

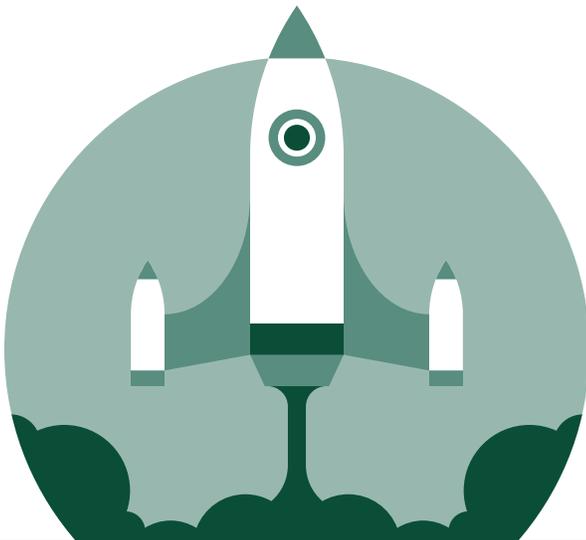
BURGESS INSTITUTE FOR ENTREPRENEURSHIP & INNOVATION

WHO WE ARE

The **Burgess Institute for Entrepreneurship and Innovation** arms Spartans for the battle of entrepreneurship by mobilizing them with tools through training, coursework, experiential programs, and direct mentorship and coaching. By way of these resources provided to students pursuing their entrepreneurial ventures, the Burgess Institute serves as the hub for entrepreneurship activities within the Broad College of Business and, as part of MSU campus-wide entrepreneurship programs, collaborates with the Office of Undergraduate Entrepreneurship and Spartan Innovations.

OUR GOAL

More than ever, entrepreneurship sparks the growth engine of the global economy. Without professionals willing to take the risk of new venture creation, innovation stagnates and wealth creation halts. The Burgess Institute and its resources **play a critical role in educating** these emerging innovators by working alongside students to take action on their ventures, creating experiential learning opportunities, and delivering results in entrepreneurial development. With a track record of transforming ideas into innovation, the Broad College is a leader in entrepreneurial strategy.



**MORE THAN EVER,
ENTREPRENEURSHIP SPARKS
THE GROWTH ENGINE OF THE
GLOBAL ECONOMY.**

OUR FOCUS

ENTREPRENEURIAL EDUCATION

**GROWTH OF ENTREPRENEURIAL ECOSYSTEMS AT
MSU AND IN MICHIGAN**

**EFFICACY OF BUSINESS MODELS AND BUSINESS
MODEL INNOVATION**



WHAT MAKES US DIFFERENT

1 Unlike other research centers, the Burgess Institute is **university-wide and serves the entire MSU student population.**

2 The institute leads **formal curriculum based on real-time research**, which ranges from basics of business model development to capstone projects, encouraging the launch of a new product or service to the marketplace.

3 The institute's **foundation in experiential learning** encourages action both in a student's own venture, or in service to startups.

CURRENT MEMBERS

Ken Szymusiak

Managing Director

Founding Partners

By way of endowments from Bob and Georgia Burgess and Craig and Vicki Brown

Forrest Carter

Faculty Director

MSU Partners

Spartan Innovations, MSU Foundation, MSU Innovation Center, Office for Undergraduate Entrepreneurship

OUR REACH

- ↳ Leading the **Greater Lansing Entrepreneurial Bootcamp** with Spartan Innovations and the Lansing Economic Area Partnership
- ↳ Contributing to policy issues for the **Michigan Black Chamber of Commerce** and the Lansing Black Chamber of Commerce
- ↳ Sponsoring student entrepreneurs to participate in **SXSW Interactive Festival**
- ↳ Co-managing **East Lansing Startup Weekend**
- ↳ Partnering with the **Urban Entrepreneurship Institute**
- ↳ Contributing to **Camp Enterprise**, a program for Detroit-area high school students
- ↳ Co-hosting the **Innovate State Speaker Series** to welcome young alumni and entrepreneurs to campus to share their stories with our students
- ↳ Running the **Burgess New Venture Challenge**, which serves as the preeminent student business plan competition on campus, providing students with real-world validation and access to funding

