



CENTER FOR INNOVATION & ENTREPRENEURSHIP

Rowan's Entrepreneurial Ecosystem At-A-Glance

It continues to be a packed and exciting spring for Entrepreneurship at Rowan. Our Studio 231 learning lab and maker space was recognized as one of AACSB's 2019 Innovations that inspire. 49 early stage student startups participated in the first ever RCIE New Venture Expo. We held the 12th Annual Rohrer New Venture Competition. 12 students attended an entrepreneurship conference in Rhode Island and 2 represented our University Innovation Fellows group at SXSW in Austin, TX. I hope you enjoy the news update below. As always, thanks for supporting the Rowan Center for Innovation and Entrepreneurship.

Best,
Eric Liguori, PhD
Executive Director and Rohrer Chair of Entrepreneurship

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E-NEWS TO KEEP YOU IN THE KNOW

Rowan Honored for Innovation in Entrepreneurship Education

AACSB, the premier accrediting body for business schools around the globe, recognized Studio 231 as one of their twenty-one Innovations that Inspire for 2019, noting Rowan's innovative approach to interdisciplinary entrepreneurship education serves as "a champion of change in the business education landscape." Learn more [here](#).



Hawk Aeronautics Takes First Place at the 2019 Rohrer New Venture Competition

After months of preparing through workshops, five finalists went on to compete in the 12th Annual Rohrer New Venture Competition and pitched their business plans to judges Linda Rohrer, Joe Cosgrove, Phon Malone and Christopher Greco (L-R).

Congratulations to first place winners, Christopher Carras (Mechanical Engineering Junior) and Wyatt Van Orden (Mechanical Engineering Senior) of Hawk Aeronautics!



50 Student Companies Pitch Idea-Stage Startups at the New Venture Expo

Over 200 students attended the first ever New Venture Expo where 50 student companies pitched their idea stage startup to a team of over 30 judges made up of Founders, CEOs and business professionals in the area. Prizes included Best Pitch, People's Choice, and Most Promising New Venture among others. Congrats to our winners!



UIF Fellows Present at SXSW

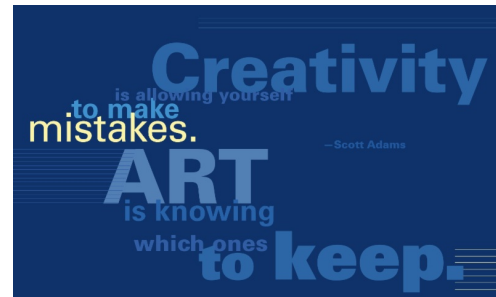
Two of our undergraduate University Innovation Fellows, Sarandeep Kaur and Jeff Stransky, joined their UIF colleagues from Stanford and other schools around the nation to represent the UIF program at South By South West, an International event featuring "the world's brightest creators".



Startup Design Challenge

16 Graphic Design Students under the guidance of Prof. Jan Conradi competed in an arts entrepreneurship competition as part of the Rohrer New Venture Expo. The competition was sponsored by Alum Tom Novellino and the team at Metaverse Corporation.

Image Credit: Cassidy Greene



Ross Medallion Award Winners Announced

Rowan Entrepreneurship Majors Jeff DeVito and Ethan Aversa have been selected as the recipients of the 2019 Linda Ross Medallion Award for Entrepreneurial Engagement. Dr. Ross noted she's thrilled to see Ethan and Jeff recognized for their success at Rowan and that while she's enjoying retirement, she misses her daily interaction with students. Learn more about all of our Entrepreneurship Medallion Winners [here](#).



Rowan Alum hosts RCIE Sales Speaker Series

Anthony Magaraci, Rowan Alum and President of Trinity Packaging Supply, spoke on How to Close a Deal: Persuasion Through Leveraging Social Norms as part of the RCIE Sales Speaker Series. Anthony discussed mirroring, anchoring, and how to handle different personalities when closing a deal. His advice to students? "Get comfortable with getting uncomfortable" because cold-calling, while important, will be the most awkward thing you do in Sales.



Marketing Executive discusses Taking Products to Market

Terrence Wiggins of Terumo Medical spoke to nearly 100 students during a discussion titled 'From Product Ideation to Launch'. While the road to commercialization of technology can be difficult, he spoke on core principles to be mindful of during the process including the importance of storytelling in business, finding the right team to build the idea, and the art of networking.



For more information of any of Rowan's student entrepreneurship programs or to learn how you can support entrepreneurship at Rowan, please contact Jess (Wolk) Vattima at wolk@rowan.edu.

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