



UNIVERSITY OF MARYLAND
HONORS COLLEGE

ENTREPRENEURSHIP AND
INNOVATION PROGRAM

2010-2019



10-YEAR RETROSPECTIVE

A great place to LAUNCH



The Entrepreneurship and Innovation Program (EIP) provides University of Maryland Honors College freshmen and sophomores with an interdisciplinary, living and learning education to help build the entrepreneurial mindsets, skill sets, and relationships needed to developing innovative, impactful solutions to today's problems.

EIP is a joint program of the Honors College, the A. James Clark School of Engineering, and the Maryland Technology Enterprise Institute (Mtech). EIP has a proven pedigree of success through Mtech, a leading force in entrepreneurial education and innovation for more than 25 years. EIP is based directly on Mtech's groundbreaking Hinman CEOs program, the first undergraduate living-learning entrepreneurship program in the United States. EIP students have access to a broad and growing array of campus venture development resources including seed grant funding, makerspaces, business/market research reports and databases, entrepreneurs-in-residence, and patent/legal advisors.

While we have a strong technology heritage, EIP is an excellent program for any student interested in entrepreneurship and innovation. Nearly half of EIP students are pursuing non-technical majors, such as business, psychology, music, English, education and government/politics. And of course EIP is at the University of Maryland, which was ranked by Kiplinger as a 2019 Best College Value.



"I would have **never dreamed** a two-year program would impact me this much, **but it has.**"

-ASHMI SHETH, '14
UMD INNOVATION FELLOW,
ASSOCIATE SUPERVISOR,
FEDERAL RESERVE BANK OF NY

A letter from EIP Director, JAY A. SMITH

It is my honor and pleasure to welcome and engage over 800 amazing students at the University of Maryland since the launch of EIP in 2010. Our students comprise some of the most academically talented and engaged members of the UMD community. They come from a wide variety of backgrounds and experiences. While most are from Maryland, others join from across the country and around the world.

We view entrepreneurship as a way of thinking, doing and being that can be applied to most aspects of work and life. It is an exercise in self-expression, team building and problem solving to create new value in the world. The study and practice of entrepreneurship helps individuals of all cultures to develop important personal, life and career skills in areas such as creativity and leadership, and helps build self-confidence. Concepts and methods studied in the program include opportunity recognition, value creation, design thinking, business modeling, and project planning. These can be applied throughout a student's academic and professional careers.

Our program's mission, vision, and values, as well as our goals and achievements, align directly with the core values and action principles of the university's strategic plan: to build an inclusive community; embrace the power of technology; act with entrepreneurial spirit; partner with others locally and globally; foster transformational change; enhance contributions to society; elevate our rank among world-class universities; and attract the best faculty, staff, and students. We have also been allied and engaged with the university's endeavor to forge itself as a Do Good Campus.

I am proud of the national recognition we have received, as well as our role in helping the university as a whole advance to No. 3 in national rankings for undergraduate entrepreneurship education among state universities, and No. 8 overall.

Most importantly, I am grateful for the daily opportunity and experience to nurture such a wonderfully creative, smart and, of course, talented variety of students as they develop and build their lives. To quote one of UMD's most famous alumni, Jim Henson, "It's a wonderful life and I love it."



Living-Learning Program

small-college feel
within a large
research university

EIP students live together in LaPlata Hall for both years of the program, creating a rich, diverse and dynamic atmosphere conducive to the free-flow sharing of ideas, team-building, and entrepreneurial activity. Early coursework focuses on critical thinking skills, opportunity identification and assessment, and the development of creative, sustainable solutions.

EIP students represent a broad cross-section of undergraduates from different majors and demographic backgrounds. Being exposed to such a diversity of students over an extended period of time provides a fertile environment for sharing, blending and generating novel solutions that integrate many different points of view. Cross-disciplinary teams form easily, blending students' skills to develop the next great idea.



Developing an entrepreneurial mindset

FRESHMAN YEAR

Opportunity recognition, Innovation, + value creation

Business model development in global setting

SOPHOMORE YEAR

For-profit enterprise with social impact

Curriculum Design

The EIP academic program combines classes, taught by faculty with extensive academic, professional, and entrepreneurial experiences, with the wide range of additional education opportunities offered by a large research institution. The EIP Honors Citation requires 15 credits. Four courses, totaling 9 credits over two years, are exclusively available to EIP students and are taken one per semester for each of the first four semesters. Six of these EIP credits may be applied toward a Minor in Technology Entrepreneurship.

Key Features:

- 4 EIP courses (9 credits)
- 6 additional credits
- Honors Seminars
- Team projects
- Experiential learning
- Case studies
- Online simulations
- Co-curricular workshops
- Entrepreneur guest speakers
- Design thinking exercises
- Creativity projects
- Lean startup methodology
- Project management
- Sustainable business models
- Environmental and social impact
- Global perspective



Projects and Events

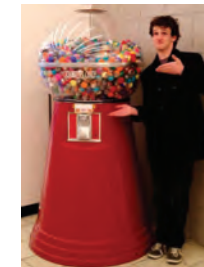
Students are part of an experiential learning model comprised of dynamic courses, seminars, workshops, competitions, volunteering and company creation activities. They participate in a variety of creative and innovative thinking exercises and hands-on projects. Students develop their business ideas and create team-based product and service plans in collaboration with faculty who have launched, operated, and advised successful ventures.

Projects and events include:

- Do Good Challenge
- Do Good Showdown
- Gumball Challenge
- Instant Impact
- Life Cards
- NIST T-MAP
- Ropes challenge course
- Shopify Challenge
- Social Entrepreneur Corps
- Startup Subgroup
- Terp Rocket
- Terp Tank

“EIP is great because you meet a lot of people and are challenged to *think outside the box* and *be creative.*”

-CINDY TSENG, '13
FINANCE AND MARKETING MAJORS,
SENIOR KEY ACCOUNT MANAGER,
AGODA





Capstone Project



The EIP capstone project is the culmination of two years of study in the program. EIP second-semester sophomores work in teams to develop a for-profit business plan that achieves multiple bottom-lines of both profitability and social benefit. These projects address the global necessity to develop and implement solutions to critical social and environmental concerns in ways that are both technologically viable and economically sustainable.

Teams showcase their capstone project in the “Terp Tank” competition, to a panel of judges for the chance to win cash prizes from supporting sponsors.





The mission of EIP is to **foster** an entrepreneurial spirit, **create** a sense of community and cooperation, and **develop** ethical and innovative leaders.

EIP BY THE

.....
1 TESTUDO
.....

In-State Students:

84%

125

CAPSTONE TEAMS

Average number of students per new cohort



82

.....
821

ENROLLMENTS

.....
4.6



MEDIAN GPA FOR STUDENTS ENTERING EIP

UNDERREPRESENTED MINORITY STUDENTS

20%

16%

of EIP students have received Banneker-Key academic scholarships

EIP STUDENT MAJORS

38%

ENGINEERING

32%

BUSINESS

**INCLUDES: AGRICULTURE, ARABIC STUDIES, ARCHITECTURE, ART, DANCE, ECONOMICS,*

NUMBERS

TECHNOLOGY
ENTREPRENEURSHIP
MINORS **90**

\$36,000+

WON BY EIP STUDENTS
THROUGH THE
DO GOOD CHALLENGE

2 Spirit of Maryland
Award Winners

14 *Philip Merrill
Presidential
Scholars*

*Commencement
Speakers* **7**

14 case competitions and
hackathons won by EIP
students, including Deloitte,
IBM, KPMG, PWC, Target,
Twitch, and Unilever.

16
ventures created

18%

**COMPUTER SCIENCE/
MATH/SCIENCES**

12%

OTHER*

EDUCATION, ENGLISH, GOVERNMENT & POLITICS, MUSIC, PHILOSOPHY, PSYCHOLOGY, AND SOCIOLOGY.

AWARDS



In 2019, for the ninth consecutive year, UMD was named one of the top schools for undergraduate entrepreneurship education, rising to No. 3 among public institutions and No. 8 overall.



The United States Association for Small Business and Entrepreneurship (USASBE) selected EIP as a winner of a national award for excellence in entrepreneurship education.

4 Emmys won by
Locastro Design LLC,
an EIP alumni venture



“We’re not an educational group...
we’re not a class...we are a **Culture.**”

-RYAN TOMMINS, '14
FINANCE AND OPERATIONS MANAGEMENT MAJORS,
SENIOR ANALYST, CAPITAL SOLUTIONS,
LPL FINANCIAL

Student Life

Living in LaPlata Hall, students are close to other living-learning programs, the recreation center, athletic fields, and dining hall. In addition to formal program academics, co-curricular programs and venture development activities, students participate in a variety of social activities to foster relationships and build community within EIP.

Activities typically include:

- Welcome events
- T-shirt design contest
- Holiday parties
- Study break activities
- Intramural sports
- EIPalooza
- Year-end celebrations
- Honors Citation Ceremony

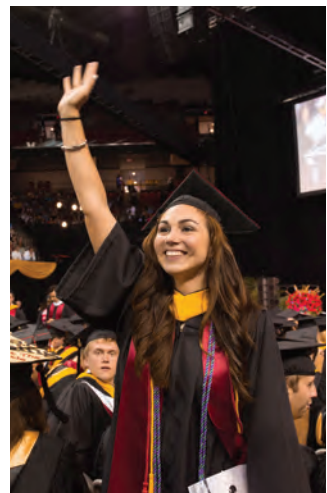


EIP Alumni

The experiences and knowledge students gain in our program prepare them for starting their own ventures, as well as for internships and full-time positions across diverse fields. While some of our students launch companies during or right after college, most take positions in organizations such as Amazon, Google, Lyft, Disney, Deloitte, McKinsey, Accenture, Goldman Sachs, T. Rowe Price, Under Armour, W.L. Gore, Target, JHU APL, Northrop Grumman, Lockheed Martin, and the U.S. Navy. Others



attend graduate and professional schools including Harvard, MIT, Oxford, UC Berkeley, Georgia Tech, Columbia, NYU, and the University of Maryland, in fields such as business, engineering, public policy, medicine, and law.



STUDENT VENTURE HIGHLIGHTS



"EIP helped me most with developing my **entrepreneurial mindset**. I now look at different problems people face every day and see them through a different lens. Engineers look at problems one way, but EIP has helped me see the complex components that are part of worldwide and social problems well. The program has given me a toolkit to see **opportunities and solutions**."

-BROOKE NESSELT, '19
MECHANICAL ENGINEERING MAJOR,
BUSINESS ANALYST, STRATEGY &
OPERATIONS CONSULTING, DELOITTE



Guest Speakers and Mentors

Entrepreneurship and Leadership

- **David Baggett, '92**, Founder and CEO, INKY Technologies, Former Trustee
- **Maurice Boissiere, '89**, Chief Customer Officer, DataTribe
- **Jonathan Chen, '14**, Co-Founder, FiscalNote
- **Matt Clark, '01**, President and COO, Corcentric
- **Lisa Cusack**, CEO, and **Bob Cusack, '84**, COO, Custom Software Systems
- **Eric Francis, '71**, Chairman and CEO, CBMC Group, Trustee
- **William Greenblatt, '79**, Chairman and CEO, Sterling Talent Solutions, Trustee
- **William Kraus**, Co-Founder, Mission BBQ
- **Blake Robertson, '05**, Co-Founder, Alertus Technologies
- **Ben Simon, '14**, Founder, Food Recovery Network and Imperfect Produce
- **Manpreet Singh**, President, TalkLocal
- **Cherian Thomas**, CEO, Spotluck and Octopus
- **Evandro Valente, '03**, Co-Founder and CTO, Airgility
- **Adam VanWagner, '11**, Co-Founder, MyFridgeRental, and Technical Program Manager, AWS

Professional Development

- **Jay Blanco**, Project Manager, Accenture
- **Michelle Carroll, '83**, CEO, Carroll Career Consultants

Innovation and Creativity

- **Richie Frieman, '01**, Artist, Author, Entrepreneur, and Wrestler
- **Karen Petty Hold**, Director, Design Thinking DC
- **Bruce Jacob**, Professor, Electrical and Computer Engineering, University of Maryland
- **Brian Jay Jones**, Biographer of Jim Henson
- **Noel Murphy**, Actor, Director, and Filmmaker
- **Johan Severtson**, Professor of Design, Corcoran College of Art and Design

Business and Project Management

- **Phil Cooke, '70**, Managing Partner, Telesis Partners
- **George Halow, '86**, Global Product Planning and Strategy, Ford Motor Company
- **Luis Morinigo, '03**, VP, TwinThread
- **Howard Pedolsky, '61**, Founder, Cryoking
- **Chris Tatem**, AVP, Solution Design/Delivery, UMUC

Enterprise with Social Impact

- **Amanda Antico**, CEO, EvolvED
- **Amy Celep**, CEO, Community Wealth Partners
- **Corey Griffin**, Associate Director, Peace Corps
- **Radhika Parithivel**, Co-Founder, Financial Literacy for Youth (FLY)
- **Greg Van Kirk**, Co-Founder, Social Entrepreneur Corps
- **Michael Walton**, Olympic Sprinter and Non-Profit Professional





ROBERT H. SMITH
SCHOOL OF BUSINESS
DINGMAN CENTER FOR
ENTREPRENEURSHIP



UNIVERSITY OF MARYLAND
UM VENTURES
MPOWERING THE STATE



UNIVERSITY OF MARYLAND
HONORS COLLEGE



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Rental.com



corcentric

Custom
software
systems

TELESIS
PARTNERS

NIST

Hinman
CEOs
University of Maryland



ACADEMY FOR
INNOVATION &
ENTREPRENEURSHIP



SCHOOL OF
PUBLIC POLICY
DO GOOD INSTITUTE



Partners and Sponsors

Our Team

Jay A. Smith, Program Director

Katherine Zmoda, Program Specialist

Ryan Elza, Entrepreneur-in-Residence

John Jabara, Lecturer

Le-Marie Thompson, Lecturer

Dr. Peter Sandborn, Director,
Maryland Technology Enterprise Institute



10 YEARS OF



PROGRAM LAUNCH



EIP INVITED TO WHITE HOUSE "I AM AN ENTREPRENEUR" EVENT



INAUGURAL COHORT COMPLETES CAPSTONE



EIP ENTERS DO GOOD CHALLENGE FOR FIRST TIME



INAUGURAL COHORT GRADUATES FROM UMD

2010

2011

2012

2013

2014

INAUGURAL COHORT MOVE IN



GOVERNOR MARTIN O'MALLEY VISITS

FIRST HONORS COLLEGE CITATION CEREMONY



EIP DIRECTOR JAY SMITH, SELECTED AS PHILIP MERRILL SCHOLAR MENTOR



WINS USASBE NATIONAL EDUCATION PROGRAM AWARD



INNOVATION



GLOBAL ENTREPRENEURSHIP SEMESTER (GES) LAUNCHED



INAUGURAL TERP TANK CAPSTONE SYMPOSIUM



\$50K NIST GRANT FOR DEVELOPMENT OF NIST TECHNOLOGY MARKET ASSESSMENT PROGRAM

Symbiont Health™
SYMBIONT HEALTH WINS PITCH DINGMAN GRAND PRIZE



10TH COHORT OF EIP



HYDRAZE WINS FIRST PLACE AT DO GOOD CHALLENGE

2015

LAPLATA HALL UPDATED WITH MAKERSPACES



2016

FORD INNOVATION CHALLENGE



2017

FIRST EIP CASE COMPETITION WITH CORCENTRIC, A TOP PROGRAM SPONSOR



2018

UNIVERSITY OF MARYLAND
ROBERT H. SMITH SCHOOL OF BUSINESS
Dingman Center for Entrepreneurship

EIP DIRECTOR JAY SMITH, SELECTED AS FINALIST FOR RUDY AWARD FOR OUTSTANDING FACULTY IN ENTREPRENEURSHIP

2019

CUSTOM SOFTWARE SYSTEMS CASE COMPETITION





A. JAMES CLARK
SCHOOL OF ENGINEERING
MARYLAND TECHNOLOGY
ENTERPRISE INSTITUTE



HONORS COLLEGE
**ENTREPRENEURSHIP
& INNOVATION**

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