2019 IMPACT REPORT
IOWA STATE UNIVERSITY
Pappajohn Center for Entrepreneurship
FROM THE DIRECTOR

We celebrated Women Entrepreneurship Week with a series of creative and inspiring events focused on women entrepreneurs. We are pleased to play a role in the weekly 1 Million Cups entrepreneurial networking events and helping Techstars Iowa get off the ground here in our state.

Topping off the year with a #26 ranking in the Princeton Review and Entrepreneur Magazine’s national recognition of the top entrepreneurship programs in the country was cause for celebration. We are very proud to be at the crossroads of activities focused on entrepreneurial development and business creation at Iowa State.

We are excited about the opening of Iowa State’s new Student Innovation Center, where we will occupy space on the third floor, establishing an “Entrepreneurship Hub” within the building that will make accessibility of our programs and services more visible and available to students from all disciplines within our university.

We highly value our collaborations on campus, in the community, and with business professionals and alumni, as we all work together to continue to grow and support entrepreneurs in Iowa.

Cheers to entrepreneurship and innovation!

Judi Eyles
Director

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Student Innovation Center

Society for Arts Entrepreneurship Education Conference

Coming Up in 2020

Alumni Update - Structurally
Iowa State University is excited to be building a vibrant ecosystem where innovation and entrepreneurship are integrated into the curriculum.”

Iowa State University President Wendy Wintersteen
PITCH COMPETITIONS

What is a pitch competition? Think ABC’s Shark Tank, but on a much smaller and less aggressive scale.

Pitch competitions provide entrepreneurs great opportunities to practice sharing their idea or business, receive valuable feedback, validate their concept, and raise capital.

Formats vary from local competitions at Iowa State University to international competitions (see page 7). Participants present a 90-second elevator pitch, a full business plan, or something in between. Typically, pitchers are allotted a certain amount of time to present their idea to a panel of judges, followed by a few minutes for Q&A.

Throughout the year, the Pappajohn Center for Entrepreneurship hosts, sponsors, or helps coordinate dozens of pitch competitions, both on campus and off, for college students and business professionals, many of whom represent Iowa State at local, national, and international pitch competitions.

COLLEGIATE ENTREPRENEUR ORGANIZATION

Thirteen Iowa State University students flew to Tampa, Florida, to attend the Collegiate Entrepreneurs’ Organization (CEO) conference with more than 500 other attendees from across the globe.

Grayson Burgess (senior, mechanical engineering), founder of Comic Sandwiches, was one of three Iowa State students to compete in the global competition. Burgess came home with not one, but two conference awards, earning third place and $2,000 in the global pitch competition, and being named Collegiate Entrepreneur of the Year by CEO.

 McClarnon and House, co-founders of HomePainter, arrived in Canada, they found themselves accidentally competing against MBA students rather than in the undergraduate bracket. However, after three rounds of pitches and many tough questions, HomePainter made it to the finals and, ultimately, walked away with the $15,000 top prize. An impressive win for the undergraduate team!

O CANADA

A team comprised of Iowa State undergraduate students, Jacob McClarnon (’19 entrepreneurship) and Anthony House (’19 software engineering), traveled to London, Ontario, Canada to compete in the Western University Ivey Business Plan Competition held January 25-26. Eighteen teams of undergraduate and graduate-level students from the United States, Mexico, and Canada competed in multiple rounds of presentations in front of panels of experienced investors and entrepreneurs from Canada, Germany, and Asia. When McClarnon and House, co-founders of HomePainter, arrived in Canada, they found themselves accidentally competing against MBA students rather than in the undergraduate bracket. However, after three rounds of pitches and many tough questions, HomePainter made it to the finals and, ultimately, walked away with the $15,000 top prize. An impressive win for the undergraduate team!

PAPPAPJOHN STUDENT ENTREPRENEURAL VENTURE COMPETITION

On April 26, 12 student teams representing Drake University, the University of Northern Iowa, the University of Iowa, and Iowa State University pitched their business plans to John Pappajohn and the Equity Dynamics team, competing to win one of three $5,000 seed grants at the statewide Pappajohn Student Entrepreneurial Venture Competition in Des Moines.

Congratulations to all of the regional finalists including Iowa State student entrepreneurs, Jacob McClarnon and Anthony House, co-founders of HomePainter, and Chris James (sophomore, pre-business), founder of True 360.

$5,000 top prizes!

Kevin Maher (’74 animal science), founder of VetMeasure, was awarded third place and $15,000 in the 2019 John Pappajohn Iowa Entrepreneurial Venture Competition. Other Iowa State-based teams to place in the finals were: Nebullam with an honorable mention and $2,500, and Kimle Aquaculture, HomePainter and True 360, each receiving $1,000 finalist awards. Awards were presented by John Pappajohn at a September 12 luncheon at Drake University in Des Moines.

Maher, who previously founded GlobalVetLink, has participated in the Pappajohn Venture Competition a number of times and is heavily involved with many Iowa State Pappajohn Center for Entrepreneurship programs, including serving on the CyBIZ Lab Board for the last six years.
Guy Barbier, with his worldly experiences and authentic accent, captivated the audience while telling the story of his youthful entrepreneurial days in England to landing at Iowa State University, where he followed in the footsteps of his mother, grandfather, aunt, and uncles. Barbier ('07 finance and marketing) left Iowa State unsure of his future. Landing at Merrill Lynch in Chicago, Barbier was eventually transferred to New York. While still working for Merrill Lynch in New York, he started a small chain of specialty coffee shops, and says he was bitten by the entrepreneurial bug. He got involved in the startup scene in New York and ended up joining the founding team of Moat Analytics. Taking a risk, he jumped on a plane to Europe, where he saw the opportunity to build the company’s global operations. Moat ultimately added offices in Chicago, San Francisco, London, Paris, Sydney, and Singapore. In 2017, Moat was acquired by Oracle for $850 million.

Learn more about the Reiman Speaker Series at isupjcenter.org/programs/reiman-speaker-series.
On campus events included, “Start Something While at Iowa State,” a booth staffed by the Pappajohn Center for Entrepreneurship aimed at answering students’ startup questions. The Women Who Create Student Panel showcased four student entrepreneurs across campus who shared their business experiences. Panelists included Lauren Gifford ('19 marketing), Lauren Jones (junior, entrepreneurship), Belange Mutunda (senior, apparel merchandising and design), and Stephanie Bias (senior, event management).

Directly following the Women Who Create Conference, a community storytelling event featured six women who create and make an impact in their communities. What’s a SheTalk? The Japanese-inspired PechaKucha is a presentation style where each presenter shows 20 slides, each for 20 seconds. All of the six stories are told by women around their own personal journeys of creating value in their communities.

The Women Who Create Conference sold out for its second year in a row. The full-day conference featured workshops and panels on business growth, including a lunch keynote from Sarah Grant ('09 honorary degree), founder of Sticks Object Art and Furniture. Unique to this year’s event was the Creative Confessional, a pop-up portrait experience by Jami Milne ('04 advertising). Portraits are shown on the opposite page.

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2019 STORYTELLERS

Debra Marquart ('93 english) Rock and Poetry
Nancy Mwirotsi Youth and STEM
Lyndsey Fennelly ('07 health and human performance) People Champion
Seda McKilligan Innovative Design
Michelle Book ('83 accounting) Food Insecurity
Natalie Dayton ('09 english and french) and Kati Colby Fitness Entrepreneurs

Special thanks to the Iowa Economic Development Authority, Iowa State Research Park, Terri Combs, and Tom Swartwood for sponsoring the Women Who Create Conference and to the Ivy College of Business for sponsoring SheTalks.
What happens when you give individuals time, funding, a network of mentors, and entrepreneurial knowledge? They start businesses. Over the last four years, the CYstarters program has played a key role in business creation while developing young leaders at Iowa State University.

CYstarters offers a unique opportunity for students across disciplines to focus intently on their businesses in a supportive and collaborative environment. 2019 marked the fourth year of CYstarters, totaling 50 businesses launched since the program started in 2016.

BY THE NUMBERS

CYstarters Cohorts 1, 2, 3, 4

50 student ventures have participated in CYstarters

$391,500 has been provided in seed funding to 50 ventures

33 out of 50 ventures are still in business or have launched a new business

6 colleges represented in the CYstarters program

9.7 the average rating for quality experience (net promoter score) out of 10 from all four cohorts

75 mentors with expertise from a variety of industries

STUDENT BREAKDOWN

72% Male
28% Female

TOP INDUSTRY SECTORS

AgTech
Consumer Products
Education
Event Hospitality
Food Systems
Life Sciences
Professional Services

BUSINESS TYPES

40% Software
26% Product
24% Service
10% IoT

GIVING BACK

Building businesses and brands is something I truly love, and I find it particularly rewarding to work with passionate entrepreneurs or entrepreneurially-minded executives. I believe the work being done at the Pappajohn Center, including the CYstarters program, is important both for students and the state.”

Gwen Friedow

Chief Strategy Officer
Schafer Condon Carter

Interested in playing a critically important role to help lead and mentor the passionate and innovative minds at Iowa State? Get involved through the CYstarters Mentor Network: isupjcenter.org/cystarters

2018 recipients of the CYstarters Alumni Award include Clayton Mooney (Nebullam) and Steven Brockshus (FarmlandFinder).

CYSTARTERS ALUMNI AWARDS

During CYstarters Demo Day on August 1, the Iowa State University Pappajohn Center for Entrepreneurship awarded three $1,500 cash awards to past CYstarters participants who have continuously made progress since participating in the program. Congratulations to Mikayla, Chris, and Jacob!

MIKAYLA SULLIVAN
Co-founder, KinoSol
Cohort 1
(’17 global resource systems)
Reducing global food waste and offering collegiate social entrepreneurship trips.
getkinosol.com

CHRIS JAMES
Founder, True360
Cohort 2
(sophomore, pre-business)
Creating immersive virtual reality experiences for zoos and aquariums.
true-360.com

JACOB MCCLARNON
Co-Founder, HomePainter
Cohort 3
(’19 entrepreneurship)
Reinventing home improvement through online estimates and vetted painters.
thehomepainter.com
CyBIZ Lab student consulting program primarily focuses on market research, competitive analysis, and data analysis. However, the variety of projects continues to diversify and has included unique projects in rural economic development, economic impact assessment, and working with Fortune 500 clients. CyBIZ Lab student teams serve startups, non-profits, small to large companies, government organizations, and university departments.

At the end of its sixth year of operation, CyBIZ Lab delivered 31 projects (in FY 2018-19), amounting to a total of over 180 projects to date. Students gain hands-on experience working to solve real business problems, and companies or organizations receive potential solutions to business issues from a perspective outside the company.

Nearly everyone in the Midwest has had a Casey’s experience. Known for its famous, made-from-scratch pizza, Casey’s is the fifth largest pizza chain in the United States. They give a whole new meaning to convenience store food by offering a quality selection of freshly prepared foods.

One of the biggest challenges faced by Casey’s and other retailers is monitoring store oversight to ensure a consistent customer experience. The digital age has resulted in consumers craving in-person experiences. If the experience is either terrible or exceptional, consumers will talk openly about it, both online and offline.

In order to keep a pulse on day-to-day operations, store managers and key decision makers depend on understanding how employees allocate their time on tasks. These key measurements directly impact how companies create schedules, train and develop employees, and retain their labor force.

The need for a line of vision is real because it impacts a company’s bottom-line in a multitude of ways.

Our partnership with CyBIZ is about being even more consistent in who we are and how we make our customers and their community better. The entire Casey’s team was highly impressed with the knowledge and energy level of the students on the CyBIZ team. They provided a unique insight of our stores which will be useful as we continue to improve efficiencies.”

Jay Soupene
Chief Operations Officer/Sr. VP Store Operations
Casey’s General Stores

WORKING WITH IOWA STATE’S CYBIZ LAB
Casey’s desire to engage with Iowa State University was sparked from top leadership and a big picture perspective. Terry Handley, president and CEO of Casey’s General Stores, knew they could gain a lot of value from engaging with Iowa State. The partnership was part of Casey’s Cultural Enhancement Program which allows for Casey’s to better understand what they do well and what they can do better.

The outside perspective and unique insights from CyBIZ Lab will allow Casey’s managers to improve store oversight. Going forward, the customer experience across its 2,000 convenience stores throughout the Midwest will be more consistent.

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Jay Soupene
Chief Operations Officer/Sr. VP Store Operations
Casey’s General Stores

INTERESTED IN WORKING WITH US?
Get started by visiting: ivybusiness.iastate.edu/cybiz-lab

Discovery Call
Project Proposal
Project Agreement
Meet Your Student Consultants

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OUR HISTORY

1996
- John Pappajohn approaches then Governor Branstad about establishing a $5 million fund to support five new entrepreneurial centers in Iowa - at Iowa State University, University of Northern Iowa, Drake University, University of Iowa, and North Iowa Area Community College. John’s gift of $1 million launches Iowa State’s program (right).

1996
- Roy (bottom right) and Bobbi Reiman gifted $1 million to create the Reiman Entrepreneur Internship Program and the Reiman Entrepreneurial Speaker Series.

2004
- Through partnerships with Student Affairs and the Department of Residence, the Pappajohn Center’s Entrepreneurship and Innovation Learning Community welcomes its first 30 students (below).

2006
- John Pappajohn Iowa Entrepreneurial Venture Competition launches, which annually awards $50,000-$100,000 to top entrepreneurial ideas.

2006
- The first Okoboji Entrepreneurship Institute, a partnership program involving other Iowa universities, is held over the summer of 2006 and continues today.

2009
- Iowa State University is recognized by the U.S. Association for Small Business and Entrepreneurship as the Top Model Undergraduate Entrepreneurship Program.

2009
- John Pappajohn launches the John and Mary Pappajohn Scholarship program.

2010
- The Pappajohn Center launches the CYstarters student accelerator.

2014
- The Ivy College of Business partners with the Pappajohn Center for Entrepreneurship to launch CyBIZ Lab, a student consulting group.

2016
- The Pappajohn Center moves into the new, state-of-the-art, Economic Development Core Facility (below).

2016
- The Pappajohn Center launches the CYstarters student accelerator.

2017
- The Ivy College of Business announces an undergraduate major in entrepreneurship.

2017
- The Pappajohn Center moves into the new, state-of-the-art, Economic Development Core Facility (below).

2018
- The Pappajohn Center hosts the inaugural Women Who Create Conference (below).

2020
- The Student Innovation Center (left) plans to open in 2020. Located on central campus, the 175,000 square-foot building will be for students across all majors to help spark collaboration and innovation. The Pappajohn Center’s “entrepreneurship hub” will be located on the third floor of the building. Learn more about the Student Innovation Center on page 24.
Based on the notion that entrepreneurs discover solutions and engage with their communities over a million cups of coffee, the Kauffman Foundation developed 1 Million Cups in 2012. With over 180 communities across the country and more than 800 volunteers, Startup Ames decided to bring a 1 Million Cups community to Ames.

For many years, the Ames community was heavily involved with 1 Million Cups Des Moines. However, Ames’ expanding entrepreneurial ecosystem made it apparent, and key stakeholders agreed, that it was time for Ames to start its own community. The inaugural event was held February 6, 2019, making Ames the 174th community.

Starting in 2020, 1 Million Cups will meet every Wednesday morning from 7:30 - 9:00 a.m. either at the Economic Development Core Facility or at the Maintenance Shop in the Memorial Union on Iowa State University’s campus.

Presenters talk about the businesses they are working on for 10 minutes, with the remainder of the time for questions from the community. The questions and feedback allow the presenter to be challenged in a friendly and engaging environment, learn from other entrepreneurs and experts, and help accelerate and grow their business.

Every 1 Million Cups event ends with the question “What can we as a community do to help you?” cultivating the intention that 1 Million Cups chapters are created by the community for the community. Events are free and open to the public.

STARTUP AMES

Startup Ames is a local initiative led by entrepreneurs and community builders in the Ames entrepreneurial ecosystem. In addition to 1 Million Cups, Startup Ames hosts IdeaFlow, an evening networking event which takes place at a brewery or startup space. The group started meeting in 2012 and has been an integral part of the startup community in Ames.

Learn more about 1 Million Cups Ames at 1millioncups.com/ames.

3,360 CUPS OF COFFEE SERVED
One of Iowa’s biggest and most-anticipated annual events is the Iowa State Fair, held in Des Moines each August. This year, Iowa State University decided to go big to wow visitors with its state fair exhibit. The vision, hold an ABC’s Shark Tank-like event, but on steroids!

The exhibit theme, “The Great Iowa State Pitch Off: STANDING INNOVATION!” was chosen to showcase Iowa State’s campus-wide culture of innovation and entrepreneurship.

“We are highlighting our student innovators and entrepreneurs at the State Fair because we want Iowans to witness, first-hand, what happens when they invest in our students, and we provide the resources to support them,” said Karen Kerns, Iowa State’s Entrepreneur in Residence.

The Pappajohn Center for Entrepreneurship hosted workshops and met with individuals prior to the state fair to prepare presenters for the pitch off. Additionally, the center’s staff played a major role in planning and executing the 11-day event.

Iowa State had never before held daily events of this magnitude at the state fair. More than 200 Iowa State entrepreneurs, comprised of students, alumni, and community members, competed head-to-head in pitch-offs. They pitched their entrepreneurial ideas to visitors of Iowa State’s exhibit for a chance to win “Best Of Show” and $5,000, or one of many $2,500 or $1,000 prizes.

Fairgoers voted for their favorite idea by dropping a soybean in the presenter’s Mason jar. Presenters with the most soybeans after each round advanced to the semifinals, where the 56 finalists competed in front of a panel of judges for final awards.

Taking home “Best Of Show” and the $5,000 prize was Continuum Ag, founded by Mitchell Hora (’17 ag systems technology, agronomy), who pitched with his brother, David Hora (freshman, agronomy).

To see the full results, visit pitchresults.com.
Students at Iowa State University who are interested in exploring entrepreneurship are fortunate to have access to courses in every college. That effort was led by the college deans who served as advisory board members to the Pappajohn Center for Entrepreneurship at its inception in 1998. Benjamin Allen, who was dean of the Debbie and Jerry Ivy College of Business, declared that entrepreneurship was not the sole responsibility of the business college and extended an open invitation to the other deans to integrate entrepreneurship into the curriculum in their respective colleges. That interdisciplinary effort has been reinvented and amplified thanks to Iowa State President Wendy Wintersteen’s focus on making entrepreneurship and innovation not only accessible, but forthright, in every college on campus as well as outside of the classroom through experiential learning and business support.

In the Ivy College of Business, Raisbeck Endowed Dean David Spalding has led the effort to expand entrepreneurship curricular offerings ranging from a major in entrepreneurship to becoming only the 8th university in the country to offer a PhD program in entrepreneurship. The Ivy entrepreneurship degrees complement the interdisciplinary minor in entrepreneurship, which was established more than 20 years ago.

The Ivy College of Business undergraduate entrepreneurship major, launched in the fall of 2017, has seen steady growth over the past two years. Enrollment exceeded its goal of 50 students by the second year, and has now surpassed the 100 mark going into year three.

Ivy Business Career Services has designated a career coordinator, Tanya Austin, to work with students in the major who will either start their own venture or will apply their entrepreneurial skills to corporate or family businesses.

The recent ranking by the Princeton Review® and Entrepreneur magazine is an exclamation point to the university’s involvement in educating students across disciplines and integrating coursework with the practical application of entrepreneurship and innovation skills through experiences and business ventures.

The Princeton Review® and Entrepreneur magazine announced the results of The Princeton Review® 14th annual survey naming the top undergraduate and graduate schools for entrepreneurship studies. Based on data the education services company collected from more than 300 schools with offerings in entrepreneurship studies, The Princeton Review® ranked for 2020 named 50 undergraduate and 25 graduate schools as outstanding choices for students aspiring to become entrepreneurs.

The Ivy MBA Mind to Market Challenge attracted four-member teams from nine universities from across the country.

“One of the limitations I saw in most case competition formats is that you are solving a written case. It’s an academic exercise with no interaction with a live company. This one was with a live company and a live case,” said Rowan Gruber, an MBA student who was a member of the Ivy MBA team. “I can’t emphasize enough what a unique opportunity this was for MBA students.”

Each team met with the founders and leadership of Gross-Wen Technologies and toured the business headquarters, where they saw the technology in action. The teams then worked deep into the night, developing solutions to the challenge.

The next day each team presented their ideas to a panel of judges, which chose three finalists. The finalists presented their plans to another set of judges, which included both co-founders and the vice president of Gross-Wen Technologies. Iowa State did not prevail (Baylor won) but, as Ron Ackerman, former director of MBA student services noted, “the ultimate goal is not winning, but creating a valuable learning experience, and we did that with flying colors.”

In April of 2019, the Ivy College of Business and the Pappajohn Center for Entrepreneurship partnered together to host the inaugural Ivy MBA Mind to Market Case Challenge.

With the goal of focusing on innovation, technology, and entrepreneurship, Iowa State University identified a company for the live case experience. Gross Wen Technologies (GWT), an Iowa State Research Park startup, met all of those requirements, and more.

The Ivy MBA Mind to Market Case Challenge is taking place April 17-18 at Iowa State.
STUDENT INNOVATION CENTER

Already touted for what will be “Iowa State’s crown-jewel for creating,” the much-anticipated Student Innovation Center is set to open spring of 2020. Envisioned as a destination that inspires students to innovate through experimentation, interdisciplinary collaboration, and free exchange of ideas in an inclusive environment, the Student Innovation Center will be a hands-on hub serving the entire campus.

The Student Innovation Center was created to bring individuals from varied disciplines together to encourage collaboration in facilitated and spontaneous ways. Its sustainable design contains spaces that are functional, flexible, resilient and adaptable to changes in technology and the future needs of the university.

The Student Innovation Center houses online learning classrooms, informal gathering spaces, breakout and project rooms, student team rooms, and maker spaces with hands-on equipment including 3D printers, lathes, grinders, welders, sheet metal benders/cutters, and more.

The Pappajohn Center for Entrepreneurship will have designated space on the building’s third floor and plans to host events, like its pitch competitions, and other programming to foster startups and entrepreneurial activity. Our staff will hold scheduled office hours in the building in order to promote the organization’s programs and further engage with students in this innovative new space.
In October, the Pappajohn Center for Entrepreneurship hosted the Society for Arts Entrepreneurship Education (SAEE) International Conference. SAEE, founded in 2014, provides a forum for arts entrepreneurship educators, those who teach entrepreneurship to musicians, writers, and artists of all kinds.

Throughout the three-day conference, participants, who came from 22 U.S. states and the countries of Australia, Czech Republic, and Canada, converged in Ames for sessions covering research, pedagogy, experiential learning, community outreach, sandbox roundtables, and other aspects of supporting entrepreneurship in the arts.

Local entrepreneur celebrities on the program included Debra Marquart, Iowa’s Poet Laureate and Iowa State University Distinguished Professor of English; Dave Carpenter, cartoonist for Our Iowa Magazine; Simon Estes (’97 honorary), world renown opera singer and the F. Wendell Miller Distinguished Artist in Residence at Iowa State University; Kevin Lair and Priyanka Krishnan (’18 industrial design), College of Design; Brad Dell, associate professor and director of theatre, and Tiffany Antone, Iowa State Theatre. Tom Swartwood, the inaugural Pappajohn Center Entrepreneurship Fellow, presented programs on journaling, with our own CYstarters alumna Lauren Gifford (’19 marketing), and financial modeling, with CYstarters mentor Stephanie Majeran. Participants were welcomed to Ames at the Economic Development Core Facility with an entertaining performance by the Iowa State Honors Comedy College, an honors course developed by Professors Gavin Jerome and Peter Orazem, PhD, Iowa State’s Department of Economics.

The Pappajohn Center took the entourage on an excursion to downtown Des Moines to meet Jeff Fleming, director of the Des Moines Arts Center, and toured the Pappajohn Sculpture Park.

The conference wrapped up with an art tour overview of Iowa State University Parks Library and an inspiring story and acapella performance by Simon Estes.

Our thanks for the support provided by the College of Liberal Arts and Sciences, Ivy College of Business, Ames Chamber of Commerce, Terri Combs, Tom Swartwood, Greater Des Moines Partnership, Des Moines Arts Center, Orchestrae Hospitality, and Café Diem.

Those interested in learning more about the Society for Arts Entrepreneurship Education may visit societyaee.org. The 2020 SAEE Conference is taking place October 16-17, at California Lutheran University.
ALUMNI UPDATE

Meet Nate Joens ('16 community and regional planning; certificate in geographic innovation systems), co-founder of Structurely. Joens and Andrew Dickelman, his co-founder, have known each other since grade school, but were attending two different universities when the idea for Structurely was born. During their senior year at Iowa State and the University of Iowa, respectively, Joens and Dickelman wanted to start investing in real estate. As college students, they realized they couldn’t afford to invest, but took the opportunity to speak with realtors. During these early conversations they discovered a common pressure point: prospective lead follow up, and Structurely was born.

Structurely is an artificial intelligence (AI) solution that engages, nurtures, and qualifies sales and marketing leads through text messaging. Their AI system, Asia Holmes, responds to leads within 1-2 minutes in a natural conversation to qualify leads. They focus in the real estate and mortgage industries.

He participated in Entrepreneur Club, Okoboji Entrepreneurial Institute, CEO Conference, and was a finalist in the Pappajohn Student Entrepreneurial Venture Competition. Many of Structurely’s employees are connections that were made through the Pappajohn Center. After graduating, Joens was a part of the Iowa State Startup Factory’s first cohort. Shortly after that, Structurely obtained its seed round of funding. Since then, the company has continued to grow. Structurely has raised over $800,000 from angel investors and venture capitalists and an additional $150,000 from the State of Iowa. Their team now consists of 15 employees, and they are currently hiring.

In the fall of 2019, Structurely moved to its Somerset office in north Ames. The company recently launched a new feature allowing users to customize their script. Structurely is excited about reaching exciting milestones in the near future.

To learn more about Structurely and stay up-to-date with their progress, visit their website: structurely.com.

NATE JOENS
Co-Founder and CEO, Structurely

To learn more about Structurely and stay up-to-date with their progress, visit their website: structurely.com.
OUR TEAM

JUDI EYLES
Director

ALEX ANDRADE
Program Manager - CyBIZ Lab

MEGAN SWEERE
Program Assistant

DIANA WRIGHT
Program Coordinator

GRAcen Kostelecky
Program Coordinator

TOM SWARTWOOD
Associate Professor of Practice - Entrepreneurship Fellow

RETIREMENT
Congratulations to Connie Harris, who served 20 years at Iowa State University, on her recent retirement. We will miss you very much and thank you for all your years with the Pappajohn Center for Entrepreneurship, SBDC, and Iowa State Research Park.

THANKS TO THOSE WHO HAVE CONTRIBUTED TIME, SPONSORSHIPS, OR GIFTS TO HELP GROW ENTREPRENEURSHIP AT IOWA STATE IN 2019

WANT TO GET INVOLVED?

Are you looking to impact, inspire, support, or engage with the Iowa State University Pappajohn Center for Entrepreneurship?

ISUPJCENTER.ORG/GET-INVOLVED
Each year, *dsm* magazine selects a group of Sages Over 70 that represent ideals of leadership, mentorship, philanthropy, and citizenship in our community. Congratulations to John Pappajohn, who was selected to the 2019 class.

**AMONG HIS ACHIEVEMENTS**

- Involved in more than 100 startups and more than 50 IPOs and has served as a director in more than 40 public companies.

- Founded and funded five entrepreneurial centers at college campuses around Iowa.

- Donated 24 sculptures to the Des Moines Art Center, which enabled the foundation of the John and Mary Pappajohn Sculpture Park.

- In 1997, he and Mary endowed a $5 million scholarship fund for ethnic, disadvantaged, and minority students.

- Recipient of numerous awards, including induction into the Iowa Business Hall of Fame and the national Award for Philanthropy in the Arts.