

John Pappajohn Entrepreneurial Center

**John Pappajohn
Entrepreneurial Center
University of Iowa**

David K. Hensley

Executive Director, Iowa JPEC

**Clinical Professor, Management &
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Iowa JPEC Structure

John Pappajohn Entrepreneurial Center
Entrepreneurial Education and Engagement

**Small Business
Development
Center**

*Regional
Business
Counseling*

**Jacobson
Institute
for Youth
Entrepreneurship**

*K-12 Educational
Programming*

**Institute for
International
Business**

*International
Education and
Outreach*

Iowa JPEC Overview

The John Pappajohn Entrepreneurial Center is the hub for entrepreneurship education and outreach at the University of Iowa.

Areas of focus include:

- Deliver campus-wide undergraduate and graduate for-credit education
- Accelerate student, faculty/staff, and community-based new venture creation
- Connect university students with state of Iowa companies for strategic business consulting, internships, and placement
- Collaborate with external partners to enhance the state of Iowa's entrepreneurial ecosystem and support economic development

Iowa JPEC - Academic Programs

Undergraduate Programs:

- Majors in college of business and college of liberal arts and sciences
- Campus-wide certificate in entrepreneurial management
- Specialty certificates in engineering, arts, and journalism



Impact:

- Over 5,000 enrollments in entrepreneurship classes
- 90+ different majors across campus participate in entrepreneurship programming



Iowa JPEC - Academic Programs

Co-curricular Activities Include:

- Okoboji Entrepreneurial Institute
- Entrepreneurial Leadership Academy
- Alumni/Student Mentor Program
- Student Internships
- Student Consulting
- International Business Consulting
- Multiple Student Organizations
- Specialty Workshops/Seminars
- Innovation Experiences



Iowa JPEC - Student Ventures

- 690+ student businesses supported since 2004 Founders Club program inception
- \$200K+ in SEED FUNDING provided during FY20
- 188 aspiring student entrepreneurs from 131 businesses participated in Founders Club in FY20
- 15 teams made up for 24 students participated in the Hawkeye Startup Accelerator Summer 2020
- Multiple pitch and business model competitions across campus



Erica Cole, BA Chemistry '19
No Limbits | Iowa City, IA
Founders Club & Venture School alumni

“The John Pappajohn Entrepreneurial Center helped me recognize entrepreneurship as an option. I didn’t think someone like me could start a business. It encouraged me to think bigger about this small idea that I had and see the steps toward making it a reality.”

Iowa JPEC - Student Ventures

OpenLoop is a web-platform designed to help match healthcare providers with hospitals and other facilities including telehealth that require extra staffing assistance

Highlights include:

- Participated in first-ever Techstars Iowa cohort in the Fall of 2020
- Completed beta testing with 80 physicians and four partners hospitals in Iowa; raised initial seed round
- Currently servicing 95 hospitals, 5700 clinicians across 50 states, and four telehealth clients



Christian Williams, Jon Lensing, Matt Grossmann
Founders of OpenLoop | Des Moines, IA
Graduate Student Business

Iowa JPEC - UI Innovators

→ Campus Outreach

- \$300,000 National Science Foundation I-Corps grant awarded to train faculty entrepreneurs
- UI Innovators, an NSF I-Corps Program, is designed to help UI Faculty, Staff and Students develop marketable ideas and accelerate the startup process.

→ Program Impact

- **285** participants and **137** teams have participated in UI Innovators since 2015 program inception
- **11** teams have advanced to National NSF I-Corps and received an additional \$50,000 in funding



Ned Bowden and Justin Carter
Theion Agriculture | Iowa City, IA
UI Innovators Workshop Alumni

"I am convinced that without UI Innovators I wouldn't have been able to receive the NSF: Partnership for Innovation grant of \$750K. This workshop gave me the tools and resources to successfully complete this proposal."

Iowa JPEC - UI Innovators Spotlight

CartilaGen is developing an intra-articular injection of a small-molecule drug capable of preventing post-traumatic osteoarthritis

Highlights include:

- 1st place, \$20,000 for Best Technology in Iowa JPEC's Iowa Innovation Challenge
- 2nd place, \$25,000 at the statewide Pappajohn Venture Competition
- Received funding from Wellmark Venture Capital Fund
- Received funding from US Department of Defense
- Global member of MATTER – a medical startup incubator in Chicago, IL



**Jaison Marks, BS, BSE, MSE
& MSF**
CartilaGen / Iowa City, IA
UI Innovators participant

Iowa JPEC - Statewide Business Support

Venture School – Iowa’s premier statewide innovation and entrepreneurship training program for early-stage Iowa startups

- Delivered in-person and online in multiple cities across the state of Iowa annually

Iowa Innovation Associates – student interns placed with Iowa-based companies to support business expansion and promote post-graduation employment opportunities in Iowa

- Industries have included: agriculture, environmental, finance, insurance, medical, data analytics, software/IT, and marketing

Iowa Business Consulting – interdisciplinary student teams directed by experienced entrepreneurs and business leaders complete strategic business consulting projects for Iowa businesses

- Over 300 students assist 70+ Iowa businesses annually across the state of Iowa

Iowa JPEC - Statewide Business Support Spotlights



Bill, Robyn, Sydney and Carter Reickhoff
Almost Famous Popcorn | Cedar Rapids and Des Moines, IA
Iowa Innovation Associates client

"Many of the projects we developed during the internship last year are still being used today to help our business continue to grow. We now have two shops, one in Cedar Rapids and one in Des Moines. The resources at JPEC are unmatched and the internship program is something all Iowa small businesses should take part in."

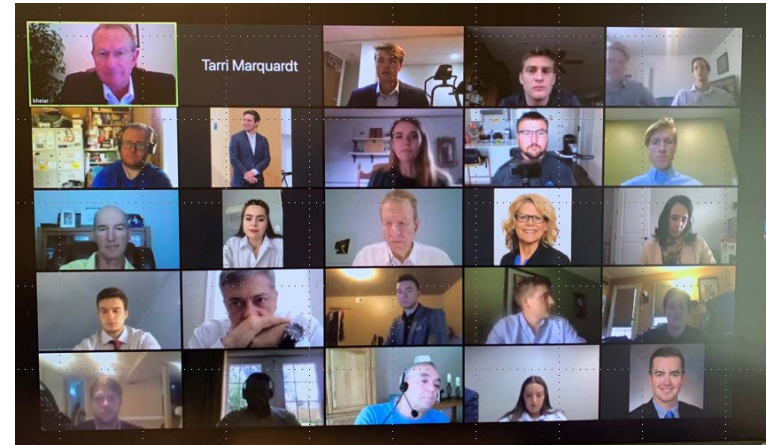


Bill Brown
Insulights | Akron, IA
Venture School; Business Consulting client

"At the end of the day, choosing to participate in Venture School is one of the best decisions we have made. I really think that we have saved so much time and money through the customer discovery process. We changed our total direction that our expensive consultant was taking us. I believe in Venture school so much that I drove eight hours every week so I could go through the program again for a second business."

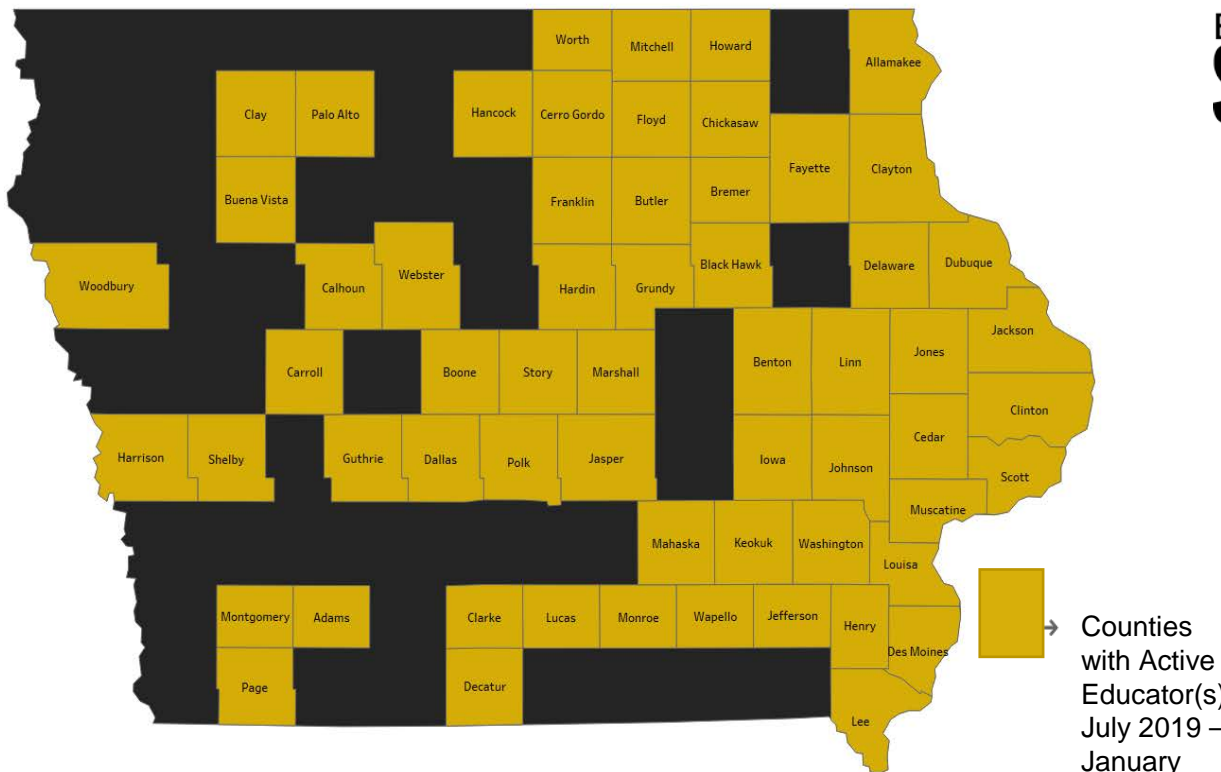
Iowa JPEC - Supporting Businesses During the Pandemic

- Delivered online educational webinars on how to weather the financial challenges due to COVID-19
- Moved statewide Venture School entrepreneurial training program online to continue supporting Iowa startups
- Enhanced direct business consulting services focused on strategic business planning
- Provided micro-grants to support internships and innovative projects



Iowa JPEC - Jacobson Institute K-12 Impact

Engaging youth in innovation, invention
and entrepreneurship education



297 Active Educators

160 Schools

116 Districts

60 Counties

31,929
Iowa Students

Iowa JPEC - Jacobson Institute

K-12 Impact Spotlight

→ "STEM Innovator® helped take SparkTank to the next level by giving us access to expertise, collaboration time, tools, and a workable framework. It encouraged our team to act like a startup, designing with our end users (students) in mind. I'm proud of the advances we made and excited to watch our students brainstorm, be innovative, be courageous, and be problem solvers. This is what value-added education looks like."

- *SparkTank* provides Ottumwa HS juniors and seniors with real-life, hands-on authentic learning experiences outside the traditional classroom.
- Links students to potential work and career options
- Students see first-hand that there are opportunities to have a productive, successful career locally or within the State of Iowa.



Nancy Van Wyk, SparkTank Teacher, STEM Innovator® Certified, Ottumwa High School, Ottumwa, IA

Website:

<http://ottumwasparktank.com/>

Iowa JPEC External Partners



Iowa JPEC – Accelerating Entrepreneurship and Economic Development Across Iowa

Thank you for your efforts to support entrepreneurship and economic development in Iowa. Iowa's entrepreneurial ecosystem is as strong as it has ever been!

If you have questions, suggestions, or want to engage with Iowa JPEC, please contact me at:

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