

JOHN PAPPAJOHN ENTREPRENEURIAL CENTER

UNIVERSITY OF IOWA

NEWS | WINTER 2017

UI PURSUES INNOVATION CENTER

BY THE NUMBERS

\$135K+

IN SEED FUNDING GIVEN TO
SUPPORT NEW UNIVERSITY OF
IOWA VENTURES

136

DIFFERENT MAJORS &
CERTIFICATES REPRESENTED BY
IOWA JPEC STUDENTS

30,000+

YOUTH IMPACTED THROUGH THE
JACOBSEN INSTITUTE IN 2017

This fall, the University of Iowa Tippie College of Business partnered with Bruce Mau and the Massive Change Network to collaborate on the creation of a new campus wide "Center for Innovation".

Through three festive public workshops, Mau encouraged university students, leaders, and community members to express what they envisioned as an up-and-coming space for innovation. With each workshop, the UI community discovered what makes innovation spaces great as well as brainstormed on what new programming could be created.

The center is expected to serve as a hub for brainstorming, solving social, technical, and business issues, and exploring entrepreneurial education. Hopes for the center include further intertwining campus interests and community organizations.

By aiming to incorporate education, art, culture, and technology, the Center for Innovation will prove that entrepreneurial ventures based in Iowa continue to grow and thrive.

The initiative is in the early planning stage. Stay tuned for updates!



John
Pappajohn
Entrepreneurial
Center

COMPETITION RECAPS

WINNING TEAMS

IDEA STORM

1st Place - \$500: Isabel Reed

Myers Briggs test matching you with friends in your area

2nd place - \$400: Lauren Lardner

Virtual reality shopping

3rd place - \$300: Jill Nguyen

Video connect for long distance relationships

4th place - \$200: Johanna Dietrich

Water purification system

5th place - \$100: Spencer Elbert

Glassdoor for college sports

WINNING TEAMS

IOWA STARTUP GAMES

1st place - \$1,000: Acoustic Arts

Delivering a modular acoustic paneling kick, offering easy set-up and tear-down for the aspiring recording artist

2nd place - \$750: Guardian

Emergency Services

Insuring locational accuracy and rapid emergency response to motorcycle accidents

*Also won \$250 for People's Choice Award

3rd place - \$500: U Tours

Virtual campus tours

Judges' Choice - \$250: Planticious

Encouraging flavorful eating by helping you grow your own spices

IDEASTORM

At IdeaStorm, University of Iowa students share their business idea in one minute to a panel of judges and an audience. Ideastorm familiarizes students with the process of a pitch competition. The top five were awarded cash prizes to help take their idea to the next level.

This year, 23 student business ideas were pitched at IdeaStorm, ranging from virtual reality shopping to water purification systems to psychology-based dating applications.

IOWA STARTUP GAMES

Forty-eight University of Iowa students dove into entrepreneurship at the fall Iowa Startup Games. Iowa Startup Games is a three-day competition where students pitch startup ideas, form teams, and spend the weekend turning their business idea into a reality.

Throughout the weekend, the teams researched their ideas, performed customer discovery, and worked with professionals to develop and improve their innovations.

The third day of the Games brought the students to Kinnick Stadium, where each team pitched and shared the story of their business to a panel of judges. Many innovative ideas were presented at the Games this year, proving that creating a business in a weekend is possible and fun!

Congratulations to all who competed and made for another great Iowa Startup Games!

ALUMNI UPDATES

SWINETECH

When Matthew Rooda realized the daily impact piglet deaths had on the pork industry, it was easy to see that something needed to be done. He and Abraham Espinoza joined Iowa JPEC's Founders Club to help launch their business, SwineTech.

SwineTech is an Ag-Tech company that aims to reduce pre-wean mortality and improve herd health on sow farms. SwineTech's monitoring device, SmartGuard, encourages sows to stand up, preventing the piglets from being accidentally crushed underneath their mother.

The company has been making headline after headline with their monitoring system. Recently,



the SwineTech team competed in the National Inventors Hall of Fame Collegiate Inventors Competition, where they were the winner of the Arrow Innovation Prize and advanced to the final round of judging. At the final competition, SwineTech was awarded the gold medal and a prize of \$10,000.

The SwineTech team was also chosen as a finalist in the American Farm Bureau Rural Entrepreneurship Challenge. They were awarded \$15,000 and will advance to the next phase of the competition. Additionally, SwineTech was

selected as the National Student Entrepreneur of the Year and Global Student Innovation of the Year by the Entrepreneur's Organization, the largest entrepreneurship group in the world.

Due to their progress and motivation to excel, the SwineTech team was featured as one of Forbes 30 Under 30 for 2018.

What's next for SwineTech? As they continue to pitch their product around the country, the team will be overseeing trials on farms and analyzing data from behavioral trials.

HEALTHTECH SOLUTIONS

The curiosity to understand the organ transplantation process coupled with personal connections to transplant patients motivated Dalton Shaull and Eric Pahl to build HealthTech Solutions (HTS) in 2015. Iowa JPEC helped HTS gain access to office space, mentorships, funding and other resources that were crucial to developing their business.

After launching their business, Shaull and Pahl created TXP Chat™, a software product that facilitates communication among healthcare staff to improve organ donation success rates.

HTS started by testing their product with organ procurement groups in Seattle, Minneapolis, and North Liberty. The Iowa Donor Network in North Liberty began piloting TXP Chat™ last year.

This year, HTS was awarded a \$238,400 Small Business Innovation Research grant from the National Institute of Health, a \$100,000 loan from the Iowa Economic Development Authority, and a \$100,000 prize at TCU's 2017 Values and Ventures Competition. The company also received a \$100,000 Wellmark Venture Capital Fund loan.

HealthTech Solutions was chosen as one of Forbes 30 Under 30 for 2018 due to their determination to improve organ donation success rates and in turn revolutionize healthcare.

Shaull and Pahl are now looking toward commercializing and distributing. With growth as a major goal, HTS expanded their team and added test sites in Ohio and New York.

HealthTech Solutions will be one to watch as the team continues to research, discover, and improve health solutions for all.



CONGRATULATIONS TO IOWA JPEC BEING RANKED #2 IN THE U.S. FOR ENTREPRENEURIAL PROGRAMS

LendEDU, 2017 | Higher Education Financing Organization

SIGMA NU TAU TRAVELS TO MINNEAPOLIS



The University of Iowa's chapter of Sigma Nu Tau traveled to Minneapolis to visit and learn from local companies. On their trip, they visited eyebobs Eyewear, Apothecary Products, Seven Sundays, and HelioMetrics. The group ended their trip by attending a panel and startup job market at the University of Minnesota.

Students were brought behind the scenes to meet with business owners, learn about a variety of business operations, and gain a better understanding of the challenges and rewards entrepreneurs face. By meeting with entrepreneurs, many of them UI alumni, students were able to understand how ideas were cultivated and put into action.

While each business Sigma Nu Tau visited was different from the next, students heard reoccurring concepts from business leaders – if you see a problem, try to solve it, and don't be afraid to take risks in the process. The central message of the trip was that entrepreneurs who follow their passions have tried, failed, and tried again. But what makes them successful is the will to never give up.

SMARTSCRIPTS TO EXPAND WITH NEW FUNDING



SmartScripts, a Venture School alum, recently completed \$2.5 million of new investment funding to commercialize its Regimen Management Pharmacy solution for people who need to manage their daily medications.


Todd Thompson, RPh., President and CEO of SmartScripts, noted that traditional pharmacy models have become impersonal and confusing. To increase medication adherence, Thompson created SmartScripts Pharmacy.


SmartScripts was designed to create a simpler medication-taking process through convenient packaging and personalized service. Prescriptions are sorted and packaged in pouches based on the time of day and they are automatically delivered to the home free of charge each month.

This funding, led by Rural Vitality funds in partnership with Next Level Ventures, the Iowa Startup Accelerator and other Iowa-based investors, will allow SmartScripts to develop their business model and increase accessibility to their patients.

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