Bridging the GAP from Passion to PAYCHECK
What do people like Jay-Z (media mogul), Vera Wang (designer), J.K. Rowling (author), Blake Mycoskie (Chief-Shoe-Giver at TOMS), James Dyson (vacuum engineer), and Ben & Jerry (ice cream gurus) have in common?

How? Each took an interest, converted it into a business opportunity which ultimately led to a business. An initial passion evolved into other opportunities and the success enjoyed today.

Not a single one of them came from a business background – it started with an idea generated from an interest or hobby. Each of these people pursued an opportunity without knowing where it would take them... they became entrepreneurs!

Kutztown University has been awarded a grant to develop an Entrepreneurial Leadership Center (ELC). The ELC will use a multi-disciplined approach to foster student knowledge of entrepreneurship, creativity, and innovation and to enhance the entrepreneurial culture on campus.
Major Goals of the ELC: To create new academic entrepreneurial leadership courses and collaborative opportunities for university students and faculty.

- Create an entrepreneurship web portal with links to online material and course content
- Support a business plan competition
- Support area Jump Start Incubators
- Engage in entrepreneurial curriculum development
- Develop faculty and student consultancy teams
TAKE YOUR PASSION TO THE NEXT LEVEL:
PASSHE Sponsored Business Plan Competition

At the beginning of each fall semester, Kutztown University students, regardless of major, will have the opportunity to craft and present their innovative ideas to local and state judges. An informational session will be held early each fall semester. Workshops will be held in the evenings so that students will be able to translate their passions into viable business plans.

Funds are awarded to the top three business plans to be used to start the proposed business. The winning team or individual will be offered consulting services from the Jump Start Incubator (JSI) in Reading, which is operated by the KU Small Business Development Center.

In 2012–2013, the KU Entrepreneurial Leadership Center sponsored its annual business plan competition, which resulted in the submission of 26 student business plans. Finalists attended the PA State System business plan competition, with one team named among the semi-finalists. In a separate event, two KU student teams competed in the final stage of the Greater Reading Area Chamber of Commerce “Business Idea Challenge.” KU garnered first and fourth place in this competition.

Student Internship and Consultancy Experiences

For students who want to translate a passion into a business idea, we are offering a limited number of internships with Kutztown University’s ELC.

In addition, student teams will be formed to solve real start-up business issues in the community. All majors welcome.
Entrepreneurship Speaker Series

Throughout the academic year, the KU ELC will host local, regional and nationally known entrepreneurs from diverse backgrounds to discuss and interact with students, faculty and administrators about issues associated with starting and growing a business. Many of these speakers never anticipated starting their own businesses either!

Check the ELC website for dates, times, and topics.
I Want to Learn More!

In addition to an ELC Speaker Series, students may take for-credit courses specifically geared to the non-business major. These one to three credit courses are available through the Entrepreneurial Leadership Center and other departments on campus. Non-credit courses are also available. For a complete listing, contact us.

Contact The ELC

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