

**2022-23**



**CENTER FOR ENTREPRENEURSHIP**

# **ANNUAL REPORT**



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THERE IS NO PLACE LIKE NEBRASKA





## MISSION

Enhance entrepreneurship through curriculum, mentorship, opportunities, connections, resources and inspiration.

## VISION

To be known as the nexus of entrepreneurial resources.



## CENTER FOR ENTREPRENEURSHIP

"Our Center for Entrepreneurship assists students across the university to develop the skills to start, operate and grow a business.

Through competitions, courses, workshops and more, the center helps create future business leaders and businesses, and serves as a central hub for the business community."

**Kathy Farrell, James Jr.  
and Susan Stuart  
Endowed Dean of the  
College of Business**



## DIRECTOR'S REMARKS

I am delighted to present to you the highlights and accomplishments of another remarkable year at the Nebraska Center for Entrepreneurship. The 2022-23 academic year marked a significant milestone as we returned to normal operating procedures following the challenging period of the pandemic. The palpable excitement among our community members upon reuniting on campus was truly invigorating.

Throughout the year, we witnessed substantial growth and progress, which I attribute to the exceptional efforts and dedication of our talented team. I am pleased to announce the additions of Mallory Krenk and Amanda Metcalf to the Center for Entrepreneurship team. Since joining us, they have seamlessly integrated into our community and played instrumental roles in managing our continuous growth in enrollment, co-curricular activities and community engagement.

One of our notable achievements this year was expanding our reach not only across campus but also within the broader Nebraska entrepreneurship ecosystem. We successfully launched our Entrepreneurship Fellows program, enabling us to establish connections and collaborations with various stakeholders in the ecosystem. This program provided valuable opportunities for students by providing them the opportunity to learn from and connect with area entrepreneurs, founders, service providers and innovators.

Furthermore, I am thrilled to share that we experienced a remarkable increase of over 10% in enrollment in our entrepreneurship courses. This growth is a testament to the quality of education

and the value we provide to our students. It also signifies the growing interest and recognition of entrepreneurship as a vital skillset in today's dynamic world.

Our Husker Venture Fund also shone brightly this year, as they emerged victorious in their regional Venture Capital Investment Competition and secured an impressive third place in the Global Venture Capital Competition. This outstanding achievement underscores the excellence of our students' entrepreneurial acumen and their ability to compete at the highest level on a global scale.

As we reflect on the accomplishments of the past year, it is crucial to acknowledge the unwavering support and contributions from each and every one of you in our community. Together, we built a vibrant and inclusive environment that fosters innovation, collaboration and entrepreneurial spirit. I am immensely grateful for your commitment and dedication to our mission.

Looking ahead, we have ambitious plans to further expand our impact and continue nurturing the entrepreneurial ecosystem within Nebraska. We remain committed to providing exceptional education, mentorship and resources to our students, faculty and entrepreneurs, equipping them with the skills and mindset necessary to drive positive change in the world.

Once again, I extend my heartfelt appreciation to everyone who has made this past year a resounding success. Let us continue to build upon our achievements, inspire one another and create a future filled with endless possibilities.

**Go Big Red,**

Samuel Nelson



# OUR APPROACH

## LEARN BY DOING

At our core lies a firm commitment to experiential learning. We provide our students with a multitude of co-curricular experiences, enabling them to put into practice what they learn in the classroom.

## BROAD SCOPE, SOLE FOCUS

Our center serves the entire student body at the University of Nebraska–Lincoln, but our focus remains: enhancing entrepreneurship through curriculum, mentorship, opportunities, connections, resources and inspiration.

## ECOSYSTEM ENGAGEMENT

By engaging with organizations and individuals in the entrepreneurship ecosystem, we create meaningful opportunities for students to learn from those who have been in their shoes, develop invaluable networks and learn to navigate the complexities of entrepreneurship. It not only enriches their educational and entrepreneurial journey, but cultivates a passion for making a positive impact within their communities.







# CONNECTIONS & COLLABORATORS

The Center for Entrepreneurship meets students where they are and helps them discover which resources are right for them. Our vast connection of partners across campus provide endless opportunities for students to grow their idea, connect with other students to form partnerships and gain valuable experiences.

- College of Engineering
- School of Computing
- Department of Textiles, Merchandising & Fashion Design
- Engler Agribusiness Entrepreneurship Program
- Food Processing Center
- Jacht Agency
- Jeffrey S. Raikes School for Computer Science and Management
- Johnny Carson Center for Emerging Media Arts
- Nebraska Business Development Center
- Nebraska Extension
- Nebraska Innovation Campus
- Nebraska Innovation Studio
- Nebraska I-Corps
- NIC Biotech Connector
- NUtech Ventures
- Rural Prosperity Nebraska
- Weibling Entrepreneurship Clinic

## COLLABORATOR SPOTLIGHT



**RAIKES SCHOOL**

Lindsay Thomsen, director of business development for the Center for Entrepreneurship, led a two-part workshop series for Design Studio students this spring covering topics like grit and the entrepreneurial mindset.



We collaborated with NUtech Ventures, the technology commercialization affiliate of the University of Nebraska, to host workshops for students, faculty, staff and community members on topics such as progressing an idea to a startup and the business model canvas.



HAVE A QUESTION? ASK A S...



# BY THE NUMBERS

2022-23 ACADEMIC YEAR

# \$75K

granted to students and student-run businesses in Center for Entrepreneurship competitions



# 61

Entrepreneurship Community Fellows named to provide valuable learning experiences for students

# 4.82



average end of semester rating for Center for Entrepreneurship faculty (on a 5.00 scale)

# 24%

percent of students enrolled in ENTR courses who study outside the College of Business

# 75

community members who volunteered their time and knowledge to judge our competitions



# 1,275

students enrolled in entrepreneurship (ENTR) courses during the 2022-23 academic year



# 10

colleges represented by students participating in center-hosted curriculum and competitions

# 304



competitors in Center for Entrepreneurship-hosted competitions

# 50



guest speakers in ENTR courses

# 27



Campus Fellows named to connect entrepreneurial activity occurring across different colleges and areas at the university

FROM THE FIELD...  
TO THE LAB



# INNOVATION CHALLENGE

The Innovation Challenge is a test of students' entrepreneurial creativity. It gives students the opportunity to meet new collaborators and friends while attempting to ideate and execute the best solution to a surprise problem presented to participants on the first day.

The challenge, held in September, is the first of four signature events hosted by the Center for Entrepreneurship, and serves as a building block for the events throughout the rest of the academic year.

This year's challenge was to construct and design an "egg drop" container or device that will prevent an uncooked egg from breaking when dropped from the College of Business building. Three teams succeeded in the challenge:



## First Place

Hadleigh Sueker, Makenna Stanton, Evan Wilson, Conner Gokie



## Second Place

Pedro Galvao, Kyran Thomas, Matthew Duhs, Link Tran



## Third Place

Conor Maguire, Will Geary, Ethan Zaborowski, Lydia Hoffman



2022 Innovation Challenge Participants

# 48-HOUR CHALLENGE

**The 48-Hour Challenge is an immersive and experiential workshop where participants experience the highs, lows, fun and pressure of developing a business idea in a startup environment.**

Students from across Nebraska's campus pitched their business ideas and formed teams based on their unique skillsets, interest in the ideas and potential contribution to the progression of the idea over the weekend.

"The 48-Hour Challenge requires them to work in a team environment with strict time constraints and very specific deliverables. During the weekend, students can expand their network of fellow students and members of the startup community within Nebraska," said Sam Nelson, director of the Center for Entrepreneurship.

Throughout the weekend, area founders, service providers and ecosystem members helped students hone their idea and focus on what's next.

"If you give people too much time, they don't innovate — the core of innovation is to do it quickly and focus on what it is," said Rebecca Pearson, mentor and owner of 93.7 The Ticket.

The members of the winning team came together from three different colleges to create a new shelter alternative for displaced individuals from disruptive events like natural disasters. Team members included (from left to right): Abdullah Al Musharfi, marketing major; Cameron King, advertising and public relations major; Vanessa Cruz-Alatraste, advertising and public relations major; Sam Lawton, emerging media arts major; and Deya Mohamed, supply chain management major.



“ The time crunch really made us think and work hard. I now have the skill set to be able to not only present but also create a business plan and get my business off the ground. ”  
Vanessa Cruz-Alatraste, advertising and public relations major



# 3-2-1 QUICK PITCH

The 3-2-1 Quick Pitch Competition is an annual event where students showcase their entrepreneurial, communication and presentation skills through a short “quick pitch” proposal for a new business venture. Competitors have 3 minutes 2 pitch 1 idea.

We welcomed 98 students from eight different colleges and three area high schools to Morrill Hall on November 3. The historic and unconventional environment for business pitches helps simulate an “elevator pitch” and pushes students out of their comfort zone.

No pitch decks, no notecards, no props – just pure communication and storytelling to a panel of area investors, entrepreneurs, business owners and ecosystem members.



3 MINUTES  
2 PITCH  
1 IDEA



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College of  
PAY TO THE  
ORDER OF  
Three hund  
MEMO Con

# 2022 QUICK PITCH WINNERS

## UNDERGRADUATE

Derek Branch  
 Baden Brumbaugh  
 Grace Clausen  
 Seth Daup  
 Jade Erickson  
 Victoria Ference  
 Nathan Gaughan  
 Alivia Knoerzer  
 Madison Kreifels  
 Nathan Lockman  
 Arihant Mittal  
 Zach Molzer  
 Jaxon Morrow  
 Alyssa Moser  
 Benimana Murengezi Atali  
 Rachel Sanchtjen  
 Eduardo Sicilia Ayala  
 Braden Starck  
 Amber Tannehill  
 Tyeisha Thompson  
 Gordon Tuomikoski  
 Allison Walbrecht  
 Maci Wilson

## HIGH SCHOOL

Ella Glaser  
 Isaac McIlhon  
 Shayna Miller  
 Taylor Streich  
 Cameron Unrau  
 Kaiden Velasquez



The 3-2-1 Quick Pitch is one of many instances where students can receive valuable feedback on their idea and build their network. Thirty-nine area investors, entrepreneurs, business owners and ecosystem members helped deliver that feedback.

# 98

competitors  
 (82 collegiate,  
 16 high school)

# \$10K

awarded to  
 competitors

# 39

judges

# 32

majors  
 represented by  
 competitors



2022 3-2-1 Quick Pitch Winners

# NEW VENTURE COMPETITION

**One of the longest-running business plan competitions in the world, the New Venture Competition provides students from across University of Nebraska-Lincoln city and east campuses the opportunity to showcase their entrepreneurial skills and compete for \$55,000 in total prizes.**

"The New Venture Competition provides student entrepreneurs an amazing experiential learning opportunity that requires them to demonstrate creativity, business acumen, critical thinking and communication skills. The competition also enables students to expand their network by interacting with multiple competitors and judges," said Sam Nelson, director of the Center for Entrepreneurship and associate professor of practice in management.

To help students prepare for the competition, we hosted workshops on the many aspects of a business plan, provided one-on-one consulting and facilitated practice pitch sessions.

"Everybody in the center is different in their own unique way, and it plays out very well in a chorus of different voices. Each of them helped me hone my business idea, implement some of

the more strategic parts of the business and put it into practice and make sure I'm headed in the right direction," said Langdon Kohn, 2023 New Venture competitor and senior management major.

On April 4, 98 competitors and over 50 judges and timers gathered to kick-off the 36th annual competition. After two rounds of bracket-style competition, four finalist teams earned their spot in the final round on April 6.

**The New Venture Competition is a stimulus for economic impact and job creation.**

Many successful area businesses got their start when their founders attended the University of Nebraska-Lincoln and competed in the New Venture Competition. From the winning idea in the first competition in 1987, Venel, and Hudl in 2007, to more recent: Nobl, Pawlytics, Stahla Services and Oak Barn Beef, the New Venture Competition proves to be a great place to gain traction and critical feedback.

**“ I've done a lot of these pitches, and the judging at this one has been the best I've ever experienced. ”**  
2023 New Venture competitor



**25**

Majors represented from 7 colleges



**351**

Preparation contact hours







**First Place, Dyslexico**  
**\$15,000**  
 A grammar correction tool built by dyslexics for dyslexics.  
**dyslexi.co**  
 Grace Clausen and Bridget Peterkin



**Second Place, InforMedic**  
**\$12,500**  
 A compliant application built for fast and accurate underwriting.  
**getinformedic.com**  
 Tan Phan and Pranav Rajan



**Third Place, Beacon**  
**\$10,000**  
 Technology that makes the bridge inspection process more efficient.  
 Maci Wilson



**Fourth Place, Pat on Tap**  
**\$7,500**  
 Nebraska's first mobile bar and photo booth.  
**patontap.com**  
 Abby Miller

The Thomas G. Guy Startup Team Award made it possible for us to award \$5,000 to two teams for having the best collaboration and organization. Both teams were nominated by their professor and Director of the Center for Entrepreneurship, Dr. Sam Nelson.

**"Both teams worked collaboratively in class and took advantage of outside resources to prepare for the competition. They played to each other's strengths which was evident both in the preparation and presentation."**



**Street Eats**  
 Brennan Overbeek, Paige Perrone, Jacob Ensz



**Toolbox**  
 Gabe Sehnert, Dilya Ahmadbekova, Danae Contino





Husker Venture Fund Associate Cohort, Fall 2022

# HUSKER VENTURE FUND

**Since its inception in 2021, Husker Venture Fund has been an exemplar of experiential learning. In this hands-on experience, members of the fund manage the investment process from start to finish.**

Each semester, potential members go through an eight-week, hands-on curriculum to learn more about venture capital and the startup ecosystem in Nebraska. At the conclusion of the bootcamp in November, 23 students were chosen to be a part of the second cohort of associates.

"Venture capital is well-known for its exclusivity and closed doors, and we want to change that," said Maria Heyen, managing director of the fund. "We are intentionally bringing in students who have typically been

excluded from the world of venture capital."

The immersive, student-led experience continues to attract students from across campus. Twenty-one percent of the fall 2022 cohort study outside the College of Business with majors ranging from mechanical engineering to computer science.

**The fund addresses a funding gap that exists in the state of Nebraska.**

"The Husker Venture Fund offers people a shot they didn't have before, which could be transformational for the state. It presents a win-win situation for our students and community," said Sam Nelson, faculty advisor for the fund.

Members of the fund elected three new managing directors this spring (listed right).

**“ Impacting multiple stakeholders, the Husker Venture Fund fills a gap in Nebraska’s venture investment chain for early-stage startups, while at the same time, provides UNL students invaluable opportunities to engage with the venture capital process. ”**

Kathy Farrell, James Jr. and Susan Stuart Endowed Dean of the College of Business



A team of six Husker Venture Fund members competed in their first in-person Venture Capital Investment Competition this spring. The team earned a first place finish at the regional competition against Tufts University, St. Mary's University, New York University, University of Oregon and Dartmouth College.

Out of the 47 undergraduate teams that competed in regional competitions, eight winners moved on to compete in the Global Venture Capital Investment Competition. Husker Venture Fund placed third at the global finals.



From left: Will Anderson, James Whebbe, Samuel DeZube, Maria Heyen, Edwin Bahena-Flores, Alex Zlatic



## MANAGING DIRECTORS

Fall 2022

Ateev Bhandari  
Samuel DeZube  
Maria Heyen

Spring 2023

Samuel DeZube  
Maria Heyen  
James Whebbe

Fall 2023

Will Manhart  
Colby Marsden  
Reese Munson

## 2022-23 INVESTMENTS



# STUDENT ORGANIZATIONS

Several student organizations call the Center for Entrepreneurship home. These organizations are inclusive environments for students to explore entrepreneurship and make connections with their peers.

## STARTUPSUNL

StartupsUNL, a registered student organization based out of the Center for Entrepreneurship, is a community dedicated to providing young entrepreneurs with the resources and connections to be successful.

The group regularly holds Workshop Wednesdays, an opportunity for students to get connected and collaborate with each other, and Founder Fridays, where community founders are invited to share their entrepreneurial journey with students.

Prior to New Venture Competition, the organization collaborated with Husker Venture Fund to host pitch practice sessions for competitors. The peer-to-peer format attracted many students and gave StartupsUNL and Husker Venture Fund members an opportunity to judge and give constructive feedback.

StartupsUNL was awarded the Outstanding Student Organization Award at the 2022 Student Impact Awards.

## WOMEN+ IN ENTREPRENEURSHIP

Women+ in Entrepreneurship was created to encourage women and other underserved communities to bring their entrepreneurial endeavors to fruition.

Kelsie Caven, senior Clifton Builders management major from Savage, Minnesota, co-founded the organization in the Spring of 2022. She, along with her executive team members, envision the organization as a way for aspiring female entrepreneurs to grow and build connections in the Lincoln community.



“Registered student organizations give students an opportunity to lead a group of their peers, foster community, and, in this context, connect with area founders, entrepreneurs and innovators. The connections for students are instrumental to their future.”  
Mallory Krenk, Student Engagement & Recruitment Coordinator



# HUSKER HUSTLE SCHOLARSHIP

**Established by Janna Ronert, '87, the Husker Hustle Scholarship provides two aspiring or current student entrepreneurs with \$2,500 to further their entrepreneurial journey.**

After a review of all applications, two students were chosen as recipients of the 2023 Husker Hustle Scholarship: Carolina Barraza, sophomore accounting major, and Abby Miller, senior animal science major. Janna, a Nebraska native and University of Nebraska-Lincoln alum, noted their compelling backstories and perseverance displayed in their applications.

"I chose Carolina and Abby because I could tell they were entrepreneurs at heart," said Janna. Students were asked to describe their entrepreneurial journey and submit a video presentation highlighting their business or business idea. "Lastly, and most importantly, both have an idea that I believe could be scaled and developed into a real, profitable business."

**Carolina Barraza**  
Sophomore Accounting major from Courtland, Kansas  
Carolina is an Investment Intern at Nebraska Angels and was selected as an associate for Husker Venture Fund this spring.

**Abby Miller**  
Senior Animal Science major from Mead, Nebraska  
Abby is the founder of Pat on Tap - Nebraska's first mobile bar and photo booth. Her business earned her a fourth place finish at the 2023 New Venture Competition.



Applied Design Thinking Course, Spring 2023

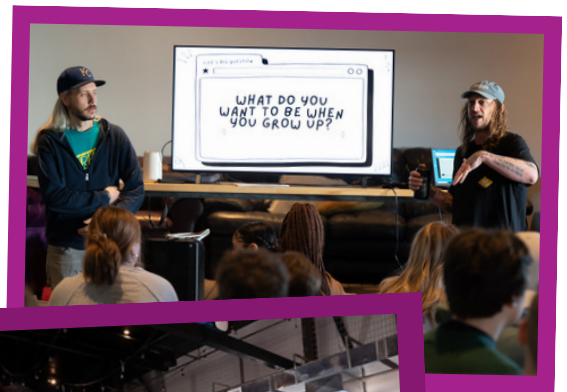
## POP-UP COURSES

**Entrepreneurship looks different for everyone. Through an innovative approach to learning, students can now choose their own path in their entrepreneurship education at Nebraska.**

Each semester, faculty in the Center for Entrepreneurship teach "pop-up" courses — one- or two-credit courses with more specialized topics. During the 2022-23 academic year, we developed and taught courses on design thinking, pitching both yourself and your ideas, building entrepreneurial teams, entrepreneurial creativity and improv skills for business and life.

Entrepreneurship is not one-size-fits-all. Students now have the ability to choose their own path in their entrepreneurship education by customizing their curriculum requirements to meet their goals as an entrepreneur or intrapreneur.

For one pop-up course held in February, Andrew Hanna, assistant professor of practice in management and entrepreneurship, teamed up with Mike Smith, founder of The Bay and co-founder and co-executive director of Rabble Mill, to teach a course to help students answer the question, "What do I want to be when I grow up?" Using the entrepreneurial skillset of design thinking, students created a tailored five-year plan for their life after graduation.



“ We want students to leave their time here with more confidence in who they are, feeling better equipped to handle the uncertainties that await them and a clear idea about how to solve problems. This class provided all these things and more to the students, and in doing so, it was a course that beautifully embodied what the Center for Entrepreneurship is all about. ”

Andrew Hanna



**With a unique background in both family business and franchising, Lindsay Thomsen reimagined what the curriculum and student experience looks like for both topics. Lindsay utilizes her network and personal experience to help tell the story of the great opportunities that exist in both.**

## **FAMILY BUSINESS**

The State of Nebraska’s economy is dependent on the success of family businesses. In Family Business (ENTR 322), students learn about the opportunities and challenges that are distinctive to family businesses. From succession planning to family business dynamics, Lindsay leans on her experience in a family business and often brings in guest speakers to share their stories.

To enroll in the course, students must have a connection to family business. The commonality between the students leads to valuable discussions and conclusions that they often take back to their family business.



## **FRANCHISING**

In Franchising (ENTR 425), Lindsay helps students explore every side of franchising, from business concept to ownership. She strays away from the textbooks and provides students with opportunities to hear from founders, take field trips to local franchise headquarters and gives students the connections to explore career opportunities in franchising.

“ This was definitely my favorite class. This past semester, I asked my parents so many questions I never thought about asking them. I learned a lot about the business and its future. I am so happy I took this class. The knowledge I’ve gained is not only beneficial for family business but for life. You helped push me out of my comfort zone and taught me much more than you know! ”

ENTR 322 Course Evaluation

“ Dr. Thomsen has challenged my thoughts on what entrepreneurship is and opened my eyes to opportunities that exist in franchising. Franchising provides opportunities in every industry to own your own business or contribute in a corporate setting. This class is the most impactful business course I have taken at Nebraska. ”

ENTR 425 Course Evaluation

# STUDY ABROAD IN RWANDA

**For three weeks in May and June, a group of students explored the entrepreneurial expansion and passion in Rwanda.**

Economic growth, paired with rapidly expanding infrastructure, highlighted the need for entrepreneurial expansion throughout Africa. In few environments is this emerging entrepreneurial passion more alive and well than in the country of Rwanda. The paired passion of the Rwandan people and broader efforts by the Rwandan government to invest in economic growth make Rwanda a unique case for entrepreneurial opportunity.

The group, led by Andrew Hanna, visited more than 20 startups and explored the entrepreneurship ecosystem in industries like agriculture, hospitality, healthcare and technology.

During their three-week, immersive experience, the group also went on a safari at Akagera National Park and learned about coffee production and exportation at Nyungwe Rainforest.

"Studying abroad, no matter where you go, will change your perspective about life and your place in this world," said Andrew Hanna.



“My time in Rwanda not only pushed me outside my comfort zone but allowed me to flourish. I had once in a lifetime experiences like going on a safari, monkey trekking and learning traditional Rwandan dances. My perception of compassion, hard work and passion were broadened as I made new friends throughout my three weeks.”  
Mayah Delgado-Walker, business and hospitality, restaurant, and tourism management major





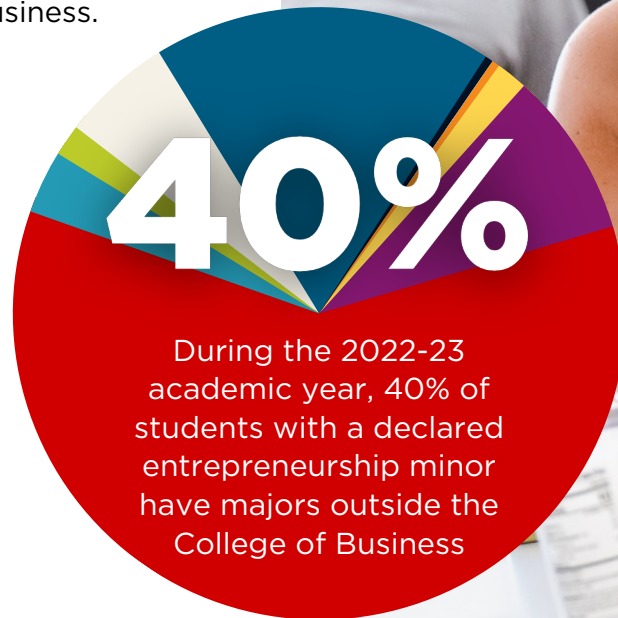
# MINOR IN ENTREPRENEURSHIP

**The minor in entrepreneurship helps business and non-business students develop an entrepreneurial mindset, strengthen their problem-solving skills and connect with our network of entrepreneurs and innovators. Students gain the knowledge and skills to start their own business, work at a startup or lead growth in an established company.**

Since its inception in 2017, the entrepreneurship minor consistently increased in demand from students who study outside the College of Business.

The increased interest is a testament to the quality of education and value we provide, and the recognition of entrepreneurship as a vital skillset in today's dynamic world.

"We're excited about the momentum thus far, and will continue to innovate to provide exceptional entrepreneurship education for students across all disciplines. Our expansion of pop-up courses and intentional addition of community fellows in a wide array of industries will help us serve these students better than ever before. We are proud to be a landing spot for students from every corner of campus as they take the first steps in their entrepreneurial journey," said Mallory Krenk.



Business Plan Development & Decision Making Course, Fall 2022

“ My experience through the Center for Entrepreneurship has been much more impactful than I could have imagined. I thought I would be learning business basics with a dash of entrepreneurship skills. What I found was a community of innovators, creatives and risk-takers who are willing to support, encourage and challenge me as I learn that entrepreneurship is more than just a business model. The director, assistant director, professors, students and staff have bolstered my confidence as I develop and grow my ideas and goals. ”

Danae Contino, graphic design major

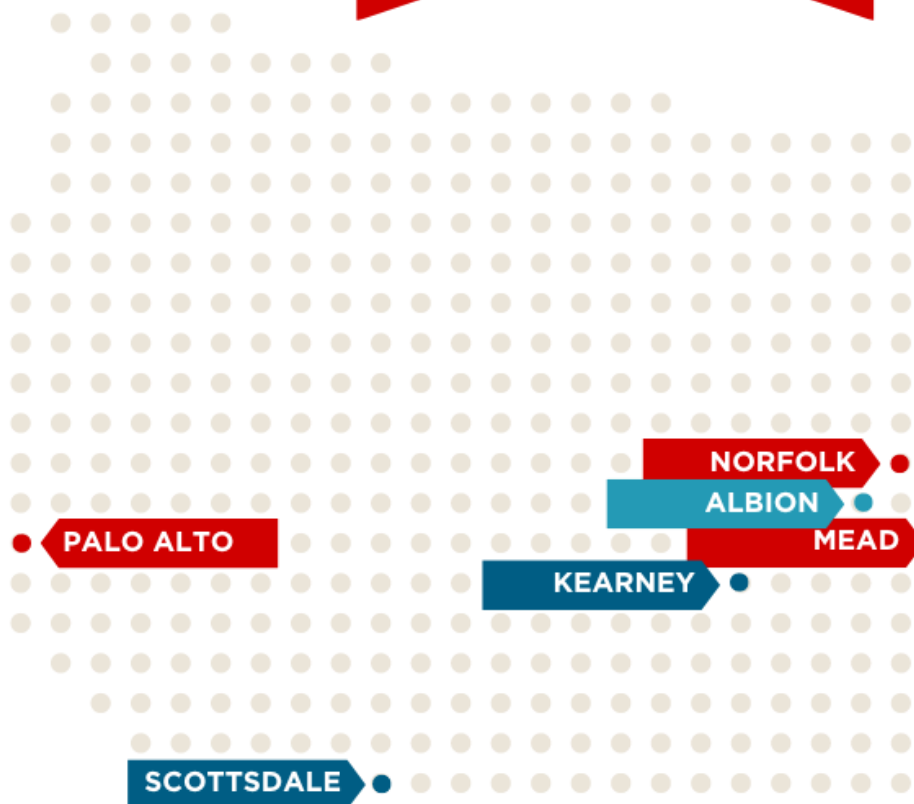
# ALUMNI SUCCESS & ECONOMIC IMPACT

From founders to ecosystem champions, alumni across the U.S. and the globe contribute to entrepreneurial activity. Whether it's a company or an ecosystem, Husker graduates are eager to #StartSomething or #GrowSomething.

Since 1987, the New Venture Competition served as a great place for students to get traction on their idea. A few notable competition alumni are displayed below.

The Husker Venture Fund proves to not only provide invaluable hands-on experience to students, but also gives area founders a shot they didn't have before and contributes to economic development in the state of Nebraska.

9 of the last 24 recipients of the LaunchLNK grant engaged with the Center for Entrepreneurship



## NEW VENTURE COMPETITION ALUMNI

**Emily Kist | B.S.**  
Venture & Innovation  
Minneapolis, MN

**Adam Folsom | M.B.A.**  
Management '20  
Startup Studio A  
Omaha, Nebraska

**Ben Hohensee | B.S.**  
Fund Operations  
Palo Alto, California

# \$150K

invested in Nebraska-based startups through Husker Venture Fund

## HUSKER VENTURE FUND INVESTMENTS



**Founder: Jackson Stansell '21**

**M.S., Agricultural and Biological Systems Engineering**

Uses tech to create more efficient nitrogen applications in the field leading to more sustainable profitability.

Lincoln, Nebraska

# TIIGÁ®

**Co-Founders: Jeff & Katy Tezak**

**B.A., '08, M.A. '18 & B.S.B.A., '17**

Creating plant-based products centered around the Baobab fruit promoting a healthy microbiome and improved overall health.

Lincoln, Nebraska



**Founder: Dusty Birge**

Uses proprietary data collection software to help electric utility companies lower inspection costs.

Kearney, Nebraska

**Founder: Adriana Cisneros Basulto '07**  
**MBA, Marketing**



With Maxwell, employers provide their workforces a monthly lifestyle benefits budget that puts choice in their hands and creates connection.

Omaha, Nebraska

# swishBOOM

**Founder: Kellee Mikuls**

Helps families book babysitters they can trust while creating a gig economy for babysitters to pick up flexible job opportunities.

Omaha, Nebraska



# Nestimate

**Founder: Kelby Meyers '12**

**B.S.B.A., Economics and Finance**

Software analytics platform designed to enable the use of retirement income solutions, namely in the 401k plan.

Lincoln, Nebraska

## HUSKER VENTURE FUND ALUMNI

**B.A., Finance '22**  
Investment Associate @ Nelnet  
Minneapolis

**B.S.B.A., Finance & Economics '22**  
Investment Associate @ Beeso Studio  
Lincoln, Nebraska

**B.S.B.A., Finance '22**  
Investment Associate @ VC Lab  
Berkeley, California

**Blake Ingamells | B.S.B.A., Finance & Economics '22**  
Business Development & Operations  
@ 31st Street Capital  
Lincoln, Nebraska

**Anthony Marfisi | B.S.B.A., Accounting & Finance '22**  
Analyst @ DCA Asset Management  
Scottsdale, Arizona

**Lane Schopp | B.S.B.A., Finance '22**  
Investment Analyst @ Carson Group  
Omaha, Nebraska

**Ian Anderson | B.S., Software Engineering '22**  
Software Engineer @ Workshop  
Omaha, Nebraska

**Edwin Bahena-Flores | B.S.B.A., Finance '22**  
Analyst @ Deutsche Bank  
New York, New York

**Maria Heyen | B.S.B.A., International Business & Clifton Builders Management '23**  
Venture Associate @ Scale Venture Capital  
Columbia, Missouri

# ENGAGING THE COMMUNITY

In the Center for Entrepreneurship, we prioritize enhancing students' experience at Nebraska both inside and outside the classroom. The Entrepreneurship Community Fellows help us do just that.

"Students learn best from someone who was in their shoes and found a way to succeed," said Sam Nelson, director of the Center for Entrepreneurship. "This select group of area entrepreneurs, service providers and founders expand our capacity to deliver world-class education by providing students with the network and experiences to be future business leaders and innovators. We chose individuals who will provide positive interactions and learning opportunities for our students and are looking to make an impact on the future drivers of Nebraska's economy."

Entrepreneurship Community Fellows commit to at least two meaningful engagements each academic year. Engagement opportunities include guest lecturing, mentoring, connecting students to internships and serving as judges at our annual competitions.



**“ The world needs more entrepreneurs – people who spark economic growth and introduce innovations that improve our way of life. Our students will learn how to further build, grow and innovate from these experienced entrepreneurs. ”**

Kathy Farrell, James Jr. and Susan Stuart Endowed Dean of the College of Business



# COMMUNITY FELLOWS

**Aakriti Agrawal**

Co-Founder, Girls Code Lincoln

**Pedro Agüero**

VP of Operations, Arroyo Exteriors

**Brian Ardinger**

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Director of Innovation, Nelnet

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Owner & CEO, Pop-A-Lock  
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**Sourabh Chakraborty**

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Communities

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Prepare Insurance

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**Tyler Seals**

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Founder & CEO, Pawlytics

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KidGlov

**John Wirtz**

Co-Founder & CPO, Hudl

**Wendy Wiseman**

President & Chief Creative  
Officer, Zaiss & Company



# ENGAGING THE CAMPUS

Entrepreneurship Campus Fellows connect entrepreneurial related activities occurring across the university to enhance the visibility and impact of all our individual efforts. Campus Fellows share available classes as well as co-curricular and extra-curricular events and opportunities relevant to entrepreneurship to students across campus.

The group, spearheaded by the Center for Entrepreneurship, will elevate entrepreneurship on campus through increased collaboration and communication. Through these efforts, students from across both University of Nebraska-Lincoln campuses will leave the university with valuable entrepreneurial connections and experiences.

Twenty-seven faculty and staff answered the call to help us elevate entrepreneurship at Nebraska. With representation in every college, we look forward to seeing what we accomplish together.



“ The Campus Fellows program will enable us to reach more students than ever before and the opportunities to collaborate will be invaluable to students, especially as they’re building a team to create or grow their business. ”  
Amanda Metcalf, Program and External Relations Manager



## CAMPUS FELLOWS

**Ajai Ammachathram**

Nutrition and Health Sciences

**Ankit Chandra**

Water for Food Institute

**Brennan Costello**

Engler Agribusiness Entrepreneurship Program

**Aziza Cyamani**

Interior Design, College of Architecture

**Carrick Detweiler**

School of Computing

**Joy Eakin**

NUtech Ventures

**Megan Elliott**

Johnny Carson Center for Emerging Media Arts

**Kate Engel**

Nebraska Innovation Campus

**Robin Garewal**

Department of Marketing

**Zane Gernhart**

NUtech Ventures

**Jemalyn Griffin**

Advertising and Public Relations

**Courtney Hillebrecht**

Department of Political Science

**Terry Howell**

Food Processing Center

**Emira Ibrahmapasic**

School of Global Integrative Studies

**Jake Koperski**

Design Studio

**David Lambe**

Engler Agribusiness Entrepreneurship Program

**Jen Landis**

Graphic Design, College of Fine and Performing Arts

**Tom Larson**

Glenn Korff School of Music

**Kristin Malek**

Nutrition and Health Sciences

**Katie Mowat**

Biological Systems Engineering

**Santosh Pitla**

Biological Systems Engineering

**Jerry Reif**

Innovation Studio

**Brad Roth**

NUtech Ventures

**James Schnable**

Department of Agronomy and Horticulture

**Rob Simon**

Department of Marketing

**Brett Stohs**

College of Law

**Marilyn Wolf**

School of Computing

# AWARDS & RECOGNITION



## Outstanding Student Organization Award

StartupsUNL



## Mortar Board Professor of the Month

**DR. SAM NELSON**

"Sam shares his story with humility, is passionate about education, connects students to opportunities, gives a resounding yes whenever someone asks for help and makes students proud to call UNL home."

Bennett Perlinger,  
student nominator



## Excellence in Teaching Award

**DR. ANDREW HANNA**

One student nominator called attention to Andrew's humor and authenticity.

"His level of personality means a lot to people and it shows that he cares about us, not just as students, but as people."



## Outstanding New Student Organization Award

Husker Venture Fund



## IN THE NEWS

[Heyen Challenges Herself, Builds Legacy of Inclusion](#)

[College Recognizes Excellence in Teaching, Research and Service](#)

[Distinguished Alumni and Friends Receive Nebraska Business Awards](#)

[Language Software Company Wins New Venture Competition](#)

[New Business Pop-Up Course Helps Students Design Their Future](#)

[Hohensee Readies for Career in Venture Capital](#)

[Nebraska Finishes Third in Global Venture Capital Competition](#)

[Husker Venture Fund Impacts State, Entrepreneurs and Students](#)

[Center for Entrepreneurship Names 43 Entrepreneurship Fellows](#)

[Caven Boosts Women's Futures With Mentorship, Entrepreneurship](#)

[Twenty-Three Students Selected to Join Husker Venture Fund](#)

[48-Hour Challenge Brings Big Ideas to Life](#)



# FACULTY & STAFF



**Sam Nelson**  
Director



**Lindsay Thomsen**  
Director of  
Business  
Development



**Amanda Metcalf**  
Program & External  
Relations Manager



**Samantha  
Fairclough**  
Associate  
Director



**Varkey Titus**  
Associate  
Professor of  
Management



**Mallory Krenk**  
Student Engagement  
& Recruitment  
Coordinator



**Andrew Hanna**  
Assistant  
Professor of  
Practice in  
Management



**Matthew Barlow**  
Assistant  
Professor of  
Management



**Craig Boesch**  
Director, Nebraska  
Business Development  
Center

# ADVISORY BOARD

The Center for Entrepreneurship Advisory Board meets twice a year to help us identify emerging opportunities and ensure that we remain on the forefront of innovation and success. These entrepreneurs are committed to making a difference for our students and in the entrepreneurial ecosystem.

**Mark Buss**  
Owner, Pop-A-Lock of Indy

**Aaron Davis**  
Owner, Aaron Davis Presentations

**Paska Juma**  
Program Manager, Google

**Marilyn Mecham**  
Executive Director,  
Mentors Foundation

**Brandon Rigoni**  
Owner, Yogurtini Lincoln

**Vern Powers**  
CEO, Hastings Industrial  
Manufacturing

**Grant Stahla**  
Founder, Stahla Services

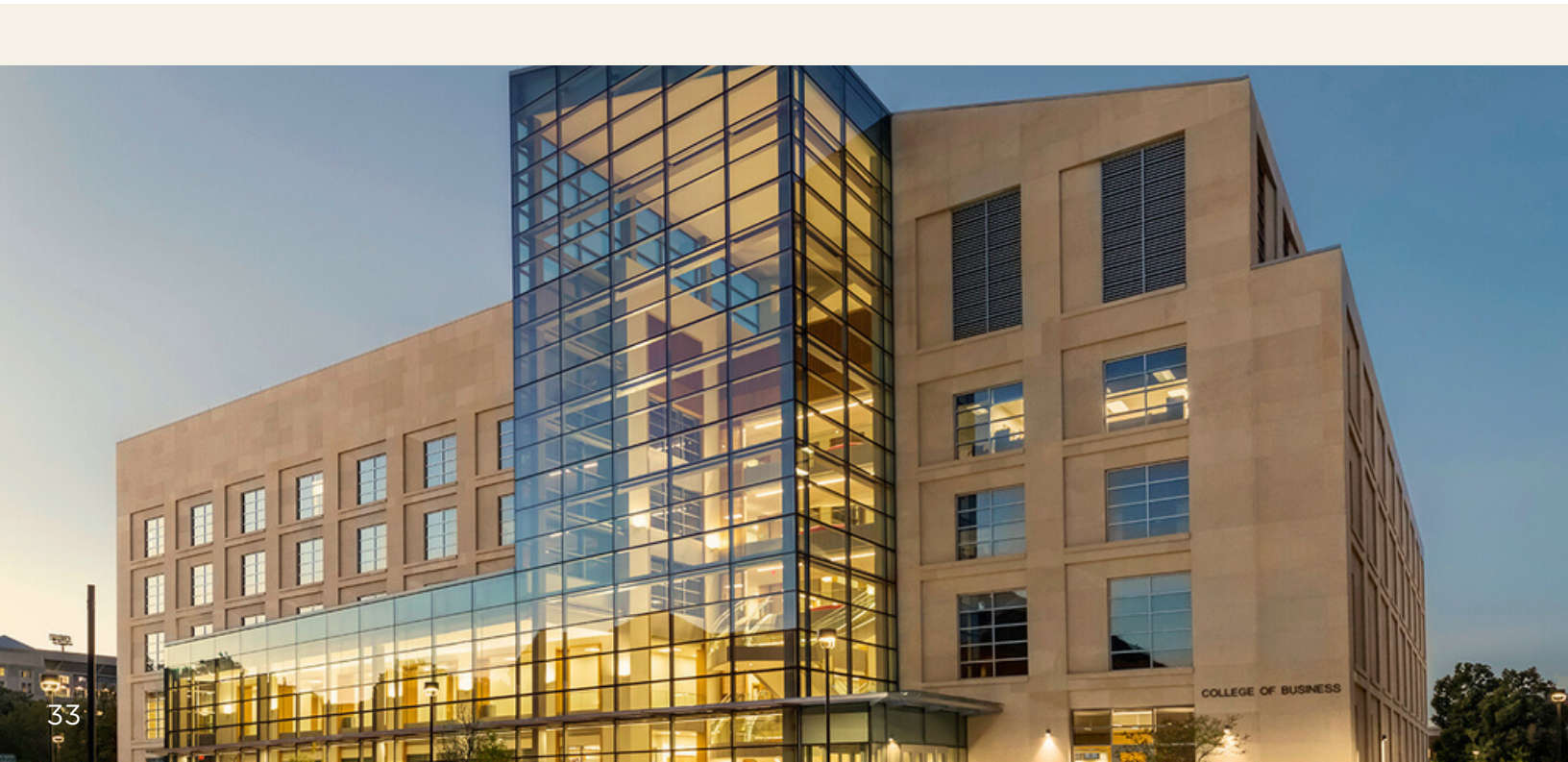
**Jeff Vaske**  
CSO, CQuence Health Group

**Jolene Vermeer**  
SVP, Risk Management, Wells  
Fargo Insurance Services

**Erica Wassinger**  
Co-Founder & General Partner,  
Proven Ventures

**Lizz Whitacre**  
Founder & CEO, Pawlytics

**John Wirtz**  
Co-Founder & CPO, Hudl



# THANK YOU TO OUR SUPPORTERS

Donations to the Center for Entrepreneurship support students with scholarships and experiential learning activities by providing support for our competitions and student-centered activities. We greatly appreciate your investment and contributions to the current and aspiring entrepreneurs at Nebraska.

Abel Family  
Henry and Julianne Bauermeister  
Anthony and Michele Beeson  
Craig and Tracey Boesch  
Jamie Bright  
Mark Buss  
Kevin and Marianne Carlson  
CQuence Health  
Allen Dayton  
Joshua DeMers  
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Dr. Brett S. and Dr. Lindsay J. Thomsen  
Richard Varner  
Jeffrey Vaske  
Jolene and Kevin Vermeer  
Mr. L. Donald and Mrs. Dianna L. Wright Jr.

## WANT TO MAKE AN IMPACT?

Contact Amy Kloefkorn at  
[amy.kloefkorn@nufoundation.org](mailto:amy.kloefkorn@nufoundation.org) or visit  
[go.unl.edu/entrepreneurshipexcellencefund](http://go.unl.edu/entrepreneurshipexcellencefund).





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