



The

Indiana Entrepreneur



KELLEY SCHOOL
OF BUSINESS

INDIANA UNIVERSITY

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Dr. K Launches New Innovative TV Segment



In the fall of 2013, Inside Indiana Business with Gerry Dick began a regular monthly feature on the television show showcasing some of the latest innovations and entrepreneurial ventures stemming across the colleges and universities of Indiana, providing a platform for ideas that hold great promise.

The segment, a monthly feature, is hosted by Indiana University's, Dr. Donald F. Kuratko (a.k.a. "Dr. K"). Each segment highlights the concept, poses two or three key questions to the innovator-entrepreneur and then provides sound direction for the action steps that the innovator-entrepreneur needs to move forward. In this manner the innovation is featured to a statewide television audience and also distributed across the Inside INdiana Business platform of properties, including Internet, e-newsletters and mobile applications for greater exposure; critical issues are posed to the innovator-entrepreneur; and expert guidance is offered to provide a pathway forward.

The first segment showcased the start-up company of two brothers with connections to Purdue and Indiana universities who have launched a venture focusing on smart phone cases. J.T. and Jim Wangercyn co-founded Loopy Cases in 2012. The startup has won awards at business competitions run by both schools.

Jim Wangercyn, CMO of LoopyCases, says that having the chance to work with the Johnson Center for Entrepreneurship and Innovation has helped LoopyCases tremendously over the past year. "We were helped financially by winning the IDEA Competition, given videography assistance, and gained statewide awareness when featured on IIB with Gerry Dick on Dr. K's IN-



J.T. and Jim Wangercyn, co-founders of LoopyCases.

novators segment. The Johnson Center has continued to provide experts in a variety of fields to help guide us."

The two came up with the idea after their father dropped his smart phone shortly after purchasing his device. He didn't want to purchase a bulky or expensive case and so he modified a case he had. The brothers saw the possibility of their father's idea and

started researching the idea. They have filed for a patent and have trademarked the Loopy Cases name. To see more about LoopyCases go to (www.youtube.com/user/LoopyCases) and visit www.LoopyCases.com.

Former Kelley grad shares his experiences as an Entrepreneur-in-Residence

After a decade of technology related start-ups, Dan Hanrahan, an Entrepreneurship grad from Kelley in 2001, has come back to his roots at JCEI to volunteer as an Entrepreneur-in-Residence.



Dan Hanrahan, Entrepreneur-in-Residence at the Johnson Center.

Dan began his career at Brooksource where he helped grow the 2-man IT Staffing business to hundreds of employees through 17 offices. In 2008, the founders of Brooksource (both IU grads) provided the seed capital for Dan to launch Last Piece Software. Dan led the effort to merge Last Piece with iGoDigital a year later. As a partner in iGoDigital, Dan helped steer the company and was responsible for leading all go-to-market efforts. The ecommerce software business grew from 8 employees to over 60 by 2012 when iGo was acquired by ExactTarget, which was recently acquired by Salesforce.com.

Hanrahan said of his volunteer experience with the Johnson Center, "After the journey through 5 start-ups or acquisitions, I wanted to take time to reflect and to surround myself in the creativity that JCEI offers with its students. The energy here is amazing, and I am having a blast sharing my experiences with students as they begin their own journeys in entrepreneurship and as I plan my next adventure."



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Kelley MBA Entrepreneurial Innovation Academy Primer Day

MBA students with interests in entrepreneurship and innovation spent a day this fall in Indianapolis at the IU Emerging Technology Center hearing about the processes and strategies of business development.

Dr. Tom Hustad, IU Professor Emeritus of Marketing & Founder of the Journal of Product Innovation Management, gave the students the tools needed for new product development. Following Dr. Hustad's presentation was a panel discussion on due diligence with Joe Schaffer, Monument Advisors; Dr. Ken Green, IU Innovation Fund; Don Aquilano, Allos Ventures; and Ting Gootee, Elevate Ventures. The students also were given a tech commercialization primer by Matt Rubin, Assistant Director of Technology Commercialization and Director of IJCCR.



Jim Pearson, founder and CEO of NICO explains his company's mission.

The afternoon concluded with Jim Pearson's fascinating story of NICO Neuro Corporation. Pearson is the founder and CEO of the company. It focuses on developing technology for the field of corridor surgery, where access to the surgical site is limited. Their mission is to revolutionize minimally invasive neurosurgical care through the creation of innovative breakthrough technologies, proper education and teamwork resulting in better clinical and economic outcomes.

Undergraduate Entrepreneurship Program Features Top Students

Ten of the Kelley School of Business's top juniors and seniors were selected to participate in this past spring's Entrepreneurship Fellows Initiative. The students participated in the intensive program designed to enhance entrepreneurial leadership, professional development and idea acceleration.



2013 Entrepreneurship Fellows: From left to right: (Back Row) Casey Seaton, Ethan Page, Grant Williams, Jim Wangercyn (Front Row) Marcus Wadell, Victor Tan, Sam George, Trevor Rubin, Jeremiah Reed, Kyle Musleh

The three-day program, sponsored by Michael Shane, Chairman of LaStar, Inc., immersed students into entrepreneurial strategies. Students were introduced to some of Indiana's most successful and innovative business professionals in fields ranging from retail, to technology, to social entrepreneurship.

MBA Entrepreneurial Academy Alumni Board formed

While attending an IU Entrepreneurial Connection (IUEC) event, an idea came to mind: how could we build on the IUEC event and make entrepreneurial networking year round? About the same time, Kelley alumnus Steve Harris recognized that recent MBA graduates had a special opportunity to offer insight about the Johnson Center's unique Academy program. Thus, the idea to create an alumni board made up of former MBA Entrepreneurial Innovation Academy members was born.

In August 2013, the Academy Alumni Board (AAB) had its kickoff meeting. The mission of the AAB is to contribute in making the JCEI the best entrepreneurial program by providing a distinguishing perspective. The board will focus on entrepreneurship as well as corporate innovation.

Within a couple of months since inception, the motivated AAB has already made a positive impact. This year the structure of the Kelley MBA Academies changed, and the AAB became involved in selecting EIA members and providing suggestions for EIA activities. Charter board members are Ethan Allen, '10; Ryan Aspy, '08; Steve Harris, '08; Suzan Hernandez, '12; Jenny House, '08; Devin Schaefer, '08; and Anne Soto, '11.

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Honorary doctorate awarded to the Kelley School's Dean A. Shepherd



Dr. Dean A. Shepherd & Professor Dr. h.c. mult., Wolfgang A. Hermann, President of Technische Universität München

In June, Dean A. Shepherd, the David H. Jacobs Chair in Strategic Entrepreneurship and Professor of Entrepreneurship received the Technical University of Munich's highest award, the Doctor Honoris Causa. The honorary doctorate is in recognition of outstanding lifetime achievements in the advancement of entrepreneurship research and his impact on the development of the entire field of entrepreneurship. He has worked closely with the TUM School of Management faculty in research projects as well as being a mentor to doctoral students.

Shepherd is recognized as the world's leading entrepreneurship researcher. His research focuses on entrepreneurial leadership including the decision making of entrepreneurs, new venture strategy, learning from failure, and pursuit of opportunity. His work has been published in the top management and entrepreneurship journals and some of his research is the most highly cited works in the entrepreneurship domain.

Professor Shepherd has received numerous honors for his outstanding research contributions to the field of entrepreneurship. In 2012, he was given an honorary doctorate from Sweden's Jönköping University for his help in establishing its entrepreneurship center and mentoring doctoral students. He has been honored with the Indiana University Kelley School of Business Outstanding Research Award twice. Dr. Shepherd was awarded the prestigious Entrepreneurship Mentor Award by the National Academy of Management for his exemplary work in developing Ph.D. students. Dr. Shepherd is also the Editor – in – Chief for the Journal of Business Venturing.



What:
7th Annual Networking Luncheon & Networking
for IU Kelley Entrepreneur Alumni & Students

When:
Friday, April 11, 2014
1:00 p.m. to 4:00 p.m.

Where:
Kelley School of Business, Graduate Career Center Forum



Keynote Speaker: Michael S. "Mickey" Maurer, IU JD '67
Attorney, Entrepreneur, Civil Servant & Philanthropist

Networking session immediately follows keynote

Free Luncheon, Limited seating. Registration required.
Register here: www.iuec14.eventbrite.com

Sponsored by:



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We would like to acknowledge the following board members for their support, vision and guidance.

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