



**PennState**  
Berks

**Flemming CEED Center**

## 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.

#### Contact Us:

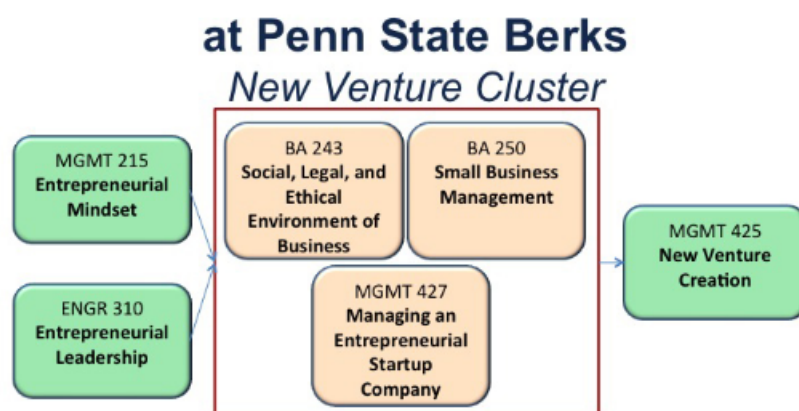
Sadan Kulturel-Konak, Ph.D.  
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## Flemming CEED Center

### 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. The ENTI minor is open to all Penn State Berks students regardless of their major.



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 in 2018-2019:

- Dr. Abdullah Konak (MGMT 215)
- Dr. Sadan Kulturel-Konak (MGMT 425)
- Dr. Ada Leung (MGMT 427)
- Prof. James Laurie (BA 250/ENGR 310)
- Prof. Mary Zervanos (BA 243)



## Flemming CEED Center

### Global Entrepreneurship Week 2018

In an effort to inspire an entrepreneurial spirit among students and to seek partnerships with businesses and industries that foster economic growth for the local community, Penn State Berks—along with all of Penn State University – celebrated **Global Entrepreneurship Week, November 12–18, 2018.**

**November 12-18, 2018, Campus-wide**  
**Discover Entrepreneurship Week at Penn State Berks**

**November 12, 10:30AM-2:30PM Thun Library 145**  
**Creativity & Entrepreneurship Workshop**  
**Guests: Reading School District Students**

**November 13, 1:35PM-2:50PM Gaige 245**  
**Topic: “Customer Focused Opportunity Identification”**  
**Speaker: Brian Polizzi, Co-Founder and Chief Waffatier, Waffatopia**

**November 14, 12:15PM-1:15PM Gaige 121**  
**Entrepreneurship Speaker Series**  
**Topic: “Startup Opportunities in the City of Reading for Entrepreneurs”**  
**Speakers: Johanny Cepeda-Freytiz, Owner of Mi Casa Su Casa Café**  
**Aaron Gantz, Executive Director of Downtown Revitalization**  
**Alan Shuman, President of Shuman Development Group**  
**Elliott Weinstein, President of Weinstein Realty Consultants**

**November 15, 1:35PM-2:50PM Gaige 249 & 3:05PM-4:20PM Gaige 245**  
**Topic: “The Pros and Cons of Franchising”**  
**Speaker: Taylor Green, Co-owner & Principal, Kona Ice**

**November 16, 12:15PM-1:15PM Gaige 111**  
**3D Printing Workshop**  
**Speakers: Carter Scherer & Nathaniel Leighton**





## Flemming CEED Center

### Creativity & Entrepreneurship Workshop

On November 12, 2018, the Flemming CEED Center hosted its bi-annual Creativity and Entrepreneurship Workshop for middle school students in order to promote critical thinking, creativity, and developing an entrepreneurial mindset. These students had visited the Penn State Berks campus in order to participate in this event. This event was coordinated by Dr. Sadan Kulturel-Konak and Dr. Abdullah Konak. Assistants to this event were the members of the Penn State Berks Entrepreneurship Club. The Penn State Berks students took on the role of mentoring the middle school students throughout the workshop.



To begin the workshop, the students were brought to the CEED Center and introduced to the 3-D printers. Mentors educated students about the process of 3-D printing and its values to the community. Items that were previously 3-D printed by the Penn State Berks Entrepreneurship Club were displayed to the students during this presentation.

Students were educated on the basics of an entrepreneurial mindset. During the workshop, mentors promoted critical thinking and creativity by giving students the opportunity to create their own pizza business. Students learned the value of a business plan, marketing, operations, and accounting in order to make their business a success. With the finalization of their ideas, the students presented their business ideas to the rest of their peers. At the end of the workshop, students were gifted with a token of their experience in the form of a 3-D printed item by the Entrepreneurship Club.





## Flemming CEED Center

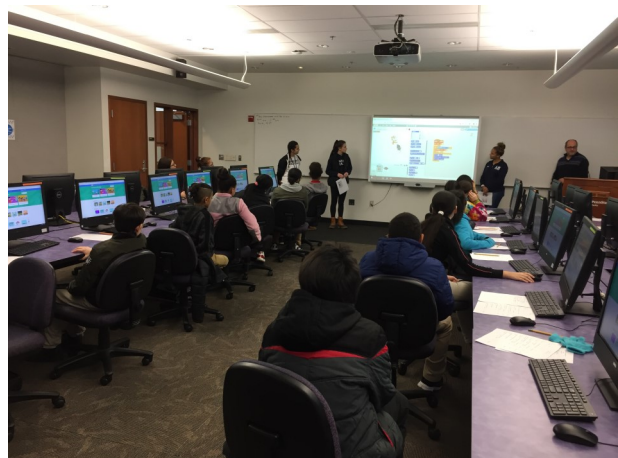
### Creative Programming Workshop

On December 5, 2018, the Penn State Berks Flemming CEED Center held its fifth Creative Game Programming Workshop for Reading School District middle school students enrolled in the Penn State Educational Partnership Program (PEPP).

One of the main objectives of the program is to increase girls' interest in careers in information technology. According to program co-organizer Dr. Sadan Kulturel-Konak, director of the Flemming CEED Center and professor of Management Information Systems, underrepresentation of women and minorities has been an important concern in computing related fields. Kulturel-Konak explains, "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." Assistants to this event were Linden Hall high school students.



This day-long program exposed middle school students to computational thinking. In the morning session, students explored computational thinking concepts (sequence, loops, events, logic, operators, and data); computer science practices (working iteratively and incrementally, testing, and debugging), and program design. In the afternoon session, participants completed a project by designing a simple game using the Scratch programming language, designed by the Massachusetts Institute of Technology 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. "Students show tremendous interest in this workshop, and we are always amazed with how much they can learn and achieve within a day," comments Dr. Konak, program co-organizer and professor of Information Sciences and Technology.





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## Flemming CEED Center

### Student Entrepreneurship Club

Students in the Entrepreneurship Club meet to discuss ideas, events going on with-in the club, hosting 3-D printing workshops, and future projects. The Entrepreneurship Club is a great opportunity for students in the Entrepreneurship and Innovation (ENTI) Minor who want to start their own business or students who have an idea of an invention that they want to create.

### Contact Us:

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Entrepreneurship Club Faculty Advisor

Nathaniel Leighton, Incoming Chair (As of Spring 2019)  
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Jacob Carvajal, Vice President  
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**Flemming Creativity, Entrepreneurship, and Economic Development  
(CEED) Center**

## 3D Printing Workshops



- **Do you want to learn how to turn your virtual models into 3D printed objects?**
- **Interested in learning how 3D printers work?**
- **Learn how you can print your models easily and affordably in our 3D printing workshops!**

Join us in the Flemming CEED Center (Gaiage 111) from 12:15 to 1:15 PM on the following dates:

- **Monday January 14<sup>th</sup>, 2019**
- **Wednesday February 13<sup>th</sup>, 2019**
- **Friday March 15<sup>th</sup>, 2019**

Questions? Email: [sadan@psu.edu](mailto:sadan@psu.edu)




*Students with disabilities are welcome at this event. Please contact Dr. Kulturel (sadan@psu.edu) with any questions or special needs.*



## Waffatopia Speaker

On November 13, 2018 the Penn State Berks campus was delighted to welcome Brian Polizzi, the Co-Owner and Chief Waffatier of Waffatopia, to speak with students and faculty regarding his entrepreneurial journey.

Waffatopia began in 2013, co-owned by Brian Polizzi and his wife Andrea Polizzi, who both graduated from Penn State University. They dedicate and pride themselves upon the production of the best Liège waffles made from scratch using premium and pronounceable ingredients.

To begin the presentation, Brian explained the risky reality of being an entrepreneur in that it can be a painful yet rewarding experience. Brian recounted difficulties with unsuccessful business plans and marketing experience for Waffatopia products. There was emphasis on the value of an evolving business plan, and that entrepreneurs should expect to make mistakes. He instilled upon students that strategy and perseverance were invaluable qualities in an entrepreneur in order to make any business idea successful.

After sharing his experiences and advice to students, Brian answered questions from students and faculty. The event ended with the conclusion that students should not be afraid to fail, but that instead they should strategize and learn from their mistakes in order to succeed.





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## Entrepreneurship Speaker Series

On November 14, 2018, the Flemming CEED Center hosted its bi-annual Entrepreneurship Speaker Series. The Speaker Series is dedicated to hosting entrepreneurs who speak of their experiences and key points in their entrepreneurial journey that brought them to their success.

This year the entrepreneur panel consisted of Johanny Cepeda-Freytiz of Mi Casa Su Casa Cafe, Aaron C. Gantz of Downtown Revitalization, Alan W. Shuman of Shuman Development Group, and Elliott W. Weinstein of Weinstein Realty Consultants. In the panel, speakers were driven to inspire students in developing their own ideas and how they can be safely developed. It was modeled that difficulties and success are mutually inclusive and that perseverance is an invaluable quality as an entrepreneur.

The event placed an emphasis on the value of revitalization, property, and creating value in what is otherwise considered an empty canvas. Students were encouraged to not be afraid of creativity, and that the key to success is to start small and to be prepared for mistakes to happen.

After sharing their experiences and advice to students, panelists were delighted to answer questions by students, faculty, and staff. The event ended with the conclusion that while the life of an entrepreneur is not typically an easy one, passion and a well-developed business plan is vital to any success.







## STEM Idea Contest



The Flemming CEED Center organized the first STEM Idea Contest in Fall 2018. All Penn State students, faculty, recent alumni, and community members were eligible to submit their innovative ideas in science, technology, engineering, or mathematics fields. Four finalist teams, TRB-KM Smart Device, Carbon Fiber Composite Swingarm, RegiTribe, and Auto-Pooh, presented their business ideas on November 28, 2018. The finalist teams were invited to attend the Penn State Berks Flemming CEED Center Idea TestLab in Spring 2019. The objective of the STEM Business Idea Content is to increase the awareness of Entrepreneurship among our students and identify potential entrepreneurship teams in the College. The STEM Idea Contest is also a gateway to the resources of the Invent Penn State I-Corps Site. After completing the Idea Test Lab, the teams will become eligible to receive a microgrant of up to \$3,000 by the National Science Foundation (NSF). This microgrant can be used for customer discovery expenses, as well as a dedicated mentor. Mentors meet with teams to provide business expertise, advise on pitch development and funding strategies, and help grow a network of contacts. The microgrant can also be used to have priority opportunities to showcase their new venture at the Invent Penn State Venture IP Conference.



## Invent Penn State NSF I-Corps Penn State Berks Idea TestLab

The Flemming CEED Center Idea TestLab has been developed as part of the National Science Foundation (NSF) I-Corps initiative at Penn State (The Invent Penn State NSF I-Corps Site is funded by the National Science Foundation NSF Grant No. 1735627). NSF established the program based on the Lean LaunchPad, an entrepreneurship methodology to test and develop business models based on querying and learning from customers. The business ideas presented and analyzed during the first Idea TestLab in Fall 2018, held on Wednesday evenings during the part of the fall semester, included a translation service for hospital patients, recycling plastic bottles for 3D printer filament and a personal coaching app. In accordance with the NSF guidelines, all ideas for the program must be based on Science, Technology, Engineering and Mathematics (STEM) disciplines. Startup teams are welcome from Penn State Berks and the surrounding communities. Here are the testimonials about the program from a few of the Idea TestLab Participants.

“The Berks Idea TestLab experience was invaluable to Trimatis. Drs. Kulturel and Konak provided us with all the necessary tools and background to assess the commercial viability of our idea, as well as to understand whether our original hypotheses were valid. The Idea TestLab made me a believer in the need for customer discovery and the importance of being willing to pivot based on customer needs. I'm confident that as a result of our participation in the Idea TestLab, we've developed strategies that will ensure our successful launch.”

“My experience with Flemming CEED Center Idea TestLab has been an enlightening and progressive journey. Our team started out with an idea and value proposition that we felt our potential customers cared for. After meeting with our potential customers and discovering their problems Trimatis has been able to make a pivot as a business in order to provide a solution to our customer segments.”

“I was pleasantly surprised by the dedication of the PSU Berks faculty and business mentors involved. They provided an open and collaborative environment where teams could learn from one another. The pacing of the program was just right. With their guidance and support, I look forward to the next steps ahead.”

“I thought the Flemming CEED Center Idea TestLab was an educational experience and we were able to take a lot away. We were able to focus on one main concept and explore different avenues to see if it will benefit or not benefit our company in the end. We were pushed and motivated to do our research and to find what will make us successful.”

“The Flemming CEED Center Idea TestLab presented the student entrepreneur teams with solid theoretical tools to better evaluate their business ideas, and perhaps even adapt their business model based on data. In addition, the market outreach and interview process added another dimension to help the teams make critical decisions. Finally, having business mentors engaged and having input based on their experiences creates a pretty well-rounded process.”

### **How to Apply & Eligibility Requirements**

The CEED Center Website  
<https://sites.psu.edu/ceed/>

### **Application Deadline:**

*January 11, 2018*

