

OUR COMMUNITY IS GLOBAL



"START SOMETHING" WORKSHOP PARTICIPANTS IN SAO PAULO, BRAZIL

In early September, Judi Eyles, ISU Pappajohn Center director, along with Debbie and Jerry Ivy College of Business faculty member Antonio Lora, instructor of Information Systems and Business Analytics, traveled to São Paulo, Brazil, to conduct a two-day "Start Something" workshop for students at the Graded School for high school students.



JUDI EYLES

Students participated in an immersive and engaging two-day workshop, where they learned about entrepreneurship and innovation, tested their creative and problem-solving skills, and created new venture concepts based on problems they researched. The students tackled big issues, including plastic waste, homelessness, mental health, and the challenges associated with social media use.

Throughout the workshop, the students created impressive presentations and perfected their pitches. At the end of the second day, the students shared their venture concepts with classmates, instructors, and parents. Eyles reflected on the fact that, "Students in São Paulo are concerned with the same issues that drive Iowa State entrepreneurial students to seek change and make our world more sustainable."



DR. LORA

Iowa State's International Admissions office has facilitated the delivery of eight iFIT (Innovation Fellows in Training) Innovation Workshops in five countries over the past three years. A number of students who participated in iFIT programs in other countries have sought admission to Iowa State.