



ASSOCIATION OF
PUBLIC &
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UNIVERSITIES

IOWA STATE
UNIVERSITY



CECE

INNOVATION AND ECONOMIC PROSPERITY UNIVERSITIES
AWARDS PROGRAM

CASE
STUDY
2020

IEP CATEGORY – INNOVATION

**Iowa State University:
Pappajohn Center for Entrepreneurship**

ESTABLISHING AND GROWING THE PAPPAJOHN CENTER FOR ENTREPRENEURSHIP

Located in Iowa State University's Research Park, the [Iowa State University Pappajohn Center for Entrepreneurship](#) serves as a bridge among the university's entrepreneurship courses, experiential learning opportunities, and venture creation resources. Founded under the premise that the center's primary mission is to support and develop entrepreneurs in Iowa, the Pappajohn Center offers innovative programs and services that broadly reach and connect students, community entrepreneurs, business professionals, and alumni.



Pappajohn Center CyBiz Lab graduate student giving a business presentation on overcoming market setbacks

COMPREHENSIVE OPPORTUNITIES

While starting a new business is the traditional application of entrepreneurship, Iowa State is expanding this definition by creating opportunities for students to develop an innovation and entrepreneurial mindset through coursework and hands-on learning. The university's new branding and marketing campaign, Innovate at Iowa State, is a call to action for current and prospective students to innovate their Iowa State adventure and exercise their entrepreneurial muscles.

The Ivy College of Business has expanded entrepreneurship curricular offerings ranging from a major in entrepreneurship to becoming only the 8th university in the country to offer a PhD program in entrepreneurship. Ivy entrepreneurship degrees complement the interdisciplinary minor in entrepreneurship, which was established more than 20 years ago. Ivy's undergraduate entrepreneurship major, launched in 2017, has now surpassed the 100 mark going into year three.

In addition, units with ties to the Office of Economic Development and Industry Relations – America's SBDC Iowa, ISU Pappajohn Center, ISU Research Park, ISU Startup Factory, and ISU I-Corps Site Program – are working together to serve both technology and community entrepreneurs.

The Pappajohn Center reported over 3,800 students enrolled in entrepreneurship-themed coursework across campus. Over 10,000 individuals participated in

programs and classes focused on entrepreneurship, startups and small business, and 46 interns were placed in startup companies in the Research Park.

GROWING VISIBILITY

Iowa State is attracting national attention for its undergraduate entrepreneurial activity, achieving a #26 ranking in the country for entrepreneurship by the Princeton Review, out of 300 universities.

That status is certain to rise with the Student Innovation Center, opening in 2020. The state-of-the-art facility is the hands-on hub for students in all majors to collaborate, design, build, and test their ideas. The Pappajohn Center will occupy space on the third floor, establishing an “Entrepreneurship Hub” within the building that will make accessibility of its programs and services more visible and available to students from all disciplines within Iowa State.

PAPPAJOHN CENTER PROGRAMING

By embedding innovation and entrepreneurship more deeply into its culture and curriculum, Iowa State is creating a unique pathway for its students to change the world. Pappajohn Center programs and activities supply numerous, impactful stops along the way.

In 2019, the Pappajohn Center sponsored the fourth cohort of CYstarters, an 11-week summer accelerator program for students and recent graduates. Seventeen students on 15 business teams were selected to spend the summer in a hands-on mentoring environment to launch and grow their companies. Students participated in educational sessions, received mentoring, and essentially interned in their own companies. All 15 teams successfully launched their business or their MVP. Fifty student ventures have participated in CYstarters since the program’s start. Thirty-three of the 50 ventures are still active or the founders have launched a different or additional business.

The CyBIZ Lab interdisciplinary student consulting program offers business solutions to companies of all sizes as well as supports faculty commercialization efforts through the Regents Innovation Fund (RIF) program. The improved performance resulting from these interactions allow businesses to retain and often expand their workforce. CyBIZ Lab is unique in that teams are interdisciplinary and include both undergraduate and graduate students working together; projects also have a flexible timeline outside the classroom schedule, which allows teams to be

highly responsive to company needs. Seventy-five CyBIZ Lab students working part-time completed 39 consulting projects that gave students the opportunity to work with actual businesses to solve business problems.

Iowa State joined more than 240 universities and colleges in celebrating Women Entrepreneurship Week. Throughout the week, the Pappajohn Center hosted several events on and off campus to recognize, support, and inspire women entrepreneurs. The Women Who Create™ event, a full-day conference featuring workshops and panels on business growth, sold out for its second year in a row.

COLLABORATIVE EFFORTS

The ISU Pappajohn Center works collaboratively with the other four John Pappajohn Entrepreneurial Center (JPEC) programs in the state to host a statewide student competition, a statewide Iowa entrepreneur competition, a weeklong entrepreneur summer boot camp, and a fellowship with Entrepreneurs Organization Iowa. Through these programs and support from the Iowa Economic Development Authority, the JPECs awarded \$120,000 in incentives to Iowa entrepreneurs.

Also in 2019, the center hosted a number of competitive and educational events with its campus partners, including a number of college-focused pitch competitions, a campus and community Innovation Prize weekend event focused on solving big problems in Ag Tech, Ed Tech, and Global Issues, and the first ever Ivy MBA live case competition featuring an Iowa State technology startup for the case.

August 2019, the Pappajohn Center joined campus partners to bring together students and recent alumni for the “Great Iowa State STANDING innOVATION!” pitch competition at the Iowa State Fair. The Pappajohn Center hosted workshops and met with individuals prior to the fair to prepare presenters for the pitch off. Additionally, the center’s staff played a major role in planning and executing the event, aided by volunteers representing all of Iowa State’s colleges and ISU Extension and Outreach, who facilitated the event each day.

Iowa State had never before held daily events of this magnitude at the fair – more than 200 young entrepreneurs “pitched” their business ideas to fairgoers and judges. Over the course of the 11-day event, 168 pitches were delivered to more than 500,000 fairgoers who passed through the exhibit.

INNOVATING FOR IOWA'S FUTURE

Building and growing a strong innovation and entrepreneurship ecosystem is essential to boosting Iowa's economy. Together with its campus, community, business professional and alumni partners, the Pappajohn Center is working in innovative ways to continue to grow and support entrepreneurs in Iowa.

LINKS TO FURTHER INFORMATION

Articles:

- [Iowa State University ranked #26 for entrepreneurship in Princeton Review rankings](#)
- [2019 Impact Report – Iowa State University](#)

Partnering Organizations:

- [Iowa State University's Research Park](#)
- [Innovate at Iowa State](#)
- [Office of Economic Development and Industry Relations](#)
- [America's SBDC Iowa](#)
- [ISU Startup Factory](#)
- [ISU I-Corps Site Program](#)
- [Student Innovation Center](#)
- [Entrepreneurs Organization](#)
- [ISU Innovation Prize](#)

ABOUT APLU

The Association of Public and Land-grant Universities (APLU) is North America's oldest higher education association. APLU is a research, policy, and advocacy organization dedicated to strengthening and advancing the work of public universities in the U.S., Canada, and Mexico. The association's membership consists of public research universities, land-grant institutions, state university systems, and affiliated organizations.

APLU's mission is to: expand access and improve student success to deliver the innovative workforce of tomorrow; advance and promote research and discovery to improve society, foster economic growth, and address global challenges; and build healthy, prosperous, equitable, and vibrant communities locally and globally.

Based in Washington, DC, the association's work is furthered by an active and effective advocacy arm that works with Congress and the administration as well as the media to advance federal policies that strengthen public universities and benefit the students they serve.

ABOUT THE IEP UNIVERSITIES PROGRAM

APLU and its **Commission on Economic and Community Engagement (CECE)** established the Innovation and Economic Prosperity (IEP) Universities Program to help higher education institutions codify, elevate, and advance their campus enterprise supporting economic and community development.

The **IEP designation program** recognizes institutions that have demonstrated a meaningful, ongoing and substantial commitment to economic and community development, growth, and economic opportunity.

The **IEP awards program** recognize exemplary and innovative projects in university-based economic and community engagement:

- **Talent** and workforce development
- **Innovation**, entrepreneurship, and tech-based economic development
- **Place** development through public service, outreach, and community engagement

Learn more at: www.APLU.org/IEP