



For students, faculty, staff, alumni, Simpson College stakeholders, and Iowa innovators who value hands-on opportunities to apply business and nonprofit management concepts, the EMERGE@Simpson program provides entrepreneurial and innovation implementation experiences in a collegiate incubator setting. Unlike theory-only and case study curricula, active participation allows students from all academic disciplines to explore and develop skills crucial to succeeding in today's dynamic economy. These include utilizing critical thinking and problem-solving skills needed in future organizational leadership roles.

The program centers on teaching, coaching, and supporting implementation of the Emerge and Pivot business modeling approach in some form within each functional component. A functional program chart is also included in this report that visually describes on-campus services, Carver Connections activities, and Seed Capital/Incubation services. Outcomes that demonstrate the program's effectiveness in supporting the mission of the College and advances its strategic plan include:

- **Providing real-world entrepreneurial experiences to 150+ students and faculty annually that provides tools for them to be change agents, innovate, and apply critical thinking skills-**
 - The program's "Emerge and Pivot" teaching model provides an effective academic framework used in multiple class and outreach settings.
 - Soft launch of the MapleTree Marketplace (www.mapletreemarketplace.org) by the Management Capstone Class. This will evolve into a student-run, student-led, portal that provides entry-level marketing, video, music, and other services to the metro community while being at Simpson. These student ventures not only provide valuable experiences to launch careers, they can provide income to offset the cost of attending Simpson.
 - Social Entrepreneurship class consulting to Georgetown University's (Washington, DC) Halcyon House, a social entrepreneurial incubator applying the McKinsey consulting method.

- Recent media exposure about the program's impacts include:
 - Web site blog- www.emergefoundation.net
 - Commercialization of technology- Successful Farming article about ExpressSeed https://www.agriculture.com/search?search_api_views_fulltext=ExpressSeed
 - Social entrepreneurship- ChowBank innovationIOWA article about how the program helped develop an app matching excess food to those in need.

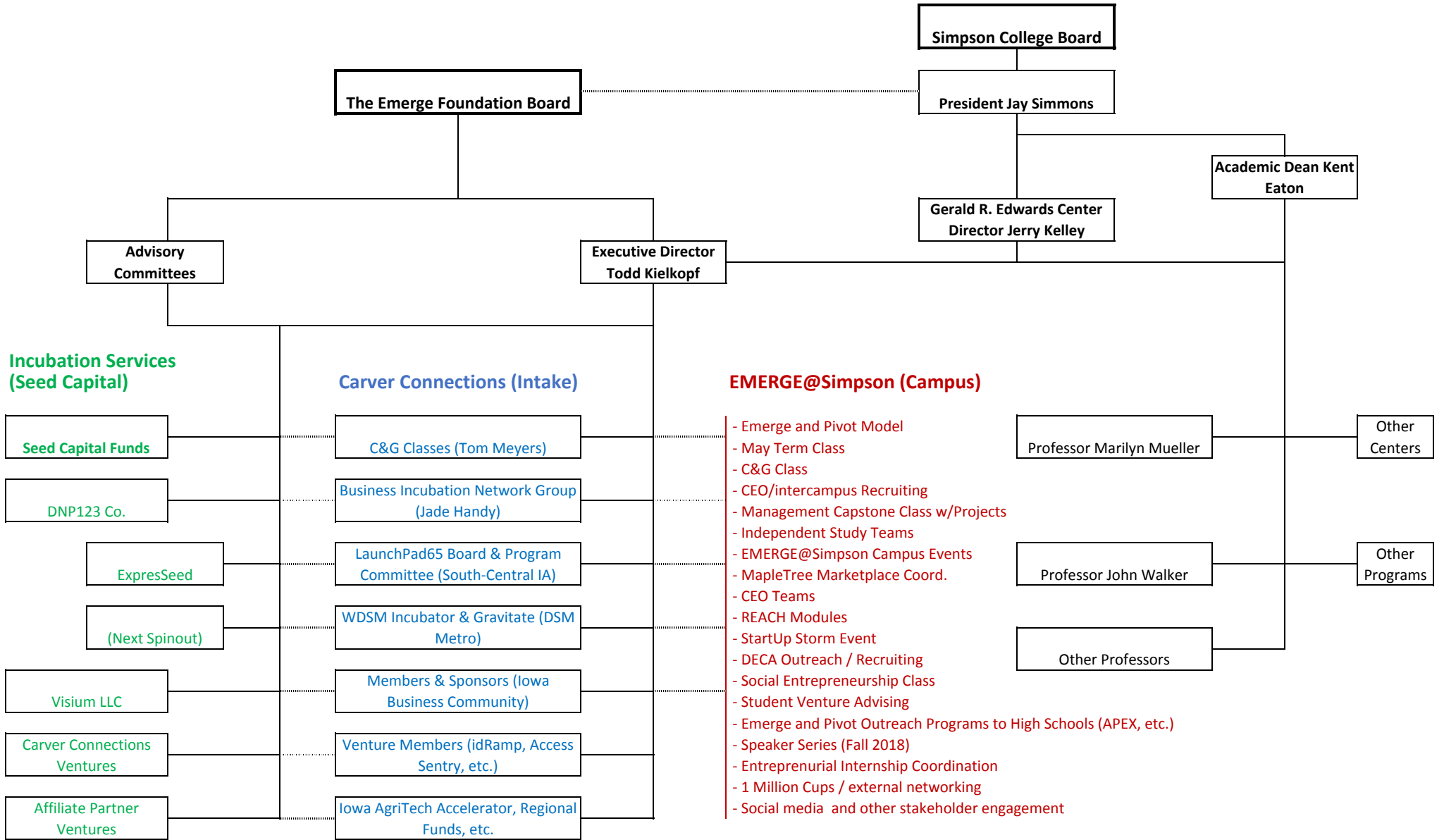
- **Enhancing Simpson College's academic status and faculty's scientific opportunities by providing incubation services that enhance technology commercialization potential-**
 - Leading-edge research at Simpson College and DNP123 Co. advancing the field of genetic detection, driven by commercialization potential. Two significant patents have been filed to-date. The EMERGE@Simpson program allows the college to indirectly receive licensing revenue to reinvest in student and faculty development.
 - ExpressSeed LLC has a technology evaluation underway with a large international agrisciences company to apply technology based on patents filed. The company is currently negotiating an option to license the technology and deploy it. Once implemented, Simpson College will have a conduit to the company's scientific teams able to provide new research opportunities.
 - DNP123 Co. has a non-disclosure technology evaluation agreement with an international biomedical company. They have a need to find a particular gene mutation to better diagnose and treat several conditions. Again, Simpson College has the potential to interact with a leading scientific company based on common economic interests.
 - Market discovery efforts by ExpressSeed and DNP123 Co. provide Simpson College exposure to several major seed companies, M.I.T.-affiliated researchers, the public via 800+ views of a 1 Million Cups video presentation, SBIR and other potential grant sources, etc. Students in the Management Capstone class are leveraging these resources to spread information across multiple industries, all benefiting Simpson College's innovation image.
 - The Emerge Foundation's Seed Capital Fund will collaborate with other colleges trying to commercialize STEM-oriented ventures.

- **Engage the Iowa business community in new ways that provide long-term economic ties and growth opportunities-**
 - Starting new Simpson-affiliated ventures across multiple stakeholders. Examples-
 - ExpressSeed LLC (faculty)
 - Visium BioOils LLC (student's parent)
 - NanoBytes LLC (student)
 - Community Broadband Action Network LLC (advocacy nonprofit)
 - MapleTree Marketplace services connects the Indianola business community to the Simpson community, including video and online exposures-
 - AJ Productions (student-owned small business developing content)
 - Indianola Chamber of Commerce (distribution partner)
 - Salem Connection (off-campus space for all to collaborate)
 - Carver Connections that provide internship opportunities, mentoring, and funding-

- Collaborating with LaunchPad65 (Indianola-based organization targeting south-central Iowa startups) at www.launchpad65.com
 - West Des Moines Incubator and Gravitare companies
 - idRamp (Indianola example of a company member)
 - Access Sentry (DSM metro example)
 - Carver Connections that attend or host entrepreneurial training through Simpson C&G.
 - Investors in The Emerge Foundation's proposed Seed Capital Fund; alongside financial support of the 2017/18 operational funding plan.
- **Providing new entry points to introduce Simpson College to potential students, based on having an active entrepreneurial development program-**
 - Introducing EMERGE@Simpson to DMACC transfers and graduates from their entrepreneurial program at metro-area startup events.
 - Interacting with high schools DECA clubs (through their Iowa association of over 300 teachers/coaches) and Technology Association of Iowa HyperStream groups, neither of which have other colleges targeting entrepreneurial content and are actively seeking opportunities being provided by EMERGE@Simpson.
 - Growing number of high schools with specialty programs (i.e. Waukee's APEX) are able to inject EMERGE@Simpson programming into their curriculum and seeking to partner with EMERGE@Simpson.
 - StartUp Storm event provides an interaction point between high school students, Simpson students, and active entrepreneurs.
 - Media exposure gained while celebrating venture successes positions Simpson College as a desirable destination.

Having an effective entrepreneurial ecosystem serves a targeted yet growing set of entrepreneurial-savvy students and leverages the DSM-metro's startup destination reputation as a competitive advantage over other college options. EMERGE@Simpson is more tightly integrated in its classroom-to-commercialization model by taking a more personalized approach than what is seen at larger institutions, seeks a broader stakeholder base, and includes advancing nonprofit ideas.

Program staffing expenses are currently funded by the combination of earnings from the Gerald R. Edwards endowment and one-time funding The Emerge Foundation's line of credit supported by the commercialization of DNP123 technologies. The Foundation's Carver Connections fee-based program has been launched to beta customers and will be formally adopted in May 2018. The Foundation's fall 2018 goals include raising a \$5 million seed capital fund to sustain the Executive Director position and EMERGE@Simpson program Coordinator. Financial successes will be reinvested into funding the EMERGE@Simpson program and Simpson College facilities. This provides non-tuition, non-donor financial resources (the Foundation's stated goal is 20% of net gains and capital deployed).



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(Seed Capital)**

Seed Capital Funds

DNP123 Co.

ExpresSeed

(Next Spinout)

Visium LLC

**Carver Connections
Ventures**

**Affiliate Partner
Ventures**

Carver Connections (Intake)

C&G Classes (Tom Meyers)

**Business Incubation Network Group
(Jade Handy)**

**LaunchPad65 Board & Program
Committee (South-Central IA)**

**WDSM Incubator & Gravitare (DSM
Metro)**

**Members & Sponsors (Iowa
Business Community)**

**Venture Members (idRamp, Access
Sentry, etc.)**

**Iowa AgriTech Accelerator, Regional
Funds, etc.**

EMERGE@Simpson (Campus)

- Emerge and Pivot Model
- May Term Class
- C&G Class
- CEO/intercampus Recruiting
- Management Capstone Class w/Projects
- Independent Study Teams
- EMERGE@Simpson Campus Events
- MapleTree Marketplace Coord.
- CEO Teams
- REACH Modules
- Startup Storm Event
- DECA Outreach / Recruiting
- Social Entrepreneurship Class
- Student Venture Advising
- Emerge and Pivot Outreach Programs to High Schools (APEX, etc.)
- Speaker Series (Fall 2018)
- Entrepreneurial Internship Coordination
- 1 Million Cups / external networking
- Social media and other stakeholder engagement

Professor Marilyn Mueller

Professor John Walker

Other Professors

**Other
Centers**

**Other
Programs**