PROPOSAL TO LOYOLA UNIVERSITY NEW ORLEANS
UNIVERSITY COMMITTEE ON INTERNAL GRANTS
Faculty Development Grant Proposal

Name:  Jon Atkinson  
College/Department:  College of Business  
Rank:  Assistant Professor, Extraordinary  
Chair/Professorship:  Director, Center for Entrepreneurship and Community Development  
Date Submitted:  11/14/2014  
Start Date:  1/5/14  
Completion Date:  8/1/14  
Title of Project:  Lean Launchpad Educator Seminar

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<tr>
<th>Budget</th>
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<td>1. Supplies (itemize below)</td>
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<td>2. Printing &amp; Copying</td>
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<td>3. Journal Page Charge</td>
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<td>4. Travel (itemize below)</td>
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<td>5. Per Diem (itemize below)</td>
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<td>6. Other Costs (itemize below)</td>
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<td><strong>TOTAL</strong></td>
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Budget Justification: (Please do not attach other budget pages.)

Lean Launchpad for Educators Registration Fees with Hotel: $3,295
Per Diem $56/Day (GSA Rate) (5 Days)): $280
Airfare to MSY to SFO: $625
Round trip ground transportation/car rental with gas: $350
Two nights of additional hotel for Silicon Valley Networking and Follow-up: $250

Total Project Cost: $4,800
What other sources of funding (internal and external) have you identified for this project?

Venture Well (Conference Organizer) Subsidy
Loyola Center for Entrepreneurship Faculty Travel/Research Grant
College of Business General Funds
Personal Funds

If you have received any prior Loyola University grant funding within the past three years, please list the years and amounts. For each award, specify whether a final report was submitted. If any documents are outstanding, please explain why and specify whether a formal extension was granted.

None

Does your research involve human subjects?  Yes  No. If yes, funding for this project is contingent on receiving IRB approval. If you have IRB approval prior to submitting your proposal, please attach the approval memo to your application. If you do not have IRB approval at the time of your submission, please complete the IRB protocol as soon as possible after your proposal submission.

I have submitted the Employee Conflict of Interest Disclosure Form. Yes.

I have read and understand the University’s reimbursement policy. Yes.

Narrative Description (use no more than one additional page and please write for a general academic audience):

To: Faculty Development Grant Committee
Re: Loyola Center for Entrepreneurship and Community Development Lean Launchpad Faculty Development Proposal

The requested funding would allow me to attend the Lean Launchpad Educators Seminar in Santa Cruz, CA. (http://venturewell.org/lean-launchpad). As a new professor, this unique professional development opportunity will help me gain critical insight into national best practices in entrepreneurship education and engaged learning methodologies which will become the core curriculum of the newly created center for entrepreneurship and community development.

The seminar is organized by Venture Well and Epicenter, two leading national funders of innovation and entrepreneurship education and is hosted by Steve Blank, Founder of the Lean Start-up Movement and Professor of Entrepreneurship at U.C. Berkeley, Stanford University, Columbia University, NYU and UCSF.

The Lean Start-up methodology, pioneered by Steve Blank is revolutionizing the process of starting and building an innovative company. Contrary to the traditional process of creating a business plan and developing a prototype in isolation and secrecy, Lean methods encourage would-be Entrepreneurs to iterate quickly, focus on learning, and emphasize customer feedback in the search
for what will eventually become a repeatable and scalable business model. The Lean methodology contends that the goal of a newly created organization is not necessarily to create a business in the traditional sense, but to identify customer needs and pain points, build solutions that provide value to customers for and identify and hone the most efficient business model for the delivery of this solution.

Lean methods are also revolutionizing the teaching of business theory and entrepreneurship. Lean emphasizes practical application and engaged learning over traditional class-room pedagogy and introduces a new set of tools to the business curriculum like the business model canvas. Loyola is already bringing these ideas into the class room through innovative programs like “Venture Week” one of the 4 core modules of the new MBA curriculum and through other courses in the Entrepreneurship Minor that the College of Business is looking to develop. Such courses blend traditional learning experiences, with learning directly from practitioners, peer to peer learning and practical application to “invert” the classroom and provides with practical experience and a way to see their own ideas in action.

The College of Business is in the process of developing a Center for Entrepreneurship and Community Development that will create an on-campus nexus for interdisciplinary, curricular, and extra-curricular entrepreneurial education to prepare students for 21st century jobs in innovative industries, early stage companies, and self-directed careers. Entrepreneurial thinking further empowers emerging leaders through giving them the skills and confidence to take risk and build sustainable institutions in the face of significant uncertainty. Though not yet funded, The Center for Entrepreneurship is a strategic priority for the College of Business and is featured in the recently launched Faith in the Future campaign.

Attending the Lean Launchpad for Educators program will help me bring to the Loyola faculty and larger community a greater understanding, and a new level of in-depth expertise in this cutting edge field. I feel that developing excellence in this area is critical to the long term vision of creating a center of excellence for entrepreneurial education at Loyola that will support students and alumni from across the university.

Attendance at the Lean Launchpad Educators Seminar is competitive and preference is given to those looking to catalyze entrepreneurial education at their home universities. Loyola has made a commitment to teaching in this area and is uniquely positioned at the beginning of this process. The Lean Launchpad will help build the academic foundation for this movement in several ways:

- State-of-the-art pedagogical tools learned at Lean Launchpad will bring a new level of experiential teaching to Loyola by allowing students to couple content knowledge in their discipline (e.g., music business, chemistry, sociology) with repeatable and scalable business models
- Lessons could be taught in faculty development seminars to enable faculty university-wide to apply lean methodology in the creation of courses and creating projects built around validated student demand

Your consideration is greatly appreciated. For questions or additional information please contact feel free to contact me at jjatkins@loyno.edu.