



PennState
Berks

Spring 2018

Flemming CEED Center Newsletter

Creativity, Entrepreneurship and Economic Development (CEED) Center



<http://berks.psu.edu/flemming-ceed-center>

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Our Mission

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



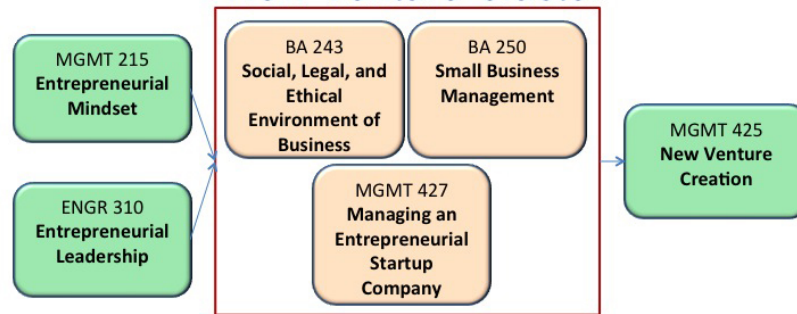
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Entrepreneurship & Innovation (ENTI) Minor

This 18-credit interdisciplinary ENTI minor, found in the Intercollege on LionPath is designed to foster creativity, leadership, self-efficacy and teamwork. This minor is open to all Penn State Berks students regardless of their major.

at Penn State Berks *New Venture Cluster*



Students who complete this cluster develop skills and knowledge in 14 areas:

- | | |
|----------------------------|---|
| Opportunity recognition | Entrepreneurial finance |
| New product development | Effective teamwork |
| Innovative thinking | Entrepreneurial marketing |
| Tolerance for ambiguity | Entrepreneurial and innovation strategy |
| Resource acquisition | Technology commercialization |
| Effective negotiation | Intellectual property management |
| Entrepreneurial management | Business law |

Professors Teaching ENTI Courses:

Dr. Abdullah Konak (MGMT 215),
Dr. Sadan Kulturel-Konak (MGMT 425),
Dr. Ada Leung (MGMT 427), Prof. James Laurie (BA 250/
ENGR310), Prof. James Shankweiler (MGMT 215),
Prof. Mary Zervanos (BA 243)

Visit: <http://berks.psu.edu/enti-minor-overview>



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Entrepreneurship Speaker Series

On November 13, 2017 and March 19, 2018, Penn State Berks hosted speaker panels comprised of three successful entrepreneurs Heather Chandler, Travis Getz, and George Weaver, and a staff attorney, Tyler Etter. On November 13, the importance of teamwork and collaboration, as well as employer-employee engagement to promote creativity, were just a few of the key points highlighted in the presentation. On March 19, the talks covered topics including the importance of establishing agreements with co-founders, appropriate selection and need of a business entity, as well as basic issues with employees, contractors, and intellectual property considerations. After sharing their experience, knowledge, and advice, speakers took questions from faculty, staff, and students in an informative Q&A session.

Heather Chandler
President, Sealstrip



Travis Getz
Vice President of operations,
Reading Bakery Systems



George Weaver
George Weaver, Co-founder,
Precision Medical Products, Inc.



Tyler Etter
Staff Attorney, Entrepreneur As-
sistance Clinic, Penn State Law



Heather and Travis, November 2017



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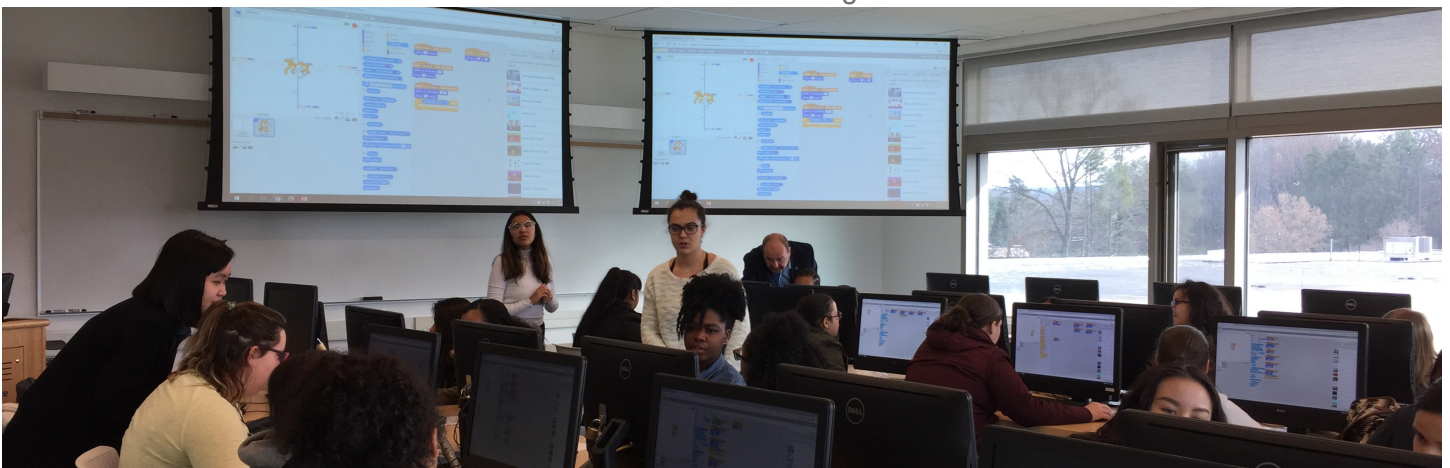
Game Programming Workshop

The Flemming Creativity Entrepreneurship and Economic (CEED) Center at Penn State Berks held its third Creative Game Programming Workshop for Reading School District middle school students who are enrolled in the Penn State Educational Partnership Program (PEPP) on December 6, 2017. Collaborating with PEPP, the Flemming CEED Center has organized this workshop every semester since Fall 2015.

This program brought twenty four PEPP students to Penn State Berks for the day with the goal of exposing them to computational thinking and sparking an interest in computing careers, particularly among female students. According to Dr. Abdullah Konak, the instructor and co-organizer of the program, states, “We are aiming not only to promote computer science to middle school girls but also to demonstrate that computer programming is a foundational skill for many other careers.”

In the morning session, students explored computational thinking concepts (sequence, loops, events, logic, operators, data); computer science practices (working interactively and incrementally, testing, and debugging); and program design. In the afternoon session, students completed a project by designing a simple game using the Scratch programming language, which is designed by the MIT Media Lab especially for students ages 8 to 16. Scratch has an intuitive interface and allows students to create computer programs and animations by assembling Lego-style blocks together.

PEPP Students being mentored by Linden Hall High School Students



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Creativity & Entrepreneurship Workshop

On November 15, 2017 the Flemming CEED Center hosted a workshop for younger students based on promoting creativity and an entrepreneurial mindset. Students from Reading Southern Middle School were brought to Penn State Berks to participate in the workshop coordinated by Dr. Sadan Kulturel and Dr. Abdullah Konak. The Penn State Berks Entrepreneurship Club assisted by mentoring students.

As an introduction to the workshop, students were shown different aspects of 3D printing and explained the process. 3-D printed items created by Penn State Berks entrepreneurship students were on display during the presentation. At the end of the day, the class was presented with a 3-D printed gift.

Students from Penn State Berks provided mentorship, as well as presented information and facilitate the workshop, teaching concepts such as value creation, generating ideas, and creativity and entrepreneurship in general. Penn State Berks entrepreneurship students assisted in presenting information and working with the students.

After learning the basics of what it means to have an entrepreneurial mindset, teams of students were tasked with creating their own pizza business. With assistance from their workshop mentors, students discussing several vital aspects of creating a business. Marketing, business plans, funding, budgeting, and operations were all covered in their attempt to create a successful pizza business. To conclude the workshop, each team presented their ideas to their peers.



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Global Entrepreneurship Week 2017

In an effort to inspire an entrepreneurial spirit among students and to seek partnerships with business and industry that foster economic growth for the local community, Penn State Berks-along with all of Penn State University- is celebrating Global Entrepreneurship Week, November 13-17, 2017.

November 13-17 Campus Wide Discover Entrepreneurship week at Penn State Berks

Monday, November 13, 12:15 - 1:15pm, Gaige: Room 121
Entrepreneurship Speaker Series: "INTRAPRENEURSHIP"

Speakers: Heather Chandler, President: Sealstrip
& Travis Getz, VP of Operations: Reading Bakery

Wednesday, November 15, 10:30am - 2:30pm, Gaige: Room 111
Creativity & Entrepreneurship Workshop

Guests: Reading School District Students

Thursday, November 16, 12:05 pm - 1:20pm, Gaige: Room 247
Presentation: MGMT 215 "Entrepreneurial Mindset" class

Timothy Hillert, CEO, BenXchange

Topic: "How to secure financing for a start-up business and different recourses to raise money"

Thursday, November 16, 6:00pm, Gaige: Room 245
Presentation: MGMT 461 "International Management" class

Gregg Shemanski, President, Custom Processing

Topic: "Opportunities in International Markets for Small to Medium Sized Manufacturing Firms"

Thursday, November 16, 6:00pm, Gaige: Room 121
Presentation: IB 303 "International Management" class

Justin Spannuth, VP/COO & Rob Rhoads, Brand Sales Manager, Unique Pretzels

Save The Date: Global Entrepreneurship Week 2018, November 12-18

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Student Success - Trimatis

The team of Penn State Berks engineering students, Jason Lehrer and Tito Orjih, were chosen as one of six finalists to compete in this year's Inc.U competition, The Investment. The Investment is a student competition where Penn State student start-ups go head-to-head in a "Shark Tank" style competition to win investment dollars for their companies. The team of Trimatis, LLC, founded by Lehrer, Orjih, and Penn State Berks engineering professor Marietta Scanlon, is an eco-technology company that developed a patent pending technology to convert plastic waste into 3D printer filament. The team submitted a video pitch for their start-up, which was reviewed by a panel of judges who narrowed the field to six finalists out of a record-breaking 72 submissions.

In addition to competing on The Investment, Lehrer and Orjih were given the opportunity to participate in two other significant events. They were individually recognized by Penn State President Eric J. Barron at a Student Recognition and Networking Reception held on March 29 at the Pegula Ice Arena on the University Park campus. They will also have the opportunity to attend the Invent Penn State Venture and IP Conference on April 19th. During this conference they will be introduced by President Barron and given 1 minute to pitch Trimatis to the lunch attendees at the conference. They will also spend the afternoon shadowing a venture capitalist and have a seat at the table as the professional investor evaluates new startup companies for investment.

Jason & Tido are working with their engineering professor and supervisor, Professor Marietta Scanlon



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Social Entrepreneurship Initiative - Be Bold Take Charge

Those of us who are trying to recruit and cultivate entrepreneurs - Professor James Shankweiler for the Be Bold Take Charge, our entrepreneurship project that engages with the Community and Professor Sadan Kulturel for our Entrepreneurship Minor and Entrepreneurship Club, want the welcome mat to read, "Welcome, all disciplines, all experience levels, all backgrounds". Be Bold Take Charge, is concluding its third year on its mission to improve health in Reading by improving nutrition and increasing physical activity. We remain resolved in following six strategies that address root causes:

- Economic Development (attracting jobs and building workforce skillsets)
- Reducing Crime
- Expanding Experiential Education about Nutrition and Healthy Lifestyles
- Improving City Residents' Perspectives of City and Self
- Partnering with residents, community leaders, and social service agencies to improve Food Access.

Our student teams have successfully accomplished a number of challenging projects that bring lasting benefit to the Community.

Be Bold Take Charge has two overarching purposes. We seek to bring holistic, transformational change to Reading. Recognizing that tools and approaches used to address Society's issues over the last six decades have not delivered the results one should reasonably expect, we seek to use innovative, community involved approaches to change.

Founded in an educational environment, we hold to the belief that everything we do in Be Bold Take Charge can be a learning opportunity. We encourage everyone working with us to regard themselves as 'reflective practitioners'. We design, plan, do, and then reflect so that each of us individually and as a group can, through ever improved skills, be the best we can be.



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Student Entrepreneurship Club

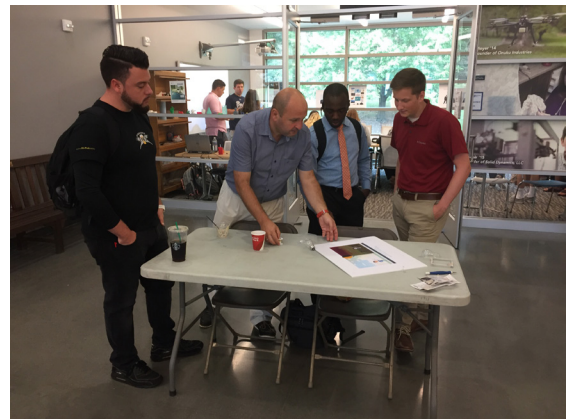
Students in the Entrepreneurship Club meet to discuss ideas, events going on within the club and future projects. The Entrepreneurship Club is a great opportunity for students in the Entrepreneurship and Innovation (ENTI) Minor who want to own their own business or students who have an idea of an invention that they want to create. Watch for new 3D printing open house dates, in Fall 2018!

Contact us:

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Entrepreneurship Student Club Faculty Advisor
Director of the Flemming CEED Center



Students are presenting their posters created in MGMT 215 in the Flemming CEED Center

A group of students in the Flemming CEED Center



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NSF I-Corps Lean Launch Pad Boot Camp

Do you have an innovative idea to test? Good News! NSF I-Corps Lean Launch Pad Boot camps will be starting at Penn State Berks in Fall 2018!

Eligibility & Requirements:

- Eligible teams are selected through an application process to an approved 6-week boot camp.
- Eligible projects must be in a science, technology, engineering or mathematics (STEM) discipline.
- Teams should have three individuals:
 - An academic lead who will serve as principal investigator (PI) – typically a Penn State faculty or staff member
 - An entrepreneurial lead – a student, faculty/staff, recent alumni or community member
 - A business mentor – to provide experienced perspectives to the team; mentors will be assigned if needed.
- Teams must commit to attending required workshops and cohort meetings.
- Teams must perform a minimum of 30 customer interviews by the end of the program.

For more information, please ask Dr. Kulturel-Konak (sadan@psu.edu), I-Corps Lead at Penn State Berks.

