

STUDENTS LIVING **CARDINAL, GOLD AND GREEN**

Bringing out the innovator in every Cyclone, the Start Something Network provides academic opportunities specifically tailored to students in each of Iowa State University's colleges. This month, the Start Something Program in the Ivy College of Business is celebrated.

Start Something College of Business

Entrepreneurship has been a major theme at Iowa State for over 25 years. Much of it revolves around the [Ivy College of Business Start Something Program](#), where supporting entrepreneurs is at the heart of their work. The Ivy College of Business prides itself on innovative experiences and opportunities for students to start their own businesses, hire employees, and become the engine of our economy.

Academic Connections

Regarding entrepreneurship, the Ivy College of Business offers ample opportunities, through world-class academic experiences: A commitment resulting in being ranked #11 for undergraduate entrepreneurship programs by the [Princeton Review](#).



Photo Courtesy of Start Something College of Business

Through the Ivy College of Business, students can explore an expansive world of innovation opportunities and experiences that extend collaboratively with other entrepreneurial connections across campus. Formally, career pathways can be pursued through an Entrepreneurship major, minor, master's degree and PhD specialization programs; all securing the springboard for bringing visions to life.

Entrepreneurial Immersion

At the foundation of the entrepreneurial spirit of the Ivy College of Business, lies the [Pappajohn Center for Entrepreneurship](#) - a large benefit to student entrepreneurs, offering many hands-on experiences and programs, as well as collaboration opportunities with partners across campus and beyond. Among the numerous opportunities supported within the Pappajohn Center, since its founding in 1996, are [Cystarters](#) and the [ISU Startup Factory](#), both of which are open to all majors and have launched multiple students into their bright futures.



Image Courtesy of ISU Pappajohn Center

Cystarters

A competitive 11-week summer accelerator program, Cystarters focus on enhancing student startups and business ideas. Within Cystarters, students are offered accelerated professional development opportunities including educational sessions on topics encompassing customer discovery, marketing and entrepreneurial finance; pitching opportunities in front of business-savvy audiences and engaging within the Ames entrepreneurial ecosystem through hosted events and networking. Applications for the summer 2023 cohort (May 17-August 2) are available on the [ISU Pappajohn Center CyStarters webpage](#).



Image Courtesy of ISU Pappajohn Center

ISU Startup Factory

A 16-week program focused on the development of business ideas, enhancement

of communication skills and detailed examination of business customers, ISU Startup Factory is a true startup incubator. Applications are accepted twice yearly for a program cycle each academic semester and are available on the [ISU Pappajohn Center webpage](#).



Image Courtesy of ISU Pappajohn Center

CyBIZ Lab
At the heart of the Ivy College of Business' Start Something platform however, is [CyBIZ Lab](#).

Judi Eyles, Director of the Iowa State University Pappajohn Center for Entrepreneurship, described the commitment that launched, and currently guides, this unique entrepreneurial vision. "CyBIZ Lab was launched in the fall of 2013 as one of Ivy Raisbeck Endowed Dean of the Debbie and Jerry Ivy College of Business Dean David Spalding's first initiatives when he came to Iowa State...", "she noted, "Alex Andrade was one of the first MBA students hired to perform our first CyBIZ Lab

team project. Celebrating 10 years since inception, and over 300 projects later, Alex now serves as the director of the program."



Image Courtesy of ISU Pappajohn Center

In the consideration of sustainability and a sustainable future, Eyles offered the especially unique manner in which CyBIZ enhances student interest and connection. "Students working in CyBIZ Lab gain practical experience in both leading projects and working on real and relevant business problems faced by companies and organizations. Businesses and organizations need to stay alive, be competitive and focus on sustainability, so many of the projects are related to these issues facing businesses. Through the CyBIZ Lab program, students are introduced to business leaders, are informed of many different business challenges, and have the opportunity to work together with the company, perhaps a future employer, to make a difference in their project work."

Eyles went on to connect the CyBIZ Lab to this month's newsletter focus of "Make Your Green Mark": "Some of the students' favorite projects are with area non-

profit organizations. It's a great experience to learn about the challenges facing a non-profit organization, and sustainability is top of the list. Organizational CEO's need to manage costs, reduce waste, keep people, recruit volunteers, serve others and improve the lives of those they serve. For students who have not ever experienced working in or with a non-profit organization, this project work really ignites the passion in students, who are highly motivated to help the organization and make a difference. We hope that the experience sets up students for a lifetime of giving back by helping smaller organizations improve their current and future operations, develop sustainability confidence, and ... Make Their Mark..."

She also encouraged students (and project contacts) who are interested in CyBIZ Lab to learn more. "We are always recruiting for CyBIZ Lab projects and CyBIZ Lab students. Visit our website for more information or to apply: www.ivybusiness.iastate.edu/cybizlab."

The Student Experience
Bringing together students to work on projects that overall ignites passion within students is CyBIZLab's specialty. Live Green! had the privilege to correspond with three students within

CyBIZ Lab and glean their insight on the many beneficial opportunities and connections they have endeavored throughout their unique experiences - as well as the resulting "mark" they feel they are able to offer as a result.

Two students within CyBIZLab - Jian Janes (JJ), a junior studying Management Information Systems and Hunter Borys (HB), a senior majoring in Finance, are currently making their "green mark" by working on a project in connection with environmental sustainability and wind energy, while a third student, Morgan Hawkins (MH), a senior studying Management, Entrepreneurship and Psychology, is "greening" through social sustainability and a project focused on creating and supplying a better nursing bra for mothers.

Why did you decide to get involved with CyBIZ Lab?

JJ: I joined CyBiz because I have goals to join the consulting field post college and was so happy that there was an opportunity here on campus.

HB: I began my involvement with CyBIZ lab in Spring of 2023 to learn how to work directly with a client before my graduation. I was reached



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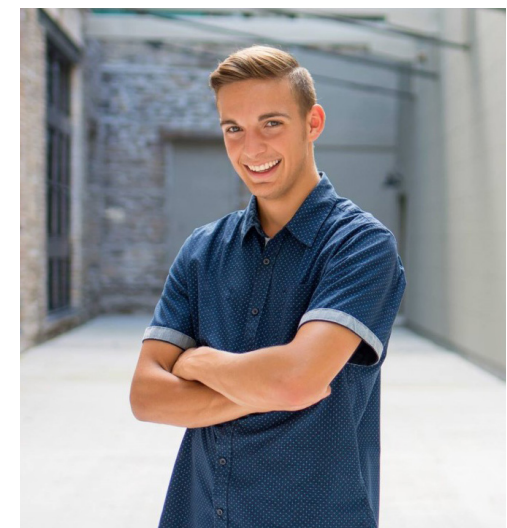


Photo Courtesy of ISU Pappajohn Center



Photo Courtesy of ISU Pappajohn Center

out to after an existing team needed some additional help and jumped at the opportunity.

MH: I choose to get involved with CyBIZ because it is such a wonderful workplace that challenges each of its employees, while also helping us develop real-world consulting skills and our abilities to successfully work on cross-functional teams.

What have been your biggest takeaways in being a part of CyBIZ Lab, personally & professionally?

JJ: For me one of the biggest takeaways is just to be more proactive. CyBiz has taught me to not let chances pass me by and that I am more capable than I think I am. I have joined and led projects that just last year I would not even considered - thinking that I wouldn't be able to keep up. I am so glad that CyBiz has shown me how able I truly am.

HB: My biggest takeaway from the CyBIZ lab program is how important it is to be self-directed as an individual in the workplace. Oftentimes classes are very structured, and you always know what tasks you have to complete. Through CyBIZ I have been able to develop the skill of being able to assess a broader situation and then determine my own path forward while incorporating the guidance of

the client and my teammates.

MH: My biggest takeaway from working at CyBIZ is that it is OK for your first solution to not be the final solution! Pivoting and growth is essential to being successful in the business world, and I think CyBIZ really encourages learning from your mistakes to provide the best possible outcome for the client - all while providing a great learning experience.

What innovations/connections impacting sustainability (environmental, economic or social) have you found in your involvement with CyBIZ Lab?

JJ: I have worked with many startup companies since my time at CyBiz Lab. I worked with a local arboretum helping them create promotional materials and it was eye opening to see the little bit of insight about the running and makings of an arboretum I gained whilst developing content for them. More recently, I have been leading a team working with a local Iowa State company within the wind farm industry. This job has taught me, in addition to how wind energy works, just how prevalent wind energy and other renewable energy sources are across the U.S..

HB: The project I am currently working on through CyBIZ lab is focused on a technological innovation that shows promise to increase the cost



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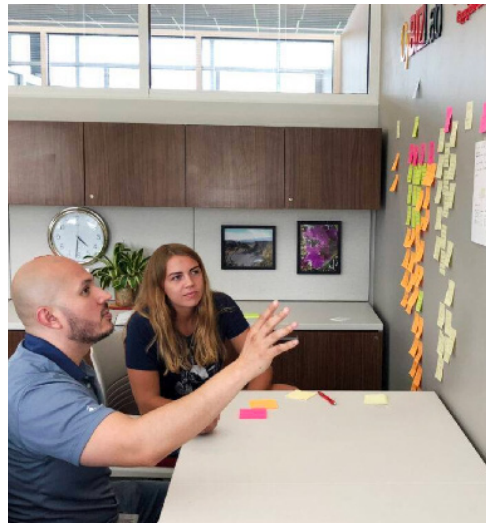


Photo Courtesy of ISU Pappajohn Center



Photo Courtesy of ISU Pappajohn Center



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effectiveness of wind energy in Iowa and elsewhere in the U.S. This project not only offers the possibility of cost reduction but may also be a catalyst to allow the development of wind projects in areas that have historically been unsuitable for wind.

MH: Last semester, I had the honor of being the team lead for a project that focused around creating and supplying a better nursing bra. This nursing bra company was being developed by a current Iowa State professor, who was an absolutely wonderful woman to work with, and had a strong vision and desire to improve the experiences of nursing mothers - in light of all the complications that often arise with breastfeeding and pumping. This social sustainability project was so meaningful to be a part of, and I cannot wait to see how her business grows in the future.

Describe what other opportunities/programs/initiatives you have been involved with in the Ivy College of Business that have supported innovation and entrepreneurship and/or sustainability?

JJ: I have had the pleasure to meet with many of the members of the Summer of 2022's cohort of students for Cystarters. During our brief conversations... I always come out inspired by their hard work and creativity.

HB: Opportunities exist wherever you look at the Ivy College of Business. As a participant in the College-by-College Pitch Competitions and an applicant for the Cystarters Program I can speak to the passion for innovation and entrepreneurship at Ivy. These pitch competitions have allowed me to connect with my entrepreneurial peers and learn how to practically communicate the benefits of a new idea. There are so many ways to apply what you learn in the classroom to your personal passions at Ivy!

MH: When I first joined CyBIZ, my first ever project was also social sustainability focused. My team and I were working on producing a safer product for babies in the NICU. During our research and throughout that project, I learned so much about the industry and the efforts to make improvements for such a vulnerable population. It was another great experience that showed me how important CyBIZ work can truly be!

In consideration of this month's newsletter theme, "Make Your Green Mark," How do you see this connected within the experiences you have had in the Ivy College of Business?

JJ: I think it is connected because I think the student body is becoming more aware of the effects that they are

leaving behind and are actively trying to make sure the mark they leave behind is positive and sustainable.

HB: My involvement in the CyBIZ lab has provided me with an opportunity I never would have dreamed of having during my college experience. It is immensely satisfying to realize that you have the capability to make a tangible impact through the work you are doing. I hope in a few years' time I can pass a wind turbine and be able to say that I had a part in creating a more sustainable future.

MH: I think sustainability in all realms has been a really big topic of our generation in recent years, and the Ivy College of Business has always had a great pulse on what the students care about, and tailoring their curriculum and offerings to accommodate for that. For example, within many of the classrooms, professors shape their curriculum based on current businesses for their case studies, ethical/unethical practices in sustainability for debates, and even developing entire classes that surround topics like Social Entrepreneurship. I am so appreciative of all the college has to offer, and I feel the college will continue to stress the importance of economic, environmental, and social sustainability for years to come.

Find Your Innovative Connection

Offering students the ability to explore, work within and challenge themselves with so many different interest areas and experiences, the Ivy College of Business, empowers students to envision, create and ensure a sustainable future. Through a plethora of opportunities in innovation and entrepreneurship, students traverse a diversity of real-world challenges. Through collective systems-thinking, collaboration and teamwork solutions, students discover and embrace the unique and innovative "spark" that exists within.

Learn more about, make connections to and stay updated on the Ivy College of Business Start Something Program on their webpage, the Ivy College of Business Instagram and Facebook social media platforms.



Photo Courtesy of Start Something College of Business