Entrepreneurship@Mason
January 2018

Our Customers

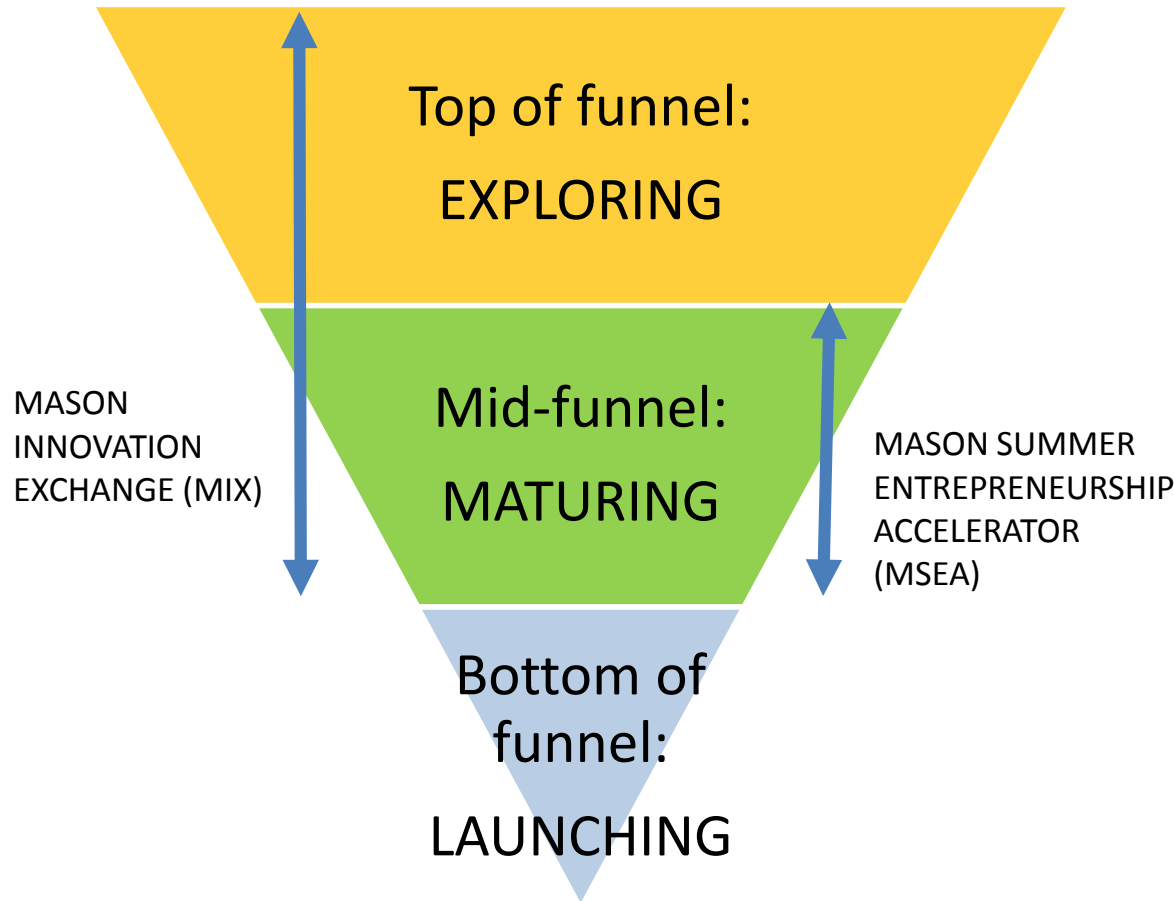**Faculty-focused Entrepreneurship & Tech Commercialization**

Student-focused Entrepreneurship Programs

Community-focused Entrepreneurship Programs and Resources

Entrepreneurship@Mason

Sales Funnel Analogy

Top of funnel:
EXPLORING

Mid-funnel:
MATURING

Bottom of funnel:
LAUNCHING

MASON INNOVATION EXCHANGE (MIX)

MASON SUMMER ENTREPRENEURSHIP ACCELERATOR (MSEA)

Resources:

- OTT
- Startup Mason events
- Mason Changemakers
- Student-led clubs

- I-Corps
- Center for Innovation & Entrepreneurship (CIE)
- Mason Innovation Lab
- VSGI Excellerator

- Mason Enterprise Center
- Mason SBDC
- Community Business Partnership (CBP)
- PTAP
- ICAP
- Mentor-Protégé Program

GEORGE MASON UNIVERSITY

New in 2017: Mason Summer Entrepreneurship Accelerator

- Competitive 8-week "lean startup" program
- 7 student teams & 2 faculty teams
- Certified as I-Corps "short course"
- Team members each received a stipend

GEORGE MASON UNIVERSITY

New in 2017: The MIX

- Mason's original library built in 1967
- Refurbished and re-opened in June 2017
- 14,000 sq. ft. of collaboration, event & maker space
- Focus on student & faculty needs
- Planning 100 organized events during 2017-2018 academic year
- Center of gravity for entrepreneurship at Mason

Community Business Partnership (CBP)

Programs:

Business Finance Center (CDFI)

Business Incubation Center

Small Business Development Center (SBDC)

Veterans Business Outreach Center

Women's Business Center

2016 Outcomes:

217 training events (incl. 31- 2-day Boots to Business workshops)

3,653 hours of counseling to 1204 clients

135 outreach events (over 10,000 attendees)

450 jobs created/retained

$31m in client business annual revenue

$2.5m in capital investment

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

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