THE LUBAR CENTER FOR ENTREPRENEURSHIP

MADE IN MILWAUKEE. SHAPING THE WORLD.
THE CAMPAIGN FOR UWM
ENTREPRENEURSHIP: OUR PAST AND OUR FUTURE

Milwaukee is a city shaped by ingenuity and the implementation of new ideas. More than a century ago, entire industries sprouted and flourished from dreams put into action. Ideas for breweries, manufacturing plants, meat-packing businesses, and tanneries took root and propelled the city forward. Over time, however, Milwaukee lost sight of that ingenuity, and the number of startup businesses dwindled. In 2015, a report issued by the Kauffman Foundation ranked Milwaukee in next-to-last place for startup activity when compared to other metropolitan areas in the U.S.

Now is the time for innovation. Now is the time for Milwaukee to encourage that same entrepreneurial spirit that built our city as we foster fresh ideas among a new generation of leaders. Now is the time to spur people to think creatively, find solutions to problems, and launch new products that will shape the world.

Entrepreneurship is nothing new at the University of Wisconsin-Milwaukee. Our faculty, students, and staff have been generating creative answers to difficult problems for years. UWM has done well in promoting entrepreneurial thinking, but it is time to go further. We must invest in our city’s future by providing an even stronger entrepreneurial foundation that reaches across all disciplines. Now is the time for the Lubar Center for Entrepreneurship.

It is critical for our students and alumni to be creative and entrepreneurial thinkers. At UWM, we’ve worked to create strong business partnerships, and student engagement in innovation and entrepreneurship is at an all-time high. Bolstering this kind of entrepreneurial ecosystem is vital to a healthy economy and job creation.

– CHANCELLOR MARK A. MONE
Recognizing that entrepreneurship is key to the success of their hometown, Milwaukee philanthropists Marianne and Sheldon Lubar have committed $10 million to establish the Lubar Center for Entrepreneurship at UWM. The gift will strengthen and expand UWM’s strong array of entrepreneurial programs, classes, and activities. The new center is benefiting students as well as startup and growing companies throughout the region.

“We’re talking about intelligent entrepreneurship that will enhance our community and our economy beyond anyone’s fondest hope,” said Sheldon Lubar at a July 2015 press conference announcing the gift. “The objective of the Lubar Center for Entrepreneurship is to teach and motivate students, as well as business people in large and small companies, to take advantage of the opportunity that ownership brings. Simply said, you can be an owner of a business if you know how to think and act like an owner.”

The Lubar Center for Entrepreneurship will be co-located with a new Welcome Center, which will serve as the gateway to the campus. “We are excited that the first place prospective students visit will include the Lubar Center for Entrepreneurship,” said Chancellor Mark Mone. “The spirit of innovation will infuse and inspire their education here. This is a real win for students, faculty, staff, and the community because this center embraces all, providing opportunities for participation. For some, the goal will be bringing to market products and services. For others, it will be transforming lives in our region with social entrepreneurship.”

The building will be funded by an additional $10 million from the UW System that matches the Lubars’ generous donation. With additional funds raised from private donors, the total investment in the building and entrepreneurship center will be about $25 million.

UWM is a player in solving the urban challenges of Milwaukee. Its role is not confined to its own campus; it’s integrated into the city.

— DAVID LUBAR
The Lubar Center for Entrepreneurship incorporates and encourages entrepreneurial activities within and among UWM’s 14 schools and colleges, including interdisciplinary and social entrepreneurship programs. Examples of vibrant entrepreneurial activities already exist at the Lubar School of Business, the College of Engineering & Applied Science, the School of Information Studies, the School of Freshwater Sciences, the Peck School of the Arts, and the UWM Research Foundation.

A Board of Advisors, made up of persons with demonstrated skills in business and entrepreneurship, provides the center with counsel and support, and a new director oversees and coordinates the center’s programs with faculty members already engaged in entrepreneurship at UWM. Our “ideas challenge” courses are expanding to link entrepreneurship activities with existing curriculum. These classes are interactive, team-oriented, and project-based. Guest speakers and educational programming support entrepreneurial learning and help build skills.

The physical space will include areas for meeting and instruction as well as spaces for collaboration among students and faculty, the creation of physical prototypes, and individual workstations. The Lubar Center for Entrepreneurship will be co-located with a new Welcome Center. This space will serve as the front door for more than 20,000 visitors who cross our threshold each year. With these two spaces side by side, UWM will be sending a bold message to prospective students, their families, and our community partners that we value entrepreneurship in all its forms.

Positioned to face downtown Milwaukee, this two-story, 24,000-square-foot structure will be built on the corner of Maryland Avenue and Kenwood Boulevard. It will embody the spirit of UWM through its emphasis on fresh ideas and its warm reception of visitors. Undoubtedly, the people who come through these doors will one day contribute to the history of UWM and the city of Milwaukee.

We are committed to making Milwaukee a better place to work and live, and we view the Lubar Center for Entrepreneurship as a key component that will enhance our regional economy. We believe entrepreneurship is critically important to the health of our city, and we want to give the center’s faculty the tools they need to be successful in this endeavor.

– MARY KELLNER
President of the Kelben Foundation

– TED KELLNER
Executive Chairman of Fiduciary Management Inc.

The Kelben Foundation established the Mary and Ted Kellner Entrepreneurship Fund to support faculty and staff.

Providing students with access to entrepreneurs creates a dynamic, learning-rich environment. I am proud to support entrepreneurs in residence, who will bring real-world experience to the classroom and introduce students to innovators who are shaping Milwaukee and our region. Big entrepreneurial ideas start as a dream, and I want to encourage students to chase their dreams.

– JERRY JENDUSA
Co-Founder and Partner at Stuck LLC

Established the Jerry Jendusa Entrepreneurship Fund to support an Entrepreneur-in-Residence program.
COLLABORATION AND CO-WORKING
Flexible spaces and seating allow students and mentors to interact in an informal setting.

MAKER SPACES AND INNOVATION LABS
Whether students are producing physical prototypes or fleshing out an on-screen design, these work spaces will allow them to create.

FLEXIBLE INSTRUCTION
Instruction and program-delivery spaces can be easily reconfigured by faculty and students to accommodate interactive and engaged learning.

TOUCHDOWN AND LAUNCH SPACE
Workspaces will offer entrepreneurs and instructors a place to develop their enterprises and interact with others who are creating their businesses.
INNOVATION COMMONS

This central space will invite people to meet and collaborate while the center hums with activity all around them.
AN EXTRAORDINARY PLAN BUILT ON A STRONG FOUNDATION

UWM’s entrepreneurial ecosystem provides students with the skills to be innovative thinkers and even inventors. Our activities already include three competitions, interdisciplinary courses, and a federal program fostering faculty startups. The center will provide a home for these efforts and advance our existing programs, which include:

NSF I-CORPS PROGRAM
A collaborative effort between UWM and other Milwaukee colleges and universities to commercialize research funded by the National Science Foundation

STUDENT STARTUP CHALLENGE
An ideas contest that supports student entrepreneurs

SOCIAL ENTREPRENEURSHIP
Programs that apply innovation principles to develop sustainable enterprises with social benefits

LUBAR BUSINESS-SPONSORED PLAN COMPETITIONS
Two opportunities for students to be rewarded for their entrepreneurial ideas

UNIVERSITY INNOVATION FELLOWS
A Stanford University-led program that empowers UWM students to become entrepreneurial change agents

IDEAS CHALLENGE COURSES
A network of experiential classes that utilize emerging educational models

FRESH IDEAS
A program for freshmen to engage with ideas and coordinated events

BUILDING ON SUCCESSES OF THE LUBAR SCHOOL OF BUSINESS

While entrepreneurial courses and activities take place across our campus, the Lubar School of Business has historically been the cornerstone of entrepreneurship at UWM. Here, students have been encouraged to develop an entrepreneurial mindset through research, mentoring, experiential learning, and healthy competition. These are just a few of the outstanding programs offered:

- Bostrom Center for Business Competitiveness, Innovation, and Entrepreneurship faculty, doctoral students, and area corporations advance topics of business competitiveness and innovation.
- The La Macchia New Venture Business Plan Competition helps students fully develop an idea into a comprehensive business plan that is judged for a chance to win cash prizes.
- The La Macchia Enterprises Entrepreneur Internship Program connects local business owners with students who gain real-world experience in running a business.
- The James D. Scheinfeld Entrepreneurial Awards Competition awards seed capital to students to launch business ventures and take new ideas to market.
A GLIMPSE OF WHAT’S TO COME

We envision a suite of opportunities designed to bolster UWM’s existing curriculum and programs in entrepreneurship. During the launch phase, the Lubar Center for Entrepreneurship leadership will develop and deliver programming that will build on existing programs and leverage external resources wherever possible. This may include:

LEAN LAUNCH AND SKILLS PROGRAMMING
Building on the NSF I-Corps grant, this program will help entrepreneurs vet early-stage concepts through a structured process of customer discovery.

ENTREPRENEURS IN RESIDENCE
Experienced and successful entrepreneurs will coach students, faculty, and community members on strategic entrepreneurial thinking.

INVITED SPEAKERS
Local business leaders and entrepreneurs will be invited to speak to groups of student entrepreneurs.

MEET UP AND OFFICE HOURS
Guest entrepreneurs will be invited to hold office hours and meet-up sessions where students can learn about business or technology in an informal setting.

STUDENT-LED INSTRUCTION
UWM will offer courses in which students are the experts and get to teach their peers.

HOSTING STUDENT GROUPS
The center will host activities that align with existing student organizations, such as Collegiate Entrepreneurs Organization and student-led organizations that help strengthen our entrepreneurial ecosystem.

SCALE UP
The center will host Scale Up programs to help our region’s existing companies grow while engaging UWM students in the process.
The center will serve as ground zero for faculty from across campus to bring together and guide students from multiple disciplines. Students already enroll in courses that serve as incubators of ingenuity. They learn how to build mobile apps through UWM’s student-powered Mobile Applications Laboratory. Those interested in social entrepreneurship can explore courses in theater or social welfare. Art and architecture students can join engineering students for a semester of product-building. Students don’t have to be a business major to take a course in the business of startups.

Called Ideas Challenge courses, these – and those yet to be developed through the center – are the threads that weave our community of innovators together.

What the university is doing by focusing on startups is historically critical within an economy that’s trying to create jobs. I’ve never seen a university ‘on steroids’ when it comes to entrepreneurship like I’ve seen it at UWM.

– DAN STEININGER
CO-FOUNDER AND PRESIDENT OF BIZSTARTS MILWAUKEE

I’ve had this dream opportunity of creating an idea that fit my passions exactly. Without any prior business knowledge, I was given incredible resources and in-depth mentorship to transform my dream into a business.

– SAMANTHA GOODRICH ’13
FOUNDER OF STAGE RIGHT THEATRE

I think this really speaks to the faith that UWM has in its students. We are interested in long-term investment and what Milwaukee can do, and that’s represented in our students.

– NATHANIEL STERN
ASSOCIATE PROFESSOR AT PECK SCHOOL OF THE ARTS

We want to see student entrepreneurs working among us. They will become our champions.

– ILYA AVDEEV
ASSOCIATE PROFESSOR AT THE COLLEGE OF ENGINEERING & APPLIED SCIENCE

Through i-Corps, UWM is playing a crucial role in advocating for entrepreneurship in the region, whether the startups come from its own teams or another institution’s. It’s also exciting that UWM is starting an entrepreneurial center, which is needed in this area. UWM could help lead the way in Milwaukee.

– STEVE VISURI
FOUNDER AND CEO OF FLORASEQ, MEMBER OF GOLDEN ANGELS INVESTORS, AND PARTICIPANT IN I-CORPS

Our leaders in entrepreneurship include these Lubar School of Business faculty members (left to right): Satish Nambisan, professor with joint appointment at the College of Engineering & Applied Science; Michael Freimark, lecturer; Stanislav Dobrev, the Robert L. and Sally S. Manegold Chair in Strategic Management and director of the M&I Center for Business Ethics; and James Hunter III, the Bostrom Entrepreneur-in-Residence.
A NEW DAY FOR ENTREPRENEURSHIP

At the Lubar Center for Entrepreneurship, seasoned entrepreneurs will share their experiences with a new generation of risk takers. It will be a place that both welcomes visitors and launches powerful ideas that will improve our city and beyond. Our graduates will leave knowing how to transform concepts into marketable products, how to collaborate with others for maximum effectiveness, and what it takes for an idea to be viable.

As director of the Lubar Center for Entrepreneurship, I am directly involved with innovative programs that are already in motion on our campus. UWM truly is a beacon for entrepreneurial thinking, but I know we can do more. There is so much potential if we can only foster it and move it forward.

Won’t you join the Lubars in creating this remarkable Center for Entrepreneurship? With your commitment to propel innovation at UWM, you will be making a strategic investment that will guide our students, support our faculty, strengthen our city, and shape our world.

– BRIAN THOMPSON
DIRECTOR OF THE LUBAR CENTER FOR ENTREPRENEURSHIP
AND PRESIDENT OF THE UWM RESEARCH FOUNDATION