

Highlights of the University of Northern Iowa's Efforts to Promote Entrepreneurship

In 1996, John Pappajohn, president of Equity Dynamics, Inc., established five entrepreneurial centers throughout Iowa. Although each center defines its own mission and serves the state in a manner consistent with its particular strengths, each center has the same ultimate purpose: to enhance the effectiveness of Iowa's entrepreneurs.

The mission of the John Pappajohn Entrepreneurial Center at the University of Northern Iowa is to foster the development of entrepreneurship throughout Iowa by providing or facilitating support for a variety of direct educational, consultative and other services. The UNI JPEC focuses on two primary areas of entrepreneurship: (1) capital programs and (2) student/faculty/staff entrepreneurship.

1. The University of Northern Iowa John Pappajohn Entrepreneurial Center has academic programming designed to support and promote student entrepreneurship. Highlights for 2005 are noted in the table below.

Program	Services	Served	Results
Certificate in Entrepreneurship	Provides an academic certificate in entrepreneurship for UNI business majors. This 12-hour program includes an experiential component.	Serves UNI business majors.	Six UNI business majors have recently added the certificate to their program of study.
Certificate in Entrepreneurship for Non-Business Majors	Provides an academic certificate in entrepreneurship for any UNI major except business. The program of study is 18 credit hours.	Serves UNI non-business majors.	This program is planned to begin in the fall semester of 2006.
Planning and Growing a Business Venture	A university elective course providing an intense, comprehensive exploration of the process of planning and growing a business venture.	Serves UNI business and non-business majors.	This course had 15 students in the Spring 2005 semester.
Guest Speaking	JPEC staff and area entrepreneurs routinely speak to UNI classes on the subject of entrepreneurship.	Serves UNI business and non-business majors.	Speaking engagements included academic classes for speech pathology grad students, a biology course, managerial economics and others.

2. The University of Northern Iowa John Pappajohn Entrepreneurial Center has numerous co-curricular and other initiatives to promote and support entrepreneurship among students (high school and college), as well as faculty and staff at UNI. Highlights for 2005 are noted in the table below.

Program	Services	Served	Results
UNI Entrepreneurship Symposium	A symposium designed to inspire UNI students and create awareness of UNI's entrepreneurship programs and opportunities.	All UNI students, faculty, staff and special guests.	This symposium is scheduled for February 15, 2006. A past event included more than 400 participants.
Collegiate Entrepreneurs' Iowa Conference	This annual event is sponsored by the five Pappajohn Centers and is designed specifically for collegiate entrepreneurs.	College students from Iowa as well as faculty advisors.	Annually, between 200 and 400 students from all over Iowa attend the event. UNI hosted the event in 2004.
Pappajohn New Venture Business Plan Competition	This annual event is sponsored by the five Pappajohn Centers in conjunction with Equity Dynamics to present three \$5,000 seed awards to the winning student companies.	College students from Iowa.	This competition has been an annual event since 2000. Since then, 15 student businesses have been awarded seed funds from this competition.
UNI Student Business Incubator	This SBA-funded program allows current students to explore the starting and operation of a business while attending UNI.	UNI students, with the potential to open to other students in the permanent facility in fall of 2006.	Three student businesses were hosted in the incubator's temporary space in Spring 2005 and Fall 2005.

Program	Services	Served	Results
CIPCO Business Enhancement Scholarships	This is a program between the UNI JPEC and Central Iowa Power Cooperative to provide smaller companies with summer interns.	UNI students.	The first year of the program placed two interns in two CIPCO businesses in the summer of 2005.
Selected Topics (non-academic workshops/classes)	This is a series of workshops and classes offered each fall and spring by the JPEC to provide basic information on entrepreneurship.	Currently assists UNI students, faculty, staff and occasionally, non-UNI affiliated individuals.	Generally 4-8 workshops are offered each semester with an average range of 15-25 attendees per class.
JPEC Student Entrepreneur of the Year	This award is presented each spring to a UNI College of Business Administration major who owns and operates a small business.	UNI College of Business Administration students.	This award has been presented annually since 2002.
UNI Collegiate Entrepreneurs' Organization	This extra-curricular organization is run by students interested in exploring entrepreneurship.	UNI students.	UNI CEO has an average roster of 25 interested members.
One-on-one Counseling & Resource Library	Direct, hands-on start-up and/or growth assistance is provided to businesses.	UNI students, faculty, staff and selected others.	Annually, the JPEC will assist 30-40 businesses intensively in this manner.
Small Business Information Handouts; JPEC Website	This part of the JPEC website has approximately 100 informational handouts on assorted areas of entrepreneurship and small business.	UNI students, faculty, staff and anyone interested in starting a business.	We cannot quantify the numbers of businesses assisted through this program.

3. The UNI Regional Business Center (RBC), which includes the Small Business Development Center, has numerous initiatives and activities to promote and support entrepreneurs among the general public (see table below). The RBC is the hub for NE Iowa's entrepreneurial development system, MyEntreNet. MyEntreNet is a system which provides customized services to entrepreneurs and communities to foster entrepreneurial development. MyEntreNet has been beta tested in seven counties of NE Iowa, including Black Hawk, Fayette, Howard, Allamakee, Winneshiek, Clayton and Delaware. Services to *entrepreneurs* include a service/ technology incubator, individualized technical assistance, customized workshops and training programs, web resources, and a mentoring program. MyEntreNet services to *communities* in NE Iowa include strategic planning for entrepreneurship, web resources, capital development and service provider networking.

In 2006, four new regions in Iowa will implement UNI's MyEntreNet entrepreneurial development system. The new regions were competitively selected in December 2005 and include Carroll, Decatur, Marion and Jasper Counties.

MyEntreNet Programs	Services	Served	Results
RBC Incubator	The RBC Incubator provides early stage space, technical assistance and training to early stage service/technology firms in the Cedar Valley.	To date, 33% of the businesses served have been early stage technology companies and 67% have been service companies.	Since inception in 2001, 27 participants have enrolled in incubator services, creating 25 new firms, 43 new full time jobs and leveraged \$1.85 million in new investment.
Technical Assistance	Both pre-venture and existing companies throughout NE Iowa are provided advanced technical assistance with business planning, finance, market development and management.	On average, 300 clients are served annually with advanced one-on-one technical assistance. Of these, 8% are manufacturing clients, 24% retail, 55% service, and 13% technology clients.	In FY 2005, the UNI SBDC facilitated \$6,839,500 in new commercial investment for 286 NE Iowa clients, resulting in 82 new full time jobs and 43 retained positions.

MyEntreNet Programs	Services	Served	Results
Workshops and Training	The UNI RBC owns 20 online and onsite business workshop curricula and partners with the Kauffman Foundation, ISU Extension, private practitioners and the Iowa SBDC system.	Workshops and training programs serve entrepreneurs at every stage of the business life cycle, from pre-venture development to exit strategy planning.	In 2005, 53 workshops and training sessions were held in NE Iowa serving 1,016 pre-venture and existing firms from 12 counties.
Web Resources and Mentoring	www.myentre.net is a highly interactive web application which provides online counseling, a business library, online learning, a listserv and a business mentoring program called Navigators.	www.myentre.net is a free resource for entrepreneurs and community leaders statewide. Regions enrolled in MyEntreNet receive customized online offerings in addition to the public resources on the site.	More than 300 entrepreneurs from NE Iowa registered on MyEntreNet. Eight online learning chats drew 125 entrepreneurs during 2005 and online Navigators have recorded over 40 requests for mentoring since July 2005.
Community Empowerment	The RBC partners with the UNI Institute for Decision Making (IDM) to provide entrepreneurial planning services to communities. Community leaders and developers engage in ongoing training to learn the benefits of entrepreneurship to the regional economy.	A task force from each region is established and includes developers, community leaders, existing entrepreneurs, the media, volunteers and local service providers.	In 2005, 63 regional leaders from six counties in NE Iowa went through Community Empowerment/Navigator training sessions. Regional mixers and kick off events were hosted throughout NE Iowa, drawing over 200 business and community members.

The University of Northern Iowa John Pappajohn Entrepreneurial Center has a few initiatives and activities to promote and support entrepreneurship among the general public. Highlights for 2005 are noted in the table below.

Program	Services	Served	Results
Iowa Venture Capital and Entrepreneur Conference	This annual event is hosted by the five Pappajohn Centers and IDEED.	Iowa entrepreneurs and Iowa college students.	Six conferences have been held since 2000 and they average 300-500 participants.
Cedar Valley Venture Fund (CVVF)	This is a private equity fund managed by the UNI JPEC. The CVVF makes investments in businesses (preferably Iowa businesses).	Entrepreneurs with preference given to Iowa entrepreneurs.	To date five businesses have received investment from the Cedar Valley Venture Fund.
Wellmark Community Venture Fund	Wellmark provided the funds for this venture fund in 2002.	Iowa entrepreneurs only.	The JPEC has had two businesses receive investment from the Wellmark fund.