

Success
starts
here.

AUTUMN 2019 - SPRING 2020

Keenan Center Report



THE OHIO STATE UNIVERSITY
KEENAN CENTER FOR ENTREPRENEURSHIP



KEENAN CENTER FOR ENTREPRENEURSHIP

The mission of the Keenan Center for Entrepreneurship is to grow and foster a culture of entrepreneurship for the Ohio State community through the creation and support of new ventures and the education and encouragement of their founders. The Keenan Center provides a campus-wide hub for collaboration and engagement with early stage capital, startup talent, and robust programming resources to maximize opportunities for social and economic impact.



go.osu.edu/digitalbuckeye

Group 6
Use this group if you anticipate or want to explore using any of the following active learning strategies:
Problem-based Learning
Faculty-coached Problem Solving
Think-Aloud Pair Problem Solving
Guided Discovery Problems
Team-based Teaching
Case Studies
For more information on these strategies, go to <http://go.osu.edu/activelearningstrategies>

1. Baker 285 - technology
more appropriate for groups
→ Enticon 202
change → more mobility
→ more media boards
2. Case studies, discussions, problem solving, think pair share
3.

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TIM KEENAN

The guiding vision for the Keenan Center is to build Ohio State into the leading force in the nation for developing young entrepreneurs, and incubating student and faculty startups as well as becoming the economic stimulus for Ohio and the entire Midwest.

My name is Tim Keenan and I was a business/computer science student at Ohio State, class of 1980. I suffered a head injury and was stricken with epilepsy late in my freshman year of college. I was counseled by all to drop out of school as funds were stretched by the medical condition. I lost my ROTC scholarship as a result of the medical condition and adjusting to the new restrictions of this condition proved difficult. I began working nights and weekends to make tuition costs but minimum wage wasn't going to get it done. I had an idea about a business that I could run while staying in school. Columbus was full of light manufacturing plants and while working at one of these I noticed the large amount of scrap metal and bulk trash that was produced. The business model at that time was to hire freight hauling firms to cart off the scrap. I knew I could do this more efficiently and cheaper. So, following the entrepreneurs code of "Better, Faster, Cheaper," I bought an old milk truck and began hauling junk for local manufacturers as a business. This was my first foray into entrepreneurship.

This firm lasted long enough to assist my brother, sister, and myself with tuition payments. When I graduated from Ohio State in the middle of the 1980 recession, I had \$21 but no debt. Since a bus ticket to Washington, D.C. was \$20 I made my way to the nation's capital to seek work. After a series of assignments in the high technology industry I co-founded High Performance Technologies, Inc. (HPTi, a firm focused on high performance computing). My partner, Don Fitzpatrick, and I drove the firm jointly to \$25M in annual revenues. Unfortunately, my partner was tragically killed along with my General Counsel and lead accountant in an airplane crash in early 2003. At this point I was faced with a decision, continue with status quo or prepare HPTi for a new dynamic future. Being a Buckeye at heart and soul, I was taught perseverance, so we moved forward by retooling and rededicating ourselves to the people of HPTi and built the firm into a company in which we could all be proud.

It was from 2003 to 2011 that we grew our firm five times, won many industry accolades, and set records in the scientific computing marketplace. I credit Ohio State training and people with this success and for developing in me an entrepreneurial mindset. It is also the driving reason for my wife and me to create the Keenan Center for Entrepreneurship at The Ohio State University and another entrepreneurship center in Syracuse, New York. During two keynote addresses in Central New York and Columbus, Ohio during 2016, I clearly articulated the motivation for creating the Keenan Centers: "Kathleen and I attended college in two of the economically hardest hit areas of the country: Central Ohio and Central New York. We believe that increased entrepreneurial activity could return these regions to economic growth, lifting both communities out of economic stagnation."

Furthermore, we find ourselves in the unique position to reshape how higher education can impact entrepreneurship and innovation. We were motivated to give back to Ohio State and other locales to create an environment for the next generation of entrepreneurs. The guiding vision for the Keenan Center is to build Ohio State into the leading force in the nation for developing young entrepreneurs, and incubating student and faculty startups, as well as becoming the economic stimulus for Ohio and the entire Midwest.

I invite all of Ohio State to stop by and meet the great people of the Keenan Center for Entrepreneurship and discuss your ideas and vision for the future. I also invite you to remember to "pay it forward" when it is time for you to inspire the next generation.

Sincerely,

Timothy P. Keenan



CHERYL TURNBULL

Now more than ever, the world needs innovative thinkers and creative problem-solvers to provide insights and solutions for the betterment of our global society. From this last year alone, I am confident many of those solutions will originate from the Buckeye nation.

As our society and The Ohio State University continue to navigate unprecedented times, the Keenan Center for Entrepreneurship strives to “be the change we want to see” and support all Buckeye entrepreneurs in bringing innovation to the world. The Center is creating a solid foundation and gaining traction quickly in spite of the many challenges faced by all in this environment. As the new Executive Director of the Keenan Center, I’m excited by our future and by the incredible things our university community will be able to accomplish together in entrepreneurship.

I stepped into this role during the spring of 2020, right before the world changed; we had to quickly reimagine how we would deliver programs, connect with the Ohio State community, and continue to advance university startups in this new normal. Previously, I was the Senior Director of the New Ventures Team within the Corporate Engagement Office at Ohio State. Prior to joining the university, I spent a majority of my career in private equity, managing hedge funds and working with investors. I’m leveraging this experience as we continue to shape the Keenan Center for Entrepreneurship.

The Center, created by a generous commitment from the Keenan Family Foundation to the Max M. Fisher College of Business, is a joint collaboration between the Corporate Engagement Office and Fisher. The Center provides robust programming, access to startup funding, and essential connections to resources and expertise needed to translate ideas and concepts into business opportunities.

Through the Center, all Ohio State students, faculty, staff, and alumni will have access to startup ecosystems inside and outside of the university. This access connects the university community with new opportunities and resources

to foster ideas, form new companies and drive economic development locally, regionally and nationally.

In this report you’ll see that all of the Center programs are interdisciplinary, with representatives from every college at Ohio State and from many different areas of study. A startup company cannot be formed in a vacuum. The nature of entrepreneurship is inherently interdisciplinary and cross-functional, which is why the Keenan Center continues to work with many different groups on campus and has many future collaborations in the pipeline. Ohio State’s startup company portfolio currently includes more than 100 startups in a diverse representation of disciplines and industries.

Dr. Melissa Bailey (College of Optometry) is the driving force behind not just one, but two, of these startup companies. These two companies, founded three years apart, are based upon revolutionary ideas about measuring and maintaining vision health. These technologies have the potential to have a positive impact on people throughout the world.

The Keenan Center also encourages student startups through a number of events and programs. The Best of Student Startup (BOSS) competition has become an annual tradition. Last fall, 53 student startup teams competed in this workshop series and pitch competition. The winner, Helm, offers tools to make team management easier by contextualizing roles and connecting online workforces. We are proud that the student entrepreneurs that created Helm are also some of the original founders of Can’t Stop Columbus, Ohio’s volunteer community to create resources and innovative solutions in response to COVID19.

The enterprises are just two examples of many more that exist at Ohio State. As the Keenan Center actively works with different teams across the university, we look forward



to even more success stories. In addition to our work with startup companies, we also have many student programs that continue to provide an immediate impact on Ohio State's entrepreneurship ecosystem and the Ohio startup community. I invite you to take a moment to review all the Keenan Center has accomplished over the last year in spite of the many challenges. These foundational elements have been made possible by the generosity of the Keenan family whose dedication to Ohio State and to entrepreneurship has given life to so many great ideas in such a small amount of time. We are truly indebted to Tim and Kathleen and know that their gift will benefit many of you in the years to come.

Now more than ever, the world needs innovative thinkers and creative problem-solvers to provide insights and solutions for the betterment of our global society. From this last year alone, I am confident many of those solutions will originate from the Buckeye nation. I'm looking forward to working with all of you and accomplishing even greater things together as Buckeyes.

With appreciation,

Cheryl Turnbull

Cheryl Turnbull
Senior Director,
Keenan Center for Entrepreneurship





**ANIL K. MAKHIJA &
SCOTT OSBORNE**

The university is home to brilliant innovators who are discovering solutions to tomorrow's problems – vital in Ohio State's mission to discover and create knowledge that improves the well-being of our state, national, and global communities.

When The Ohio State University Tim & Kathleen Keenan Center for Entrepreneurship was launched in 2019, the Keenan family's generous commitment to Ohio State established a comprehensive resource with the vision to cultivate student, faculty, and staff entrepreneurship, providing the university community with access to a rapidly growing entrepreneurship ecosystem. In a short time, the center has become home to a variety of programs, events, funding, and resources that provide our university community with opportunities to translate ideas and concepts into business ventures.

Earlier this year, Cheryl Turnbull stepped into the role as the Executive Director of the Keenan Center. Cheryl has extensive experience working with startup companies, entrepreneurs, and student programs. Her passion for entrepreneurship and her vision for the Ohio State entrepreneurship community are inspiring. This report showcases some of the immediate impacts the Center experienced under her leadership.

The university is home to brilliant innovators who are discovering solutions to tomorrow's problems – vital in Ohio State's mission to discover and create knowledge that improves the well-being of our state, national and global communities. These innovations created for the betterment of society will cultivate further job creation for the state and regional economy.

The university has also worked to bolster these innovations by forming a network of experienced entrepreneurs and creating access to funding – resources that are vital to maximize the impact these discoveries can have on society.

As we continue to navigate an ever-evolving future, the Keenan Center will be transformative in Ohio's dynamic entrepreneurial ecosystem by championing the power of Buckeyes who share a dedication to cultivating creative solutions and improving lives.

We look forward to what this initiative will accomplish in Ohio and beyond and hope you'll join us on this journey.

With gratitude,

Anil K. Makhija

Anil K. Makhija
Dean and John W. Berry, Senior Chair,
Max M. Fisher College of Business

Scott Osborne

Scott Osborne
Vice President, Economic and Corporate Engagement
Corporate Engagement Office



PROFESSIONAL STAFF

The faces, names and brains that make it happen.



Cheryl Turnbull

Senior Director

Keenan Center for Entrepreneurship



KATE SCHULHAUS, PHD

Manager
Venture Development and Capital



CORINE ST. GELAIS

Grants and Contracts Specialist
Venture Development and Capital



RAY JONES

Expert in Residence
Venture Development and Capital



JAKE COHEN

Program Director
Programs



KAITLIN FLINTROY

Program Coordinator
Programs



ZACHARY ELLIS, JR.

Director
Talent



LAUREN MOROWIT

Analyst
Talent



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CAPITAL





CAPITAL

2019 Accelerator Awards. Speeding great ideas to the marketplace.

In April 2020, the Keenan Center for Entrepreneurship announced the awardees of the 2019 Accelerator Awards cycle.

Nine projects were selected for Accelerator Awards funding totaling \$1.25 million to advance the translation of technologies developed by Ohio State innovators from the university into the marketplace.

For the 2019 cycle, 30 applications were received from principal investigators affiliated with seven different colleges at Ohio State encompassing technologies representing a variety of technology sectors, including Life Sciences, Sensors, Software IT, Energy, and Advanced Materials.



IN THE NEWS

Cheryl Turnbull (Senior Director) was interviewed about the Accelerator Awards by Innovosource - a well-respected resource for research institutions and those interested in developing or partnering with university gap fund and accelerator programs.

The 2019 Accelerator Awards were presented at the annual Innovosource Coalition of Action conference and were a featured program in the *Mind the Gap* report produced by Innovosource.



CAPITAL

Accelerator Award

2019–2020 Cycle Awardees



SYLVESTER BLACK

College of Medicine | Department of Surgery



DAVID DEAN

College of Engineering | Department of Materials Science and Engineering, College of Medicine | Department of Plastic and Reconstructive Surgery



EMRE ERTIN

College of Engineering | Department of Electrical and Computer Engineering



ZHIWEI HU

College of Medicine | Department of Surgery/ Surgical Oncology



SANJAY KRISHNA

College of Engineering | Department of Electrical and Computer Engineering



MRINAL KUMAR

College of Engineering | Department of Mechanical and Aerospace Engineering



TANYA NOCERA

College of Engineering | Department of Biomedical Engineering



MICHAEL TWEEDLE

College of Medicine | Department of Radiology



BRYAN WHITSON

College of Medicine | Department of Surgery



KAI ZHAO

College of Medicine | Department of Otolaryngology

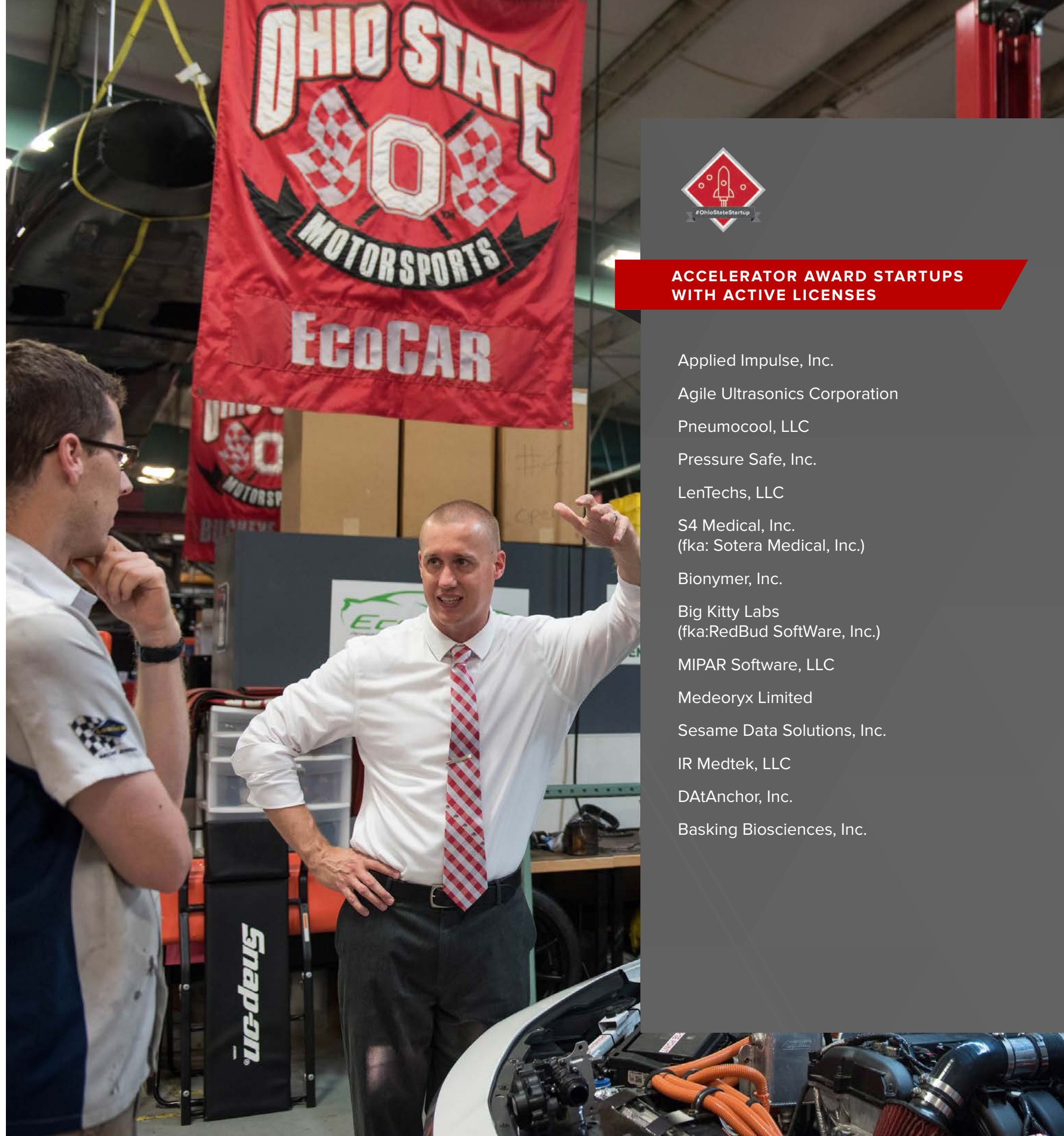


CAPITAL

2020: More funds. More fun.

Additional Funding Secured for 2020 Cycle

In June 2020, Ohio State was awarded a \$500,000 Technology Validation and Startup Fund grant from the Ohio Third Frontier for FY2021. This award, combined with a matching sum from Ohio State, will be used to support the next round of Accelerator Awards.



ACCELERATOR AWARD STARTUPS WITH ACTIVE LICENSES

- Applied Impulse, Inc.
- Agile Ultrasonics Corporation
- Pneumocool, LLC
- Pressure Safe, Inc.
- LenTechs, LLC
- S4 Medical, Inc.
(fka: Sotera Medical, Inc.)
- Bionymmer, Inc.
- Big Kitty Labs
(fka: RedBud SoftWare, Inc.)
- MIPAR Software, LLC
- Medeoryx Limited
- Sesame Data Solutions, Inc.
- IR Medtek, LLC
- DAtAnchor, Inc.
- Basking Biosciences, Inc.



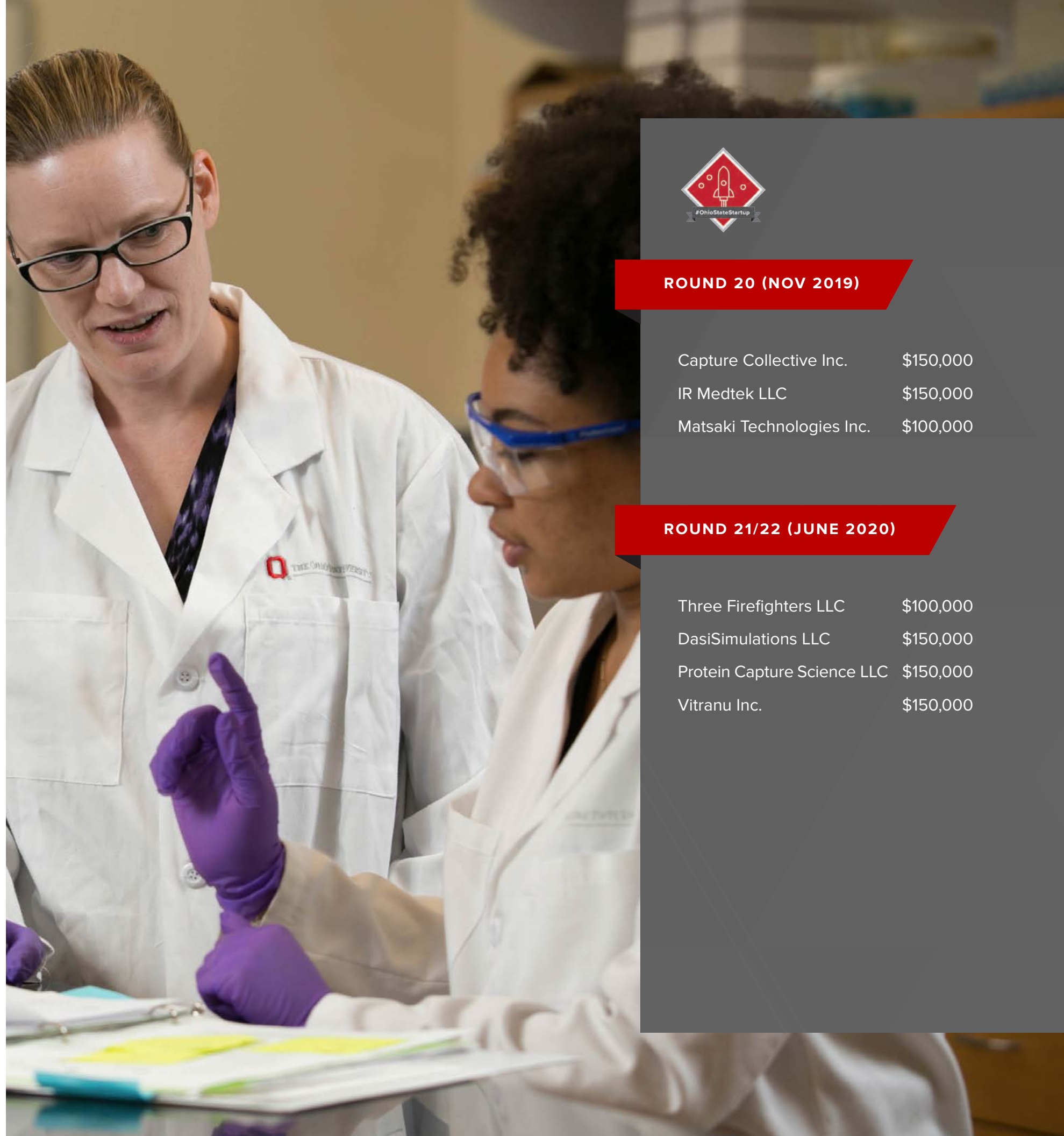
CAPITAL

TVSF. Rewarding great thinking.

Technology Validation and Start-Up Awards

The Ohio Third Frontier Technology Validation and Start-up Fund (TVSF) provides grants to Ohio institutions of higher education and other nonprofit research institutions. The funding is used to demonstrate that a technology is commercially viable through activities such as testing and prototyping.

The ultimate goal is to license the technologies to startup companies that will bring these exciting university technologies to market.

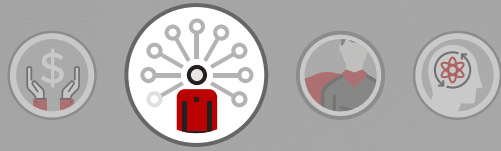


ROUND 20 (NOV 2019)

Capture Collective Inc.	\$150,000
IR Medtek LLC	\$150,000
Matsaki Technologies Inc.	\$100,000

ROUND 21/22 (JUNE 2020)

Three Firefighters LLC	\$100,000
DasiSimulations LLC	\$150,000
Protein Capture Science LLC	\$150,000
Vitranu Inc.	\$150,000

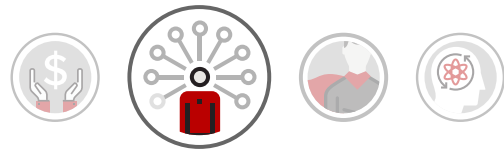


VENTURE DEVELOPMENT



THE OHIO STARTUP &
VENTURE CAPITAL SUMMIT





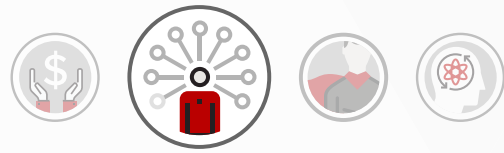
VENTURE DEVELOPMENT

Our amazing venture adventure.

Home to some of the brightest researchers in the nation, Ohio's startup ecosystem has risen in prominence in part because of the technologies coming out of the state's universities.

On September 5, 2019, participants spent time with leaders from some of the most promising startups spun out of the state's universities and experienced these inventive technologies firsthand. Hosted by The Ohio State University, other featured institutions included: Ohio University, Cleveland State University, University of Toledo, Air Force Institute of Technology at Wright-Patt, and University of Akron.



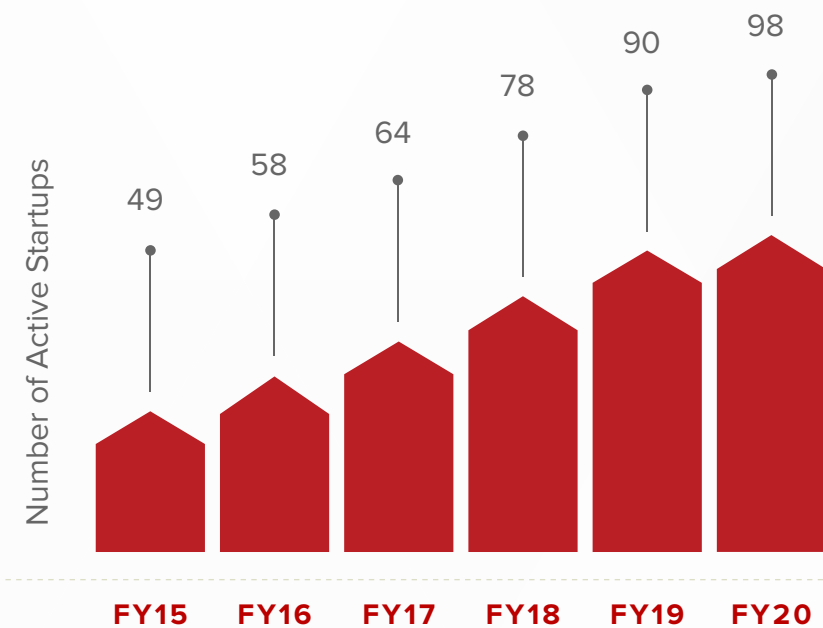


VENTURE DEVELOPMENT

Startups aim for the stars.

The Keenan team is dedicated to creating startup companies by matching Ohio State innovations with experienced entrepreneurs and a full continuum of funding.

ACTIVE STARTUPS



PORTFOLIO COMPANY ACTIVITY

Q1 FY2020:

NEW COMPANIES ADDED:

Agile Ultrasonics Corporation (7/31/19)
Inventor: Avraham Benatar
College of Engineering

Engage Health, Inc. (8/1/19)
Inventor: Randi Foraker
College of Public Health

IR Medtek (8/6/19)
Inventor: Jim Coe
College of Medicine

Capture Collective, Inc. (8/28/19)
Inventor: Naduparambil Jacob
College of Medicine

Capture Medical, Inc. (8/28/19)
Inventor: Naduparambil Jacob
College of Medicine

Q2 FY2020:

NEW COMPANIES ADDED

Eikonoklastes (12/17/19)
Inventor: Zhiwei Hu,
College of Medicine

Q3 FY2020:

NEW COMPANIES ADDED

Matsaki Technologies, Inc. (3/10/20)
Inventor: Sanjay Krishna
College of Engineering

Otologic Technologies, Inc. (3/12/20)
Inventor: Metin Gurcan
College of Engineering

Core Access, LLC (3/20/20)
Inventor: Mina Makary
College of Medicine

Q4 FY2020:

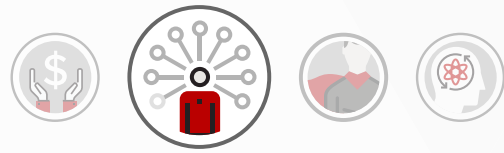
NEW COMPANIES ADDED

Clarametyx Biosciences, Inc. (4/1/20)
Inventor: Amal Amer
College of Medicine

Applied Impulse, Inc. (4/15/20)
Inventor: Glenn Daehn
College of Engineering

ImpactDS Consulting, LLC (5/4/20)
Inventor: Anne Johnson,
College of Food, Agricultural, and Environmental Sciences

Strand Therapeutics, Inc. (5/18/20)
Inventor: Yizhou Dong
College of Pharmacy



VENTURE DEVELOPMENT

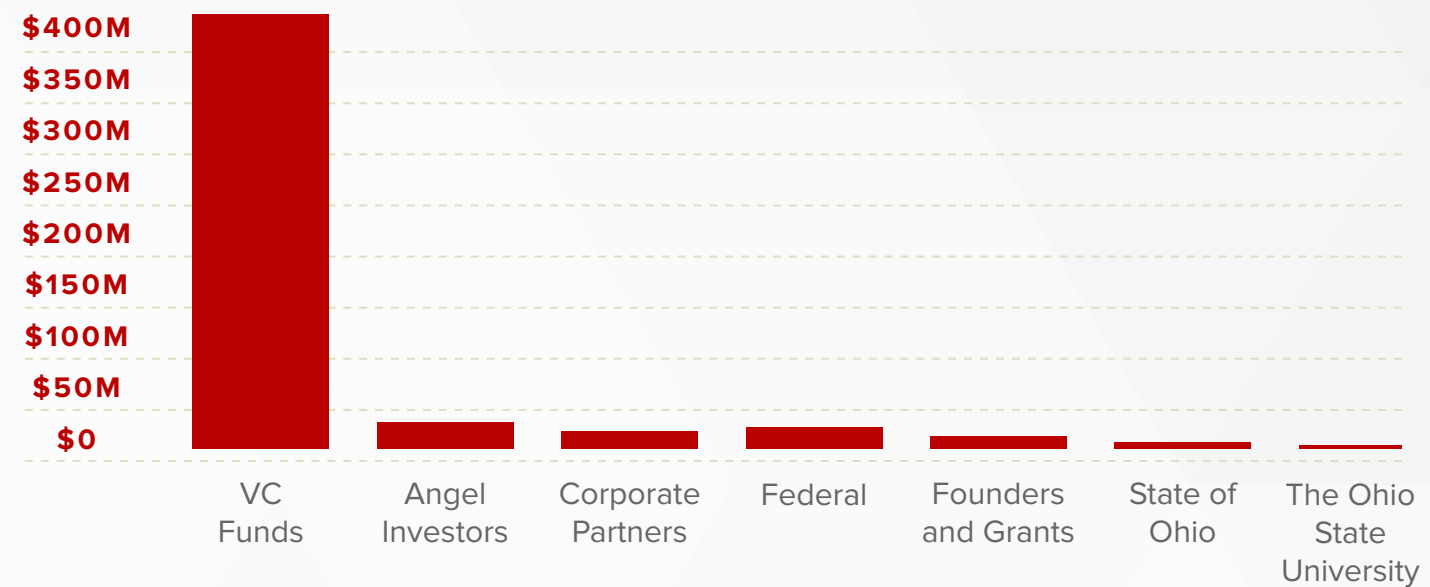
Cumulative private investment in Ohio State startups:

\$585.14M

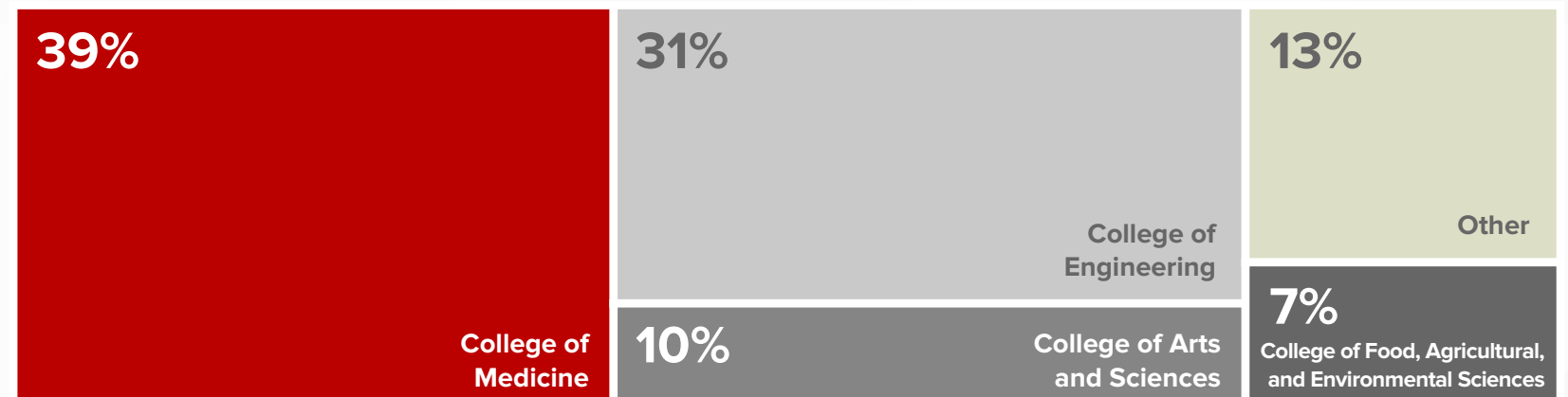
Total at end FY 2020

Total Investment	
FY2020	\$585.14 Million
FY2019	\$503.48 Million
FY2018	\$325.45 Million
FY2017	\$143.85 Million
FY2016	\$99.9 Million

FUNDING AMOUNT (\$)



PORTFOLIO COMPANIES BY COLLEGE





TALENT





TALENT

It's who you know. AND what you know.

What is an EIR (Executive in Residence)?

This job opportunity is as Chief Executive Officer (CEO) of a startup company. As the CEO, a candidate will partner with Ohio State in forming the company and then identifying a technology to license into it. They will supervise and control all strategic and business aspects of the company. The candidate will help guide it through its various stages of development and funding rounds. To do so, they will need to hire and lead a team to create a clear direction of the organization.

As a startup CEO, a candidate will need to have the skills necessary for managing the unique challenges of a startup to carry the company to success. Ohio State will provide certain resources to aid the startup's progression such as pre-drafted legal templates, introductions to investors, formal mentorship, and more. This position relies upon the incumbent's ability to raise capital in order to draw a salary—it is not compensated by Ohio State.

The Keenan Center has a total of 134 EIRs.



“As a startup CEO, a candidate will need to have the skills necessary for managing the unique challenges of a startup to carry the company to success.”





TALENT

Getting startups started right.

Buckeye Venture Mentoring Service (BVMS) provides an educational support system for all Ohio State-affiliated entrepreneurs—including students, alumni, faculty, staff, and licensees.

The BVMS supports entrepreneurial activity within the Ohio State community by matching startups with experienced business leaders who volunteer their time and talent to counsel emerging entrepreneurs. Built upon the prestigious Venture Mentoring Service hosted at MIT, BVMS is based on the belief that a fledgling business is far more likely to thrive when an entrepreneur can draw upon the advice and guidance of a group of mentors with proven skill and experience. BVMS provides an educational support system for all Ohio State-affiliated entrepreneurs—including students, alumni, faculty, staff, and licensees.

Senior, professional Ohio State staff carefully select mentors based on their relevant experience and enthusiasm for the program and match them to mentees based on needs, experience, and interests. Ohio State also provides resources and support for mentors throughout the program.



PROGRAM OBJECTIVES

- Help develop advanced and varied skill sets in entrepreneurs through insight from more experienced professionals
- Surround ventures with teams of 2-3 mentors with expertise in a variety of subject areas
- Provide ventures with regular, formal mentoring sessions and occasional ad hoc advice
- Help the venture identify the 2-3 most important milestones to accomplish over next 30 days
- Facilitate connection and community among Ohio State's entrepreneurial ecosystem

STATISTICS

Pilot cohort was launched with **10** faculty-led ventures

20 mentors are participating

This fall/winter, the program will expand and be open to students and alumni



TALENT

Interns today. CEOs tomorrow.

New Ventures Cohort Interns.

Each year, more than 400 technology disclosures are submitted by Ohio State innovators. The Venture Development team helps those technologies with startup potential develop business plans and go-to-market strategies, focus the value proposition through customer discovery, and identify sources of talent and capital. Technologies can come from any field, including medical devices, pharmaceuticals, software, and engineering. The New Ventures interns gain practical, hands-on experience by:

- **Conducting research and delivering customer discovery, competitive analysis, pricing analysis, market sizing, business model and valuation, exit strategy, and recommendations.**
- **Evaluating the startup potential of these early-stage technologies and crafting diligent marketing and commercialization strategies.**
- **Creating reports and building pitch decks for potential investors.**



ABIGAIL MARKS

Fourth Year

Major: Finance and Economics
Hometown: Twinsburg, Ohio



ALLISON OTERIN

Graduate

Major: Industrial and Systems Engineering
Minor: Business
Hometown: Chicago, IL



BRIAN SCHNEIDERMAN

Fourth Year

Major: Finance | Minor: Real Estate
Hometown: Chicago, IL



YASH SOMANI

Fourth Year

Major: Finance | Minor: Design Thinking
Hometown: Hilliard, Ohio



SAM SPIEGELMAN

Fourth Year

Major: Economics, Computer & Information Science
Hometown: Marin County, CA



ALEXANDER TODD

Fourth Year

Major: Finance
Hometown: Cincinnati, Ohio



TALENT

Meet our Summer 2020 Wheeler and Wolstein interns

The Keenan Center for Entrepreneurship placed undergraduate and graduate students in internships with startup companies.

Selected students receive \$7,000 in funding to complete a summer internship with a startup company.



ISAAC ALTMAN

Major: Industrial and Systems Engineering
Minor: Business
Assigned Startup Company: Ohio Innovation Fund



STEPHEN BARBUSH

Major: MBA, Marketing
Assigned Startup Company: Perfect Practice



SIMONA JASOVA

Major: International Business and French
Assigned Startup Company: Ds-Connex



AMANDA JOVANOVIĆH

Assigned Startup Company: Games That Move You



WILLIAM HUBBARD

Major: MBA, Finance
Assigned Startup Company: Games That Move You



MINAHIL KARMAN

Major: Finance/Strategy
Assigned Startup Company: Ghostwave



JUSTIN MOELLER

Assigned Startup Company: Aptimmune Biologics



DUSTIN PARTAIN

Major: OpEx, Leadership, Analytics
Assigned Startup Company: H2L - Horizon Two Labs



VAMSHIDHAR PASHAM

Major: Operations and Data Analytics
Assigned Startup Company: Doggo Insurance



JACOB RIINA

Major: Molecular Genetics
Assigned Startup Company: 3BAR Biologics



AKANKSHA SAHNI

Major: Human Resource Management
Assigned Startup Company: Ohio Innovation Fund



ELIZABETH SHNEYDERMAN

Major: Economics, Computer & Information Science
Assigned Startup Company: Dancor Solutions



RYAN STROTMAN

Major: Computer Science and Engineering
Assigned Startup Company: DAtAnchor Inc.



JASON TOROK

Major: Electrical Engineering
Assigned Startup Company: GhostWave



MATTHEW WALKER

Major: Data Analytics
Minor: Critical and Cultural Theory
Assigned Startup Company: Mobikit



SHENKAI WANG

Major: Computer Science, Engineering and Philosophy
Assigned Startup Company: DAtAnchor Inc.



PROGRAMS





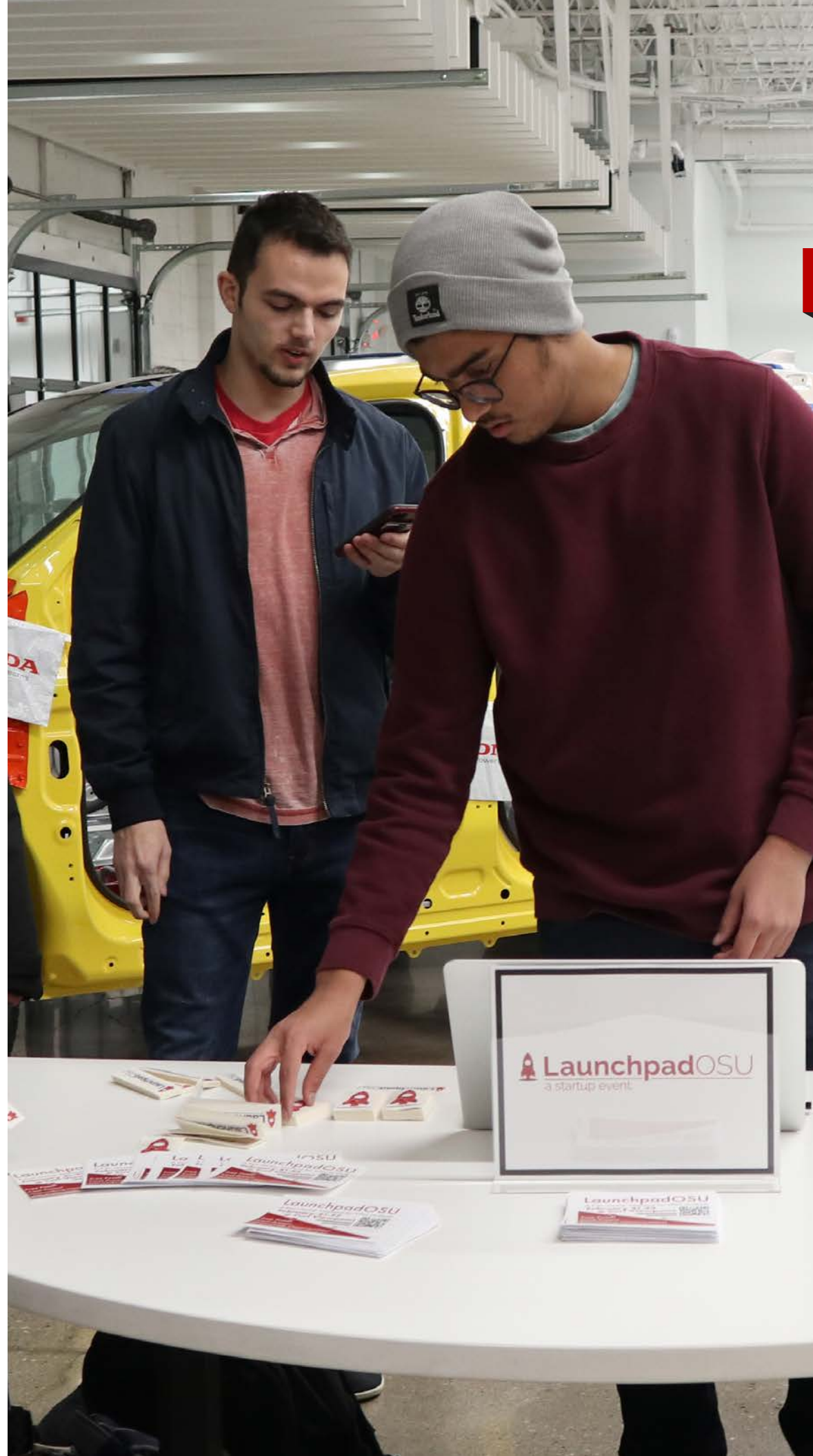
PROGRAMS

Student Startups competition. BOSS level

Best of Student Startups Competition

The Best of Student Startups (BOSS) is a semester-long competition that consists of educational workshops and coaching for students (undergraduate, graduate, professional) to help them develop a pitch deck and presentation.

At the end of the semester, student entrepreneurship teams have the opportunity to pitch for funding.



AUTUMN 2019 BOSS JUDGES

Scott Osborne

Vice President of Economic and Corporate Engagement, The Ohio State University

Ryan Lunka

COO, nChannel Incorporated

Sarah Steinbrunner

*BOSS Autumn 2018 1st Place Winner
Co-Founder & CSO, Banzo Foods*

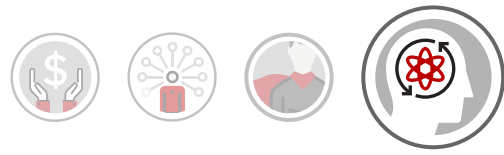
Anthony Reynolds

*Project & Reporting, J.P. Morgan Chase
Advisory Board Member, START CBUS*



BOSS WORKSHOPS





PROGRAMS

BOSS Workshops

Workshop #1

Problem Identification, Solution Brainstorming, Customer Validation

Workshop #2

Storytelling, The Pitch, Public Speaking

Workshop #3

Marketing Strategy, Finance, Operation Strategy

Helm

1ST PLACE WINNER

Company Name: Helm

Team: Kai McKinney, Third Year, Industrial Design,
Tommy Hillyer, Third Year, Mathematics.

Idea: Helm is a web platform where users post projects and solve problems to get hired. Instead of hiring with outdated metrics, Helm centers the conversation on what candidates are capable of, making hiring easier, less biased, and more relevant.



2ND PLACE WINNER

Company Name: Twirl

Team: Melissa Liang, Fourth Year, Operations
Management; Ruby Xun, Fourth Year,
Marketing

Idea: Twirl is social platform that strives to provide students the opportunity to rent or borrow articles of clothing and utilize a shared closet across campuses within a network of trusted women.





PEOPLE'S CHOICE AWARD

Company Name: Outern

*Team: Alex Davessar, Second Year, Information Systems
David McGrath, Second Year, Finance
Greg Davidson, Third Year, Computer Science
Tyler McRill, Third Year, Computer Science
James Hamilton, Third Year, Computer Science
Nick Shaughnessy, Third Year, Computer Science.*

Idea: Outern is a web platform that allows companies to offload entry level projects to college students to be done remotely.



BOSS FINALIST

Company Name: Delity Audio

*Team: Anthony Condo, Fourth Year, Electrical Engineer
Derek Briggs, Fourth Year, Electrical Engineer*

Idea: Delity Audio is a music equipment manufacturer with a flagship music sequencer designed for maximum hands on control and intuitive music creation.

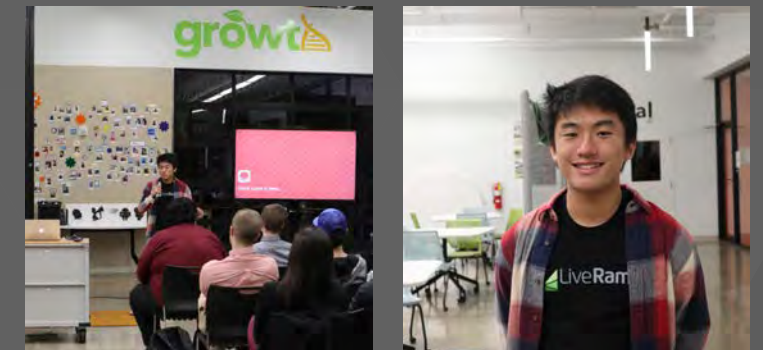


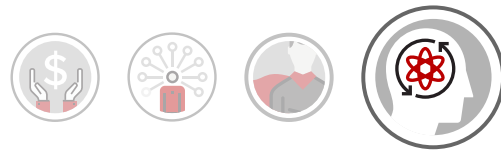
BOSS FINALIST

Company Name: Zealy

Team: Truman Xu, Fourth Year, Marketing and Logistics

Idea: Zealy offers an experiential product that helps companies elevate the definition of employee success.





PROGRAMS

3...2...1... LaunchPadOSU

A free startup weekend for Ohio State students.

Marketing Overview

- Direct exposure to over 50 student organizations
- Direct exposure to academic classes.
- Marketing strategies included email and word of mouth.

Applicant Metrics

- Applicants represented all four years of undergrad, as well as graduate students.
- Applicants represented over 56 majors, most being finance and computer science engineering.



FINAL EVENT DAY JUDGES

Derek Dehart
Co-Organizer
Can't Stop Columbus

Andrea Ewing
Manager, Corporate Connections
Rev 1

Patrick Shuff
Chief Technology Officer
eFuse

Morgan Howard
Senior Manager of Customer Innovation
Safelite AutoGlass

David Butcher
CEO & Founder, Flyby BBQ

Grant Schneider
Upstart Columbus



2019-2020
LAUNCHPAD STAFF





PROGRAMS

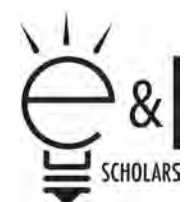
Entrepreneurship and Innovation Scholars

The Entrepreneurship and Innovation (E&I) Scholars Program is a multi-disciplinary program designed to harness passion for entrepreneurship and innovation.

Through experiential learning experiences and networking with industry professionals, E&I students gain valuable leadership skills that will prepare them for college and beyond.

Number of Applications by year

AU17-SP18	150
AU18-SP19	169
AU19-SP20	207



48 INCOMING SCHOLARS FOR AUTUMN 2020

Incoming scholars represent 6 different areas, including the following:

- *Agriculture*
- *Arts and Sciences*
- *Business*
- *Engineering*
- *Exploration*
- *Health and Rehabilitation Sciences Pre Program*

FALL 2019 - SPRING 2020 LEARNING EXPERIENCES

- **Sept 2019:** Trip to Idea Foundry
- **Oct 2019:** Q&A with Hot Chicken Takeover
- **Nov 2019:** BOSS (Best of Student Startups) Finale
- **Jan 2020:** Talk from Elio Harmon at 614 Startups
- **Feb 2020:** LaunchpadOSU
- **March 2020:** Philanthropitch Event

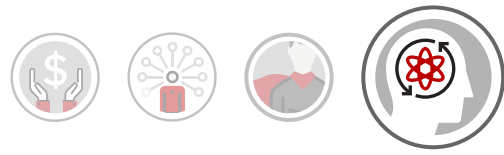


STUDENT TESTIMONIALS

“I have already started telling all of my honorary mentees, friends and acquaintances to check out this event. Not only is LaunchpadOSU a platform for young entrepreneurs at Ohio State to share and develop innovative ideas, it is also a weekend jam-packed with opportunities to polish your networking, pitching, teamwork and leadership skills. Anyone who walks through the doors of Launchpad, will walk out brighter and better. No doubt.”

“Although this semester was cut short, E&I provided me with multiple learning and leadership opportunities this year. Among these were LaunchpadOSU, the weekly Wednesday meetings, and the innovation labs. Also, meeting other scholars to pass the torch to the next LC was also a great experience. I am very excited to see how the next E&I class will continue to build upon and improve the program. Specifically, LaunchpadOSU has been one of the most educational experiences for me. Every week for the past two years (nearly), I’ve learned new ways to improve my communication (verbal and written), leadership, and overall, my ability to connect with a person. Without my peers challenging me, and me challenging myself, in this program, I might have turned into a minimally-communicative CSE major with a solutions-heavy view of the world. Instead, I know to first understand the people, and the problems they’re experiencing. I’ll carry this constructive, empathetic lens with me in every professional and personal challenge I face in the future. And I have a feeling I’ll be putting it to use.”

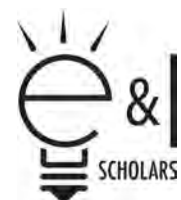
Chase Fensore, Third Year, Computer Science Engineering



PROGRAMS

The E&I Scholars Program includes a one credit hour seminar the first semester for all first year scholars.

Highlights from the class this semester included a podcast project and a two part idea pitch project. The second part of the idea pitch project required all students to present their idea to the entire class.



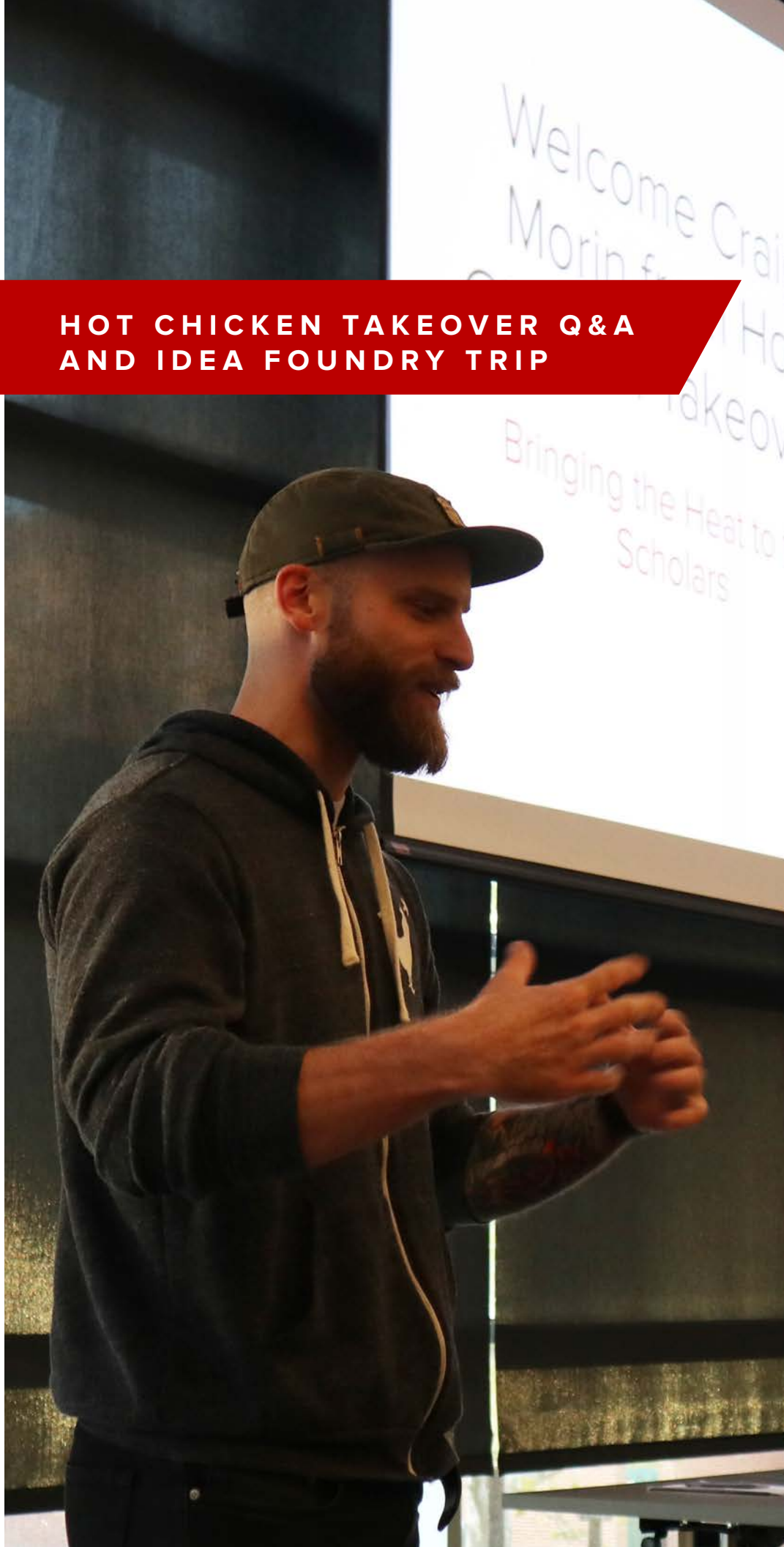


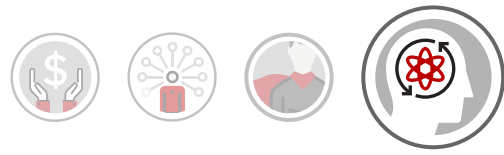
STUDENT TESTIMONIALS

“From entrepreneurship and innovation scholars I have confirmed that business is the path that I want to pursue. I am now in the Fisher College of Business and am specializing in economics. E&I scholars has helped me find this path because of all of the speakers that we get to hear and meet. It is so cool to get to hear all of their journeys to getting to where they are today and a lot of them did not major in business. It really just shows that as long as you have a passion and drive you can make anything possible. I am so thankful for E&I scholars not only for my academics but also for bringing me my best friends that will last a lifetime.”

Second Year, Economics Major

**HOT CHICKEN TAKEOVER Q&A
AND IDEA FOUNDRY TRIP**





PROGRAMS

Scotts and Ohio State. Seeding young minds and helping them grow.

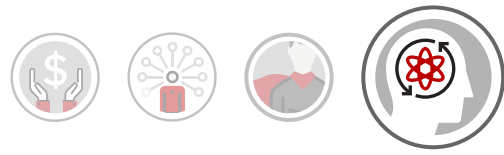
The Legacy Project

The Legacy Project is a collaborative program with Scotts Miracle-Gro that provides Columbus high school students with the resources, entrepreneurial experiences, and a network of support to excel in post-secondary education and career opportunities. The Keenan Center, in conjunction with four Keenan Center student interns, facilitated 20 events for the Legacy Project students over the past year.

Program Highlights:

- 43 Legacy Project Scholars (Metro High School & Whitehall High School)
- 8 Keenan Center Facilitated Workshops (August - December)





PROGRAMS

Columbus programs and events

Within the Columbus entrepreneurial community, there are many entrepreneurship programs and events throughout the year open to students.

However, a barrier students tend to face is the cost of attendance and transportation. This semester, with the support of the Keenan Center for Entrepreneurship, students had the opportunity to attend Startup Week Columbus, the BOSS Finale, and Columbus Startup Weekend.



LEADERSHIP SUMMIT

The Bert L. and Iris Wolstein Entrepreneurial Leadership Summit

Sponsored by the Wolstein family, the Wolstein Entrepreneurial Leadership Summit brings together leaders from the entrepreneurship, venture capital, and accelerator communities for workshops and presentations that highlight best practices in entrepreneurship.

The Fall 2019 Summit included keynote presentations by:

Jim Grote, Founder, Donatos Pizza, The JE Grote Company, The EDGE Innovation Hub, Steven Schussler, CEO and Founder, Schussler Creative and Rainforest Cafe, Best of Student Startups Award Winners





STUDENT TESTIMONIAL

“I learned valuable information on business model canvas, value proposition, customer validation, and so much more. I hope to use what I learn for my 2nd semester Fundamentals of Engineering for Honors class in the Integrated Business and Engineering Honors Program.”



PROGRAMS

StartupTree – where strong business roots are formed.

StartupTree is an online platform that facilitates connections amongst the Ohio State startup ecosystem and promotes events to student entrepreneurs. You can access StartupTree from the link: osu.startuptree.co



THROUGH STARTUPTREE, STUDENTS ARE ABLE TO:

- Interact with local entrepreneurs
- Connect with mentors
- Create a personal profile to showcase experience and personality
- Create teams to collaborate on projects and ventures
- Participate in group discussions
- Find internships and apply
- Check out university entrepreneurship experiences





AUTUMN 2019 - SPRING 2020

Keenan Center Report



THE OHIO STATE UNIVERSITY
KEENAN CENTER FOR ENTREPRENEURSHIP