



**PennState**  
Berks

# CEED Center Newsletter

Creativity, Entrepreneurship and Economic Development (CEED) Center



## In this Issue

### **Entrepreneurship & Innovation (ENTI) Minor**

See our ENTI minor recommended academic plan.

**See on page: 2**

### **Social Entrepreneurship**

See how Penn State Berks Entrepreneurship students studied abroad.

**See on page: 2**

### **HackPSU**

Learn how three Penn State Berks students won in a competition against 200 other students.

**See on page: 4**

### **Entrepreneurship Speaker Series**

Jumpstart your future business by hearing successful testimonies.

**See on page: 3**

### **Student Enterprise Award Winners**

Finance your next start-up.

**See on page: 5**

### **Presenters Hosted**

Information on the presenters who were hosted at Penn State Berks Entrepreneurship classes.

**See on page: 6**

### **Nutrition Project**

See how Penn State Berks students engaged in a social entrepreneurship project.

**See on page: 7**

### **Business Idea Challenge**

Turn your idea into cash!

**See on page: 9**

### **Entrepreneurship Club**

Learn about the Entrepreneurship Club at Penn State Berks and how you can join.

**See on page: 10**



# CEED Center Newsletter

## Entrepreneurship & Innovation (ENTI) Minor

This 18-credit interdisciplinary ENTI minor is designed to foster creativity, leadership, self-efficacy and teamwork. This minor is open to all Penn State Berks students regardless of their major. Students must take the following three core classes to establish a foundational knowledge of the minor.

### MGMT 215

#### Entrepreneurial Mindset

This course provides the opportunity to learn to think like an entrepreneur in the broader context of social entrepreneurship, intrapreneurship, opportunity recognition,

### ENGR 310

#### Entrepreneurial Leadership

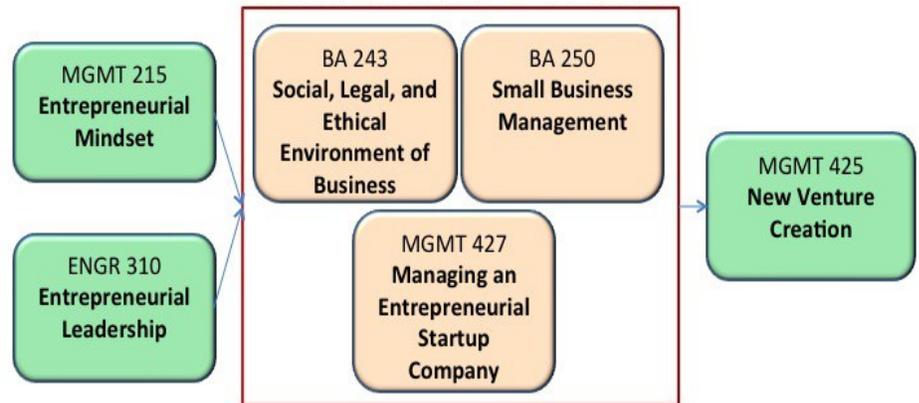
Engineers and students from other majors collaborate on projects while learning about leadership and entrepreneurship.

### MGMT 425

#### New Venture Creation

This is the “capstone” course, and it examines the entrepreneurial mindset while designing, testing, and launching new products.

### New Venture Cluster



*Students may not use a required course from their major in the ENTI minor. Other courses, such as technical electives, out-of-college electives, and general education courses may be able to be used to meet the requirements in the major as well as the ENTI minor.*

#### Coordinator:

Sadan Kulturel-Konak  
[sxk70@psu.edu](mailto:sxk70@psu.edu)

329 Gaige Building

<http://www.bk.psu.edu/Academics/Degrees/ENTI.htm>



## **Entrepreneurship Speaker Series**

---

### **Mr. Khanjan Mehta**

**Director, Humanitarian Engineering, and Social Entrepreneurship Program**  
**Assistant Professor - January 20, 2016**

Professor Khanjan Mehta is the Founding Director of the Humanitarian Engineering and Social Entrepreneurship program at Penn State. The HESE program focuses on developing technology to aid resource constrained communities.



### **Mr. Jack Gulati**

**Serial Entrepreneur and Author of *Serial Entrepreneur***  
**October 28, 2015**

Mr. Gulati comes from a family of entrepreneurs and followed their path to becoming an entrepreneur. Mr. Gulati has bought, sold, or created 40 different businesses and is a great role model to current and aspiring entrepreneurs.



### **Lisa Glover**

**Founder of Architrep, LLC - April 15, 2015**

Ms. Glover's company first started as a class project at Lehigh University's in the Technical Entrepreneurship Masters program. Her company is now very successful and continues to grow.





## Studying Abroad



Penn State Berks students traveled to San Jose de Cusmapa, Nicaragua on November 21-29, 2015, with their professors, Dr. Abdullah Konak and Dr. Sadan Kulturel-Konak. While studying abroad the students were involved in a social entrepreneurship project which required the students to be creative and use the knowledge they learned in the classroom.

**Dr. Abdullah Konak gives the "thumbs up" to Fabretto workshop participants (seated) as a Fabretto staff member (center) and Penn State Berks students LaShawn Crawford and Allie Janowski listen**

Students were given challenges and had to use their problem solving skills to figure out a solution.

Penn State Berks students used the knowledge that they learned in the classroom to help educate and challenge students in Nicaragua. The program brought two different cultures together in order to further Nicaraguan families livelihoods and reach their full potential. Studying abroad helped Berks students use their creative and social entrepreneurship skills with another culture in which they weren't familiar with. To see the full story visit: <http://sites.psu.edu/fabretto2015/team/>.



## HackPSU

Penn State Berks students Caleb Kitchen, Tyler Moser, and Venu Mulane won an educational technology themed challenge called HackPSU held at Penn State University Park. The challenge was to take a problem they faced academically in college and create a technology related solution. The Berks students created the idea of an app called "Studee" which is like Tinder but for tutors. The app would make finding a tutor or someone to study with much easier across the University and the abundance of classes. The team felt that one of the largest issues faced in college is trying to find help in certain subjects. The team made a valid point stating that at Penn State we have learning centers to help with English or math but no help for other languages, programming classes, computer classes, and more.





## Student Enterprise Award Winners

---

### Spring 2015 Award Winners:

**Kyler Moyer, Anothony Rothenberger, and Jason King**



Kyle Moyer (center), Anthony Rothenberger, and Jason King (far right) won two separate awards for their company idea, Onuku Industries, which would create customizable drones. In order to win the Student Enterprise Award the team had to present their idea at the Creativity, Entrepreneurship, and Economic Development (CEED) Center. The process resembled the show *Shark Tank* and the team won receiving \$2,400. The team additionally entered another contest called the, "Greater Reading Chamber of Chamber of Commerce's

2015 Business Idea Challenge" which they also won.

Each member of their group has a separate role: Moyer was the idea maker, Rothenberger was responsible for taking those ideas and making them come to life, and King was responsible for the manufacturing of the ideas and modeling possible parts of the project.



**Not only did they win the Student Enterprise Award but they also won the Business Idea Challenge described on page 9. To the left the team is presenting their idea to judges and on the right Kyle Moyer is testing one of their drones.**



## Student Enterprise Award

---

The main objective of the award is to allow students to utilize their Penn State Berks education to become entrepreneurs and start businesses which can create jobs in our local community. For more information, go to: <http://www.bk.psu.edu/Academics/enterprise.htm>



## **Presenters Hosted in Entrepreneurship Classes - Fall 2015**

### **ENGR 310 - Entrepreneurial Leadership**

**Peter Olfs** - Senior Executive, Siemens Corporation, Retired - September 17

**Chris Eberhart** - Store Manager of Target, Inc. - October 6

**Ed Burns** - President and CEO of Burns Logistics Solutions, Inc. - October 22

**William Diebler** - Retired Sales Executive and Entrepreneur - November 5

**Jason Hoffman** - Senior Engineer, East Penn Manufacturing - November 17

### **MGMT 215 - Entrepreneurial Mindset**

**Stanley J. Kostka** - PhD, Director Technology and Business Development, Aquacontrol - October 27

**Paul Eisenhut** - CEO, CIWA - November 17

**Connie Faylor** - Regional Manager Ben Franklin - November 17

**Catherine Cook** - Co-founder, meetme.com - December 8

*Catherine Cook presenting in the Entrepreneurial Mindset (MGMT 215) Class*

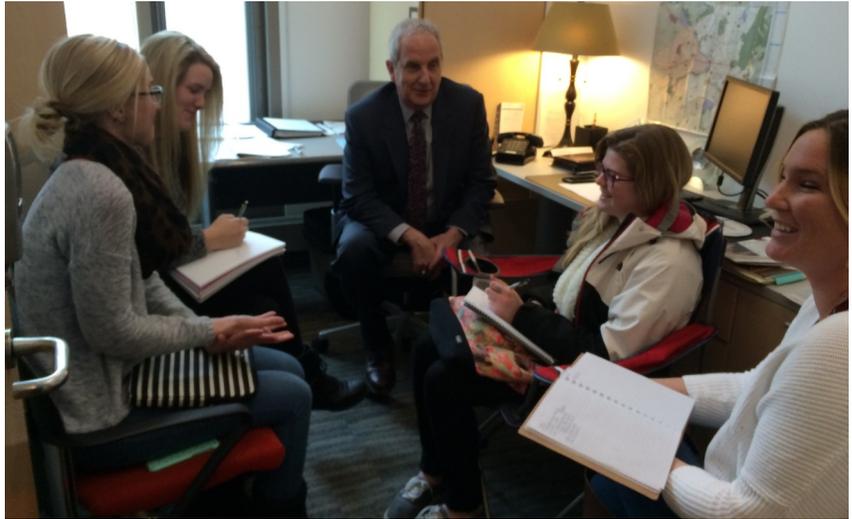




## Nutrition Project

---

Penn State Berks has started to focus on how it can better the community and has become more active in the Greater Reading area. One way Berks is benefitting the community is by launching a multi-year program to improve health through improved nutrition and increased physical activity in the Reading community.



Both Berks students from the business program and the medical professionals from Penn State St. Joseph Health System are working together on this project. The program will work through community organizations, churches, food banks, public schools and grass roots change agents; all with a focus on improving healthy living. In order to do this students will be researching the most common health issues within the Reading community and then will have experts gather to find and address the root causes of the unhealthy living.

## Four Phases of the Project

---

- ◇ Asses the community's health and determining the root causes of poor nutritional habits and life-styles.
- ◇ Bring together subject matter experts, community leaders, and best practices that can address the root causes found within the community.
- ◇ Community representatives and experts will design solutions to improve the community.
- ◇ Solutions that pass the testing will be implemented on our campus and in our community with a sharp focus on sustainability.



**PennState**  
Berks

# CEED Center Newsletter

## PEPP Outreach Workshops

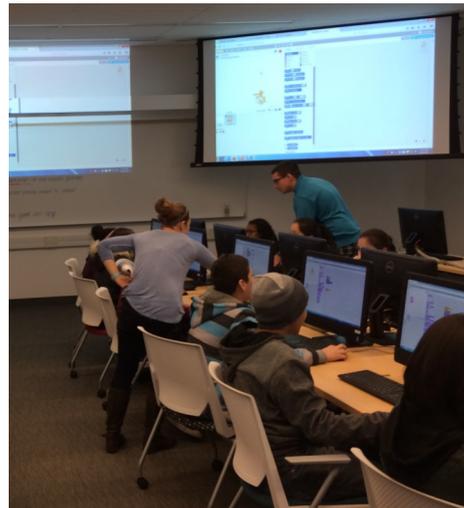
CEED Center has been holding workshops for middle school PEPP students and this year the tradition continued. PEPP is a program through Penn State Berks and stands for Penn State Educational Partnership Program.

### Creativity & Entrepreneurship Workshops



Spring and Fall 2015

### Creative Game Programming Workshop



Fall 2015

## Global Entrepreneurship Week

### Penn State Berks Celebrated Global Entrepreneurship Week: November 16 - 22

**Tuesday, November 17**

Global Opportunities for an Entrepreneurial Solar Energy

**Wednesday, November 18**

PEPP Workshop Hosted by the Entrepreneurship Club and  
ENTI Minor

**Thursday, November 19**

Ecoul: An International Success Story





**PennState**  
Berks

# **CEED Center Newsletter**

---

## **Business Idea Challenge**

---

**Do you have an idea or invention that you have wanted to see produced and in stores? Are you an Entrepreneurship major? Do you want to create your own business?**

The Annual Business Idea Challenge offers driven, business savvy, local college students the chance to showcase their entrepreneurial talents in a business idea plan competition. Students will have the opportunity to build their businesses from the ground up, considering everything from marketing and branding, to research and logistics. Innovative ideas are welcome from students of Albright College, Alvernia University, Kutztown University, Penn State Berks and Reading Area Community College.

### **Congratulations to the 2015 challenge winners!**

**First Place:** Onuku Industries, LLC (Penn State Berks)

**Second Place:** HygieneHero (Alvernia University)

**Third Place:** The Lion's Den (Albright College)

**See page 5 of our newsletter to learn about last years winner:**

#### **Onuku Industries**

Finalized proposals must be sent to [glandis@greaterreadingchamber.org](mailto:glandis@greaterreadingchamber.org) by **11:59 p.m. on March 14, 2016.**



#### **Dates to remember:**

- March 14, 2016:** Deadline to enter the contest, first round of judging and finalists selected.
- April 8, 2016:** Finalist presentations to panel of judges.
- April 26, 2016:** Top three finalists present to Greater Reading Chamber Board of Directors. Winners announced.

For complete rules and guidelines visit: <http://greaterreadingvoice.com/programs/business-idea-challenge>



## Student Entrepreneurship Club

Students in the Entrepreneurship Club meet weekly in the CEED Center to discuss ideas, events going on within the club, and future projects. The Entrepreneurship Club is a great opportunity for students in the Entrepreneurship Minor, students who want to own their own business, or students who have an idea of an invention that they want to create.

## 3D Printing

Are you interested in using the 3D printer but have no idea how it works? The Entrepreneurship Club is planning to have information workshops during the Spring semester where students are welcome to learn about 3D printing.



*The 3D printing technology available in the CEED Center allows students to develop prototypes of their innovative ideas.*

## Mission

The mission of the Creativity, Entrepreneurship, and Economic Development (CEED) Center is to inspire an entrepreneurial spirit and innovative thinking in the Pennsylvania State University Berks community. The CEED Center seeks to foster economic growth and development in the Greater Reading area through technology based solutions, human capital development, and enterprise creation.

## Contact Us

For additional information, please contact:

**Dr. Sadan Kulturel-Konak - Gaige 329**

[sxk70@psu.edu](mailto:sxk70@psu.edu)

Professor of Management Information Systems  
Coordinator of Entrepreneurship and Innovation (ENTI) Minor

Director of the CEED Center