

Arizona FORGE: Research & Education and Entrepreneurial Mindset

17 February 2020



THE UNIVERSITY OF ARIZONA
FORGE

This presentation has been shortened for time considerations.





ARIZONA FORGE

At the University of Arizona, Finding (and Funding) Opportunities and Resources to Grow Entrepreneurship (**FORGE**) is a unit within Research, Innovation, and Impact. Its two key missions are to inspire and cultivate entrepreneurial thinking in every student (**FORGE'd at UA**) and to operate business innovation hubs in which corporate innovation, startup incubation, and experiential education can take place (**FORGE Ahead**).



THE UNIVERSITY OF ARIZONA

FORGE

Today's Presenter

Brian Ellerman, Director & Founder

- 25+ years in health and technology, started 3 companies, sold in 1999.
- Spent 15 years at French pharma Sanofi, last 5 in corporate strategy. Built global tech scouting and partnering team, working with startups, VCs, incubators, and accelerators around the world. Led global digital strategy assessment and implementation. Left in December 2017.
- Over 100 angel investments via multiple syndicates and networks, advisor to numerous startups. Frequent due diligence lead for Desert Angels.
- Studied biology, chemistry, mathematics at Wabash College; clinical pathology at Marist College; Master of Science at UA Eller Management Information Systems; unfinished PhD in Organization and Management with a Specialization in Leadership at Capella University.
- Certified in Entrepreneurship Center Management by InBIA



THE UNIVERSITY OF ARIZONA

FORGE

FORGE Ahead: Roy Place

First Location → Downtown Tucson. Opening 2020!

Focus on Digital Health + Sustainability

- **Startup Incubator**
- **Experiential Education**
- **Corporate Innovation**
- **Community & Education Space**

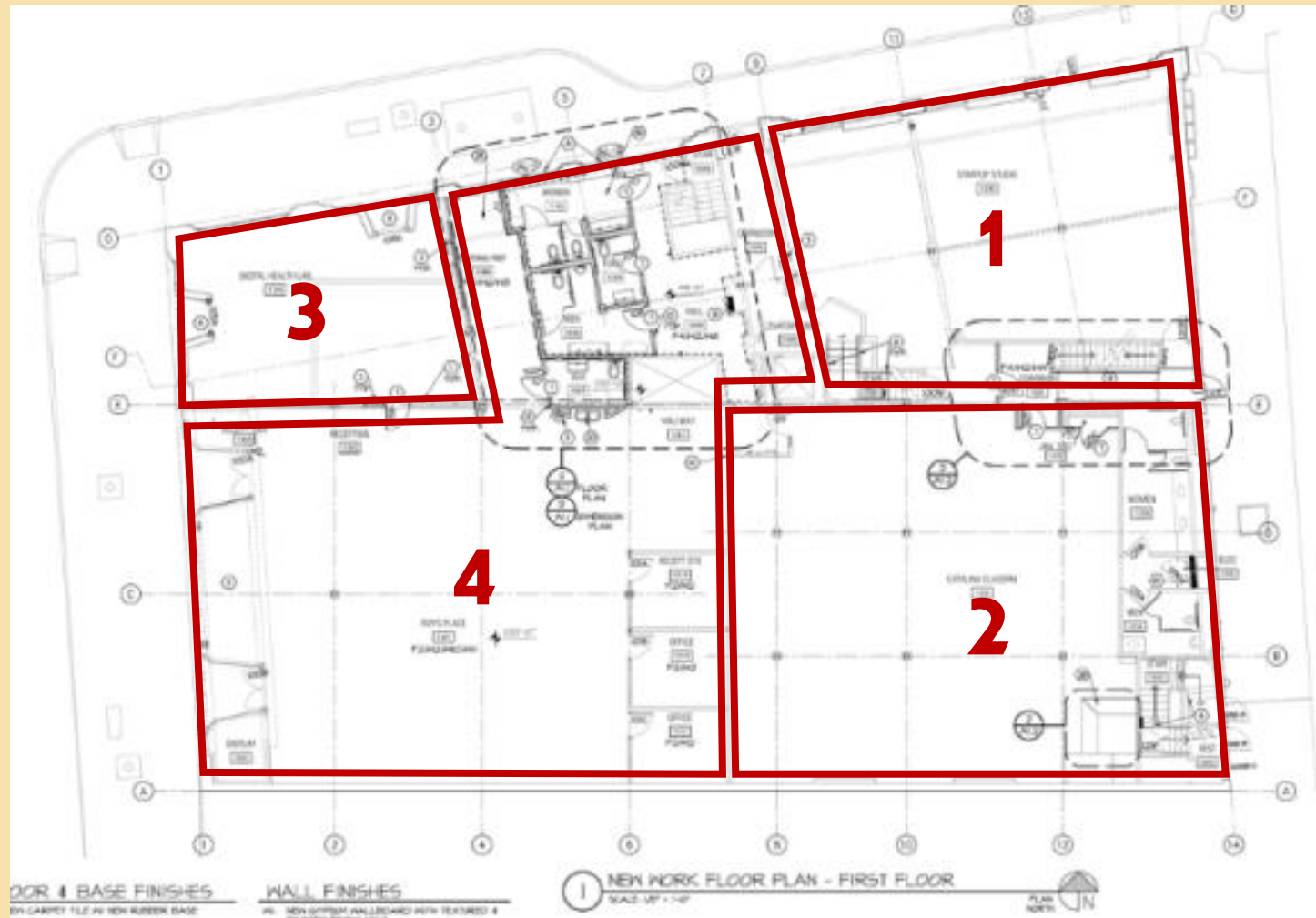


Community Space – 1st Floor

1. **Startup Tucson (+ TENWEST) + Media Lab**
2. **150-person Classroom**
3. **Digital Health Lab**
4. **Event + Community Workspace**



TENWEST



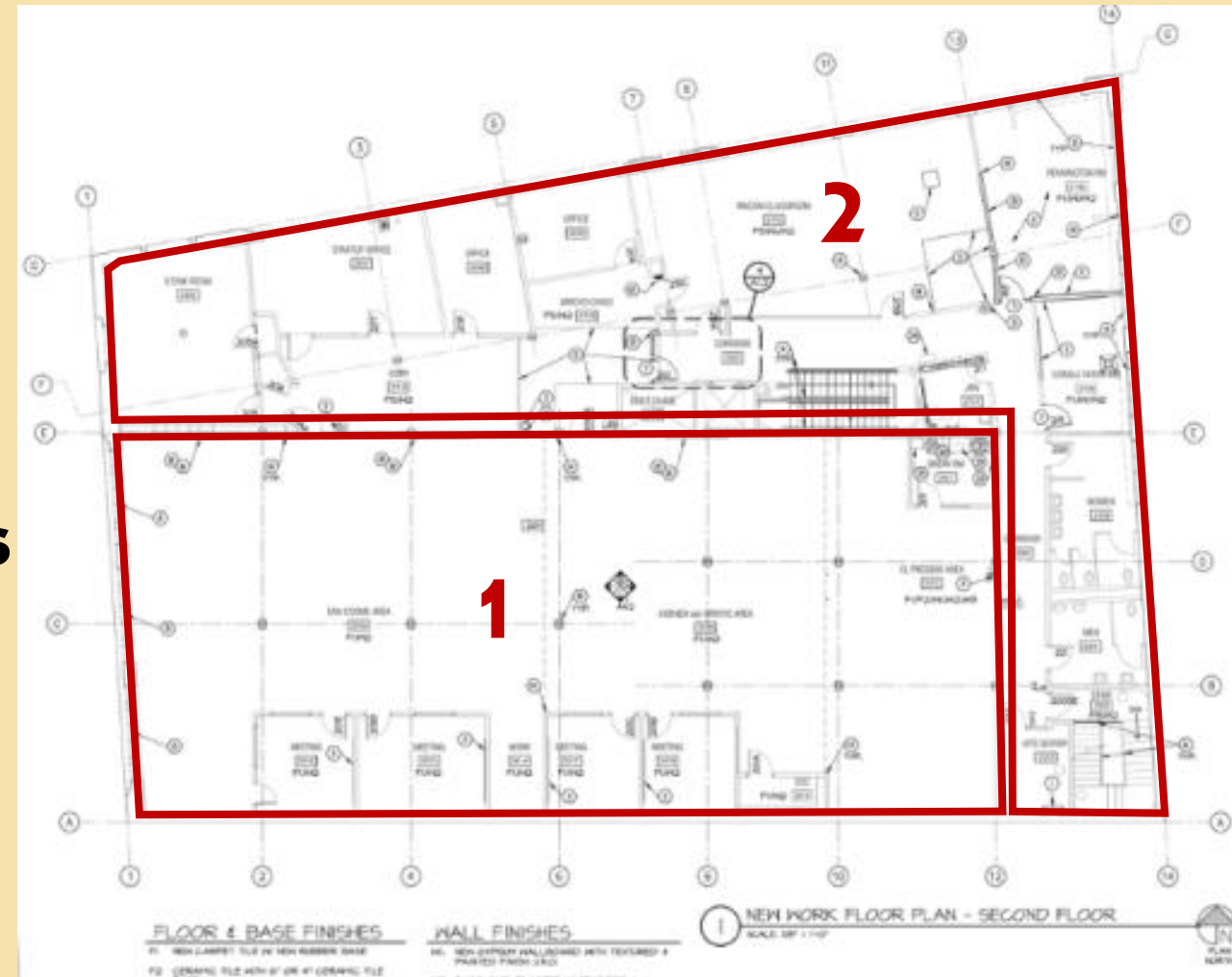
THE UNIVERSITY OF ARIZONA
FORGE

FORGE Model – 2nd Floor

1. Business Innovation Hub:

- Startup Incubator
- Student workspace
- Corporate partner offices

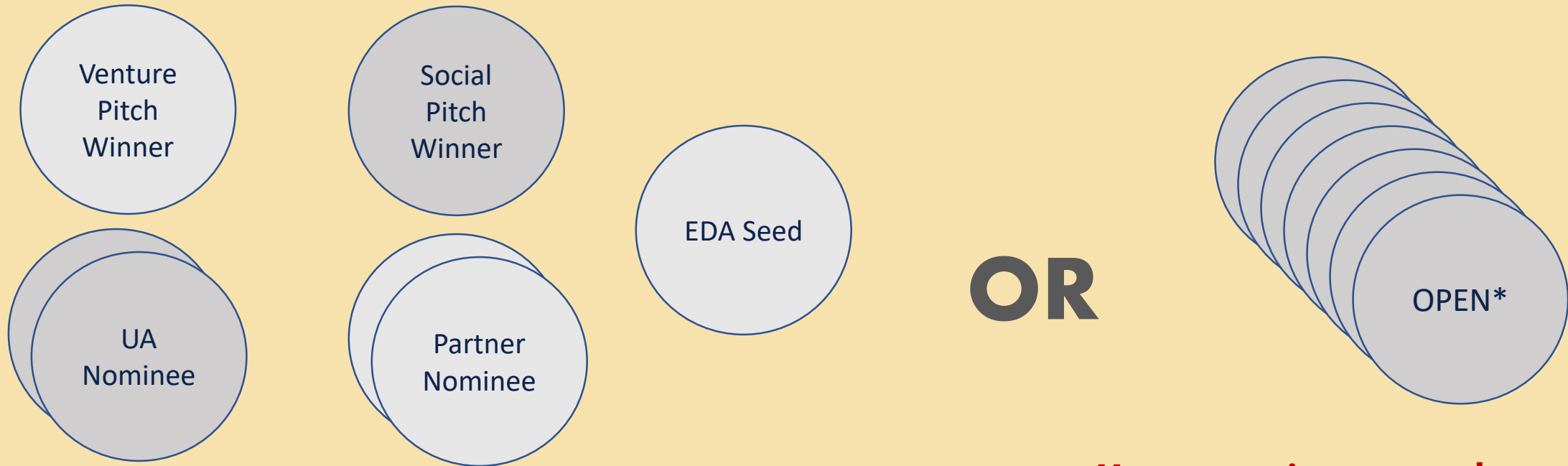
2. Meeting Space + Classroom



THE UNIVERSITY OF ARIZONA

FORGE

Getting In: Accelerated Entry Program



***Must meet size & growth stage criteria**

12 Participants x 3 Programs = 36 Opportunities/year
9 winners first year, 6 after that (selected by peers)



THE UNIVERSITY OF ARIZONA

FORGE

Winter 2020 Accelerated Entry Program



Bilet Software that helps retailers to collect and segment customers' habits and preferences, increasing their sales by digital purchase tickets through a mobile app. (Lilian Bernal Castro, Erick de Jesus Ruiz Solis)



E|E Optics A modern approach to optical engineering that enables design, analysis, and innovation through software as a service and community resources for the optics industry. (Logan Graves, Isaac Trumper, Jeremy Shockley)



Globally Good A SaaS platform which connects nonprofits, volunteers, and affinity groups and provides them with real time data and analytics on volunteering that are currently unavailable. (Chris Elsner, Bassil Ramadan, Hunter Ackerley)



GoEnglishChat A platform that facilitates video chat conversations between English speakers and learners in organizations around the world to increase learner confidence, fluency and organizational productivity. (Michael Tucker, Ellen Swanson)



Greencold Tech An innovation hub that replaces fossil fuels dependent technology with renewable energy harvested from solar, motion and wind for cooling and refrigeration in the transportation industry helping cut down on fuel cost and providing a cleaner alternative. (Miguel Noriega, Valeria Valenzuela, Jose Ortiz)



Guided An online platform that eases the college preparation process for underserved and first-generation students, parents and counselors. (Asma Anoohi Abigail Martinez, Vanessa Valenzuela)



Harbor Lighthouse Studios An all inclusive music publishing company that promotes a more equitable musicians' middle class by bridging the gap between production and song licensing. (Jeffrey Anthony, Samantha Bounkeua)



LeafLeaf Inc. A ready-to-drink tea company infused with CBD and organic mushrooms that provides quality products to retailers nationwide. (Alexander Basler Jackie Nguyen)



My Posture Life A mobile app that can track your posture in real-time with no external device, and guide you into great posture habits using only positive-feedback. (Nadav Gerson, Jan Halozan, Mike Durham)



RentLab Platform that builds the tools cities need to drive efficiency, sustainability, and affordability in rental housing. (Jacqui Bauer, Matt Naud, Joanna Wheaton)



THE UNIVERSITY OF ARIZONA

FORGE

FORGE Startup Incubator: Trial by Fire

- **Over \$50K/year value of program**
- **Individualized support network**
- **Learning through action**
- **Up or Out**
- **Maximum residency of 3 years**

Vision → **Product-Market Fit** → **Scale**

PEERS

COACHES

MENTORS

EXPERTS

INVESTORS

BOARD



THE UNIVERSITY OF ARIZONA

FORGE

FORGE'd at UA: Programs – Support

Maker Fests

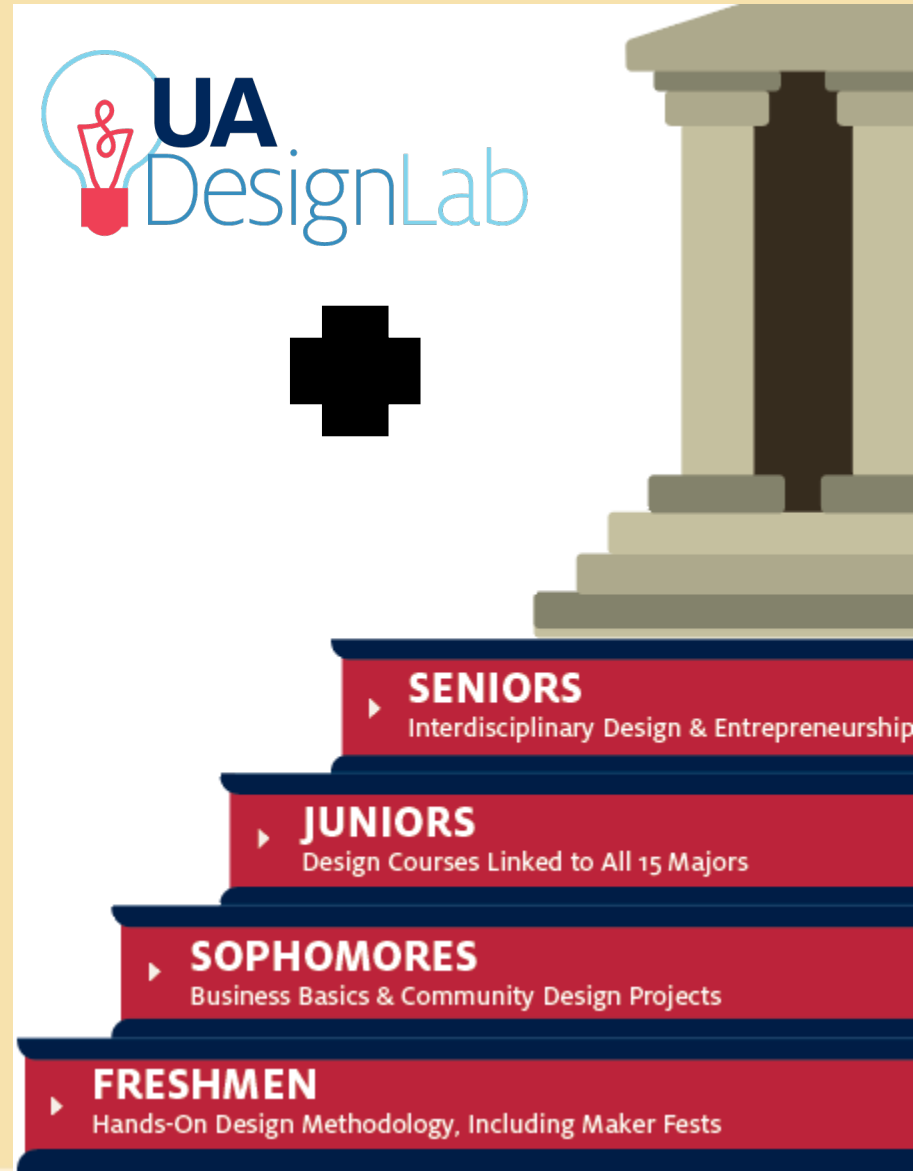
- first year; open; school year

Innovation Challenges

- second year; open; year-round

Hackathons

- four-year; open; year-round



Innovation Challenge Example: LookUp



[Home](#) [Innovators](#) [What We Do](#) [About Us](#) [Balance Grants](#) [In the News](#) [DONATE](#) [Contact](#)

We're sparking a movement that empowers youth to reverse the negative effects of digital overload, find balance and to embrace the joy of simply being human.

Experience the movement first hand

Join this next LookUp Challenge
February 7 - 14

[Sign Up for the Challenge](#)



Innovation Challenge Example: LookUp

Preregister

One member of the team must preregister in order to be eligible for the grant competition. Don't worry if your team is not fully in place. Just make sure you let us know that you are committed to submitting an application.

Submit Application

LookUp.live will only accept Balance Grant Applications online from our Network applicants during the open application window. We strongly suggest that you download and use this [Balance Grant Worksheet](#) to prepare for your online application. Support materials (e.g. 2-minute pitch videos, mock-ups, storyboards, designs, scripts) are encouraged but not required.

Review and Select

An informed group of judges will review and evaluate all proposals using the following criteria:

1. Responsiveness: How well your idea addressed digital addiction and tech/life balance. And don't worry - we don't expect unicorns or silver bullets.
2. Unique Approach - They'll also be looking to see how unique your solution is in the space. We strongly prefer that to be the case. If not, how is your solution a dramatic improvement over existing solutions that are similar?
3. Execution Plan – Have you demonstrated that you have taken the time to think through how your idea can be executed and the resources you will need to succeed.
4. Team: How passionate is your team about solving the problem and have you identified the skills needed for your idea to succeed.

Applicant Interview

Based on the judges' scoring matrix, the top three (3) applicants from each of the Active Minds and Design for America applicant pools will be invited and required to give a 20-minute presentation via Zoom to a panel of LookUp.live judges.

Celebrate and Begin

If your idea is selected, the winning applicant will embark on a six-month journey as a LookUp.live Innovator. You will be introduced to and supported by your peer grant winners, our friends and partners, global innovators, and change agents. Together we are creating a social movement that inspires youth to reverse the negative effects of digital overload and embraces the joy of simply being human.

Collaboration Summit

LookUp firmly believes in the power of collaboration, which is why our winning teams are invited to participate in the LookUp.live Collaboration Summit, April 24th and 25th. The 2020 Summit, which is hosted by our partners at BlackRock Investments, will be held in downtown San Francisco. As a new member of the LookUp.live community, this is a fantastic opportunity to bond with your peer Balance Grant winners, mentors, entrepreneurs, social innovators, and industry leaders.

LookUp Lab

Our innovative grant winners are a vital part of LookUp's global community and automatically become members of the LookUp Lab. During your project's incubation period, additional resources will be available to help bring winning project ideas forward towards MVP status or beyond.

Being part of the LookUp Lab does not preclude participation and or development of winning concepts in your school's entrepreneurial or design programs as well. In fact, we encourage it!

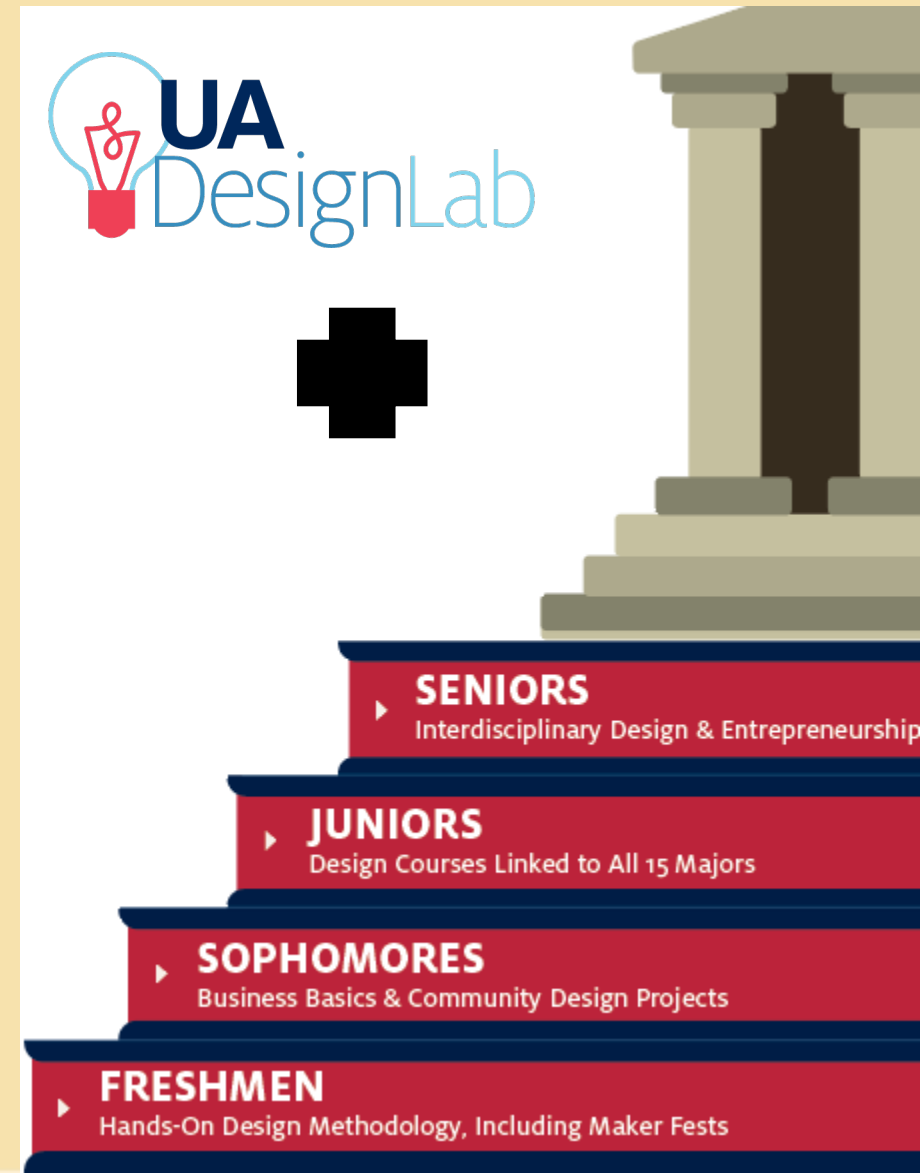
FORGE'd at UA: Programs – Expand

Startup Clubs

- four-year; open but domain specific; school year

Internships

- third year; open but domain specific; summer



Internship Example: TIMESTEP



Goal 3: To increase regional economic growth and competitiveness by keeping talent local

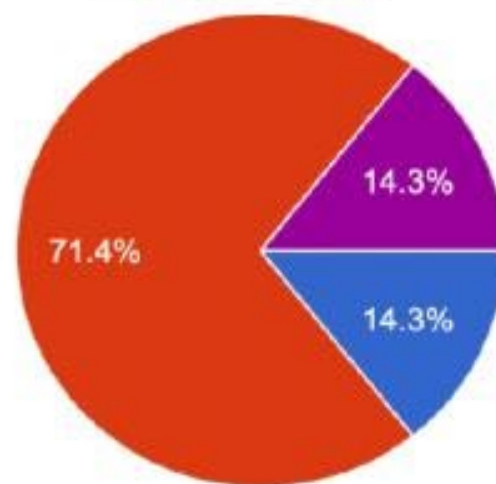
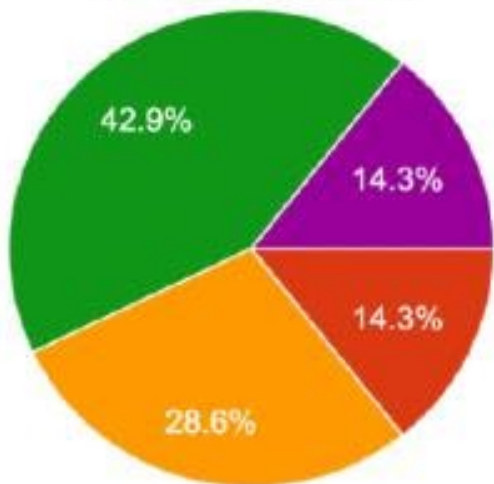
Goal 4: For regional employers to more actively employ UA students with non-traditional backgrounds

Students were asked: *How likely are you to seek post-graduate employment in Tucson?*

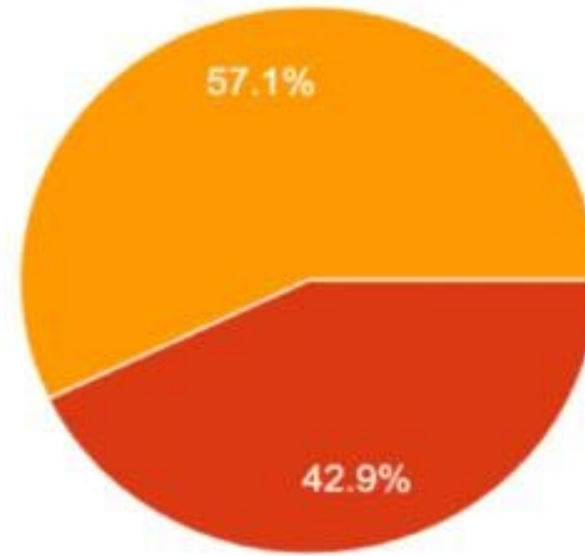
Employers were asked: *Has this experience changed the likelihood of hiring UA Astronomy undergraduates in the future?*

Before Internship

After Internship



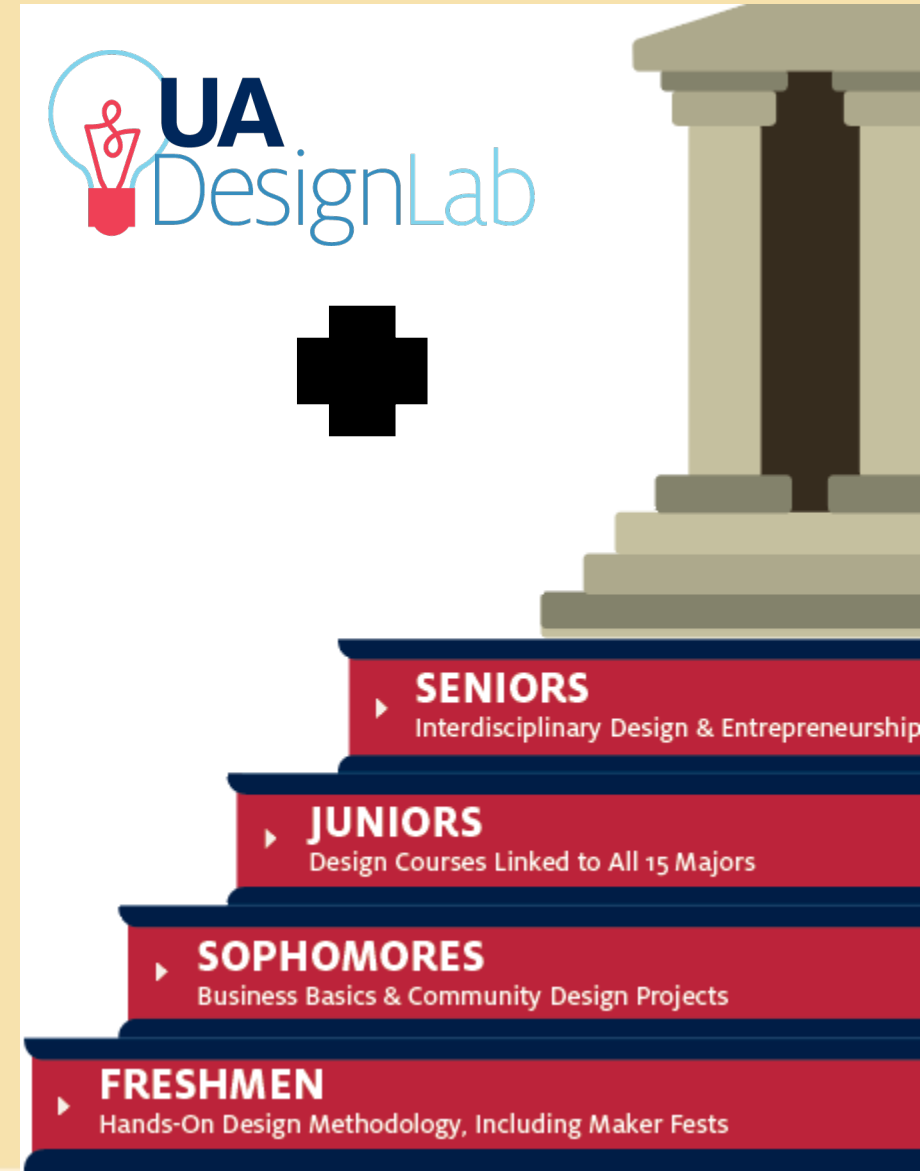
- Very likely
- Somewhat likely
- Not sure
- Somewhat unlikely
- Very unlikely



- less likely
- unchanged
- more likely

FORGE'd at UA: Programs – Create

- **Campus Venture:** ongoing; open but increasingly competitive
 - Support startups coming out of other programs and feeding into campus-wide competition (McGuire NVC) and inter-university competition (e.g. PnP)
- **VC Pathway:** four-year; competitive
 - First year students intern (summer) at FORGE to learn basics of startups
 - Second year students intern (school year) at FORGE with Desert Angels to learn due diligence and angel investing
 - Third year students intern (school year) at FORGE with area VCs to learn risk portfolios and VC investing
 - Rising fourth year students intern (summer) with FORGE startups and develop valuation and business plan



THE UNIVERSITY OF ARIZONA

FORGE

TENWEST: New Structure

TENWEST Core:

Conference style programming focused on Arts, Sustainability, Science & Technology, Entrepreneurship, and Education

- Programmed and executed by TENWEST team
Promotes events to our list
- Supported by cross promotional partners and strategic content sponsors
- Examples from 2019: Ideafunding, 4IR and You Conference

TENWESTx:

Empowers individuals and organizations to contribute their passions to the festival, so that together we can thrive and grow as a community.

- Programmed and executed by community and campus partners
- Examples from 2019: Tech Parks Bus Tour, Arizona Insect Festival



THE UNIVERSITY OF ARIZONA

FORGE

TENWEST: Governance

Strategic Committee (“Studio”)

Comprised of Senior Leadership and Deans or delegates, this group ensures strategic fit with UArizona strategic plan. Serves as Content Sponsor (“green light”) for the core events and commits unit resources to production.

Production Committee (“Producers”)

Comprised of Center, Institute, or Program Directors, this committee plans and executes the event on time and within budget. Serves as Content Owner (creative decisions) for the core events, funds production, and ‘hires’ direction.



THE UNIVERSITY OF ARIZONA

FORGE

Questions?

forge.arizona.edu



THE UNIVERSITY OF ARIZONA
FORGE

