Leveraging University Entrepreneurship Programs

Military 2 Market Program

Michael G. Goldsby, PhD
Stoops Distinguished Professor of Entrepreneurship
and Executive Director of the Entrepreneurship Center
Miller College of Business, Ball State University

Brian K. Geiselhart, MBA
Center Coordinator & Instructor of Entrepreneurship
Miller College of Business, Ball State University
About Entrepreneurship Program

Started in 1983

Over 200 businesses launched

Capstone “A” or “F” business plan class

Founder of Global Consortium of Entrepreneurship Centers
28 Years of Entrepreneurial Excellence... Top 10 since 1999
Mission

“To deliver the best educational experience in entrepreneurship in the nation through teaching, research, and service activities”
Industrial Economy to Creative Economy
Entrepreneurship

Innovation

Design
Bad Design = Difficult Business Plan
Good Design = Effective Business Plan
The Entrepreneurship Channel

**INPUTS**

- Department of Defense
- Clarion Health
- BSU Innovation Corp.
- Innovation Connector

**Junior**

- Spring: Design
- Summer: Refine
  - Product Concept & Business Model
  - Field Research

**Senior**

- Fall: Prove
  - Business Plan Draft & Conceptual Prototype
- Spring: Refine & Pitch
  - E-Day Excellence

**OUTPUTS**

- Graduate
- Launch
- License
- Incubate
Program Structure

JUNIOR
- Initial Confidence
- First Dip

SENIOR
- Increased Confidence
- Second Dip

INNOVATION
- Technology
- Offer
- Invention

BUSINESS

OPPORTUNITY

BALL STATE UNIVERSITY: MILITARY 2 MARKET

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Munitions Testing = Medical Training
Military Communication = School Safety
Aircraft Protection = Vehicle Extrication
1. Military 2 Market: Ball State University

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