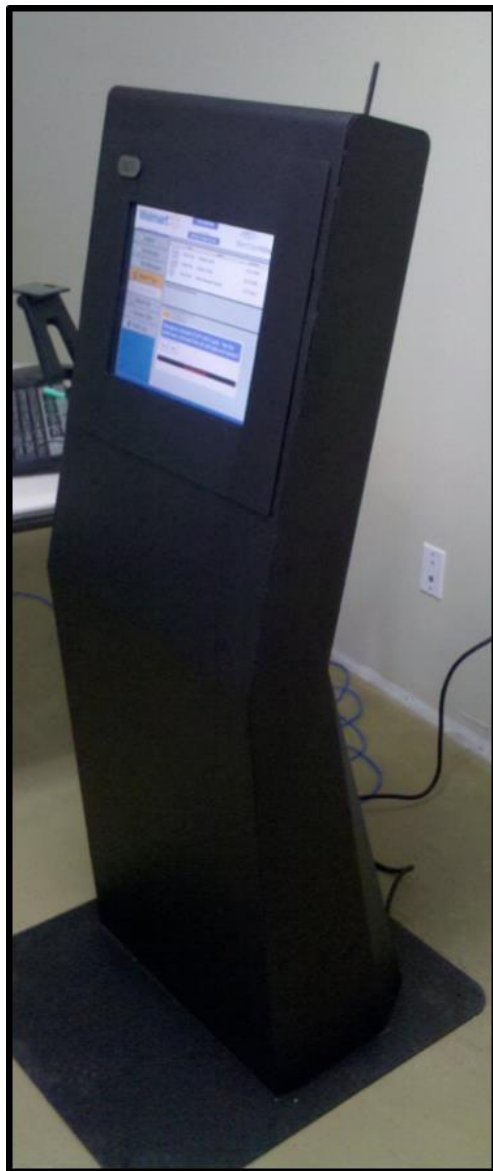
Find a way to generate interest, excitement, and forward momentum.

# National Startup Competition Results (2009-2017)

	Wins	Finalists
<b>#1 University of Arkansas</b>	<b>23</b>	<b>31</b>
University of Louisville	12	19
University of Michigan	6	11
Northwestern University	6	13
Purdue University	6	9
Carnegie Mellon University	5	6
University of Texas at Austin	3	10
Johns Hopkins University	1	14











# MOVISTA

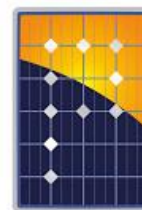


# Key to curriculum innovation #4

Simulate the real world in the classroom.







## Key to curriculum innovation #5

Pair extremely high expectations with strong support.



*Completely understand that it was a new process this year versus last year, but I definitely felt a little lost on due dates and expectations for assignments.*

*The largest downside for this class was the iFund.*

*I hope I get to know the Carol that everyone else talks about.*

*This class has helped me to understand entrepreneurship and myself better. You are a wonderful professor, who I know is actively working on improving the course, and are dedicated to the success of your students. Thank you for all that you do.*



**CORPS**<sup>TM</sup>  
NSF Innovation Corps

## Phase 1: First 5 Weeks

INPUTS	ACTIVITIES	OUTCOMES
<ul style="list-style-type: none"><li>• Fifteen teams</li><li>• Funding: \$1,000</li></ul>	<ul style="list-style-type: none"><li>• Exposure to lean startup principles</li><li>• Initial customer discovery interviews</li></ul>	<ul style="list-style-type: none"><li>• Increased awareness of lean startup principles to inform future research</li><li>• Build entrepreneurship culture in Arkansas</li></ul>

## Phase 2: Second 5 Weeks

INPUTS	ACTIVITIES	OUTCOMES
<ul style="list-style-type: none"><li>• Approximately eight teams that have validated market need</li><li>• Funding: \$2,250</li></ul>	<ul style="list-style-type: none"><li>• In-depth customer discovery activities</li></ul>	<ul style="list-style-type: none"><li>• Participation in university Entrepreneurship and Innovation Certificate Programs</li><li>• Competitive state (TDP and SCIP) and national (SBIR, STTR, AIR) grant proposals</li><li>• Participation in national I-Corps program</li><li>• Participation in Arkansas I-Fund program</li></ul>

## FUTURE PATHS

### STEP Teams



The team may conclude that additional basic research needs to be conducted by the primary researcher.

The team may conclude that the technology is appropriate for a later-stage grant proposal, such as a TDP or SCIP (Arkansas) or an SBIR/STTR/AIR (NSF).

The team may decide that their technology is appropriate for further exploration as part of the national NSF I-Corps program.

The team may decide to continue to explore the technology in one of the entrepreneurship and innovation certificate programs on our campuses.

The team may apply to participate the Arkansas I-Fund program.



# Key to curriculum innovation #6

Never give up! Never  
give up! Never give up!

Winston Churchill(ish)

# Keys to Curriculum Innovation

- Be in a university that supports new ideas rather than kills them.
- Involve key players, regardless of their home departments.
- Find a way to generate interest, excitement, and forward momentum.
- Simulate the real world in the classroom.
- Pair extremely high expectations with strong support.
- Never give up! Never give up! Never give up!



# Thank you.



[entrepreneurship.uark.edu](http://entrepreneurship.uark.edu)



[@UofA\\_ent](https://twitter.com/UofA_ent)



[/BrewerFamilyEntrepreneurshipHub/](https://www.facebook.com/BrewerFamilyEntrepreneurshipHub/)

