



# ANNUAL REPORT 2016-2017

LOYOLA UNIVERSITY NEW ORLEANS  
CENTER FOR ENTREPRENEURSHIP  
AND COMMUNITY DEVELOPMENT



LOYOLA  
UNIVERSITY  
NEW ORLEANS

LOYOLA  
UNIVERSITY  
NEW ORLEANS

COLLEGE  
OF BUSINESS

CENTER FOR ENTREPRENEURSHIP  
AND COMMUNITY DEVELOPMENT

# JOIN US & OUR MISSION

## Dear Friends of Loyola (and Entrepreneurship in New Orleans):

Entrepreneurship is often closely associated with the advances of technology. New firms leverage new technologies to disrupt incumbent players. This pattern gets repeated across industries.

For the last 40 to 50 years much of this disruption has been driven by the advent of the computer. Over this period, disruption, innovation, entrepreneurship, and technology have become increasingly synonymous. First, business models adapted to computer's ability to store and process nearly limitless quantities of information. Then, they further evolved to exploit the connectedness enabled by computer to computer communication. And most recently, a new generation of innovative companies have built new empires that exploit access to mobile connectivity and instantaneous information. Entrepreneurs find opportunity, not by replicating what has happened, but by positioning themselves to take advantage of what will happen.

While computers are an integral part of 'technology' as we understand it today, the advancement of technology is not beholden to the computer. The definition of technology is, "the practical application of knowledge," and any new or better way of doing things can be understood as a new technology. In economics, technology drives new production possibilities frontiers by making the deployment of capital and labor more efficient.

At Loyola, we are looking to a future of innovation that goes "beyond the screen." We are investing in a future generation of entrepreneurs, intra-preneurs, and innovators that have the skill set to drive disruption where technology meets the physical world. It takes a radically different skill set to identify new repeatable and scalable business models in 'messy' physical 'industries' like energy, health-care, industrials, transportation, culture, education, government, and agriculture than it does to build the digitally native products that underly recent innovations in business productivity, the sharing economy, search, entertainment, and social connectedness.

We are approaching the limit of "move fast and break things" as a sufficient condition for ground breaking innovation. As described by Steve Case, in his

book *The Third Wave*, the next wave of things to be innovated gets harder. As the level of complexity increases, Teamwork, patience, perseverance, and partnerships become a lot more important in identifying and driving innovation. Interdisciplinary networks and ethical foundations are critical.

We are focused on building an 'innovation ready workforce' that is grounded in both physical and digital technology, committed to interdisciplinary study and life long learning, and relentlessly focused on execution and scalability. We have designed our program to teach the lessons and tools of the first and second wave and maximize experiential learning opportunities that allow students to apply their skills to the problems of the third wave. Our program is unique in that it is designed to be "idea-agnostic" meaning that students can experience multiple cycles of the entrepreneurial process without being dependent or committing to their own business idea. Through being idea agnostic, we also endeavor to push students to the forefront of emerging industries where opportunity and innovation live.

We also believe that it is in the third wave and the this broader definition of technology that opportunity exists for our local community. New Orleans, the Gulf Coast region, and similar cities around the country are unlikely to succeed in catching up to innovation centers of the second wave, but have a unique opportunity to lead the third. Between our up close and personal experience with big problems like health care, education, and governance and our assets and depth of knowledge in energy, industrials, transportation, agriculture and culture, we should be able to create an 'unfair advantage' as an innovation hub of the future. Our challenge is to connect entrepreneurship to these legacy assets and train the people that will catalyze this innovation.

Thank you for all your support to date. We hope you will join us in continuing to build upon this mission.

**SINCERELY,**



**JON J. ATKINSON, FOUNDING DIRECTOR**



“

...to build a center of excellence  
that is unique and valuable to  
the community it serves.”

LOYOLA

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## ANNUAL ENTREPRENEURSHIP PROGRAMS

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## IMPACT 2016-17

42%

of current MBA students take an entrepreneurship course taught by the CECD

5

graduates accepted to the nationally competitive Venture for America program

73+

community organizations, companies, and partners engaged to date

- The CECD launched its pilot 10-week **CERTIFICATE IN SOFTWARE DEVELOPMENT AND CODING** with an inaugural cohort of 9 students from Loyola, Tulane, and LSU. The students toured 11 local companies, and all students completed the program successfully in August 2017.
- The **ENTREPRENEURSHIP MINOR** (launched in Fall 2016) currently has the highest enrollment of any minor at Loyola.
- The **IDEACORPS MBA CONSULTING CHALLENGE** doubled in scale from 2016, hosting six teams working with six New Orleans startups in March 2017.
- The **LEAN LAUNCHPAD TECHNOLOGY COMMERCIALIZATION** MBA course worked with three MBA teams and three innovators, conducting 266 interviews in 10 weeks.

## 2017 IDEACORPS MBA TEAMS

THE UNIVERSITY OF  
**ALABAMA**

**LSU**

**LOYOLA**  
UNIVERSITY  
NEW ORLEANS

**MISSISSIPPI STATE**  
UNIVERSITY

**Tulane**  
University

**UNIVERSITY**  
of VIRGINIA  
DARDEN SCHOOL OF BUSINESS

## LEAN LAUNCHPAD TECHNOLOGY COMMERCIALIZATION

**266**

customer interviews  
conducted by the  
MBA student teams  
during the semester

**3**

student MBA teams  
for the second year of  
the Lean Launchpad  
MBA course

**19**

executive mentors for  
students teams in the  
Lean Launchpad MBA  
course

## TWO NEW ENTREPRENEURS- IN-RESIDENCE



A born and raised New Orleanian, **KYLE BERNER** graduated from Loyola University New Orleans in 2003 as a marketing major. In 2008, at 27 years old, Kyle founded FeelGoodz, a travel-inspired lifestyle brand that produces footwear and accessories from Thailand, Vietnam, and Guatemala. This business has been his professional passion since inception.



**RAVI PRAKASH** is a Solutions Architect for Silverline, a Salesforce consulting and accelerator firm. Ravi is the former CTO of DinnerLab, where he led product management, CRM implementation, backend development, digital marketing, and other executive functions.



# LOYOLA CERTIFICATE IN SOFTWARE DEVELOPMENT AND CODING

**IN THE SUMMER OF 2017** and with the generous support of Bobby Savoie of New Orleans-based company Geocent, the CECD launched the **Loyola Certificate in Software Development and Coding**, an immersive, 10-week coding “bootcamp” that teaches recent liberal arts graduates how to create JavaScript-based websites and web-based applications. Learning to code allows students to build, innovate, and pursue their passions across a variety of industries, and it is also a foothold to using technology to solve all kinds of problems. Moreover, the program is open to students from all Louisiana universities and helps local talent stay local after graduation.

The program partners with leading New Orleans-based software development studio LookFar and seasoned tech education provider Tech Talent South, and aims to “bridge the gap” between a liberal arts education and the starting point for a career in technology. The two course instructors, both local technology professionals, provided the real-world context for the curriculum as well as one-on-one assistance for students. Students attended instruction hours in the mornings, then worked together in teams during the afternoon to build real-world projects and develop a portfolio of work that they could present to potential employers. Students also attended weekly site visits with local tech firms Lucid, TurboSquid, Civic Source, LookFar, GE Digital, and others.

“What I wanted to learn, since I come from a business background, is to find out how businesses work, what the actual positions there are, how they organize themselves, and who their clients are,” commented Philbois. **“It’s one thing to like to code; it’s another thing to want to work in coding. I wanted to see if I would fit into one of these places, and now I’m pretty sure I will.”**



## SITE VISITS WITH LOCAL COMPANIES



We [at Lookfar] partnered with Loyola on the Certificate in Software Development and Coding because we believe that Loyola's program has the potential to home-grow the local talent that can give our entrepreneurial ecosystem the people it needs to scale."

**CHRIS READE**, President of Lookfar



## A VISION FOR OUR COMMUNITY

**WE ARE NOT HERE TO CREATE BUSINESSES. WE ARE HERE TO INVEST IN PEOPLE.** We are here to cultivate an “innovation-ready workforce”: a force that pushes entrepreneurship from the bottom up and becomes the proving ground for our next generation of successful entrepreneurs. A member of the innovation ready workforce has the following attributes:

- **an ability to learn on the fly**, battle tested through experiential learning that repeatedly approaches problems from different angles;
- **a curious mind**, honed through rigorous, interdisciplinary study;
- **a familiarity with technology**, defined in the broadest sense, from both behind the wheel & under the hood;
- and **a grounding in the fundamentals** of business and modern tools of entrepreneurship.

**Founded in Fall 2014, the Center for Entrepreneurship and Community Development** within the College of Business endeavors to build something unique and valuable to the local community that it serves. We want to connect entrepreneurship to our region’s legacy industries and create an entrepreneurial ecosystem that is **ahead of the next wave** instead of chasing the last one.

“

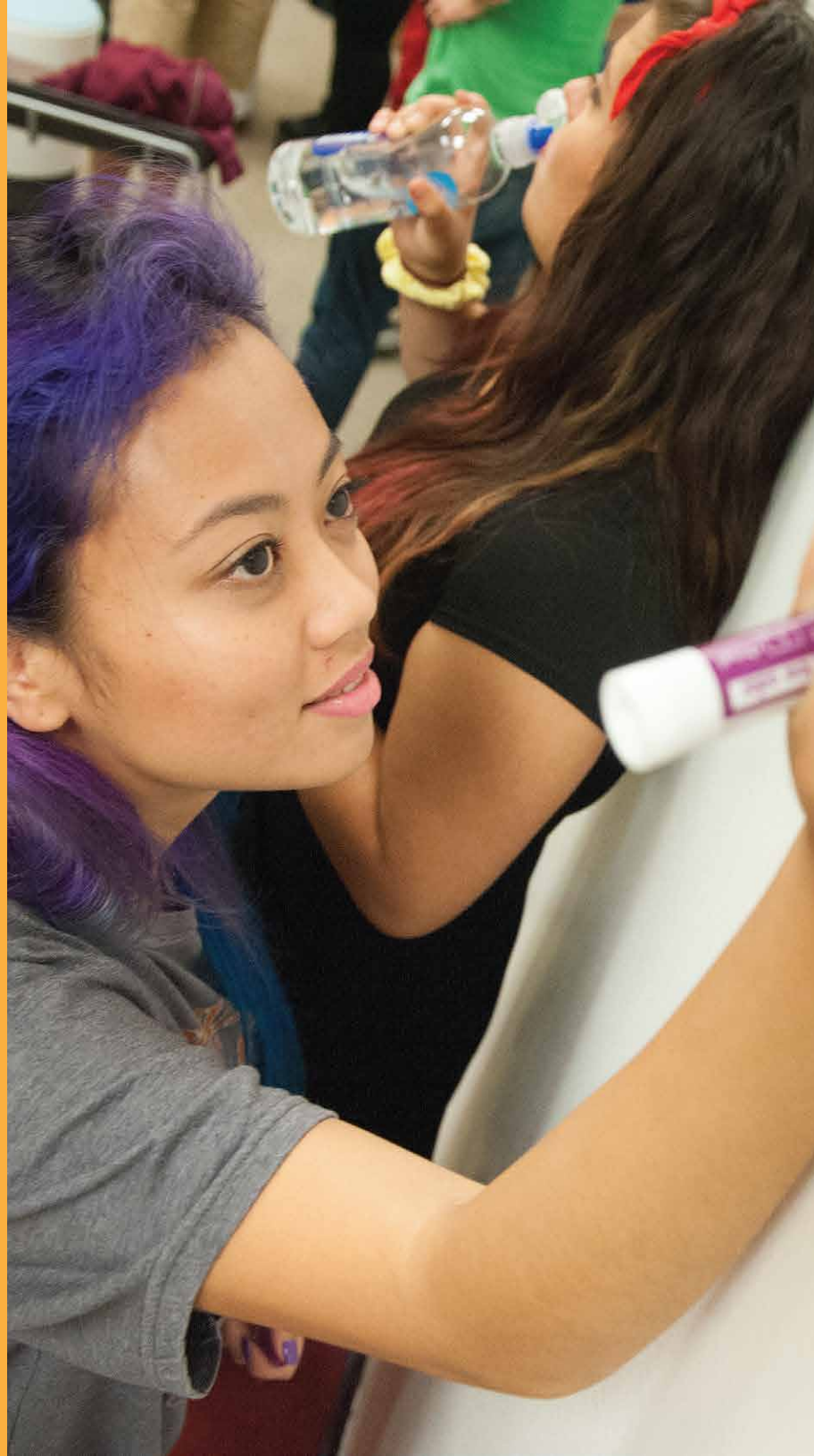
...a curious mind, honed through  
interdisciplinary study.”

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**ACADEMIC  
PROGRAMS**

**OUR ENTREPRENEURSHIP MINOR** emphasizes experiential learning as the key to understanding the entrepreneurial & intrapreneurial processes. Open to all students regardless of major, the minor teaches undergraduate students how to solve big problems and advance innovation in existing organizations as well as how to build their own startups.

## 12 UNDERGRADUATE MINOR IN ENTREPRENEURSHIP





**OUR LOYOLA MBA SPECIALIZATION IN ENTREPRENEURSHIP** allows students to experience innovation the perspective of an entrepreneur, a private equity investor, and a startup consultant for a 360-degree understanding of the entrepreneurial ecosystem, with a focus on developing a repeatable and scalable business model. Course offerings emphasize experiential learning and focus on the Entrepreneurial Process, Lean Launch-Pad Technology Commercialization, New Venture Consulting, Entrepreneurial Strategy, and Venture Capital Investments.

## **MBA SPECIALIZATION IN ENTREPRENEURSHIP**





KYLE BERNER, LOYOLA '03

14

ENTREPRENEURS-IN-RESIDENCE



**OUR ENTREPRENEURS-IN-RESIDENCE PROGRAM** brings veteran entrepreneurs with deep content expertise and experience to Loyola students as coaches, guides for what a career path in entrepreneurship can look like, and instructors in product development and scalability. Our EIRs are an essential part of building an “innovation-ready” workforce for New Orleans and its entrepreneurial ecosystem. (Pictured left: Kyle Berner, Loyola, '03, Founder of FeelGoodz)

“

We are investing in a future generation of entrepreneurs, intrapreneurs, and innovators...”





“

...an ability to learn on the fly  
through experiential learning.”

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**ANNUAL  
ENTREPRENEURSHIP  
PROGRAMS**



# LEAN LAUNCHPAD TECHNOLOGY COMMERCIALIZATION





**ASPIRING ENTREPRENEURS NEED THE OPPORTUNITY** to test their skills in a real environment, while many technical institutions have potentially game-changing innovations waiting for a market. The Lean Launchpad platform, developed by serial entrepreneur professor Steve Blank, allows students to rapidly develop and test their ideas about a business model they have created around a product. The course brings innovators to the students, then “flips” the classroom so students can learn through experience by teaching, conducting customer interviews, and working with the innovators to determine product-market fit and the business opportunity for a real-world technology spinoff.

“

The definition of technology is, ‘the practical application of knowledge,’ and any new or better way of doing things.”

VERBALLY PLAN

How to get people sign up?

How to get people to use M&B?

How to get people to pay?

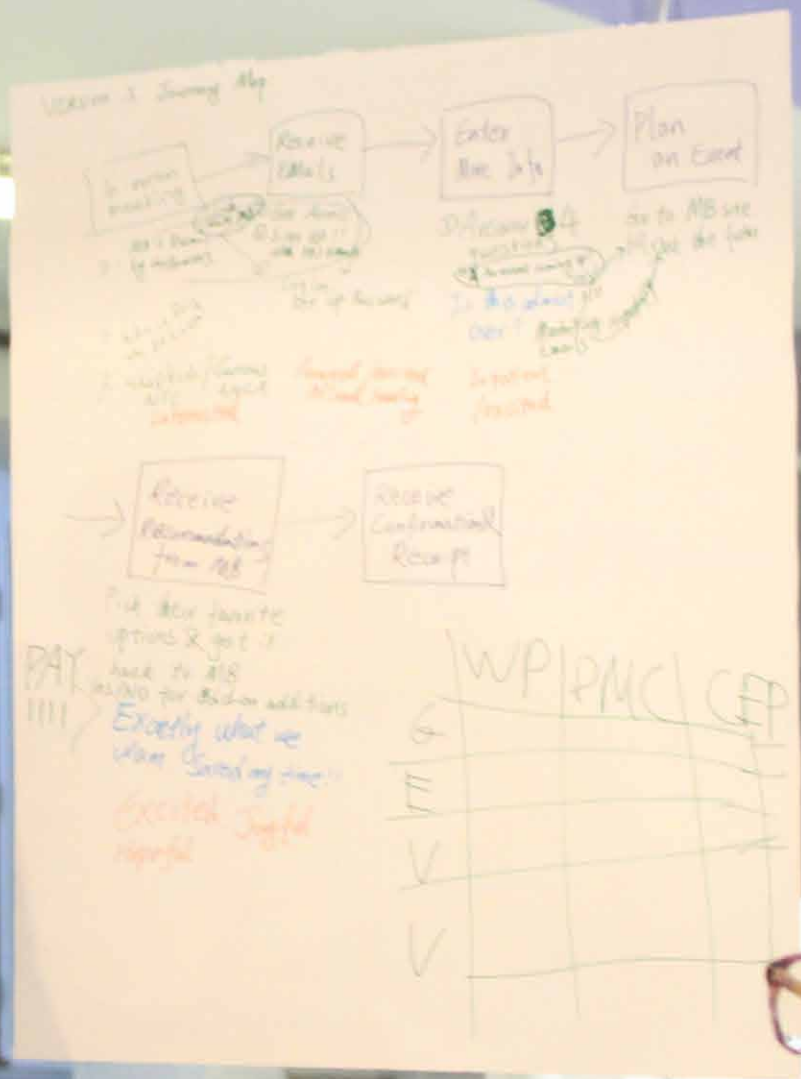
How to get people to subscribe?

How to get people to pay?

How to get people to subscribe?

How to get people to pay?

How to get people to subscribe?



20 IDEACORPS MBA CONSULTING CHALLENGE



**THE IDEACORPS MBA CONSULTING CHALLENGE** is not your ordinary case competition. The nationally unique competition hosts MBA student teams from around the United States and pairs them with high-potential startups. MBA students have the chance to “test-drive” entrepreneurship and run a startup as a temporary part of the startup’s founding team. During the competition, teams identify a problem the founding entrepreneur is facing, form a solution, validate that solution through customer interviews, and create a plan the entrepreneur can implement immediately.





“

The access we have had to talk in a private class setting with such influential business leaders is priceless.”

## 2016 VENTURE CAPITAL INVESTMENTS STUDENT

### VENTURE CAPITAL INVESTMENTS PUTS STUDENTS INTO THE INVESTOR'S SEAT

and lets them learn the entrepreneurial process from the other side of the table. Through partnerships with local investment groups such as NO/LA Angel Network and Lagniappe Angels, students work side-by-side with angel investors and learn how venture capital firms operate to evaluate early-stage investment opportunities. From conducting analysis for a venture capital firm to working for an accelerator or an incubator to starting your own venture, pursuing a career in the venture capital industry allows you to work directly with innovative business solutions in any variety of sectors.

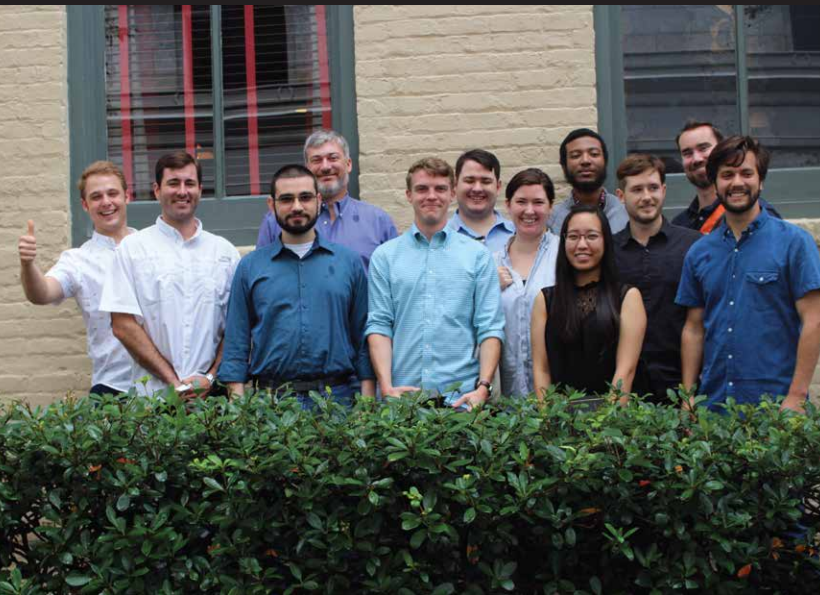




A photograph of two students in a classroom setting. A young man with light brown hair, wearing a green plaid shirt, is seated and looking at a laptop. Another student, partially visible on the right, is pointing at the laptop screen. The laptop screen displays a web application with a sidebar menu containing items like 'RED', 'Nikon', 'Canon', and 'Apple'. The main content area shows a dark-themed interface with various elements. The background is a plain, light-colored wall.

# LOYOLA CERTIFICATE IN SOFTWARE DEVELOPMENT AND CODING

**LEARNING TO CODE ALLOWS STUDENTS** to build, innovate, and pursue their passions across a variety of industries, and it is also a foothold to using technology to solve all kinds of problems. The Loyola Certificate in Software Development and Coding “bridges the gap” for liberal arts graduates between their non-technical degree and a career in technology. The program is helping to develop an in-demand tech workforce in New Orleans and also gives local talent the opportunity to stay local after graduation.







**STUDENTS NEED EXPERIENCE AND OPPORTUNITIES** to prove their worth, and startups need talent. The Venture for NOLA internship program matches the skills and interests of students with the needs of startups by directly placing them as part of the startup's team for a semester. Students gain access to meaningful work where they can put their skills to use and expand their skill sets. They also learn how to support value-creating enterprises to help drive economic growth in New Orleans. The Venture for NOLA program is part of the CECD's vision of creating an "innovation-ready workforce"--that is, training the next generation of entrepreneurs to have both knowledge of business fundamentals as well as experience of how startups work from the inside out.



# All *HAIL* the *HUSTLE*

NEW ORLEANS ENTREPRENEUR WEEK

PRESENTED BY **IBERIABANK**



# OUR COMMUNITY

## CECD FACULTY/STAFF



**JON ATKINSON**

Founding Director, Loyola  
Center for Entrepreneurship &  
Community Development



**ROB LALKA**

Executive Director, LePage  
Center for Entrepreneurship and  
Innovation, Tulane University



**DR. FELIPE MASSA**

Assistant Professor of  
Management  
Loyola University



**KATE MCCREERY**

Program Manager, Loyola  
Center for Entrepreneurship &  
Community Development

## 2017 LEAN LAUNCHPAD LEAD COACH



**DAVID GUILFORD**

Finance & Technology  
Consultant,  
KRW International

## 2017 LEAN LAUNCHPAD COACHES



**RICHARD BABB**

CFO & Partner,  
Louisiana Fund I



**TOM CAMPBELL**

International Executive, Iron  
Mountain & Lagniappe Angel  
Fund



**FOSTER DUNCAN**

Operating Partner  
Bernhard Capital Partners



**BRUCE FARNER**

Engineer & Innovator  
NASA's Stennis Space Center



**LEO HOLZENTHAL**

President,  
M S Benbow & Associates



**RICK HORNSBERGER**

VP of Customer Satisfaction  
& CTO, Cleargistix



**KRIS KHALIL**

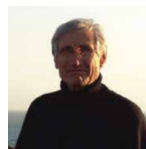
Managing Director, BioFund II  
New Orleans Bioinnovation  
Center

**KEITH TOUSSAINT**

Founder & Principal,  
KMT Strategies

**BILLY MARCHAL**

Founder & Past CEO,  
Navigation Data Systems,  
Inc.

**LEE VORISEK**

CEO, Altamax

**KEITH PORTA**

President,  
APC Construction, LLC

**JOSH WEBB**

Senior Innovation Leader,  
GE Capital

**AIMEE QUIRK**

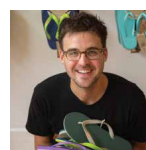
CEO, innovationOchsner

**CHRIS READE**

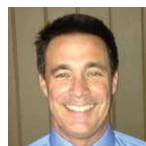
President  
LookFar

**HANK TORBERT**

Corporate Strategist,  
Quarrio & Louisiana Technical  
Instruments

**KYLE BERNER**

Founder,  
FeelGoodz Footwear

**TOM CAMPBELL**

International Executive, Iron  
Mountain & Lagniappe Angel  
Fund

**MIKE ECKERT**

Chairman, New Orleans  
Angel Network

## 2017 IDEACORPS COACHES



**JOHN FOSTER**  
Advisor



**MIKE RICKS**  
District Director, US Small  
Business Administration



**MARK GRAFFAGNINI**  
Founder and Managing  
Partner, Cara Stone LLP



**BLAKE STANFILL**  
Advisor, trepwise



**JEREMY HUNNEWELL**  
Chief Financial Officer,  
Zehnder Communications



**CHOOSE TAORMAN**  
Director of Business Studies,  
Continuing Education, Tulane  
University



**MIKE KRASS**  
Founder & CEO, MKG Marketing



**HANK TORBERT**  
Managing Director,  
Avondale Ventures LLC



**DAVID KULICK**  
Founder, Focus Consulting Group



**JOHN MARSHALL**  
Director of Consulting,  
Bellwether Technologies

# OUR PARTNERS



# SUPPORT OUR WORK

Help us build the entrepreneurial movement to come for New Orleans:

**42%**

of current MBA  
students take an  
entrepreneurship  
course taught by the  
CECD

**5**

graduates accepted  
to the nationally  
competitive Venture  
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**73+**

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- and **a grounding in the fundamentals** of business and modern tools of entrepreneurship.

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