Center for Entrepreneurship

School of Business, College of Charleston

Our Mission:
To support College of Charleston students across all disciplines in the development of an entrepreneurial mindset through experiential activities

$25,000 +
To Students for Impact X, Pitch Competitions, and Entrepreneurship Awards

40+
Guest Speakers in Entrepreneurship Classes and Events

2000 +
Attendees at CfE Events and Great Entrepreneur Speaker Series

150
Attendees at the Celebrating Women Entrepreneurs Summit

Isaac Waters
2020 Student Entrepreneur of the Year
CENTER FOR ENTREPRENEURSHIP 2020

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OVERVIEW

The Center for Entrepreneurship connects our students to the wider entrepreneurial ecosystem encapsulating guest speakers, mentors, judges, pitch competitions, Demo Days, and events. This focus ties directly into the College’s strategic plan to provide enhanced “opportunities for experiential learning” (Goal 2) and “contribute to the well-being of the region” (Goal 2). The Center for Entrepreneurship reports sustained growth with favorable student outcomes in our academic and experiential initiatives for academic year, 2019-2020.

The Center for Entrepreneurship raised financial commitments of over $750,000 in the last seven years to support a rich program of experiential activities for College of Charleston students across all disciplines. This past academic year, the Center provided over $25,000 in student awards and drew over 2,000 attendees to our events. Highlights include:

- ImpactX – 2 Demo Days, 11 MVP startups, (200+ attendees)
- Celebrating Women Entrepreneurship Summit (150+ attendees)
- Entrepreneur After 5 (2 events, 70 attendees)
- Stuart Williams Impact Scholars (8 students)
- New Impact Investing class taught by Jason Britton

Student Awards include:
- Impact X (Fall) Namo
- Impact X (Spring) BuzOff
- DEMOS (Fall) Katy Greer, Avery Jones
- DEMOS (Spring) 2020 J. Andrews, K. Cochran and A. Denning
- Gender Equity Pitch Competition Jody Bell
- 2020 Student Entrepreneur of the Year Isaac Waters
- Outstanding Entrepreneurship Student Tristan Soliven
- Outstanding Business Plan (Fall) G Geils, W. Milton, B. Odac, J. Silverman
- Outstanding Business Plan (Spring) Phoebe Crouse

In a year of exciting entrepreneurial endeavors by our students, the unfortunate challenge of Covid-19 led to the postponement of Impact Day and the Tommy Baker Entrepreneurship Hour. However, our students rose to the Zoom challenge and created outstanding presentations for Impact X Demo Day, DEMOS Universal Design Pitch Contest and our 2020 Student Entrepreneur of the Year. As demand for our entrepreneurship classes continues to grow, we are optimistic that entrepreneurial education under the leadership guidance of Dean Alan Shao has a vibrant and successful future here at the College of Charleston.
STATUS OF THE DISCIPLINE FROM A NATIONAL PERSPECTIVE

Entrepreneurship is not easy. It requires creativity, innovation, experimentation, adaptability, and perseverance. Starting a new venture is not for everyone, yet developing an entrepreneurial mindset is one of the key requirements for future workers according to an MIT study. Given our economic, social and environmental challenges, the adoption of an entrepreneurial mindset has rarely been more important as we sculpt the future.

The popular press tend to emphasize and glorify the “black swans” of the entrepreneurial landscape – those rare ventures that access venture capital funding and ultimately proceed to an initial public offering (IPO). However, Aldrich and Ruef (2018) emphasize the vast majority of startups are mundane and ordinary ventures. Less than 1 in 100 startup attempts receive angel funding and only 1 in 50,000 startup attempts are successful information technology IPOs. The Kauffman foundation reports that minority and women entrepreneurs are disadvantaged in the venture capital (VC) fundraising process with less than 2% of VC investments directed towards women founders and only 1% towards African-American and Latino founders. This lack of access to venture capital is symbolic of the financial barriers facing communities of diversity. The outbreak of COVID-19 has only amplified these inequalities with 450,000 African-American businesses closing this year – a 40% reduction of African-American business owners (Knowles, Washington Post, May 25, 2020).

The COVID-19 devastation of minority businesses is layered on top of an over 40% decline in the rate of entrepreneurship since the 1970s. As entrepreneurial and intrapreneurial activity generates high productivity growth and rising standards of living, these trends foreshadow a continual stagnation of living standards for minorities and lower income households. Thus, there remains a glaring need for more inclusion in the entrepreneurial process and elimination of barriers to entrepreneurial entry.

On the positive side of the entrepreneurial coin is the enthusiasm for entrepreneurship across social communities. Our College students live and breathe this enthusiasm. A recent survey by the College of Charleston of incoming freshman students found over 40% have an interest in starting a business. The popularity of entrepreneurial courses here at the College continues to grow with approximately 200 students annually selecting ENTR 200 as an elective. Further, classes such as Impact X, Ecopreneurship and Social Entrepreneurship are popular elective as students want to make a pronounced difference in our social and environmental world.

Recent events highlight the persistence of inequalities and the dangers of marginalization. Given the strong liberal arts foundation of the College of Charleston and our location at the nexus of social and environmental challenges, our students are in a unique position to be at the forefront of fostering impact and leading social and environmental change in our local community and beyond. These growing challenges produce a commensurate need for change makers to adopt an entrepreneurial mindset.

Next, in alignment with the College’s strategic plan, we discuss the four primary goals of the Center for Entrepreneurship: student development, acting as a community catalyst, providing entrepreneurial insight and achieving financial sustainability.
Our focus on student development entails broadening the “opportunities for experiential learning” (Goal 1; College of Charleston Strategic Plan) through the provision of extracurricular programs and student activities. Our flagship program is Impact X, but our programming extends beyond that to include multiple Pitch and startup contests.

**Impact X**

**Making a Profit While Making a Difference**

Impact X is a consequential learning laboratory where student teams solve social and/or environmental problems guided by the United Nations’ 17 Sustainable Development Goals (SDGs). The SDGs provide a holistic framework for achieving sustainable development for all. Each semester, new startup teams are created combining students from business, technology and the arts majors. The students embark on a six-credit, semester-long course learning to apply technological solutions with an entrepreneurial mindset. Since its inception, over 70 startup teams have presented innovative, for-profit startups that improve people's lives and the planet. As the semester draws to a finale, the student teams compete in Demo Day for a share of up to $10,000 in prize money. The prize money is allocated for receipted startup expenses as the teams grow their new ventures.

Impact X is classified as a sustainability focused course as part of the College’s quality enhancement plan (QEP), “Sustainability Literacy as a Bridge to Addressing 21st century problems.” Adopting the United Nations framework of Sustainable Development Goals (SDGs), Impact X students address two specific sustainability focused Student Learning Outcomes (SLOs):

1. (SLO 1) Identify various elements of sustainability and relationships between them
2. (SLO 6) Design a solution to a given sustainability problem.

The formation of impact startups is supported by a team of mentors, guest speakers and our Social and Environmental Entrepreneur-in-Residence, Stuart M. Williams. The goal of impact is also entrenched in our entrepreneurship minor where all students must take either ENTR 406 (Social Entrepreneurship) or ENTR 407 (Ecopreneurship) as foundational courses. Impact X is housed in the Center for Entrepreneurship in the School of Business (Dean Alan Shao) and the entrepreneurship program is part of the Department of Management and Marketing (Carrie Messal, Chair).
This spring, we launched our first Honors cohort of Impact X consisting of 15 students. The challenges of Covid-19 forced our student teams to collaborate online with mentors and potential customers utilizing Zoom. They adapted quickly and created five viable startups focused on making a difference, while making a profit. The students offered technological solutions to problems including hiring diversity, conscious consumption, charitable giving, and the physiological impact of food. The spring semester’s Impact X Demo Day was held on Wednesday, April 22, 2020. The judges for Demo Day were:

- Adam Anderson  
  Hook Security
- Mark Bonney  
  Serial Entrepreneur
- Eric Fondgren  
  GPF Holdings
- James Hamilton  
  Progress Ventures
- Diane Perpich  
  Women’s Leadership

The winning team – BuzOff – is innovating to provide a technological solution to the vaping epidemic. This summer, working with researchers at MUSC and assisted by an outstanding mentor, Jim Wasson, BuzOff are continuing development of their physical prototype to measure the negative impact of vaping. Congratulations to the BuzOff team of Isaiah Khan, Troy Brennan, and Jackson Koch.

We are grateful to our team of outstanding community mentors and student mentors (from prior Impact X classes). This spring, our business mentors were Cory Eulas, Alexander Kehaya, Jake Kozloski, Christian Ruppe and Jim Wasson.
Dan Dickison in *The College Today* reports: “On Wednesday, Dec. 4, 2019, six student-teams presented their respective Impact X solutions. These ran the gamut from a platform that assists shoppers in finding locally made products to an app that enables college and high school students to clean up embarrassing content on their social media accounts.

![Charleston Mayor John Tecklenburg at Demo Day; Cole Westbrook photo](image)

Presenting to a packed house in the School of Business’ Wells Fargo Auditorium, these student teams not only gave their three-minute pitches, but then had to respond to questions from a five-judge panel made up of executives from Charleston’s business community. In the end, the judges were most impressed by team NAMO, four students who devised a sensor device that identifies leaking toilets and relays that information to a purpose-built app. The judges awarded NAMO $6,000 as seed money to cover business expenses as the students continue to establish their company. According to NAMO team member Niko Basolis, an international business major, the idea for the device arose when his fellow team member Orri Weissman, a business administration major, interned with a real estate developer last summer and learned that leaking toilets can be really costly for property managers.

Second place and $3,000 went to students Joe Velazquez, Mackenzie Stall and Izzy Dubrow, whose company Hive Subleasing is based on an app that helps college students find subletters for their residences should they depart for a study abroad experience or be away more than 90 days. Third place and $1,000 was awarded to Culturebot, a platform created by students Rosie Byrnes, Mike Grimes and Johnny Draper for the purpose of measuring employee attitudes within a business or corporate context.”
DEMOS ELEVATOR PITCH CONTEST

The purpose of the Disability and Entrepreneurship: Models of Success (DEMOS) initiative supports the development of new entrepreneurial endeavors that fully incorporate principles of Universal Design in students’ business models. Successful applications are those that (a) offer a viable, competitive business model, and (b) utilize Universal Design principals to develop a workforce, work environment, product, service, or system that is fully inclusive and universally accessible; particularly for workers and individuals with intellectual and developmental disabilities. Dr. Cindi May, professor of psychology, and Dr. David Desplaces were co-founders of the DEMOS initiative and have been active in increasing the visibility and understanding of people with disabilities.

The DEMOS semester finale is an elevator pitch contest for all ENTR 200 students awarding $1,000. This spring, the students had to adapt to the challenges of Zoom to present their pitches. The winners were Jenna Andrews, Kelly Cochran and Andrew Denning.

The fall 2019 semester culminated with exciting live student pitches hosted by Dr. David Desplaces. The students faced helpful, yet rigorous questions from our special team of judges: Alex Jackson, Kathy Beres-Rogers, and Noah T. Leask. The two winning DEMOS pitches were by freshman Caty Greer (Skills Tech) and Avery Jones (Bracelet).
GENDER EQUALITY (SDG #5) PITCH COMPETITION

The 17 Sustainable Development Goals (SDGs) were adopted by all 193 member states to tackle all three dimensions of sustainable development (environment, economics, and society). On November 20, 2019, seven College of Charleston students pitched innovative ideas for SDG #5 to achieve gender equality and empowerment all women and girls. Our contestants were:

- Tammy Mai: 3rd Degree
- Jody Bell: Femme Financials
- Caty Greer: Groupthink
- Izzy Dubrow: Hive
- Candace Pfister: Shatter
- Fiona Lewis & Nora Mcintyre: Somet
- Stephanie Tanzi: Wonder Women Workshop

Melissa Barker, Founder of Women Entrepreneurs Inc. judged the presentations and awarded first place prize of $1,000 to Jody Bell with Femme Financials.
The Honors E-LLC is a group of 22 first-year Honors College students from a variety of majors who share a common passion for innovation and a desire to bring their ideas to fruition using the United Nations Sustainable Development Goals as a blueprint. Students in the E-LLC focus on designing their life and career while utilizing the entrepreneurial mindset.

This program offers a framework, startup tools, and most importantly a community of peers and mentors to help students develop their passion for innovation through an entrepreneurial mindset. The cohort focuses on topical societal and environmental issues through assigned readings, reflections, and projects. E-LLC students all live together on the first floor of Berry Residence Hall (Honors housing) featuring a 24-hour idea lab with write-on walls. Lancie Affonso ('96) mentors the E-LLC students and two E-LLC graduates, Candace Pfister and Georges Mahama, acted as cohort mentors. Highlights of the E-LLC in the past academic year include:

In the summer of 2019, four E-LLC students – Candace Pfister, Georges Mahama, Camille Sullivan, Loftin Kohn – were selected to travel to Estonia and participate with students from four other schools – University of Tartu, Tallin Tech, Nebraska Wesleyan, and The Citadel – in the NGAL (Network Globally, Act Locally) startup accelerator. NGAL was composed of 20 undergraduate and graduate students plus six High School students. NGAL is a collaborative enterprise supported by the Huge Foundation, Honors College and the School of Science and Mathematics.

2019-2020 E-LLC HIGHLIGHTS

- Weekly “Friday Fanfare” alumni guest and mentoring sessions
- Charleston Startup Weekend
  - 1st Place Team: Lunch Club: Troy Brennan (CS/Finance)
  - 2nd Place Team: SimplifAI: Rex Bingham (INTB/SPAN)
  - 3rd Place Team: Mentor: Caty Greer (ECON/DATA)
- Participant in One Million Cups: Alex Krauss
- 1st place Gender Equality pitch: Jody Bell
- 1st place Impact X: I. Khan, T. Brennan, and J. Koch (BuzOff)
GOAL 2: COMMUNITY CATALYST

Successful entrepreneurship requires a two-way partnership with the start-up community. We draw upon the wealth of experience and advice available in the entrepreneurial community, while also giving back and “contribute to the well-being of the region,” (Goal 2; College of Charleston Strategic Plan).

COMMUNITY ENGAGEMENT

The Center for Entrepreneurship continues to collaborate with multiple partners including the Harbor Accelerator, YesCarolina, SCORE and the Small Business Development Council. Additionally, the Center for Entrepreneurship engages with partnerships that build collisions of potential entrepreneurs inside and outside of College. Our goal is to continue building relationships that act as a community catalyst in the development of our entrepreneurial ecosystem across the greater Charleston community and beyond.

WOMEN OF COLOR ENTREPRENEURSHIP PANEL – OCTOBER 22

The Center for Entrepreneurship was delighted to host the Women of Color Entrepreneurship Panel on October 22, 2019. Dr. David Hansen designed this program to spotlight the challenges and successes of women of color entrepreneurs. Students and the community attended the event replete with many inspiring takeaways. One such inspirational journey was the story of Thomasena Thomas (’20) who during high school started a social enterprise, Fairy Cakes SC, to help teach fellow students entrepreneurship.
CELEBRATING WOMEN ENTREPRENEURS SUMMIT – NOVEMBER 20

More than 150 College of Charleston students, faculty and staff members, community members, professionals and industry experts filed into the Wells Fargo Auditorium on November 20th to attend the Celebrating Women Entrepreneurs Summit. The event was designed to inspire women entrepreneurs and raise awareness of the potential for innovation and economic expansion for women. This year, the summit featured an illuminating interactive talk led by Melissa Barker, the Founder and CEO of Women Entrepreneurs Inc. Her company is building a better way for women business owners to help each other through a Member Directory, Marketplace, and Online Forum. Women need to share knowledge, resources, and connections to grow and sustain their businesses. Melissa asks, “How can women support one other if we don’t know each other?” She observes that success looks different for everyone because we all have different ideas of what a great life looks like. She suggests that students should start thinking about "what your story is” as one can take multiple paths to success in their chosen fields. The multiplicity of paths makes the planning the future both exciting and overwhelming.

STUART WILLIAMS IMPACT SCHOLARS

Global experts believe that over the next 50 years, people who innovate solutions for humanity and/or the planet will create the greatest wealth accumulation on earth. The Stuart M. Williams Impact Scholars are helping change the world through application of the mantra: “Making A Profit, While Making A Difference.”

The Stuart M. Williams Impact Scholars program fosters professional development of highly motivated students by providing them with challenging, extracurricular opportunities in the impact community.

Now, in its third year, the program received 85 applications for just eight coveted spots. The applicants went through a rigorous selection process including pitches and interviews. Congratulations to the 2019-2020 Stuart M. Williams Impact Scholars:

- Jody Bell
- Marie Davis
- Caty Greer
- Katy Hill
- Sabrina Safie Miguel
- Brandon Richardson
- Sabriyah Richardson
- Katy Schmidt

The projects undertaken by the students included an impact analysis of two major public institutions. Two students – Jody Bell and Caty Greer – earned summer internships with In-Place Impact.
One goal of the Center for Entrepreneurship is to promote a vibrant innovation culture that provides entrepreneurial insight across the campus. We support and engage in collaborative work with interdisciplinary groups and community entrepreneurs. This goal aligns with the “education of the whole person through integration of curricular and co-curricular or extracurricular activities,” (Goal 4; College of Charleston Strategic Plan).

**Entrepreneurs-in-Residence**

Each semester, the Center for Entrepreneurship sponsors an Entrepreneur-in-Residence to help teach MGMT 445, the 1 credit seminar in entrepreneurship pioneered by Tommy Baker. This course provides an opportunity for students to interact with entrepreneurs in a small group setting. The Entrepreneur-in-Residence for 2019-20 continues to be noted business leader, Glenn Starkman. Glenn used his unparalleled connections to invite twelve entrepreneurs to guest-lecture in the past academic year.

The 2019-20 Entrepreneurs-in-Residence were Michael Cahill, Glenn Starkman and Stuart Williams. Each has provided hours of advice and mentoring to the students.

- **Michael Cahill** – Legal Entrepreneur-in-Residence

  Michael is a private investor, attorney and business consultant who has worked in the investment management business for 23 years. Michael was planning to be “in Residence” for 6 weeks from March to April and lecture in the IMPACT X class. Unfortunately, his spring residency at the College was postponed due to the Covid virus outbreak.

- **Glenn Starkman** – Tommy Baker Entrepreneur-in-Residence

  Glenn helps teach MGMT 445, the 1 credit seminar in entrepreneurship pioneered by Tommy Baker. This course provides an opportunity for students to interact with entrepreneurs in a small group setting.

- **Stuart Williams** – Social and Environmental Entrepreneur-in-Residence

  Stuart is Founder and Principal Member of The Impact Experts; Director of Be Earth Foundation, a United Nations IGO and Visionary and Founder of Intentional Investment Holdings, PBC. He provides advice to the IMPACT X students to help create Impact startups that Make A Profit, While Making A Difference.
ENTREPRENEURSHIP GUEST SPEAKERS

The Center for Entrepreneurship supported a robust schedule of guest speakers with over 40 different guest speakers lecturing across the various Entrepreneurship classes and events. The list of guest speakers included notable entrepreneurs such as Anita Zucker and Mark Richards. This rich and vibrant source of community input helped bring a level of inspiration and relevance to theoretical constructs learned in the entrepreneurship classes.

ENTREPRENEURSHIP AFTER 5

Each semester – October 2, 2019 and March 11, 2020 – the Center for Entrepreneurship sponsored an evening meet up in the Mellow Mushroom where students, faculty and entrepreneurs collided and traded entrepreneurial stories. Entrepreneurship After 5 drew over 70 attendees for both events. Of special note was the support of successful young alumni who are active in promoting the entrepreneurial journey including Shannon Caulk, Lauren Furey, Ann Winters, Kenny Ridgell, Chad Ross, Adam Lea and Liam Becker. Their entrepreneurial stories truly resonated with our students. Faculty supporters include Dr. David Desplaces, Lancie Affonso, Chris Starr and Stuart Williams.

Chad Ross (’18) providing startup advice to students
The Center for Entrepreneurship received 15 applications for the 2020 Student Entrepreneur of the Year. Through a selective application process, seven finalists were chosen. Students created a one-minute presentation of their success to date.

- Lily Attias  
  Lil Blen Surf Wax
- Lavetta Bernard  
  Crown Jewels
- Caitlin Dolan  
  Hope For A Future
- Savanna Heim  
  Film Friendz
- Magali Nunez  
  Bellisima Piña
- Meghan Smith  
  Beware of Dog Prodns
- Isaac Waters  
  Collegiate Recovery Program

A big thank you to our eight excellent judges for the 2020 Student Entrepreneur of the Year contest:

- Dr. David Desplaces
- Dr. David Hansen
- Christian Ruppe
- Glenn Starkman
- Dr. Chris Starr
- Stewart Vernon
- James Wasson
- Stuart Williams

As always, this was a very difficult selection process. Each finalist had a minimum turnover of $2,000 in the past year. In third place was Savanna Heim, the runner up was Lily Attias, and the winner was Isaac Waters. Congratulations to all of our student entrepreneurs!

_Congratulations to Isaac Waters ('20), our 2020 Student Entrepreneur of the Year!_
Dan Dickison in *The College Today* (June 10) provides an illuminating story of Isaac’s startup journey. Below is an abbreviated summary of his story.

College is a time of transformation. And a lot of change can occur in four years. Just ask Isaac Waters. Waters, who will graduate this year as a business administration major with a concentration in entrepreneurship, applied to the College of Charleston nine times before he was finally admitted. He says his dream was always to attend CofC, yet when he arrived on campus in 2016, he remembers being anxious and fearful about what might be in store for him.

“I wanted to be a part of a community,” he recalls. “I knew that I needed that. I was in recovery – three and a half years free from drugs and alcohol – and I was scared. I didn’t know that I would necessarily find friends. I didn’t know if I was going to find support.” So, Waters took it upon himself to ensure that those things would happen. Along with fellow student John Nix ’16 – and two members of the Charleston recovery community – he made plans to establish the Collegiate Recovery Program at the College even before he enrolled as a student at CofC.

An initiative dating back to the late 1970s, collegiate recovery programs are available nationwide today. They provide various aspects of support for college students in recovery and those who’d like to be sober and free from substance abuse. Waters knew people who’d been part of these programs at other universities, so he started doing some research.

“I learned that there were strong programs at places like Georgia Southern University and Augsburg University in Minneapolis,” he says. “These programs genuinely support a thriving community of students in recovery. Augsburg, for instance, has over 200 sober dorm rooms, a staff of nine people and 12 faculty members involved. All of that information really inspired and accelerated our efforts at the College.”

In fewer than six months, Waters and his cohort had raised sufficient funds to start a program at CofC. The College’s Collegiate Recovery Program officially launched in the fall of 2016. The College of Charleston was the first university in South Carolina to start such a program. “We got great support and guidance from people at the College, particularly in the Division of Institutional Advancement,” he says. “They taught us how to go out and talk to the community members we wanted to target. The first person we approached – alumna Patty Scaraflee ’66 – donated a significant amount on the spot, and then pledged to contribute substantial funds for the following three years. Her involvement has been pivotal, and it really was special to work with her and to watch the impact that she has on her own community here.”

Through grants and private contributions – as well as annual funding from the College – the Collegiate Recovery Program has flourished. “We’re making a big impact,” Waters says. “We started with just two students four years ago and we’ve now cycled over 50 students through the program. We’ve got a full-time director (Wood Marchant ’89) and a part-time employee (Nate Lyles ’12) and we even offer a scholarship. To see the program grow like this has been the highlight of my college experience.”

As the spring semester wound to a close, Waters – and the Collegiate Recovery Program – received some good news. The Center for Entrepreneurship recognized Waters as Student
Entrepreneur of the Year for his initiative in co-founding the program – and for helping to raise enough funds to support it for years to come.

“When that award was announced,” Waters says, “all I could think about was how much of a privilege it has been to study entrepreneurship at the College. It’s amazing how the mentors and the faculty here really support their students. I’ve taken almost every entrepreneurship course offered at the College and the opportunities you find are unparalleled. “I took Entrepreneurship 445 three times actually. It’s taught by a local business executive – Glenn Starkmann – who brings a different entrepreneur to every class session and you get to ask that person unfiltered questions about their business. For me, that was life-changing,” he says. “And I took professor Kelly Shaver’s Biomedical Commercialization course, which pairs CofC business students with post-doctoral students from the Medical University of South Carolina. You conduct feasibility studies on the research – the drugs and therapies – that these guys are actually developing. It’s truly a real-world experience.”

In a more recent entrepreneurship course, Waters says that he and several other students had the opportunity to conduct systems-mapping on a local nonprofit called Wake Up Carolina. “We ran an analysis of one of the organization’s signature programs for three months and then got to make recommendations to the directors,” he says. “Being able to do that as part of a class – to get more real-world experience like that – was really beneficial.”
The center’s goal is “achieve financial security by creating a new financial model” (Goal 5; College of Charleston Strategic Plan). The Center for Entrepreneurship is financially sustainable owing to the generous donations of our Advisory Board. The members of our Advisory Board are:

**Mark Richards, Chair**  
PolyClean USA, Angel Investor

**Michael Cahill**  
Legal Entrepreneur-in-Residence

**Jennifer Garr**  
SVP, Ogilvy & Mather

**Jerry Nairne**  
Founder, Chesterfield Holdings

**Neely Powell**  
Founder, Charleston Shoe Company

**Lisa Quadrini**  
SVP, Wells Fargo Advisors, LLC

**Glenn Starkman**  
T. Baker Entrepreneur-in-Residence

**Stewart Vernon**  
Founder, ASP Franchising

**Stuart Williams**  
Social Entrepreneur-in-Residence

We appreciate the unstinting service and extreme passion of our Advisory Board. Each member of the advisory board has lectured and/or mentored College of Charleston students and has invested substantive time, expertise and/or financial assistance to help sustain operations of the Center for Entrepreneurship. We are especially thankful for the servant leadership of our Chair, **Mark Richards**, as he helps pilot and guide the development of the Center for Entrepreneurship. We also note the special assistance of our three entrepreneurs-in-residence – **Michael Cahill**, **Glenn Starkman** and **Stuart Williams**. Finally, a special call out to **Stewart Vernon**; Stewart was the founder of the Tommy Baker Entrepreneurship Fund as gratitude for the unstinting support that **Tommy Baker** has provided to entrepreneurship students. Stewart has carried on Tommy’s tradition with exceptional assistance and advice to our students. Overall, the Advisory Board, Huge Foundation, Steve Swanson Foundation, Department of Commerce, grants and individual donors have helped raise over $750,000 for Center for Entrepreneurship programs in the past seven years.
The Center for Entrepreneurship continues to innovate in order to create meaningful experiential programs that enrich our students. Given the persistence of inequalities and the dangers of marginalization, our primary focus for the upcoming academic calendar of 2020-21 is to support diversity and continue the expansion of our impact entrepreneurship program.

After the covid-related postponement of Impact Day and the Tommy Baker Hour, we are cautiously planning to reschedule these events in spring 2021. This spring, in collaboration with Mark K. Pyles, Director, School of Business Investment Program, we launched our first Impact Investing class. Jason Britton brought his ESG expertise to a class of 17 students. As far as we know, this is the first undergraduate Impact Investing class in the southeast.

This year, we also introduced a number of new electives for the entrepreneurship minor and concentration from different disciplines including Arts Management, Computer Science, and Decision Sciences. Students minoring in entrepreneurship can take classes ranging from understanding creativity to biomimicry to user interface development. We are continuing to explore and innovate our academic curriculum to provide students with relevant, meaningful and consequential entrepreneurial experiences.

CONCLUDING COMMENTS

The Center for Entrepreneurship is appreciative of the immense support and collaboration of a wide range of community sponsors, mentors and participants. In particular, we are grateful for the dynamic support of our outstanding team of professors who support entrepreneurship programming here at the College of Charleston (Lancie Affonso, Jason Britton, Dr. David Desplaces, Dr. David Hansen, Dr. Kelly Shaver, and Dr. Chris Starr). This summer, with sadness we say good-bye to Dr. David Desplaces. David was instrumental in initiating many of the entrepreneurship programs here at the College including Design Your Life and DEMOS; he is an inspirational teacher, colleague and mentor. His departure leaves a big hole in the hearts of our students and the greater College of Charleston community.

The success of our programs is also due to the hard work and energetic assistance of Dr. Carrie Messal (Chair, Management and Marketing), Chris Rodgers, and Christie Tinsley and our student interns, Georges Mahama and Karisha Desai. We are also thankful for the visionary leadership of Dean Alan Shao in the School of Business.

It takes a community to create a startup!

We look forward to an exciting year of entrepreneurship in 2020-21!

Center for Entrepreneurship Annual Report
Respectfully submitted on July 1, 2020
David Wyman, PhD