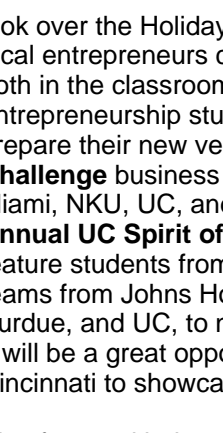


Happy Holidays from the Center for Entrepreneurship Education & Research

Letter from the Executive Director



Hello Everyone, Season's Greetings! It is hard to believe 2011 is rapidly coming to a close and we will be ringing in 2012 in short order. As we go to press, exams are done and students are anxiously awaiting Fall Quarter grades as they prepare to head home for the Holidays. It is UC's last Fall Quarter and this time next year, UC's first Fall Semester in the 21st Century will ring in the New Year!

It may be the beginning of a new era at UC, but as you look over the Holiday issue of E-News & Views, students, alumni, faculty, and local entrepreneurs continue to create the future on the Entrepreneurship front both in the classroom and the community. Our undergraduate entrepreneurship students are working diligently over the Holiday break to prepare their new venture teams for the 2012 Reality Check Cross-town Challenge business plan competition January 27, 2012, featuring teams from Miami, NKU, UC, and Xavier. On the graduate student front, the 2012 7th Annual UC Spirit of Enterprise Graduate Business Plan Competition will feature students from top programs across North America (last year featuring teams from Johns Hopkins, Michigan, Oregon, Indiana, Louisville, Ohio State, Purdue, and UC, to name a few) here in Cincinnati February 23 and 24, 2012. It will be a great opportunity for the teams to showcase their talent and Cincinnati to showcase what a great place it is to start a business.

Also featured below, UC students set the pace at the recently concluded Innov8 for Health Idea Expo December 2, 2011, held at the GE Learning Centre in Evendale. Congratulations to the 29 entries from UC students across campus, including 10 semifinalists and taking home 1st (Ischiban), 2nd (One Hand Kitchen Work Space), and 4th Place (MED.net) in the University track. Pooja Kadambi and her team continue to gain well-deserved recognition for their new venture concept, Ischiban, the early warning system for stroke detection. Locally and globally, you will find interesting stories below about UC Entrepreneurship on multiple fronts.

Be sure to check out Network Notes below, including great success stories featuring UC alumni Kristine Sturgeon, founder of Define My Style, Dennis Devlin, founder of Consumer Clarity, Derek Brown and Don Hunter, founders of Acceptd.com, and Tyler Weaver, founder of Armada Media LLC.

We hope you enjoy reading about some of the exciting news and stories and if you have a story idea, please send it to us at center@uc.edu and we will follow-up. With every best wish for a peaceful Holiday Season and a Happy and Prosperous New Year! All the best for continued entrepreneurial success!

Charles H. Matthews, PhD

SAVE THE DATE

UC Spirit of Enterprise Graduate Business Plan Competition

February 23 & 24, 2012

Miss A Past Issue of E-News & Views?

Click Here

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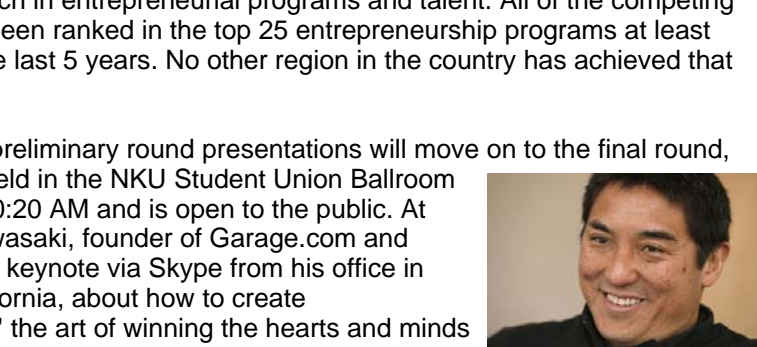
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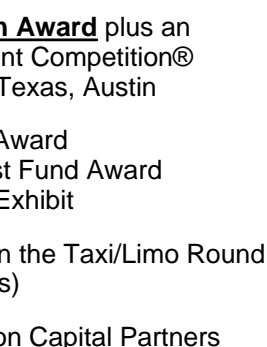
2012 "REALITY CHECK" UNDERGRADUATE BUSINESS PLAN COMPETITION



Northern Kentucky University Entrepreneurship Institute Hosts Regional Undergraduate Business Plan Competition

NKU is hosting the second annual "Reality Check" Undergraduate Business Plan Competition on Friday, January 27, 2011, at the NKU Student Union Ballroom. Ten teams from Northern Kentucky University, University of Cincinnati, Miami University and Xavier University will compete for \$10,000 in prizes and bragging rights. Thanks to a grant from the Griggs Family Foundation, the event will showcase the top entrepreneurial teams from the region that is rich in entrepreneurial programs and talent. All of the competing schools have been ranked in the top 25 entrepreneurship programs at least once during the last 5 years. No other region in the country has achieved that milestone.

The top three preliminary round presentations will move on to the final round, which will be held in the NKU Student Union Ballroom beginning at 10:20 AM and is open to the public. At noon, Guy Kawasaki, founder of Garage.com and Alltop.com, will keynote via Skype from his office in Palo Alto, California, about how to create "enchantment," the art of winning the hearts and minds of customers.

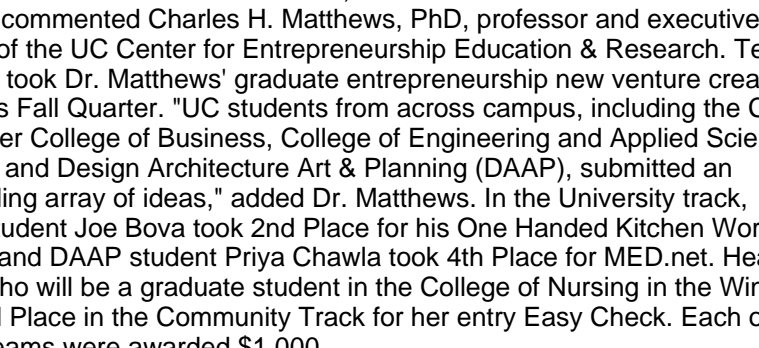


For more information, click here.

2012 UC Spirit of Enterprise Graduate Business Plan Competition

February 23 & 24, 2012 Thursday Reception, Team Exhibits, and Tech Check Friday Competition and Awards Dinner CINCOM Systems, Inc. World Headquarters, Cincinnati, Ohio

Featuring Cash prizes totaling \$20,000



2011 Cincom Spirit of Enterprise Champion TNG Pharmaceuticals

\$10,000 Cincom Spirit of Enterprise Champion Award plus an automatic bid to the 2012 Venture Labs Investment Competition® (formerly Moot Corp) held at the University of Texas, Austin

1st Runner-Up \$3,000 Meridian Spint Award 2nd Runner-Up \$2,000 Queen City Angels First Fund Award 3rd Runner-Up \$1,000 Award for Best Exhibit

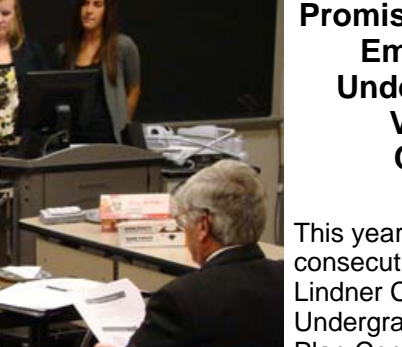
Additional cash prizes will be awarded to the top team in the Taxi/Limo Round (Limos provided by Big Joe's Limos)

Best Technology Plan sponsored by Fort Washington Capital Partners

Key Dates for the 2012 UC Spirit of Enterprise Competition

\*\*\* Extended Deadline \*\*\* December 30, 2011 Intent to Compete Form Due January 23, 2012 2-Page Business Plan Summary Due January 27, 2012 Full Business Plan Uploaded to Competition Website

For more information, click here.



UC Students Win at the Innov8 for Health Idea Expo

More than 140 innovative ideas from Greater Cincinnati universities and the community were showcased at the Innov8 for Health Idea Expo at General Electric Avia Learning Centre in Evendale, Ohio, on December 2. UC student Pooja Kadambi, computer engineering, and UC alum Joe Lovelace, BSME '11, took first-place honors for Ischiban, a unique headband for early stroke detection designed to save lives.

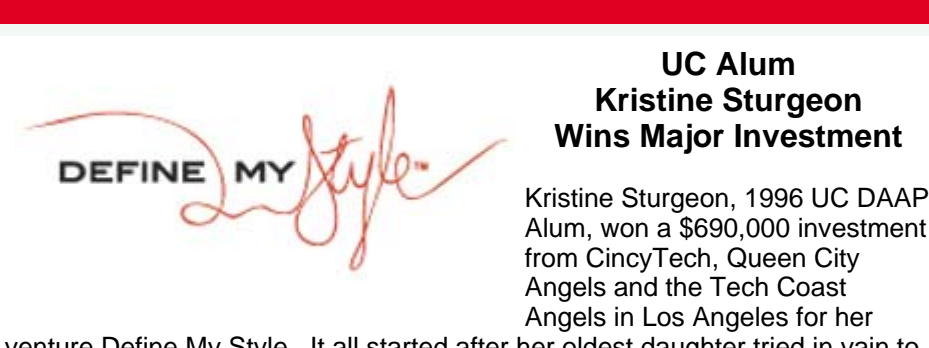
"The Ischiban team has worked very hard conceptualizing and developing the science, and now the business model, for this innovative stroke detection device," commented Charles H. Matthews, PhD, professor and executive director of the UC Center for Entrepreneurship Education & Research. Team Ischiban took Dr. Matthews' graduate entrepreneurship new venture creation class this Fall Quarter. "UC students from across campus, including the Carl H. Lindner College of Business, College of Engineering and Applied Science (CEAS), and Design Architecture Art & Planning (DAAP), submitted an outstanding array of ideas," added Dr. Matthews. In the University track, DAAP student Joe Bovva took 2nd Place for his One Handed Kitchen Work Station, and DAAP student Priya Chawla took 4th Place for MED.net. Heather Foley, who will be a graduate student in the College of Nursing in the Winter, took 2nd Place in the Community Track for her entry Easy Check. Each of the finalist teams were awarded \$1,000.

For the complete story, click here.

Entrepreneurship Club Hosts Guest Speakers for Global Entrepreneurship Week

The University of Cincinnati Entrepreneurship Club and the Center for Entrepreneurship Education & Research celebrated Global Entrepreneurship Week in November, hosting several outstanding guest speakers who addressed UC students on campus. Global Entrepreneurship Week is designed to create life-changing experiences and spur firm creation around the globe.

Chris Drenzi from Capacity Engineering, Eric Kramer, Eye View Digital, and Trevor Stansbury from Supply Dynamics all spoke about lessons learned on their entrepreneurial journey. Professor Tom Dalziel also spoke to UC students across campus regarding flexibility, creativity, and market validation in the new venture planning process.



Carl H. Lindner College of Business Professor Discusses Entrepreneurship in Korea

On November 3, 2011, Charles H. Matthews, PhD, professor and executive director of the Center for Entrepreneurship Education & Research in the Carl H. Lindner College of Business at the University of Cincinnati, was a featured guest on "This Morning," a news radio program in Seoul, Korea. Matthews commented on the importance of boosting small and medium enterprises.

"The opportunity to be on 'This Morning' was very timely," notes Matthews. A recent South Korean poll conducted by the Korea Federation of Small and Medium Business suggests that four in ten South Korean small and medium enterprises (SMEs) fell the first-half of 2011, with business conditions worse than during the 2008 global financial crisis. The survey also notes that small and medium enterprises are experiencing difficulty in borrowing money with high interest rates.

For the entire article and audio, click here.

Promising New Ventures Emerge from the Undergraduate New Venture Plan Competition

This year marks the 7th consecutive year of the Carl H. Lindner College of Business Undergraduate New Venture Plan Competition. The competition involves an elevator pitch, business plan presentation (which SCORE members adjudicated), and a formal written business plan. The competition was founded by Thomas Dalziel, PhD, in 2005 and is open to undergraduate students across the UC campus. This year the students (typically juniors and seniors) were joined by students from the McMicken College of Arts & Sciences, College of Engineering & Applied Science, and from our partner schools in France and Austria. "It was a privilege to work with these students who had just 10 short weeks to conceive a promising idea and write a plan for launching their new venture. They did an excellent job and some promising plans emerged from the process this year," commented Professor Dalziel.

The 1st Place winner of the competition was the Tek Tak team members were Stephanie Albers, Breanna Dixon, Rosalie Giesel and Krista Streckfuss. Second place was presented to the SportsInteraction team and third place was awarded to the Vaudeville team.

These rankings will contribute to the selection of our best team(s) who will go on to compete in the Reality Check Business Plan Competition among UC, NKU, Miami, Xavier, and UDayton on January 27, 2012. Congratulations!

For more information, click here.

SOAPOBOX Cincinnati Startup News Entrepreneurship Center Partners with College Conservatory of Music

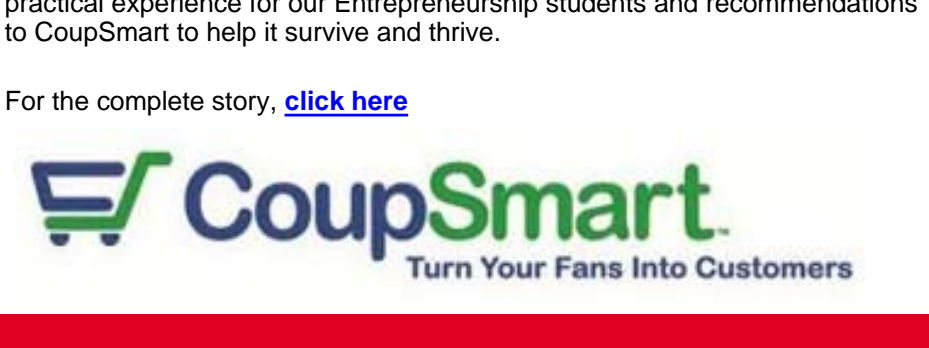
The University of Cincinnati's Center for Entrepreneurship Education & Research partners with the UC College Conservatory of Music to offer a major in Commercial Music Production with an Entrepreneurship Minor.

In the November 15, 2011, edition of Soapbox Cincinnati Startup News, Charles H. Matthews, PhD, executive director of the Center for Entrepreneurship Education & Research, describes the importance of entrepreneurial skills and the value of cross-campus partnerships for students. Realizing the need for both musical and start-up business skills for those interested in commercial music production, the center partners with the College Conservatory of Music to offer a major in Commercial Music Production with a minor in Entrepreneurship.

The article also highlights the center's history, research and offerings.

For the complete story, click here.

NETWORK NOTES Notes of Interest from the Greater Cincinnati Entrepreneurship Community



Startup Weekend, supported by The Kauffman Foundation, is a national organization that fuels local startup events across the globe, and the Cincinnati area will host the event for the first time on January 13-15, 2012. Startup Weekend is no ordinary event. It is where like-minded entrepreneurs gather for a weekend of company creation. In 54 hours, you take an initial idea from the Friday night pitches to a mind spinning startup company on Sunday night.

Please visit northernkentucky.startupweekend.org for more details.

UC Alum Kristine Sturgeon Wins Major Investment

Kristine Sturgeon, 1996 UC DAAP Alum, won a \$600,000 investment from CincyTech, Queen City Angels and the Tech Coast Angels in Los Angeles for her venture Define My Style. It all started after her oldest daughter tried in vain to find a school bag she liked. Sturgeon used her skills from DAAP and for the software industry to develop Define My Style.

For the complete story, click here.

ArtWorks SpringBoard Wraps Up Third Edition

December marks the end of SpringBoard's third session and on December 20, sixteen more entrepreneurs will celebrate. 2012 holds many exciting programs, including the recently added round tables.

SpringBoard is also offering a class "Let's Get Down to Business" on Tuesday, December 20, from 6:30 to 8:00 PM. Come learn about the newest creative businesses to launch from SpringBoard.

For more information, click here.

Greater Cincinnati Venture Association Connects Entrepreneurs and Investors!

The GCVA was founded in 1985 to connect entrepreneurs and investors through monthly meetings. GCVA provides a forum for innovative startup companies to present their business to interested parties in the investment community. Over 100 startups and early stage businesses have presented since 2001. The format provides eight minutes for each startup to present their business case to the group. The presentation should be designed to generate interest in follow-up meetings with the potential investors in the audience.

Interested entrepreneurs should apply by submitting an online application. After review by the Presentation Committee, entrepreneurs will be invited to give their eight minute presentation to the committee. The committee will provide feedback and advice to the entrepreneur to get the presentation ready for the GCVA event.

For more information, click here.

UC Alum Dennis Devlin Named 2011 Entrepreneur of the Year

The Legacy Center for Entrepreneurial Development (formerly the Entegry Connection) named Dennis Devlin, President, CEO & Leading Consumer Storyteller of Consumer Clarity, the 2011 Entrepreneur of the Year.

Dennis is a Carl H. Lindner College of Business Alum, MBA (05) and MS-Marketing (06) former student of Professor Charles H. Matthews' New Venture Creation course. Devlin commented, "Dr. Matthews was one of the most enthusiastic professors I encountered at the University. Even after graduation, Professor Matthews continues to be supportive and I am very appreciative."

For the complete story, click here.

UC Alums Finding Success with Acceptd

UC Alums Derek Brown and Don Hunter recently announced that TechColumbus, along with NCT Ventures and other private investors, will invest \$500,000 in Acceptd. The company developed a web-based tool to streamline admissions, currently being used by the University of Cincinnati.

Derek and Don studied entrepreneurship in the Carl H. Lindner Honors-PLUS Program.

For the complete story, click here.

Echoing Green Announces 2012 Social Entrepreneur Fellowship Program

Echoing Green will award twelve to twenty two fellowships to social entrepreneurs around the world in 2012. The fellowships provide start-up capital and technical assistance to help new leaders launch social enterprises and build the capacity of their social enterprise.

The program seeks individuals or partnerships (organizations led by two people) with innovative solutions to significant social problems, strategies designed to create high-impact and sustainable change in people's lives, and the ability to grow and lead a new organization.

Visit the Echoing Green website for complete eligibility information, application materials, and profiles of previous fellows and their projects. For additional RFPs in Philanthropy and Voluntarism, visit www.echoinggreen.org/fellowship.

Armada Media LLC

UC Carl H. Lindner College of Business Alum Tyler Weaver (08), a former BearCat Bridge Fund recipient, has moved back to Cincinnati and has launched a new venture, Armada Media LLC.

Armada Media, LLC is a leading online advertising company specializing in database marketing, providing list management and customer acquisition solutions. They can help you monetize your customer database, maximize your offer revenue and help to acquire new customers.

You can visit Armada's website at armadamediallc.com.

Former Small Business Institute® Client, CoupSmart, Profiled in Cincinnati Enquirer

CoupSmart was recently profiled in the Cincinnati Enquirer's "Entrechanger" series, written by Laura Baverman. Blake Shipley, founder of CoupSmart, launched his mobile application venture in 2010. With the help of investors, including his father, Tony Shipley, founder of the Queen City Angels and a UC Carl H. Lindner College of Business Alum, who encouraged him to reconsider his original business plan, he is now a successful entrepreneur.

CoupSmart served as a Small Business Institute® field case study venture in Professor Tom Dalziel's Entrepreneurship Capstone course, providing practical experience for our Entrepreneurship students and recommendations to CoupSmart to help it survive and thrive.

For the complete story, click here.



E-Center Staff

Dr. Charles H. Matthews, Executive Director Sherry Hetzler, Assistant Director Lauren Hagaman, Graduate Student

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