

**Innovation at the university**

Students, faculty and staff share their entrepreneurial vision at ASU and in the community.

E-2,3

**SkySong**

Entrepreneurship at ASU goes global.

E-4

# ASU<sup>®</sup> Insight

## ARIZONA STATE UNIVERSITY

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### Knowledge Entrepreneur

## ASU sheds new light on innovation

### Entrepreneurship programs, ideas take flight at university



By Britt Engle

For entrepreneurs at Arizona State University, there is more than just one bottom line. Emphasizing both social and economic value, the university's Knowledge Entrepreneur design imperative has paved its way through the metropolitan Phoenix area, leaving a frenzy of opportunities in its wake.

The vision behind ASU's big entrepreneurial push is twofold. As the world changes and the pace of innovation quickens, the economic welfare of the nation relies on the creation and development of markets. A university, as large and central to its community as ASU is, becomes not only an academic institution, but a driver of economic development. It provides students, faculty, staff and the central Arizona community with a multitude of tools, resources, experiences, award grants and directions to help them get their enterprise off the ground.

And as college graduates enter ever-changing work industries and an increasingly entrepreneurial society, their ability to think critically and be innovative will help them achieve success in any field.

"At ASU, we are building a New American University, and key to that is building a new culture, a culture of entrepreneurship," says Kimberly Loui, executive director for the Office of University Initiatives.

Selected as a Kauffman Campus by the Ewing Marion Kauffman Foundation for Entrepreneurship of Kansas City, Mo., ASU began the process of integrating entrepreneurship into its academic culture early last year. ASU's efforts to better equip entrepreneurial students for success and to positively impact society through knowledge and resources were strengthened with Kauffman's awarded \$5 million grant. The award helped fund a host of programs, classes and certificate series that would plant the seeds for ASU to become an entrepreneurial university.

This year more than 4,000 freshmen were introduced to entrepreneurship principles through the ASU 101 five-week university introductory course, where students learned about the key aspects of innovation and how they could link them to their prospective field of study. From software enterprise to independent film production to grant writing and fundraising, ASU developed more than 80 classes that span 26 schools and colleges, and give students an edge on building their career interests.

The university launched a number of certificate programs to supplement their major. The Certificate in Knowledge Entrepreneurship and Innovation leads students through a five-course series that educates them on entrepreneurship principles and helps them visualize their future and connect it to their major with classes such as My Life Venture. The series culminates in a

certificate in Knowledge Entrepreneurship in the student's field of study.

Another venture course series, Bring Your Own Business, invites students in any major to learn about the skills and techniques necessary in creating and managing business ventures. The 30-unit series is led by experienced business entrepreneurs and allows students to present their business plans to members of the financial community to receive guidance in procuring funding from lending institutions.

Because of the vast encompassing nature of entrepreneurship at ASU, students from nearly every conceivable discipline, skill set and interest are able to get involved. Social entrepreneurs can take classes from the Lodestar Center for Philanthropy and Nonprofit Innovation to build their venture development skills in support of the betterment of society.

The Knight Center for Digital Media Entrepreneurship aims to guide students from journalism, computer engineering, business and design backgrounds in creating new digital media products.



ELIZA GREGORY PHOTO

**ASU entrepreneurship student Jane Park works on creating products that are socially responsible in the collaborative course InnovationSpace.**

Students from the law, business, engineering and science disciplines have the opportunity to investigate patents, structure deals, and research and assess markets for real-world investment negotiations as part of the Technology Venture Clinic, where student technology transfer teams serve as a valuable resource for the university's Arizona Technology Investors Forum and Arizona Technology Enterprises.

And students at the College of Nursing & Healthcare Innovation have several entrepreneurial paths available to them through the Center for Healthcare Innovation & Clinical Trials where innovation initiatives target educational programs, clinical research collaborations, and the development, testing and commercialization of new health care products, processes and interventions.

Entrepreneurial faculty and staff members also have received a boost from ASU's entrepreneurial resources. With the Pathways to Entrepreneurship Grant, entrepreneurship educators have the opportunity to put their innovative ideas into action with the goal of increasing student engagement in entrepreneurship. The grant not only funds the development of new disciplinary areas into an existing program or course, but it fosters partnerships between two or more existing programs, as well as recruitment and orientation programs for students.

Faculty and staff, in addition to student inventors, can find support in commercializing their research from Arizona Technology Enterprises, a program that works with entrepreneurs to turn their research into a product.

"Students from all disciplines can find something to suit their own interests and enable them to pursue their own dreams," says Loui. "Students can take courses and gain skills or get an internship and gain experience, or they can just start their own venture."

ASU's unique approach to teaching entrepreneurship is not

## Why Entrepreneurship?

It's increasingly clear that students who end up in traditional media, as well as those who create their own media products and services, need to understand entrepreneurship.

They'll need to be fluent in a variety of digital media forms, but they'll also have to understand the trends that are redefining journalism, including media economics and product development, business and marketing. And they need to do this in a way that preserves journalism's best practices.



Dan Gillmor

**Dan Gillmor**

Kauffman Professor and Director of Knight Center for Digital Media Entrepreneurship



Nancy Jurik

To me, entrepreneurship is interesting because it involves individual and community innovation and resiliency, even in the face of especially hard times. As a teacher and researcher, I seek to identify the ways in which entrepreneurial innovations can bring about not only benefits for individuals but also strengthen communities and overcome social injustice.

**Nancy Jurik**

Professor and Director of Graduate Programs School of Justice & Social Inquiry

Unlike most other disciplines, computer science plays a unique role in inter-disciplinary collaborations. Many of the theoretical advances are driven by practical applications. This enables the practitioners to engage in enterprises directly or indirectly. In the digital age it would be hard to find an enterprise that does not deploy computer systems at the back end or front end, if not both, to bring efficiency, reliability and increase productivity.



Anshuman Razdan

**Anshuman Razdan**

Associate Professor Computer Studies



Linda Mottle

Our growing Center for Healthcare Innovation & Clinical Trials is focused on strengthening the clinical research industry collaborations with ASU and developing, testing and commercializing new health care products, processes and interventions that promote positive patient outcomes.

**Linda Mottle**

Clinical Associate Professor College of Nursing & Healthcare Innovation

Theatre and film are inherently entrepreneurial. We live in a world in which the legacy that lasts the longest – art – is not high on many funding priority lists. Art is what, generation after generation, is most remembered for, yet it is not considered vital to society by many. Therefore, we must create opportunities to have our voices heard.

**F. Miguel Valenti**

Assistant Director School of Theatre and Film



F. Miguel Valenti



ELIZA GREGORY PHOTO

**2007 Edson Student Entrepreneur Initiative award winners Alexandra and Andrea Maw launched PURE, a natural, organic fast-food eatery based on a sustainable model that serves a wide selection of healthy foods for people on the go.**

(See ASU FUNDING on page E4)

# When innovation intersects with the university

## Student 'ecopreneur' team plants seeds for Green Taxi Cab business

By Leah Hardesty

Wal-Mart's latest push toward sustainability is creeping into education by inviting students from eight colleges and universities, including Arizona State University, to compete for cash and a chance to be heard.

Wal-Mart and the Applied Sustainability Center at the Sam M. Walton College of Business at University of Arkansas is hosting a Sustainability Business Plan Competition April 18-19, 2008. Arizona State University was selected to participate in the elite competition, as well as University of California-Berkeley, University of Arkansas, Babson College, Dartmouth College, Imperial College London, Stanford University and Stillman College (Ala.).

"Being invited as one of a select group of leading academic institutions focused on bridging sustainability and entrepreneurship is an honor for our faculty and students," says Jay Golden, assistant professor at the ASU School of Sustainability and director of the National Center of Excellence for SMART Innovations. "It's also recognition of ASU President Michael Crow's transformation of the university into the New American University, which embodies these two core principles."

Student teams from each college or university must submit a business plan focused on sustainability and give a presentation to venture capitalists, Wal-Mart executives, Fortune 100 company executives and environmental organizations. Two finalists



Members of the Green Taxi Cab company, (from left) Calvin Bovee, Jonathan Cooper, Jenna Schaefer and Drew Nelson, are helping to reduce carbon emissions with their fleet of alternative-fuel vehicles.

will be selected to present to the top executives of Wal-Mart on April 19 and a winner will be declared. First place will receive \$20,000; second place \$10,000; and third through eighth \$1,000 each.

The university looked to its Global Institute of Sustainability and School of Sustainability to find

a group of students who could exceed the competition. A judging panel of ASU faculty and staff, a Wal-Mart executive, local venture capitalists and industry leaders listened to presentations from student entrepreneur groups and selected Green Taxi Cab to represent ASU at the national competition.

Built from the ground up as an environmentally and socially responsible taxi company, Green Taxi Cab is Arizona's first all-hybrid taxi service. The company was founded by ASU student Andrew Nelson, a supply chain management senior who received funding for the start-up through ASU's Edson Student Entrepreneurship Initiative. Nelson initially launched the company in January 2008 with two Toyota Priuses in the fleet and has plans for further expansion as the customer base grows.

"I feel that Green Taxi Cab will excel in the competition because the business model encapsulates the true meaning of sustainability. Green Taxi Cab is a rare kind of business that has the potential to completely revolutionize an industry in a very positive way," says Nelson.

Wal-Mart and the Applied Sustainability Center are looking for sustainable business plans that improve quality of life for current and future generations by taking action such as: preserving clean air, water and soil; reducing waste; improving energy efficiency or usage of renewable energy; and promoting healthy living for people and communities.

Golden, with the help of James Hershauser from ASU's W. P. Carey School of Business, will work with the student entrepreneurs of Green Taxi Cab to refine their business plan and coach them at the final competition in Arkansas.

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## Entrepreneurship funding helps amplify art student's message



PHOTO COURTESY OF MELISSA MCGURGAN

ASU MFA student Melissa McGurgan received funding for her printmaking thesis exhibit with an Entrepreneurship Advantage Project grant. Her exhibit, which featured interactive, multi-sensory objects such as microphone-amplified chairs, was intended to work as a counter-agent to modern technology's often isolating experience.

By Britt Engle

When Melissa McGurgan's funding fell through for her MFA Printmaking Thesis Exhibit, the ASU graduate student was forced to seek out other financial sources. The Entrepreneurship Advantage Project (EAP) Funding, provided by the Kauffman Foundation, was one of several ASU entrepreneurship grants for which McGurgan applied.

EAP grants supply a maximum of \$2,000 per project to students with or without entrepreneurial experience or business courses, and award funding to projects targeting community service, art exhibits or production prototype. McGurgan's proposal earned her the maximum standard EAP grant, which was enough to get her the materials she needed.

"My exhibit had a high cost, and the grant helped with a chunk of it," says McGurgan. "It helped me get sound equipment and helped me with material cost for building things."

The things McGurgan is referring to are various audio and technological materials. Her exhibit, an interactive multi-

sensory experience, integrated microphone-amplified chairs and wall panels, graphics and an audio system, that invited viewers to touch and listen for an immediate audible and tangible human interaction. Her intention was that through navigating the objects, equipped with hidden microphones, viewers would also be navigating other viewers as they react and respond to sounds that were not initially anticipated. At the end, viewers were able to use a computer booth to burn a copy of their recorded interactions on a compact disc and take home for memorabilia.

The software used to record and package the exhibit's audio for its viewers was created by McGurgan and fellow MFA classmate Aaron Cuthbertson, an intermedia graduate student with a background in sound and interactive software design.

The inspiration behind McGurgan's exhibit was multi-layered as well.

"There's a resistance with technology, and I wanted to show that you can make it not intimidating, which often means hiding it," says McGurgan, who admits to having felt terrified by technology at first, but now is teaching an introductory digital media course at ASU.

McGurgan's exhibit is also a social critique on how technology has become so embedded in modern society that people, especially children, are learning to take in greater amounts of technology and at faster rates. The constant use of cell phones and iPods enables humans to listen to music, participate in conversations and watch videos while being isolated from other people and surrounding atmospheric sounds. She sees her exhibit as a counter agent to this as it actually requires the full sensory participation of its viewers in order for it to perform its function.

"We are losing part of social interaction," says McGurgan. "I

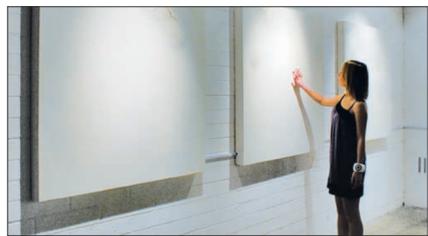


PHOTO COURTESY OF MELISSA MCGURGAN

Exhibit participants were encouraged to touch the microphone-amplified wall panels and listen to their unique sounds.



PHOTO COURTESY OF MELISSA MCGURGAN

McGurgan supplied exhibit participants with burned compact discs that packaged the recording of their time at the exhibit.

wanted to use technology not to isolate, but to bring light to situations and illuminate sounds that people typically filter out."

Having dabbled in classes at the School of Music and having taken advantage of course offerings in the new Arts and Engineering Media program, McGurgan was able to fuse her interest and skills in sound, fine arts and technology.

"ASU is one of the few schools that allows for cross-disciplinary study," says McGurgan, who applied to the master's program in printmaking for its flexibility and its high national ranking. The entrepreneurship opportunities at ASU were also unique in helping McGurgan manage her thesis exhibit, as she learned about the tenacity involved with pitching an art show off-campus.

"It was difficult having to pitch a show before it's made. I didn't know what exhibit space I would be working with, so I planned for change. And then after I secured the space and got a floor plan, I was able to produce the work."

McGurgan's exhibit found a venue in the Chocolate Factory, a downtown Phoenix gallery in the heart of the art scene and a part of First Fridays, the monthly downtown art event that has experienced a renaissance in recent years. While she did not charge for admittance, her goal for the exhibit was to garner attention for her work and her message, as well as bring the community together for an interactive art experience – a feat that was helped through her EAP grant and strengthened by her marketing strategies and entrepreneurial efforts.

"While I don't plan for my work to sell, I think there needs to be some kind of return for what I do," McGurgan says. "As an artist, you have to sustain yourself."

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## ASU Technopolis gives boost to Valley innovators

By Britt Engle

For technology entrepreneurs around the Valley, there may be no greater resource than ASU Technopolis, a program within the Office of the Vice President for Research and Economic Affairs that offers entrepreneurs professional insight, education, mentorship and the connections they need to take their venture to the next step.

Providing one-on-one coaching, as well as classroom-style instruction, former CEO and successful technology entrepreneur Dan O'Neill helped with the start-up of ASU Technopolis a little more than four years ago. Today, Technopolis boasts more than 850 expert volunteers who advise and mentor businesses. More than 575 entrepreneurs have received assistance from the program.

"In ASU Technopolis, our real role is to act as a coach or a teacher," says O'Neill, an entrepreneurship coach at Technopolis. "We have a curriculum that's very reliable in taking people through the process of thinking through their business model, and we trust that process."

The coaching team consists of a number of mentors who are managed by director Terree Wasley, and the program is made up of four main courses: Launch Pad, a rigorous one-on-one coaching program which helps entrepreneurs refine their business strategy and concept; Launch Prep Entrepreneurship Course, an eight-week study of the major concepts involved with innovation and entrepreneurship; the Mentoring Program, a six-month series designed to provide companies with the counsel they need to develop their ventures into successful enterprises; and a multitude of in-depth workshops that help local entrepreneurs access federal funding to finance the early stages of product development and to understand the details of finance, product development and marketing, and sales.



ELIZA GREGORY PHOTO

ASU Technopolis mentor Dan O'Neill provides classroom instruction and one-on-one coaching to entrepreneurs throughout the Valley.

"Although anyone can take the courses, we have a competitive cream-of-the-crop program for Launch Pad and the Mentoring Program," says O'Neill, who adds that he has coached just about every type of business out there and that the fundamental principles are relatively the same for all ventures.

"We help out small businesses such as a single restaurant all the way to high-up potential drug therapies. We help companies that are for-profit, nonprofit, rural and urban, local and global, as well as a variety of social and sustainability entrepreneurs."

Local entrepreneur Brenda McCaffrey accessed ASU Technopolis for assistance with her company White Moun-

tain Labs, a globally recognized leader in electro static discharge (ESD) testing. ESD testing in products is critical in ensuring the product's protection is great enough to prevent electro shock from damaging the electronic circuits. McCaffrey, who received her PhD in electrical engineering at ASU, became an ESD specialist, testing and fixing products as an outsourcing service for companies.

"At the time McCaffrey came to us, her business was very successful, but relatively small," says O'Neill. "In our entry-level Launch Prep Entrepreneurship course, she relearned principles that she had been building on and learned to write grants, and then moved into the Launch Pad course where she came up with a next generation plan."

Upon entering the final stages of her two-year participation in the program, McCaffrey worked with an advisory board of mentors to work on strategic objectives for her next-generation plan and received help with technology layout and the addition of new products. Now, McCaffrey's company has been acquired, and she is the CEO of a subsidiary.

Whether it is connecting companies to investors or helping guide them through the entrepreneurial process, ASU Technopolis serves as an invaluable resource to the entrepreneurial community of Greater Phoenix. Now located at SkySong, the program has a more physical presence as well.

"Entrepreneurs, service providers, investors and venture capitalists now have a place to go where they can connect and form strategic partnerships in a collaborative environment," says Terree Wasley, director of Innovation & Entrepreneurship and the ASU Technopolis program.

"Our vision for the future is the continued growth of the program, and extending to entrepreneurs all over the state."

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## Start-up technology ventures find investors in university forum

There are likely only a handful of entrepreneurs who have not spent at least a few sleepless nights wondering where to find capital to pay bills. Stories of meteoric venture growth, such as YouTube, Google, Yahoo, and a few others are exceptions rather than the rule. In fact, it's a pity that these companies are held up as examples of how ventures grow. Realistically, most entrepreneurs will get their chance to experience the anguish and loneliness that awaits those who dare to launch their own venture, and who must acquire the capital needed to nurture it along the way.

Most entrepreneurs seeking funds will quickly recognize an inverse relationship between their venture's need for capital and sources available. That is, the more the venture needs capital the fewer sources will be available, and the less it needs capital the more sources will be available. That's not necessarily fair, but that's how capital works.

In the earliest days of a venture, the most likely sources of capital are best captured by the abbreviation "FFF" – "friends, family, and fools." Early-stage ventures usually have a high risk of failure, and the entrepreneur is unlikely to convince anyone outside of the FFF group to invest. Friends and family may invest because they person-

ally know and believe in the abilities of the entrepreneur. Many entrepreneurs also use credit cards, personal savings, second mortgages and other risky financing in the venture's early days.

As the venture develops and the entrepreneur demonstrates that specific milestones are being achieved, angel capital may become an option. Angel capital is labeled as such because it is provided by wealthy individuals (the "angels") who usually do not want to be involved in day-to-day management of the venture. This capital can be exceedingly helpful to a growing venture, but it can also be very difficult to find. Angel investors do not advertise in the phone book.

Fortunately, there is an angel investor group on the ASU campus that actively invests in technology ventures based in the Valley. The Arizona Technology Investor Forum (ATIF) is a recently organized group associated with ASU's Ira A. Fulton School of Engineering.

ATIF was developed to fill in the "funding gap" between startup and venture capital for high-growth technology ventures. Tom Duening, founder and director of ATIF, says the group has invested nearly \$800,000 in several promising ventures over the past 9 months.

"We are dedicated to creating and operating an active, engaged angel investor group," says Duening. "Membership in ATIF is by invitation only, and each member is expected to invest at least \$25,000 over their two-year membership." Currently, the group has 45 members.

The program selects high-growth potential firms based in Arizona to present to the group. The ventures selected have a 25-minute presentation, followed by a 15-minute live question-and-answer session. ATIF angel investors decide individually which, if any, deal they will invest in.

In September 2007, ASU alumnus Don Pierson presented his venture Flypaper to the group. He was seeking up to \$3 million and had already secured much of it, says Duening. ATIF investors were very interested and stepped up to invest nearly \$600,000 in Flypaper within one week.

ATIF meets quarterly, and reviews three or four deals each time. Meetings are held on the ASU campus, and most of the deals funded to date are led by ASU alumni or current faculty.

For more information, visit the ATIF Web site at <http://atif.asu.edu>.

## ASU entrepreneurship weaves social responsibility with net profits

By Adriana Elektra Sanchez

Entrepreneurship and social justice are concepts that appear to be at odds with each other.

But ASU student Yolanda Serrano-Gehman, a recent graduate of the master's program in Global Technology and Development, and currently pursuing her Ph.D. in sustainability, is using entrepreneurship to positively impact women in Atlatl, an indigenous community in the southern region of Mexico, where the average family income is about \$10 per week.

Serrano-Gehman came to the United States 15 years ago as a war refugee from Nicaragua. After winning a Fulbright scholarship, she traveled to Mexico to live with different families with the goal of establishing a cooperative for indigenous women who were deeply affected by poverty, illiteracy and migration.

"Their ability to embroider tablecloths and napkins was amazing, but their products were hand-crafted and unlikely to be mass-produced or sold outside of their village," says Serrano-Gehman, who launched Nahui Ventures to help the co-op of talented craftswomen make an export of their products.

According to Serrano-Gehman, the most difficult part of the process was not developing a marketing or production plan with an almost nonexistent budget; the greatest challenge for her was gaining the trust of the community and convincing them she was genuinely interested in



TOM STORY PHOTO

Social entrepreneur and ASU student Yolanda Serrano-Gehman traveled to Mexico to help a co-op of craftswomen in Atlatl, an impoverished community in Mexico. She launched Nahui Ventures to help the co-op make an export of their products, embroidered tablecloths and napkins.

helping them.

"I had to learn to observe and listen to be able to understand what they needed, not what I thought they needed."

Serrano-Gehman secured a number of grants, including the Entrepreneurship Advantage Project grant, that allowed her to bring instructors in to teach the women how to use sewing machines, which would increase production and systematize the product.

The 25 women who started the co-op have taken different paths. Some of them are still producing napkins as part of Nahui, and some have decided to use their newly acquired skills to start businesses of their own that could be more profitable for them.

"During my last visit to Atlatl, I spoke with a woman who after taking the classes got her own sewing machine and now produces school uniforms for children," says Serrano-Gehman. "The new skill has increased her income by 100 percent. For the people in the village it is more important to send their children to school than to buy napkins."

Stories like these are becoming more common, says Gordon Shockley, assistant professor of social entrepreneurship at the School of Community Resources & Development, and associated faculty of the Lodestar Center for Philanthropy & Nonprofit Innovation, both at ASU's Downtown Phoenix campus.

Shockley says there are many opportunities available at ASU for students and other individuals who show a special awareness of their communities and a desire to improve the human condition. ASU is the first university in the United States to offer an undergraduate major in nonprofit studies, and its top-rated American Humanities program offers an undergraduate certificate in nonprofit leadership.

"People interested in starting and running a nonprofit enterprise need to be aware that the demands on them won't be any less than if they were starting and running a for-profit enterprise," says Shockley. "In fact, sometimes nonprofit enterprises are even more difficult to manage," he adds.

The future appears promising for the co-op. Requests for Nahui's products originate from places such as North Carolina all the way to Saudi Arabia.

"People believe that because you are working with indigenous communities, things are going to be easier than working for a company, but everything is exactly the same," says Serrano. "You need to apply management and leadership skills, supervise the quality of the product, and make sure that you have a vision and a plan to reach your goal."

For more information on nonprofit programs at ASU, visit <http://nonprofit.asu.edu>.

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# ASU funding, mentorship helps entrepreneurs gain ground

(Continued from page E1)

only evident in its myriad hands-on learning programs, but its abundant award opportunities. The university awards more than \$250,000 per year in grants to fund student ventures.

Providing a total of \$200,000 each year to more than 15 student-led entrepreneurial endeavors, the Edson Student Entrepreneur Initiative provides students with the tools, resources, skills, funding and mentorship they need to start their own for-profit or nonprofit venture. For student entrepreneurs, Edson is a venture launch pad, providing them with office space, counsel and monetary support, as well as critical connections, to aid them in bringing their business and products to market.

The Entrepreneur Advantage Project works in much the same way, as it supplies students with a maximum award of \$2,000 to seed money for their ventures, allowing them to launch products, services, ventures and art exhibits.

Geared toward students in the arts, the Performing Arts Venture Experience (p.a.v.e.) not only provides grant funding for student ventures, but it educates artists on entrepreneurship principles in the field and gives them insight on how they can further support the development of creative opportunities for artists of all kinds.

ASU's entrepreneurship efforts reach outside the campus, too. Connecting the vibrant start-up community of Arizona with the energy and abilities of ASU student entrepreneurs, the Sun Devil Entrepreneur Network accomplishes two goals: giving community

entrepreneurs access to expertise for help on their venture and giving students work experience in an entrepreneurial environment.

Entrepreneurship vehicles such as the W. P. Carey School of Business' Spirit of Enterprise Center and the Advanced Technology Innovation Collaboratory helps small- to medium-size businesses grow and prosper through advising, funding and collaboration with university.

The counsel of experienced entrepreneurs and mentors is the foundation of ASU Technopolis, a rigorous, cutting-edge program that educates, coaches and connects local technology and life science innovators to funding and other desirable outcomes for their business. Through guiding and evolving start-up ventures, ASU Technopolis has become a viable tool in spurring local economic development.

Entrepreneurship at ASU extends beyond the local community, as the university's support of a worldwide venture spirit encourages entrepreneurs to think about what they do in a global context. ASU's partnerships with leading universities in China, Ireland and Mexico are expanding ASU's international entrepreneurship opportunities. The development of SkySong, the university and central Arizona hub for business, entrepreneurship and innovation, also emphasizes international collaboration and a diverse marketplace.

"At SkySong, we are recruiting entrepreneurs from all over the world who are leading innovation-based companies," says Julia

Rosen, associate vice president for the Office of the Vice President for Research and Economic Affairs. "Many of these companies are interested in hiring ASU students for internships and full-time positions, as well as engaging with ASU researchers."

Stationed at SkySong, ASU's Enterprise Arizona Venture Center offers mentoring, networking and educational opportunities for global enterprises interested in expanding operations in the United States, while it offers U.S. businesses the chance to engage their ventures anywhere in the world their idea takes them.

As sustainability continues to open up a host of business markets, 'ecopreneurs' are finding ASU vehicles for their eco-friendly ventures that emphasize a triple-bottom line: social, economic and sustainable.

Offered by ASU Technopolis, the Sustainable Launch Prep Entrepreneurship Class, in conjunction with the Global Institute of Sustainability, puts entrepreneurs on the right path to transforming their 'green' idea or clean technology into the next sustainable enterprise.

The Certificate in Sustainable Technology Management is a resource for managers and engineers to receive guidance in meeting the needs of sustainable development. Similarly, the collaborative course InnovationSpace helps students create and design products that are environmentally-friendly and socially responsible.

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## SkySong forms modern trade center, attracts foreign business

By Chakris Kussalanant and Britt Engle

This month marked the completion of SkySong's first 157,000-square-foot building and the establishment of key partnerships with more than 20 global startups and mid-sized companies from Canada, China, Germany, India, Japan, Turkey, Mexico and Singapore.

SkySong, ASU's cutting-edge international business and innovation center, houses 14 ASU units, including the Edson Student Entrepreneur Initiative, ASU Technopolis and the Enterprise Arizona Venture Center.

Started in 2004, SkySong has remained true to its original imperative: to serve as a global hub of innovation, a new platform for ASU to engage more easily with the business community and a catalyst for the revitalization of southern Scottsdale. As the third fastest growing U.S. economy, Arizona is well-positioned as a venue for global business exchange.

"SkySong is destined to become one of the most important economic drivers for Arizona and the Southwest region," says ASU President Michael Crow. "This innovation hub is a way to unite the resources at ASU with the needs of the City of Scottsdale. SkySong represents an investment in research, entrepreneurship and sustainability, but above all, a conviction that creativity, positive synergies and innovation can only occur when people are allowed to find connections and think differently to solve challenging problems."

Currently, 18 international and 7 domestic businesses comprise the innovation center, which is poised for dramatic growth over the next seven years. SkySong is projected to help generate more than 4,000 jobs for the local economy and add the missing key to a city that yields the sixth largest amount of technology exports, but still lacks a major trade center.

"ASU is an economic driver for the entire state," says City of Scottsdale Mayor Mary Manross. "ASU's success in attracting global businesses to SkySong is equally important for the future of our city, region and state. In the 21st century, our economic success depends on our ability to compete in the global economy. I want Scottsdale to lead the way."

Equipped with state-of-the-art conference rooms and open, natural-light filled offices that come in all shapes and sizes for every type of worker, SkySong appears to be the solution to the needs of today's technology-driven, collaborative and mobile business enterprises.

"SkySong is an environment that enables collaboration," says Richard Franklin, SkySong's corporate liaison. "We want to partner with the companies that are housed here. We want to help them grow."

While engaging in global business, SkySong also emphasizes community growth. In addition to the transformation of retail, residence and transportation components of south Scottsdale, the de-



ELIZA GREGORY PHOTO

velopment of business and university ties are expected to flourish, allowing for easy connections between entrepreneurs and ASU students, faculty and staff. SkySong clients will have the advantage of tapping into the limitless resources of knowledge at ASU, and in return students will gain experience. The trade

route offers an optimal exchange for both clients and students.

Student involvement has been a priority from the beginning. ASU design students had the opportunity to create design concepts for the center that match the themes and goals of SkySong. The students' use of bold colors is symbolic of SkySong's diverse and collaborative identity. The student-led café, aptly named Skycafé, was the winner of a \$10,000 Entrepreneur Advantage Project grant that included a space in the center to set up shop where they can cater center events and sell a variety of teas, coffees and food items.

ASU also provides a wealth of mentoring services to SkySong businesses seeking help with funding, business strategies and technological challenges through such programs as ASU Technopolis and the Enterprise Arizona Venture Center.

As a business gathering place for scientists, engineers, accountants, lawyers and a vast array of ventures that range from e-learning companies to local search engines, SkySong offers a seamless link between the university, the community and the international business world.

The center is designed as a mixed-use project with a targeted 1.2 million-square-foot space to feature high-tech commercial office, research and retail units. More construction for parking garages, additional buildings and a plaza is still underway.

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## SkySong companies Locallife, CareerTours serve today's Internet users

Looking for a job? How about a great local Thai restaurant? Typically, a person's first search outlet is the World Wide Web. Revolutionizing how we use the Internet is the next big market, and SkySong companies such as Locallife and CareerTours are doing just that.

Gone are the days when people would look for a pet store or coffee shop listing on a broad global online search, one that invites thousands of unrelated listings through which to sift. With today's savvy Web users, the area of local search is thriving.

Launched in the United Kingdom in 1999, Locallife has one main objective: to bring the local search engine to the forefront, challenging the Yahoo and Google's of the world.

"We aim to be global leaders on the local Internet search," says Bashir Manji, chief executive officer of the U.S. Locallife headquarters at SkySong.

Already a leader in the UK, Locallife is the fastest growing local Web search engine, providing users with business and organization listings and profiles that are specific to the user's location.

"We've come up with a system that gives the information the user asked for – no more, no less," says Manji, who adds that his company offers a solution to the frustrated consumer inundated with tons of needless information.

Locallife not only serves the Web searcher in organizing and managing local data, but it also offers a venue for small- to medium-size businesses to promote themselves. Manji says Locallife makes it easy for small businesses to compete simply because they become more visible.

"Our model is unique. It serves the needs of the consumer, challenges the broad search engines, serves the needs of smaller businesses and also offers a free service to the community. Our goal is to produce a Locallife for every city and every town."

As Locallife continues to work toward becoming a global player in the area of local search, recently having expanded to France, Australia, New Zealand and now the United States, multi-language capabilities are among its next challenges.

If major job boards, such as Monster and CareerBuilder, were to ditch the long list of qualifications and ambiguous employer profile summaries, and replace them with videos and interactive user-content, followed by in-

stant feedback, well, then you would arrive at CareerTours.

Launched in 2006, the fast-growing company recently set up shop at SkySong to help grow their Internet-based recruiting business that allows job seekers to get an inside look at companies through video, as well as view educational videos on a wide variety of careers and professions.

"With this new technology, we wanted to be able to create a better experience for both employers and candidates," says Aaron Bare, CareerTours chief executive officer, who finds that job boards are geared more toward employers rather than candidates.

"Video is the future of recruiting. Companies and job seekers have a story to tell, and video is the most effective method to tell it. Video is transparent and provides an honest view behind the curtain."

With CareerTours, job seekers have a better idea of how they match up with featured employers and therefore are more selective about which jobs they pursue; in turn, this presents a narrower field of candidates to employers trying to fill positions. CareerTours goes a step further in the filtering process by providing interested candidates with assessment questions that help to decipher their level of qualification for the job for which they are applying. Candidates receive instant feedback on whether they met the standards, and employers are saved the time of delving through resumes of unqualified candidates.

"We speed up the hiring process and bridge the gap between employers and candidates," says Bare. "Our goal is to eliminate any friction."

Boasting a video library of more than 950 career-type videos and powering more than 800 different Web sites, CareerTours partners with chambers of commerce and university social networks.

"As an educational tool, CareerTours is ideal for freshmen or students who want to get a better idea of what they want to study and pursue as a career," says Kristi Webster, chief operating officer for CareerTours. "The meaning of a 'tour' is to give you a glance inside – an idea of something."

Bare and Webster view their partnership with ASU as critical in bringing CareerTours closer to their targeted audience.

"We are able to get honest and relevant feedback from students," says Webster, who adds that helping out with student job fairs and career centers has been a positive experience for their company.