**Our Ecosystem**

**INSTILLING ENTREPRENEURIAL MINDSET**

- Cross-pollinate introductory STEM classes with entrepreneurship concepts;
- Form cross-class interdisciplinary E-teams;
- Sustain class-based entrepreneurship projects by creating a supportive ecosystem.

- Interview more than 30 potential customers
- Validate customers’ needs/pain
- Identify key customer characteristics
- Draft a value proposition
- Get feedback from faculty experts and other entrepreneurs

**Penn State Berks**

- Entrepreneurship and Innovation (ENTI) Minor
- MGMT 215: Entrepreneurial Mindset
- MGMT 425: New Venture Creation

**Course Projects**

- STEM Class Projects
- Technical Expertise
- Venture Ideas, Customer Focus, Entrepreneurial Mindset
- Design Thinking, Creative Problem Solving, Customer Discovery
- Engineering Design Process
- Design Thinking, Customer Discovery
- Design Thinking, Creative Problem Solving, Intellectual Property
- Software Development Cycle

**Penn State Berks Learning Factory**

- Venture Studio
- STEM Class Projects
- Penn State Berks Learning Factory
- Flemming CEED Center
- C3+STEM Seeds Grants & Coaching

**Integrated Courses**

- Targeted STEM Courses

**Future Integration**

- Cross-pollination of introductory STEM classes with entrepreneurship concepts
- Cross-class interdisciplinary E-teams
- Sustain class-based entrepreneurship projects by creating a supportive ecosystem

**Customer Discovery Lab – Bootcamp – Mentoring**

- Interview more than 30 potential customers
- Validate customers’ needs/pain
- Identify key customer characteristics
- Draft a value proposition
- Get feedback from faculty experts and other entrepreneurs