



Entrepreneurship@Mason
February 23, 2017

Entrepreneurship@Mason – WHY?

Part of Mason’s mission & strategic plan:

- “Create spaces and networks of innovation, collaboration, and business acceleration and incubation”
- “Strengthen culture, programs, and systems to encourage and support faculty and student entrepreneurship.”

Regional need:

- DC region and Virginia economies need to diversify away from reliance on federal government
- Young companies account for the vast majority of net new jobs in the U.S.
- Entrepreneurially-minded graduates make better employees

Who We Are...



Technology Transfer
Office



Student-focused
Entrepreneurship
Programs



Mason Enterprise
Center



Entrepreneurship@Mason



Mason Innovation Exchange (MIX)

Launching in 2017

MIX@Fenwick:

Refurbishment began in January 2017. Approx. 20,000 sq. ft. of student-centered collaboration and event space. Center of gravity for entrepreneurship at Mason.

Mason Summer Entrepreneurship Accelerator:

Competitive 8-week program for student-led teams. Plan to pilot summer 2017. Centered around Lean Startup methodology. Team members to receive stipend (\$4000) & up to \$3000 for out-of-pocket expenses.

Teaching Entrepreneurship

Leverage MEC staff to imbed Lean Startup methods into certain existing courses, with a focus on VSE and COS. Pilot Fall 2017. Plan to replicate OSCAR roll-out strategy.

Goals and Expected Outcomes



Reputation for Entrepreneurship

Goal: Top 50 within 5 years



More high-quality startups & spinouts

Goal: 5+ funded startups per year (\$100k+)



Enhanced career readiness

Enhance collaboration & problem-solving skills



Leverage Mason's research enterprise

Goal: One invention disclosure per \$1M



Internships, jobs and service opportunities

Active outreach to venture-backed startups

How You Can Help

Encourage invention disclosures:

OTT team available to meet with research-active faculty. Patentability of research or inventions is NOT a gating factor.

Identify & introduce “entrepreneurship-friendly” faculty:

Sean Mallon available to meet with faculty who want to add or strengthen entrepreneurial methods into their courses.

Promote student entrepreneurship:

1. Direct entrepreneurially-minded students (undergrad, grad, post-docs) to the Center for Innovation & Entrepreneurship (Dr. David Miller, Director)
2. Help promote the Mason Summer Entrepreneurship Accelerator (intros to Sean Mallon)

Facilitate introductions to potential donors:

Existing and planned entrepreneurship programs at Mason will cost an incremental \$720,000 annually.

Questions?

Thank you!

Sean Mallon

AVP, Entrepreneurship & Innovation

Email: smallon@gmu.edu

Cell: 703-407-7418