November 4, 2014

Dear Spartan Friend,

I am writing to invite you and a select group of alumni and friends to learn about the university’s new entrepreneurial ecosystem, the Innovation and Entrepreneurship Experience on Friday, November 21, 2014. On Saturday, we will reconvene at Cowles House and then head over to Spartan Stadium to enjoy the MSU vs. Rutgers football game. You and your colleagues in business and industry will be interested, I believe, to learn about MSU’s emerging initiatives designed to enhance students’ entrepreneurial education and experience. An agenda of events, including optional attendance at the Broad Business Plan Competition at Wharton Center on Thursday night, is enclosed.

Your Friday at MSU will include visits to three vital campus incubators of entrepreneurship: Media Sandbox, Student Hive, and The Hatch. This event will provide opportunities to interact with students and faculty who are inventing creative, profitable solutions to the challenges facing our businesses and communities. Especially important is the session on Friday afternoon at which we ask for your constructive suggestions and feedback. We’d like your ideas about how to develop further MSU’s entrepreneurial programs and for your recommendations about how the university can improve our efforts in this essential area of business education. MSU’s partnership with business and industry leaders is of key importance in developing curricula, programs, facilities and internships that give students the knowledge and tools to compete successfully in today’s complex global markets. Your role in the process is a significant one, and I hope you will join us in this effort.

Hotel rooms are available for purchase if needed, and transportation to sessions around campus will be provided throughout the day. To respond to this invitation, please return the enclosed form or contact Ainsley Banks at 517-884-1046 or via email at banksain@msu.edu. To learn more about this opportunity to engage with the Innovation and Entrepreneurship Experience, please contact Lyndsay Cook at 517-884-4098 or via email at cookly@msu.edu. We have extended a limited number of invitations, please respond today. I hope to see you in November.

Best regards,

Lou Ann K. Simon, Ph.D.
President

MSU is an affirmative-action, equal-opportunity employer.
Innovation and Entrepreneurship Experience at MSU
November 20-22, 2014

**Thursday, November 20, 2014**

5:30 – 9:00 p.m.  Broad Business Plan Competition
Wharton Center

The Broad Business Plan Competition gives students (under graduate and graduate) an opportunity to demonstrate their ability to conceive, develop, and execute an innovative solution to some identified market opportunity. These are skills valued in corporate environments, and critical to entrepreneurial pursuits.

**Friday, November 21, 2014**

9:30 a.m.  Welcome and Continental Breakfast

10:00 – 11:00 a.m.  Media Sandbox tour
*Exploration of the Media Sandbox program, innovative students, projects and spaces that make up the MSU Media Sandbox.*

11:30 a.m. – 1:45 p.m.  Student Hive Series
The Hive: Wilson Hall
*Round table discussions with BUS 201 (Business Model Generation) class, with a focus on lessons learned, importance of planning, strategic thinking and team-building.*

2:00 - 3:50 p.m.  Student Start Up & Spin-Out Business Showcase
The Hatch - MSU Innovation Center
*An introduction on the Hatch, student business statistics and the program format. Through Speed Networking program we’ll match guests with start-ups. There will also be a highlight on MSU’s most promising new technologies and venture opportunities, based on intellectual property generated through University research.*

4:00 – 6:00 p.m.  Innovation Reflection, Projection and Networking Reception
MSU Innovation Center
*Reflection on what has been seen, heard, learned. What does MSU lack? What’s still needed? Where do attendees today fit in this exciting program series?*

**Saturday, November 22, 2014**

Michigan State University vs. Rutgers at home, time TBA