

Libraries Bridging the Gap between Innovation and Entrepreneurship



**ENTREPRENEURSHIP
WORKSHOPS**



**John C. Hitt
Library**

UNIVERSITY OF CENTRAL FLORIDA

Min Tong, Sandy Avila, Buenaventura Basco, Rebecca Murphey

University of Central Florida Libraries

SOUCABL 2019



Outline

- About UCF
- Background of the Quality Enhancement Plan (QEP) project
- Highlights of the QEP project
- Tips for launching a replication in your institution

About UCF

- One of **12** state public universities in FL
- Located about 13 miles east of downtown Orlando
- **68,571** students (**2nd largest** university in enrollment)¹
- **9176** students in **College of Business**²



About QEP Project

- UCF *Quality Enhancement Plan (QEP)* theme – ***“What’s Next: Integrative Learning for Professional and Civic Preparation”***
- Applied and received a \$3,400 QEP grant for a proposal entitled ***“Libraries Bridging the Gap Between Innovation and Entrepreneurship”***



About QEP Project...Cont. Team



Min Tong
Business Librarian
(Principal Investigator)

Sandy Avila
Science Librarian

Ven Basco
*Engineering & CS
Librarian*

Rebecca "Missy" Murphey
*Patent & Trademark Resource
Center Librarian*

ENTREPRENEURSHIP WORKSHOPS

John C. Hitt Library
UNIVERSITY OF CENTRAL FLORIDA

Join us for one or all four of our free workshops for students interested in owning their own business. These events will highlight campus resources and foster networking between entrepreneurial students.

September 26, 2018

Be Your Own Boss: Knights Alumni Entrepreneurs Panel Discussion

Join a panel of UCF alumni from industries like high-tech, hospitality, and non-profit management who have successfully started their own businesses or are in the process of founding a company. The panel will be followed by a Q&A session.

November 15, 2018

Patents, Trademarks and Copyright: Tools for Entrepreneurial Success

Business names and brands, product logos, original artwork, secret recipes, and inventions are all forms of intellectual property that one can lose the rights to if measures aren't taken to protect them! Come learn about the importance of patents, trademarks, trade secrets, and copyright, what they mean and how to secure your rights.

January 23, 2019

CEL, I-Corps, and SBDC: UCF Support for the Student Entrepreneur

Getting to know the valuable resources at UCF that encourage student entrepreneurs with competitions, mentoring, and support programs. Members from UCF's Center for Entrepreneurial Leadership, I-Corps, and the Small Business Development Center will be present to share their insights.

March 20, 2019

Competitive Intelligence: Industry, Company, and Market Research using UCF Library Resources

Do you want help to position your business strategically and keep ahead of your competitors? Join the Business Consultant with the Florida SBDC at UCF and our UCF Business Librarian to learn the fundamentals of conducting competitive intelligence research.

For questions please email Min Tong at min.tong@ucf.edu or RSVP at guides.ucf.edu/entrepreneur

About QEP Project...Cont.

The project is intended to.....

- Make the library serve as a bridge between disconnected resources on and beyond campus
- Provide 4 seminars to showcase and spur innovation and entrepreneurship
- Create an opportunity for like-minded entrepreneurial students from different disciplines to meet for mutually beneficial experiences and interactions

About QEP Project...Cont.

A LibGuide is created and maintained for the project, serving multiple functions – marketing, RSVP'ing, and records keeping, etc.

The screenshot displays the UCF Libraries website interface. At the top, the UCF logo and 'UNIVERSITY OF CENTRAL FLORIDA' are visible on the left, and 'UCF SIGN IN' and a search bar are on the right. Below this is a yellow navigation bar with 'UCF LIBRARIES' and a 'HOME' link. The main content area features a breadcrumb trail: 'UCF Libraries / UCF Research Guides / Libraries Bridging the Gap Between Innovation and Entrepreneurship / About the Project'. The title 'Libraries Bridging the Gap Between Innovation and Entrepreneurship: About the Project' is prominently displayed, with a search box to its right. Below the title is a horizontal menu with tabs: 'About the Project' (highlighted), 'Knights Alumni Entrepreneurs Panel', 'Patents, Trademarks & Copyright', and 'Business Coaching and Mentoring Resources'. Under the 'About the Project' tab, there is a sub-section for 'Competitive Intelligence'. A text box titled 'About the Entrepreneurship Workshop Series' contains the following text: 'A team of four librarians has recently applied and was granted a QEP Enhancement Award project entitled "Libraries Bridging the Gap between Innovation and Entrepreneurship". Consisting of four major events, this project is intended to encourage entrepreneurial activities at UCF by fostering an educational environment among participating departments and units that informs, supports, and inspires students. You can find more details information for each workshop at the tabs above.' To the right of this text box is an 'Event Flyer' graphic. The flyer has a dark background with yellow and white text. It features the UCF logo and the text 'Libraries Bridging the Gap between Innovation and Entrepreneurship' at the top. Below this is a banner for 'ENTREPRENEURSHIP WORKSHOPS' with the John C. Hitt Library logo. The flyer lists four events: 'September 26, 2018: Be Your Own Boss: Knights Alumni Entrepreneurs Panel Discussion', 'November 15, 2018: Patents, Trademarks and Copyright: Tools for Entrepreneurial Success', 'January 23, 2019: CEL, I-Corps, and SBDC: UCF Support for the Student Entrepreneur', and 'March 20, 2019: Competitive Intelligence: Industry, Company, and Market Research using UCF Library Resources'. At the bottom of the flyer, it provides contact information for Min Tong: 'For questions please email Min Tong at min.tong@ucf.edu or RSVP at guides.ucf.edu/entrepreneur'.



Highlights – 1st event

Alumni Entrepreneur Panel

Libraries Bridging the Gap between Innovation and Entrepreneurship



ENTREPRENEURSHIP WORKSHOPS

John C. Hitt
UCF Library
UNIVERSITY OF CENTRAL FLORIDA

Wednesday, September 26, 2018

Be Your Own Boss: Knights Alumni Entrepreneur Panel Discussion

Come hear a panel of UCF alumni from industries like high-tech, hospitality, and non-profit management who have successfully started their own businesses or are in the process of founding a company.

Featured Panelists

 <p>Michael Cho, '10 BS Finance Impress Ink— Founder and CEO Viet-Nomz— Partner</p>	 <p>Julie Colombino, '08 Master, Nonprofit Management REBUILD globally — Founder and CEO</p>
 <p>Ryan Parker, '09 BA English Red Cypress Brewery — Founder</p>	 <p>Joe Sleppy, '18 BS Electrical Engineering Capacitech—CEO</p>

Let's Do Lunch! 12—2 pm Library 223

RSVP <http://guides.ucf.edu/entrepreneur>



Student feedback --Most important thing learned?

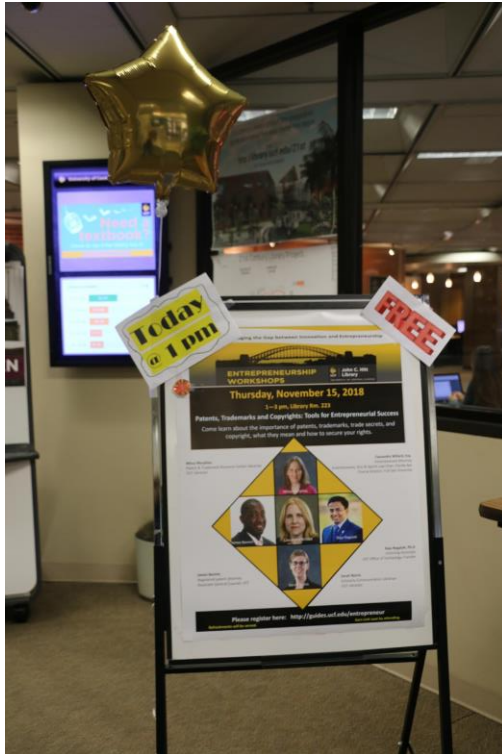
UCF supports commercialization of discoveries made at UCF

How to start a business from a UCF professor's patent & using NSF funding in process

UCF offers a great number of services that support entrepreneurship

Highlights – 2nd event

Patents, Trademarks & Copyrights



Student feedback --Most important thing learned?

Patent application process

UCF is the only university in FL where a PTRC is located

How patents, trademarks and copyrights can be used as tools to aid entrepreneurs on their road to success

Highlights – 3rd event

Business Coaching & Mentoring Resources

Libraries Bridging the Gap between Innovation and Entrepreneurship

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UNIVERSITY OF CENTRAL FLORIDA

Business Coaching and Mentoring Resources

Come learn the valuable resources at UCF that encourage student entrepreneurs with competition, mentoring and support programs.

Wednesday, January 23, 2019

1:30 - 3:00 pm, Library Rm. 223

Featuring Speakers From:

I-Corps
UNIVERSITY OF CENTRAL FLORIDA

UCF
Center for Entrepreneurial Leadership

AMERICA'S SBDC Florida SBDC at the University of Central Florida
Helping Businesses Grow & Succeed

RSVP : <http://guides.ucf.edu/entrepreneur>

Refreshments will be served. Earn Link Loot for attending.



I didn't know exactly what I-Corps was about, but now I was excited to apply!

Student feedback --Most important thing learned?

Launchpad connects you with peers and mentors

That even if you don't have a very clear business idea, they could still help you at CEL.



Highlights – 4th event

Competitive Intelligence: Industry & Market Research



Competitive Intelligence: Industry, Company, and Market Research

Find the information that will make your startup a success! Including: market research, industry research, trade journals, customer analytics, consumer trends, and intellectual property.

Wednesday, March 20, 2019
12:00 - 2:00 pm, Library Rm. 223

Featuring Speakers From:



Mr. Justin Anderson



Mr. Harrison Trayer



Ms. Min Tong



Ms. Jane Tracy



RSVP: guides.ucf.edu/entrepreneur

Light Lunch will be served

Earn Link Loot for attending



Student feedback --Most important thing learned?

There are some databases that are not available through UCF but can be accessed through the public library

Learning that SBDC exists and offers no cost services. I had been focusing on the product and made assumptions without actual market research

Before I did not know about the databases I had access through out the help from SBDC (business strategy) and Min (Business research)



**We have kept hearing back from
students.....**

“Before I didn’t know...”

**Student
feedback form
also
demonstrated
the need for
programs like
the QEP
project**

Current UCF status:: Undergraduate
Topic/Area/Major: Biology
Librarian:: Tong, Min
Please rate your research consultation experience:
: Exceeded my expectations
How did the information help you?: I can better
find market/industry information and customer
discovery for my business.
How did you hear about research consultations?:
Librarian referred me
Any additional comments: : The services you
provide are invaluable to us, it's a shame the
specialist librarians aren't well known to the
general students. Especially those of us in
research/entrepreneurship.

“Research Consultation Feedback Form” received on 9/21/2018



UCF

Tips for replicating the workshops at your institution

- Promote events through ALL available channels (social media, faculty, student clubs, bulletin boards in buildings, other campus departments, and newsletters, etc.)
- Have an event setup checklist (2-4 weeks before, 2-3 weeks before, week before, day of event, after event)
- Timing (try different days of week, different times of day)
- Food is always a good attendance boost 😊

Questions?

Thank You!

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