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Ozmen Center for Entrepreneurship

2014 Annual Report

Executive Summary

Who We Are

Vision

The Ozmen Center for Entrepreneurship develops entrepreneurial capacities and fosters the creation of ideas and new enterprise among students and faculty of the University of Nevada, Reno and members of the Northern Nevada community.

Mission

The Ozmen Center for Entrepreneurship is a point of inspiration and clearinghouse for information, an idea space that facilitates entrepreneurship, moving ideas into action.

Goals

1. Inspire idea creation, entrepreneurship & innovation
2. Promote & support existing entrepreneurship activities & programs
3. Collaborate to conduct & publish entrepreneurship research
4. Facilitate entrepreneurship academic courses, professional education & training
5. Support innovation & new enterprise that drives economic growth

The Ozmen Center for Entrepreneurship (OCE) in The College of Business at the University of Nevada, Reno opened on September 15, 2014. The OCE was founded and made possible by a gift from Eren and Fatih Ozmen who are exemplary entrepreneurs and alumni of the University of Nevada, Reno. Headquartered in Sparks, NV, Sierra Nevada Corporation is a privately held company under the leadership of Chief Executive Officer, Fatih Ozmen and President, Eren Ozmen.
The OCE supports existing programs and activities in The College of Business:

- Undergraduate minor in entrepreneurship
- Graduate emphasis in entrepreneurship
- The Sontag Business Plan Competition
- The UNR Entrepreneurship Club

What We’ve Accomplished

The OCE Highlights:

- Built out and opened OCE with five million dollar endowment from Eren and Fatih Ozmen
- Created OCE mission & vision statement
- Launched ozmencenter.unr.edu website and dedicated a page to entrepreneurial opportunities, linking students and community members with local startups
- Designated as International Gender Lens Investment Center
• Received travel grant for two OCE staff members to attend Global Consortium of Entrepreneurship Centers conference in London for University-based entrepreneurship centers (from Growing Worldwide Opportunity Foundation)
• Selected as weekly host of 1 Million Cups Reno livecast (ongoing)
• Hosted weekly UNR entrepreneurship club meetings (ongoing)
• Partnered with Nevada Small Business Development Center and City of Reno to offer a monthly program to the public, Assess-License-Launch, to expedite business licensing (ongoing)
• Partnered with The College of Business and Alice Heiman, LLC to develop and implement a new academic course called, Entrepreneurial Sales
• Partnered with University of Nevada, Reno Biotechnology program to launch a course in entrepreneurship focused on the biotech industry
• Bridged Nevada Innovation Center with Sierra Nevada Corporation
• Established K – 12 program, managed by Mark Pingle (ongoing; Davidson Academy & Junior Achievement)
• Supported StartUp Weekend Reno and sponsored two University students to attend who wrote why OCE has been helpful to them:

Jack Currie

“I had always fantasized about starting a business, but these empty wishes never came to fruition because I had zero business know-how or experience. Ozmen has provided me with both of these, as well as countless valuable resources and connections. The entrepreneurial community in Reno is filled with intelligent, interesting people, and it has opened my eyes to opportunities, so I am indebted to the Ozmen Center for introducing me to this community.”
Nolan Nicholson

“I’ve been dropping in to events at the Ozmen Center since it opened … And I’ve been coming back for one fundamental reason.

I like the hexagonal mirrors and the blue accent lighting.

Really, though, I like that the Ozmen Center is the physical home of something that, until now, was just a loose collection of people’s ideas scattered across the University. It is, really and truly, a center—not a place overly occupied with adding scattered new events and initiatives, but a focal point for all the goings-on in the University and the Reno community.

The Center has helped me more personally than that, too, though. Right now, I’m working on a business, Nitrair, which is both our design project for chemical engineering and our entry into the Sontag Entrepreneurship Competition. I’ve read and borrowed books on cold calling and business model generation. I’ve had help from the Center staff (thanks, Kylie!) in finding potential customers and people who can help us understand our market. But most importantly, I find this place totally invigorating. I can come in, bummed out about whether our technology and our business are even remotely feasible, and being here—here among people with contagious energy, here with people excited to offer their support and mentorship, here with competition I’m motivated to go up against—is an instant shot in the arm.”
In 2014, OCE tracked the following visitors:

- 339 unique visitors to the OCE with the majority being students who returned back for a meeting or event (see Appendix A)
- 2,742 unique visitors to the OCE website: ozmcenter.unr.edu (see Appendix B) and also made a growing presence online via Facebook, Twitter, Instagram, a Blog and semi-monthly Newsletter (see Appendix C)

The OCE hosts three regular events (see Appendix D):

- Assess-License-Launch – monthly program, every 2nd Friday at Reno City Hall
- UNR Entrepreneurship Club – workshops and speakers, every Monday in OCE
- 1 Million Cups Reno – Livecast – an event held every Wednesday in OCE

The OCE established a Board of Advisors (first meeting 2/19/15):

- Julie Rowe, Principal, The Impetus Agency
- Mike Kazmierkski, President & CEO (EDAWN)
- Former Senator Randolph Townsend, Gaming Commissioner/Member of Governor’s Council on Behavioral Health

The OCE established several community partners:

- The Nevada Small Business Development Center (Nevada SBDC)
- Economic Development Authority of Western Nevada (EDAWN)
- Summit Venture Mentoring Service (Summit VMS)
• The Reynolds School of Journalism
• The City of Reno
• Alice Heiman, LLC
• Truckee Meadows Community College
• Extended Studies at the University of Nevada, Reno
• Research and Innovation at University of Nevada, Reno
• Kauffman Foundation via 1 Million Cups Reno, Swill Coffee & Wine
• The Economics Department in The College of Business

What We’re Working On

The OCE Current Projects:

• Collaborating with Reynolds School of Journalism to launch “Open Media Room”, a UNR Entrepreneurship Network that will produce one audio podcast with Chair of Media Entrepreneurship, Mignon Fogarty and one video interview (first pass, end of February) with OCE and industry experts

• Collaborating with Nevada SBDC, TMCC & Extended Studies at the University of Nevada, Reno to create a three-course Entrepreneurship Certificate (JumpStart, NxLevel and a third course) open to students and community members, may be supported through the Nevada Office of Veteran’s Services

• Developing Entrepreneur-In-Residence (EIR) program that will consist of several local entrepreneurs volunteering their time to offer a point-of-view to students or community members on a business idea or venture

• Collaborating with Innovation Center and EDAWN to change Summit VMS into joint venture among all three groups

• Sourcing guest speakers for faculty and community organizations

• Designing K-12 program, “Young Entrepreneur Assembly” for youth to develop entrepreneurial capacities by creating and operating a business
• Developing marketing materials, including announcement postcard, OCE flyers, large signs displaying OCE vision & mission and presentation that can be made in University and community

• Developing standard operating procedures manual, including how to use the tech in OCE, roles and responsibilities of students/staff and resources that OCE supports and suggests to students and community members

Where We’re Going

The OCE Future Projects:

• Establish International Gender Lens Investment Center to strengthen research in women’s entrepreneurship & finance and grow opportunities for women entrepreneurs

• Conduct research in entrepreneurship with Chair of Economics Department, Mehmet Tosun

• Collaborate with community partners to develop program that supports youth entrepreneurship

• Link with Santa Clara University so that Ozmen Center can also offer access to the site: http://www.myownbusiness.org/

• Establish office at Sinclair building in partnership with Innovation Center

OCE Fundraising Priorities:

• Entrepreneurship Chair Endowment ($3,000,000): establish chair of entrepreneurship in The College of Business, University of Nevada, Reno

• Professorship for Gender Lens Program ($500,000): secure professorship to act as support staff for Gender Lens Program that channels funding for women in entrepreneurship

• Veteran Startup & Entrepreneurship Bootcamp: provide scholarships through the State of Nevada to Veterans to complete a Certificate in Entrepreneurship
• Competitive Entrepreneurship Faculty Salaries: garner pool of funds to offer more courses in entrepreneurship and competitive salaries to entrepreneurship faculty at the University of Nevada, Reno

• Annual Gifts: collect unrestricted annual gifts to provide flexibility to develop new ideas, respond to new opportunities and support partnership programs (first one from Dermody Properties Foundation)
Appendix A: Visitor Check-In

Check-In Statistics between 9/15/14 – 12/31/14:

Total Visitors to Ozmen Center: N = 339

How did you hear about us?

• Walk-in, n = 38
• Kylie Rowe, n = 31
• Marcus Casey, n = 17
• UNR Entrepreneurship club, n = 15

Affiliation:

• Student, n = 248
• Staff/Faculty, n = 52
• Community member, n = 39

Reason for Visiting:

• Walk-in, n = 242
• Meeting, n = 96
• Event, n = 31

Total Returning Visitors: N = 217

• Unique Returning, n = 107 (n = 110 have returned more than once)

Returning Visitor Reason for Visiting:

• Walk-in, n = 80
• Meeting, n = 86
• Event, n = 51
## Appendix B: Website Google Analytics

ozmencenter.unr.edu

<table>
<thead>
<tr>
<th>Analytics</th>
<th>9/8/14 – 12/31/14</th>
<th># (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sessions</td>
<td>2,742</td>
<td>(100)</td>
</tr>
<tr>
<td>Total Pageviews</td>
<td>7,837</td>
<td>(100)</td>
</tr>
<tr>
<td>Returning Users</td>
<td>1,327</td>
<td>(43)</td>
</tr>
<tr>
<td>Pages/Session</td>
<td>2.86</td>
<td></td>
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<tr>
<td>Bounce Rate</td>
<td>(55)</td>
<td></td>
</tr>
<tr>
<td>Sessions from Nevada</td>
<td>2,210</td>
<td>(81)</td>
</tr>
<tr>
<td>Sessions from Reno</td>
<td>2,047</td>
<td>(75)</td>
</tr>
<tr>
<td>Sessions from UNR</td>
<td>1,351</td>
<td>(49)</td>
</tr>
</tbody>
</table>
Appendix C: Marketing & Social Media

<table>
<thead>
<tr>
<th>Media Type</th>
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</tr>
</thead>
<tbody>
<tr>
<td>#</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>118</td>
</tr>
<tr>
<td>Facebook</td>
<td>104</td>
</tr>
<tr>
<td>Instagram</td>
<td>28</td>
</tr>
<tr>
<td>Blog Posts</td>
<td>26</td>
</tr>
<tr>
<td>Newsletters</td>
<td>9</td>
</tr>
<tr>
<td>Subscribers</td>
<td>336</td>
</tr>
<tr>
<td>Press Releases</td>
<td>3</td>
</tr>
</tbody>
</table>

*Media Type:

- Twitter followers: @OzmenCenter
- Facebook Likes: Ozmen Center for Entrepreneurship
- Instagram followers: @OzmenCenter
- Blog Posts: [http://ozmencenter.unr.edu/blog/](http://ozmencenter.unr.edu/blog/)
- Newsletters
- Subscribers (of the Newsletter)
- Press Release Links:
Appendix D: Events

Assess – License – Launch

The Nevada Small Business Development Center, City of Reno and OCE host a free monthly program open to the public. The program is designed to educate business owners and entrepreneurs how to assess their venture prior to licensing and launch. Each month a new industry is identified as the focus and experts join with city officials to present relevant information that will expedite the business licensing process. The program runs every second Friday at 7:15AM in Reno City Hall.

UNR Entrepreneurship Club

The Entrepreneurship Club is a learning-by-doing environment where students can cultivate their entrepreneurship skills. The club is a place where people in the community can incubate a business idea, providing students with learning opportunities to develop and mold ideas into products and services. Focused meetings are held Monday at 12PM in the Ozmen Center.

1 Million Cups Reno – Livecast

The Livecast of 1 Million Cups Reno (1MCREno) is a simple way to engage student entrepreneurs with those in the community. Every week entrepreneurs present startups to a diverse audience of mentors, advisors, and entrepreneurs at Swill Coffee. Presenters prepare a 6-minute educational presentation and then engage in 20 minutes of feedback and questioning. The Ozmen Center hosts the livecast of this event, with free coffee every Wednesday at 9AM.