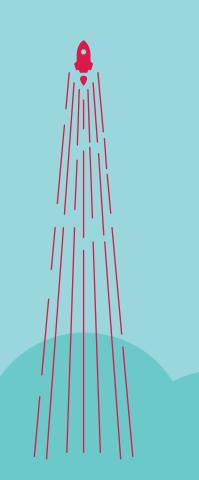
JAKE JABS CENTER OF ENTREPRENEURSHIP

Beyond the Textbook: Ready for Takeoff!





Today, I believe education is more important than ever, and every student, no matter their field, should be involved to some degree with entrepreneurial/business classes.

Although a student may not desire to start his or her own business, gaining all the knowledge they can in these classes will help them be productive in their chosen profession. We need to help build the success of our students through entrepreneurial education.

YOUTH ENTREPRENEURSHIP WILL PLAY A VITAL ROLE IN CREATING OPPORTUNITY AND LIVELIHOODS IN THE FUTURE, BENEFITING PEOPLE OF ALL AGES AND ACROSS SOCIETIES AND ECONOMIES. ENTREPRENEURS ARE THE ONES THAT ARE IMPLEMENTING CHANGE THROUGH THEIR INNOVATIVE IDEAS.

However, they alone cannot be held responsible for creating the change. I believe all professions should have an entrepreneurial spirit so that we all can create change.

Young people are savvier about technology, more knowledgeable about the world around them, and more interconnected that any previous youth generation has been. Yet, as a generation, they also face high levels of unemployment. This is why it is so critical to take fresh approaches to entrepreneurship, and to equip today's youth with the skills to create their own jobs – and, as they succeed, create jobs for others.

I have invested in the University of Colorado Denver entrepreneurial program because I believe this organization has the commitment and talent to steer our youth to succeed.

Jake Jabs, Founder & CEO, American Furniture Warehouse





DIRECTOR'S MESSAGE

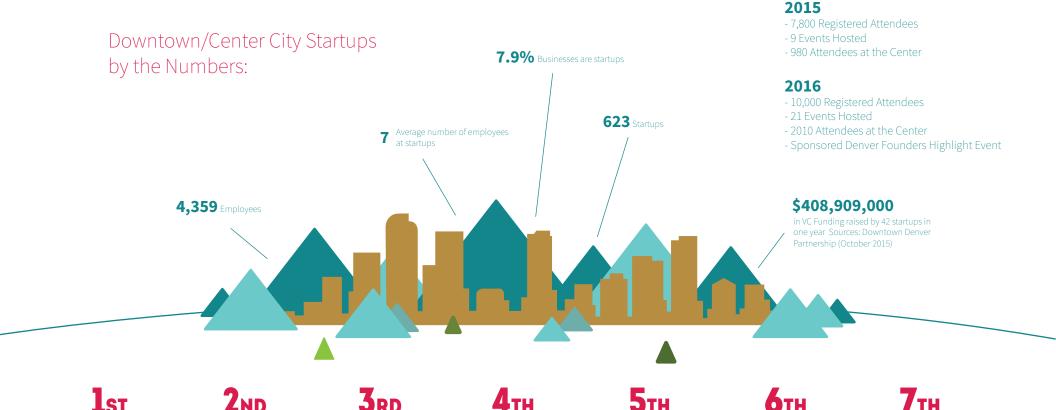
For the past four years, it has been my honor to serve as the academic director of the Jake Jabs Center for Entrepreneurship.

During this time I have been mentored by some of Colorado's greatest entrepreneurs as well as by some brilliant academic colleagues. I have seen first-hand that when these two seemingly diverse groups work together holistically, magic happens. This synergy has manifested itself via expanded academic and experiential educational offerings, and closer relations with the business community. We now offer over 20 courses and 5 certificates (all accessible to non-degree students). Our students learn not only in the classroom, but through mentors, inspirational speakers, signature events (such as our famous venture challenge), venture capital management, incubation, and consulting. Our graduates and venture competition participants have started over 50 successful ventures in diverse fields ranging from personal branding consultation to New York style bagel delicatessen, and have raised over \$35 million in funding.

Thanks to the tremendous generosity of Mr. Jake Jabs, the year 2016 (which marks the 20th anniversary of the Center and the 15th anniversary of our venture competition) promises to be our greatest yet, with new academic offerings, new events, and a greatly improved venture challenge. We hope that you will join us in this exciting entrepreneurial journey.

Madhavan Parthasarathy, Academic Director, Jake Jabs Center for Entrepreneurship

DENVER, COLORADO



Highest % Of Young + Educated

Residents (New York Times 2014)

Highest Rate of Startup

Activity (Kaufman Foundation)

Denver Startup Week

at the JJC

Fastest Growing Metro Area

(Forbes 2014)

Best City for Female

2014)

Entrepreneurs (Nerd Wallet

America's Best Place for

Business and Careers (Forbes)

Best Place to Launch a

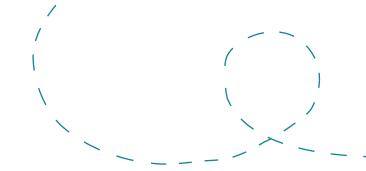
Startup (Forbes 2014)

Best City for Small

Business (Biz2credit 2014)



TAKING OFF GRADUATE PROGRAMS



Graduate Specializations

The graduate entrepreneurship program offered by the Jake Jabs Center at the University of Colorado Denver is the largest of its kind in the Rocky Mountain area, offering between 10 and 15 signature courses every year, to provide students with a tremendous degree of flexibility and choice.

Every year between 250 and 350 students enroll in graduate entrepreneurship classes.

Cutting-edge masters level options include an MBA specialization in entrepreneurship (one of the most popular such specializations), as well as Masters of Science level specializations within specific disciplines as follows:

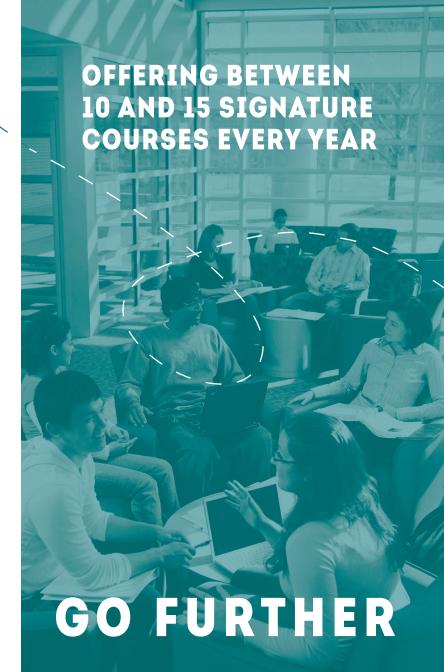
- 1. DIGITAL HEALTH ENTREPRENEURSHIP (INFORMATION SYSTEMS)
- 2. TECHNOLOGY INNOVATION AND ENTREPRENEURSHIP (INFORMATION SYSTEMS)
- 3. ENTREPRENEURSHIP AND INNOVATION (MANAGEMENT)
- 4. HIGH-TECH/ENTREPRENEURIAL MARKETING (MARKETING)

Graduate Certificates

The Jake Jabs Center also offers three cutting-edge graduate certificates, open to degree and non-degree students. These include:

- CERTIFICATE IN INNOVATION AND ENTREPRENEURSHIP
- 2. CERTIFICATE IN BIO-ENTREPRENEURSHIP
- 3. GRADUATE ONLINE CERTIFICATE

Any student with a Bachelor's degree can participate in the aforementioned certificate programs. Each certificate requires students to complete three graduate level classes. Following completion of the Certificate program, students can choose to pursue an MBA degree without needing to retake the specialization courses.



TAKING OFF UNDERGRADUATE PROGRAMS

Certificate in Entrepreneurship

In addition to the graduate program, a 3-course certificate is offered to non-degree undergraduate students, facilitating entrepreneurship education to a large audience. Students have a choice of courses, and can therefore mold the program based on their innate and acquired skill sets. One-on-one consultation with the academic director is encouraged so that students are able to select courses that maximize their potential.

Launchpad Certificate

The Launchpad certificate is 5-course package designed to create a pathway for community college and high school students. Students are not only provided cutting-edge academic education, but they also are invited to participate in all the experiential learning opportunities provided by the center. Students receive a Business School Certificate upon completion, and the courses already taken are given credit should the student wish to pursue a Bachelor's Degree in Business.

Emphasis

At the undergraduate level, students are offered an emphasis in entrepreneurship as part of their Bachelor of Science degree in Business. Furthermore, non-degree students can choose to participate in a 3-course certificate in entrepreneurship

Minor

Since entrepreneurship is inherently cross-disciplinary in nature, students pursuing non-business majors can choose a minor in entrepreneurship, which requires 5 signature courses. These courses have been specifically designed to provide the fundamental business and experiential knowledge to the prospective entrepreneur, irrespective of discipline.

Seminar Series

Responding to a growing demand in the entrepreneurial community, the Jabs Center will launch short 1-2 day seminar courses targeted at current entrepreneurs who wish to learn about a particular business subject, or update their expertise by interacting with experts in the field. Priced inexpensively, the seminar series will feature novel topics relevant to small business administration and Colorado's unique entrepreneurial focus. Attendees will receive intense training they can immediately apply to their particular company or position.

International, Social, and Biotechnology Focii

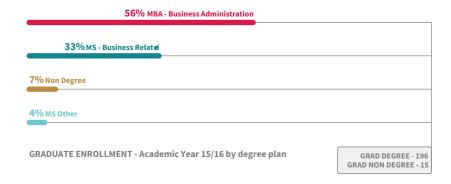
Programs at the Jabs Center are inherently internationally focused. Several global entrepreneurs and leaders participate in Center activities. The Jabs Center sponsors two international Maymester study-abroad programs to Ireland and India, both growing entrepreneurial hubs. Further, a future emphasis will be on Biotechnology and Health entrepreneurship, an area that is rapidly expanding globally. Finally, all programs incorporate a social element because, in the words of Mr. Jabs, "business must create value to society." Working with global social endeavors such as the Posner Center, and further emphasizing "social" in ventures created by our own graduates, the Jabs Center will assume a pioneering role to furthering entrepreneurial ventures that help the global society.

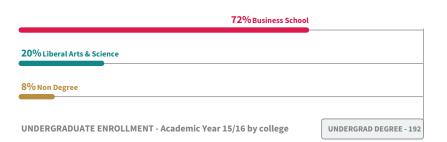


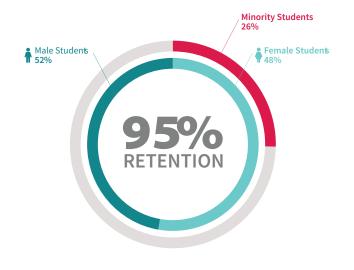
Experiential Programs

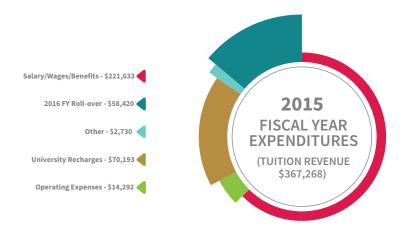
Students registered in any entrepreneurship course are eligible to participate in a variety of experiential learning opportunities. These include participation in numerous mentorship programs, networking events, student consulting opportunities, speaker series, the signature business plan competition, resident incubation, and the student-run the Rutt Bridges Venture fund. Students also have the opportunity to meet numerous entrepreneurs and are provided counsel by some of Colorado's greatest entrepreneurs who are members of the Jabs Center Advisory Council.

REVENUES AND EXPENDITURES DEMOGRAPHICS











ALUMNI SPOTLIGHTS RACHEL MIMKEN, CHOOZLE









Education in Entrepreneurship is naturally limited to what we can be taught in a book, a concept quickly pointed out during my first course with the Director of Jake Jabs Center for Entrepreneurship, Dr. Madhavan Parthasarathy.

Encouraged to run my own surveys, dig through public data, and otherwise empower myself

Encouraged to run my own surveys, dig through public data, and otherwise empower myself to collect the learnings necessary to inform my business plan, I became keen on finding other avenues to further put my knowledge to the test. Enter the Jake Jabs Student Consulting Group, advised by Professor Parthasarathy. After a series of consulting projects ranging from developing a pricing strategy for a small business, to advising a client on an expiring patent, I began leading project teams. Through the group, I attended the Colorado Innovation Summit where I met Andrew Fischer, who is now my CEO.

group under Dr. Parthasarathy's

counsel was, without question,

one of the best things I ever did

for my career."

By selling Andrew on the idea of having us run research for his team, I was able to spend time observing and impacting the development of what is now Choozle, a technology platform aimed at making digital marketing easy. Soon after graduation, I officially joined the Choozle team as their fifth employee to manage their clients.

Fast forward two years and we are approaching 30 employees and hitting over half a million dollars a month in revenue. I still manage our Client Services team with a focus on our strategic partners. Our product is self-serve so my team is there to educate, advise, and otherwise empower our clients to run successful campaigns. It is not surprising to me how fitting this role is for me given the initial, entrepreneurial spark the Jake Jabs Center influenced during my MBA program.

BEING A PART OF CREATING SOMETHING SEEING YOUR EFFORTS REFLECTED IN NOT JUST THE PRODUCT, BUT THE COMPANY ITSELF, IS INCREDIBLY REWARDING.

ALUMNI SPOTLIGHTS STEVE KATSAROS, NOKERO









Nokero (short for no-kerosene) is bringing affordable solar lights and phone chargers to the unelectrified. We have distributed 1.4 million solar light bulbs that have improved seven million lives globally.

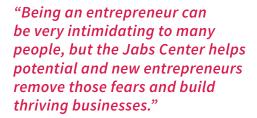
Entrepreneurship can be a difficult but rewarding career. The education and relationships I gained at the Jake Jabs Center for Entrepreneurship defined who I am, and are responsible for my success as an entrepreneur. The heart of Denver's thriving startup community is the Jake Jabs Center for Entrepreneurship. Its location, facilities, professors, mentors, alumni and student body are key resources for tapping into the startup community.

Before receiving a Certificate of Entrepreneurship, I was just an engineer who didn't know the language of business--balance sheets, cap tables, marketing lingo, and the like.



ALUMNI SPOTLIGHTSTOTI CADAVID, U-FULFILLED









The Jake Jabs Center marked my life for entrepreneurship. I found it to be extremely energizing as it made me excited about the prospect of eventually becoming an entrepreneur and opened my eyes to the many possibilities entrepreneurship could offer.

I remember that I actually drafted the business plan for my first company while I was still a student, and used it as the base for opening my marketing agency 10 years later. The Jake Jabs Center gave me the knowledge and confidence to take my first business, Xcelente Marketing, to great levels of success, eventually becoming one of the premier Hispanic marketing agencies in Denver.

Being an entrepreneur can be very intimidating to many people, but the Jake Jabs Center helps potential and new entrepreneurs remove those fears and build thriving businesses. Now growing my second company, I appreciate more than ever how valuable it is to have a strong foundation and a support system.



Through coaching and leadership development, I currently work with top performers and entrepreneurs to bring out the best in themselves by working on their self-awareness, emotional intelligence, and ensuring that they are connected with their true values.

I ALSO HELP MY CLIENTS DISCOVER AND PROJECT THEIR AUTHENTIC BRAND TO THE WORLD, SOMETHING THAT'S CRITICALLY IMPORTANT FOR THOSE STARTING THEIR OWN BUSINESS. I COULDN'T BE MORE PROUD TO HAVE BEEN A PART OF THE CENTER AND HIGHLY RECOMMEND IT TO ENTREPRENEURS AT ANY LEVEL.

BUSINESS COMPETITION BUSINESS PLANS

The first Business Plan Competition was held in 2002 and the event has been growing ever since. It seeks to promote the development of high-caliber business plans, recognize the most outstanding plans with more than \$50,000 in cash and in-kind awards from area businesses, and encourage the creation of new businesses.

2015 Competition Article "Jake Jabs Center for Entrepreneurship University of Colorado Denver Business School" published in the Denver Business Journal.

You can pencil this in: A \$10,000 first prize will give Living Ink Technologies a boost as it seeks to re-invent the greeting card and computer ink cartridge fields.

Co-founders and biologists Scott Fulbright and Steve Albers, both doctoral students in cell and molecular biology at Colorado State University, were the big winners on June 10 at the 2015 Jake Jabs Center for Entrepreneurship Business Plan Competition, hosted by the CU Denver Business School.

Suffice to say they can make ink out of algae, and they say it's cheaper and healthier than current ink bases, plus it's renewable. It promises to make for some lively greeting cards.

The business plan competition is one of the annual highlights of the center -- but it offers lots more as well, such as more than 15 business courses at undergraduate and graduate levels; the Best of Colorado Speaker Series that has attracted such Colorado business notables as Tom Shane, Justin Gold (Justin's Nut Butter) and Leo Yuffa (DazBog Coffee); a student consulting group that helps Denver companies with projects such as marketing analysis; and a startup incubator that's about to go live.

This was the 14th year CU Denver hosted the competition, and there were five more winners that split an additional \$10,500. Companies also gave in-kind awards. Over thirty teams entered the contest.

The competition is named for furniture mogul Jake Jabs of American Furniture Warehouse after he pledged \$10 million to the program in May 2013. That money enabled CU Denver to expand regionally and open the competition to university graduates from Colorado, Montana and Wyoming.



The speakers series produces remarkable insights for would-be entrepreneurs. "One of my favorite stories is the Yuffa Brothers," Engel said. "Their parents moved them to the U.S. for the American dream. Originally, they never wanted retail stores. But an opportunity presented itself, they went with retail, and now you see their stores all over the Denver area."

Shane talked about diamonds as a commodity. Gold talked about all the hours he put in to convince Whole Foods to carry his packets.

"It's kind of an eye-opener for student entrepreneurs," Engel said.
"Think outside of the box is a message they get from all of the speakers."

THE CONTEST IS "VERY EXPERIENTIAL," SAID SARAH ENGEL, **ASSISTANT DIRECTOR OF** THE CENTER, NOTING THE FINALS WERE PRECEDED BY A PITCH NIGHT AND A PLAN-IMPROVEMENT **WORKSHOP WHERE MENTORS AND ADVISERS** GAVE COMPETITORS FEEDBACK ABOUT THE STRENGTHS AND **WEAKNESSES OF THEIR** BUSINESS PLANS.

BUSINESS PLANS JUNG PARK, METROBOOM











MetroBoom, founded in 2005, is the original personal branding center located in Denver, Colorado. Its business plan was awarded first place in the 2004 Business Plan Competition at Bard Center for Entrepreneurship at University of Colorado Denver. MetroBoom's comprehensive focus on the topic of personal branding allows a unique offering of strategy, services, and products designed to deliver maximum effectiveness of one's personal brand management.

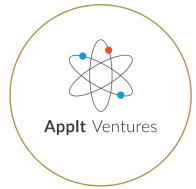
Jabs Center for Entrepreneurship has allowed me the opportunity to serve and benefit from all facets of entrepreneurship. Under the visionary guidance of Madhavan Parthasarathy, entrepreneurs from all levels of success, various industries, and backgrounds come together to support the spirit of entrepreneurship. It has been a life-changing experience for me to be involved in Jabs Center, and I look forward to a brighter future ahead.

BUSINESS PLANSROB CARPENTER, APPIT VENTURES









Applt Ventures is a full-service, mobile application development company that makes affordable apps that are easy to use, beautifully designed, and just work. Applt Ventures is focused on helping entrepreneurs succeed by offering strategic consulting services and leveraging post-launch marketing strategies as a part of their full-service offering. Build an App, Build a Business.

Winning the business plan competition in 2012 fundamentally changed the growth trajectory for Applt Ventures. The prize money and connections that were made was invaluable, but the access to media and a wider audience yielded clients that we've been working with for years. So when the question is asked about how the Jake Jabs Center has helped my business, it has put me in a place I'd never dreamt of. I'm living proof that the program enables dreams.

INTERVIEW JOEL APPEL

As an innovator and pioneer of several groundbreaking products from OxiClean, OrangeGlo, and Kaboom to Full Bar, Brainetics, Moda Man, and Tortle, Joel Appel is one of America's greatest entrepreneurs, an angel investor, a Jabs Center advisory council member, and a co-teacher of the capstone Business Plan course. We caught up with him to find out what inspired him to become part of the Center.

Interviewer:

Joel, thank you for taking the time to answer a few questions. As one of Colorado's most successful entrepreneurs, you must be incredibly busy, and yet you found time to be involved with the Jake Jabs Center. What inspired you got get involved?

Joel:

I believe that CU Denver is becoming an increasingly important gem for Denver and the Rocky Mountain Region, and CU Denver is uniquely positioned to serve the entrepreneurial community which is exploding in our region.

Interviewer:

I understand that you are team-teaching in the Business Plan class. How do you like that experience?

Joel:

It is fun and exciting to see the ideas that our entrepreneurs are working on, the passion with which they pursue those ideas, and their creativity. It energizes everyone involved, especially me! The combination of an academic working with an entrepreneur to enhance student experience works really well.

INTERVIEWER: Where do you see the center going in the next 3 years? **JOEL:** I expect the center to expand its outreach to businesses and increasingly support its students and the business community at large through win-win interactions. I hope the Center under Dr. Parthasarathy's leadership will become one of the leading academic institutions for entrepreneurship in the country.

ADVISORY COUNCIL PROFILES

Brian Amann

PARTNER AND FOUNDER, TAX OPS

Joel Appel

FOUNDER, LAUNCH PAD

Betty Arkell

PARTNER, HOLLAND & HART

Cynthia Banks

PRESIDENT, FOUNDATION FOR GLOBAL SCHOLARS

Janis Bergs

PRESIDENT, SAF NORTH AMERICA

Kelly Quann Bianucci

MANAGING PRINCIPAL, DISCOVER CAPITAL LLC

Rutt Bridges

MANAGING PARTNER, QUEST

CAPITAL PARTNERS

Jeremy Bronson

PRESIDENT/OWNER, OCCASIONS CATERING

Dawn Gregg

ASSOCIATE DEAN, CU DENVER BUSINESS SCHOOL

Craig Harrison

MANAGING DIRECTOR, ARROWHEAD PARTNERS

Matt Jonsen

ASSOCIATE, DORSEY AND WHITNEY LLP

Jim Kaufman

MANAGING MEMBER, MOGUL ADVISORS

Jerry Kern

CEO, COLORADO SYMPHONY

Lloyd Lewan

LEWAN TECHNOLOGY

Stephanie McCoy

WAZEE STREET CAPITAL MANAGEMENT

Erik Mitisek

CO-FOUNDER AND VICE PRESIDENT,

NEXT GREAT PLACE, INC.

Betsy Mordecai

PRESIDENT AND FOUNDER, MOREVENTS

Jonathan Musser

VICE PRESIDENT, SILICON VALLEY BANK, PARTNER, COHORT CAPITAL, LLC.

Jung Park

FOUNDER, PRESIDENT AND CEO, METROBOOM

Joanne Posner-Mayer

POSNER CENTER FOR

INTERNATIONAL DEVELOPMENT

Craig Ross

VERUS GLOBAL

Manuel Serapio

FACULTY, CU DENVER BUSINESS SCHOOL

Chet Winter

GENERAL PARTNER, NEW WEST CAPITAL PARTNERS



FACULTY PROFILES



PROFESSOR



DR. MADHAVAN PARTHASARATHY **DIRECTOR- JAKE JABS CENTER FOR ENTREPRENEURSHIP**

ASSOCIATE PROFESSOR



JAN RUTHERFORD INSTRUCTOR



DR. DAWN GREGG. ASSOCIATE PROFESSOR AND ASSOCIATE DEAN OF PROGRAMS



IRA SELKOWITZ SENIOR INSTRUCTOR



MICHAEL HARPER SENIOR INSTRUCTOR



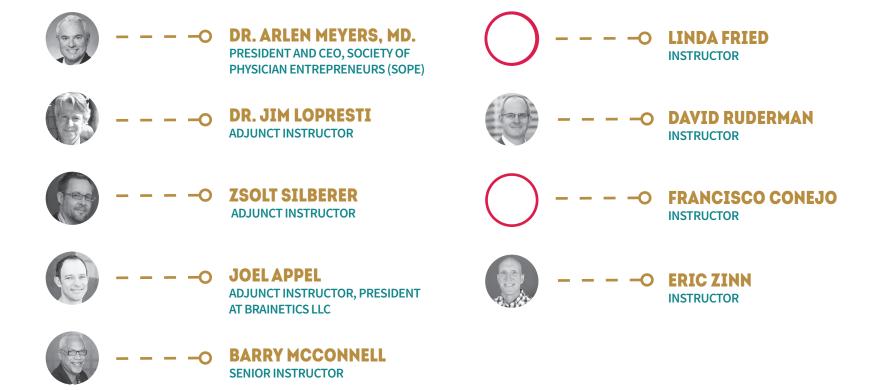
DR. MANUEL SERAPIO, JR. **ASSOCIATE PROFESSOR**



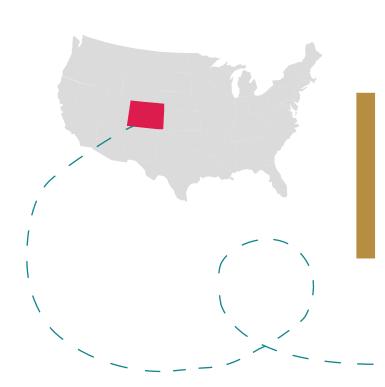
JUNG PARK ADJUNCT INSTRUCTOR FOUNDER OF METROBOOM



SAM THOMAS ADJUNCT INSTRUCTOR



INTERNATIONAL ENTREPRENEURSHIP AFRICA TRIP



Entrepreneurial Spirit



As part of the Jake Jabs Center's focus on international entrepreneurship, Jabs Center staff visited several countries in Sub Saharan Africa in 2015. Impressed by the entrepreneurial spirit in southern Africa, Dr. Parthasarathy met several entrepreneurs and business leaders, with a view to understanding the economic and cultural environment of the region. Based on this research, a presentation - titled "The Business Climate in Southern Africa" was developed and delivered by Dr. Parthasarathy at the International Executive Round Table, organized by the Institute of International Business.



SELECTED ENTREPRENEURSHIP PUBLICATIONS BY SCHOOL FACULTY

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- KARIMI, J. AND WALTER, Z. (2015), "Corporate entrepreneurship, disruptive business model innovation adoption and its performance: The case of Newspaper industry" Long Range Planning.
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- 12. PRASAD, V.K., NAIDU, G.M., EHRHARDT, K., WINKEL, D.E., & MURTHY, K. (2011), "Exploring entrepreneurial fulfillment for women in India: An empirical study," Journal of Enterprising Culture, 19, 287-314.
- 13. SIBONA, C., WALCZAK, W., BRICKLEY, J., AND PARTHASARATHY, M. (2011), "Patient perceptions of electronic medical records: physician satisfaction, Portability, security and quality of Care," International Journal of Biomedical Engineering and Technology, 12 (1), 62-84.

"THE AMERICAN TIGER"

"The funding of the Jake Jabs Center helped to create an opportunity for the Journal of International Marketing Strategy to develop a comprehensive issue that focused on international marketing entrepreneurship on a worldwide basis."

Lawrence Cunningham, Accenture Term Professor of Marketing

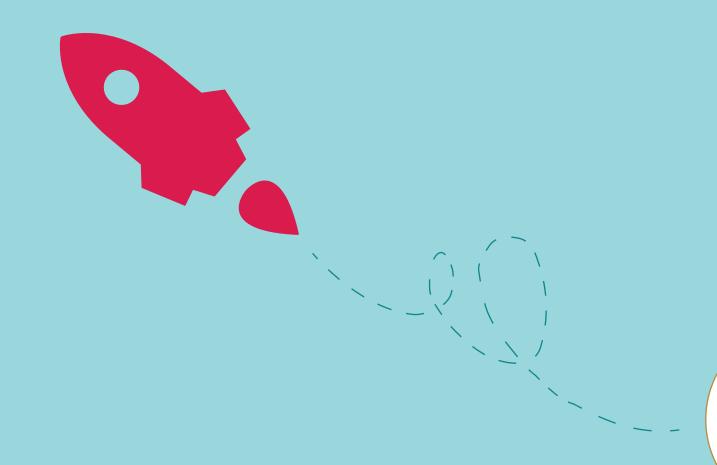




JAKE JABS

JOURNAL SPECIAL ISSUE

In 2016, the Jabs Center sponsored a special issue of the Journal of International Marketing Strategy on international entrepreneurship. The Journal featured a special interview with Jake Jabs, as well as articles by Jabs Center faculty. In the words of Professor Lawrence Cunningham, "The funding of the Jake Jabs Center helped to create an opportunity for the Journal of International Marketing Strategy to develop a comprehensive issue that focused on international marketing entrepreneurship on a worldwide basis. The journal issue brought together some of the key authors in the international marketing entrepreneurship space, an important interview with an entrepreneur in a Colorado environment, and lastly, a very current book review meaningful for those in entrepreneurship. The issue was a key contribution to the field of international marketing entrepreneurship."





UNIVERSITY OF COLORADO **DENVER**