

# BURGESS INSTITUTE FOR ENTREPRENEURSHIP & INNOVATION

## WHO WE ARE

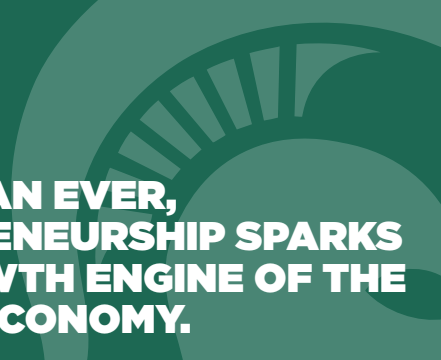
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The **Burgess Institute for Entrepreneurship and Innovation** arms Spartans for the battle of entrepreneurship by mobilizing them with tools through training, coursework, experiential programs, and direct mentorship and coaching. By way of these resources 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.

## OUR GOAL

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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.



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ENTREPRENEURSHIP SPARKS  
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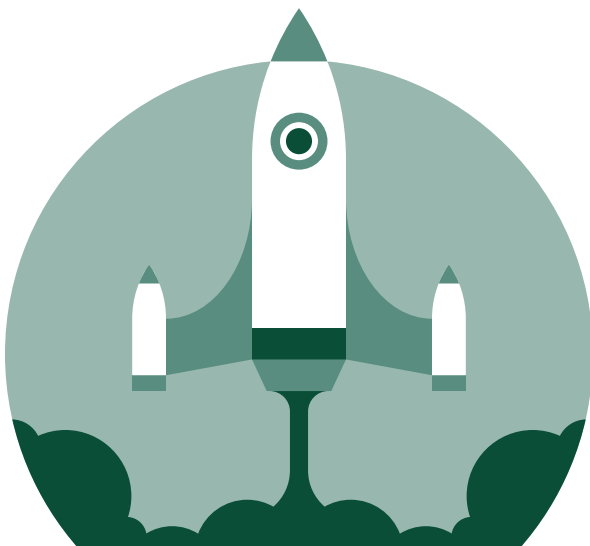
## OUR FOCUS

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**ENTREPRENEURIAL EDUCATION**

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

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



## WHAT MAKES US DIFFERENT

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**1** The Burgess Institute is **university-wide and serves the entire MSU student population.**

**2** The Burgess Institute manages the university-wide **Minor in Entrepreneurship & Innovation**, which is housed in the Broad College of Business. Curriculum ranges from basics of business model development to capstone projects, encouraging the launch of a new student venture.

**3** The Burgess Institute's **foundation in experiential learning** encourages action both in a student's own venture and in service to startups.

## CURRENT MEMBERS

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### 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

## OUR REACH

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- **Burgess Institute Discovery & Launch Programs**, assisting student venturers in moving their ideas to the marketplace
- 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**, **CES**, **Startup Grind Global**, and **TechCrunch Disrupt**
- Managing **East Lansing Startup Weekend**
- Hosting the **Innovate State Speaker Series** to welcome emerging and successful entrepreneurial alumni to campus to share their stories
- 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

