

100<sup>TM</sup>  
BABSON  
CENTENNIAL  
1919-2019



» THE ARTHUR M. BLANK CENTER FOR  
ENTREPRENEURSHIP | AT BABSON

# IMPACT REPORT

2018 —  
» 2019





# OUR MISSION

We accelerate new ventures of all kinds by providing Babson's emerging entrepreneurs access to the opportunities, community, and critical resources that they need.

We ignite the exchange of innovative ideas that will shape the future of entrepreneurship through our research and thought leadership.



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# THE EXPERIENCE



## LETTER FROM THE EXECUTIVE DIRECTOR

Taking the first step, and then another and another. Networking, making connections, and forming lasting relationships. Ideating, prototyping, testing, and iterating. Building businesses, teams, and products, and, along the way, founder skills.

This is the experience, and these are our entrepreneurs.

Our entrepreneurs are committed, passionate, curious, and purposeful, taking action to bring their visions to life on the journey to deliver incredible social and economic value to the world. We are so proud to be a part of this journey.

Here at The Arthur M. Blank Center for Entrepreneurship, Babson entrepreneurs access the resources, support, events, and learning experiences so they can advance their ventures. They find unparalleled support in a community that will motivate them and hold them accountable, they tap into expert guidance from advisors and mentors, and they receive the resources that are so critical to and often “make or break” early-stage businesses. Whether they give their first pitch at our annual Rocket Pitch event, meet with investors during office hours, collaborate with community members in our co-working space, or are selected for our highly competitive Summer Venture Program, we are meeting them where they are with what they need.

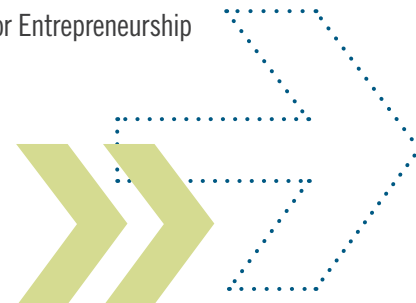
With your support, our entrepreneurs find their start at the Blank Center.

Best,

*Debi Kleiman*

Debi Kleiman

Executive Director of The Arthur M. Blank Center for Entrepreneurship



THIS  
YEAR  
WE »

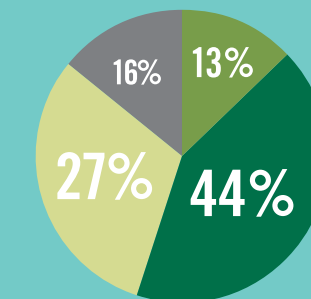
HELD  
100+  
EVENTS »



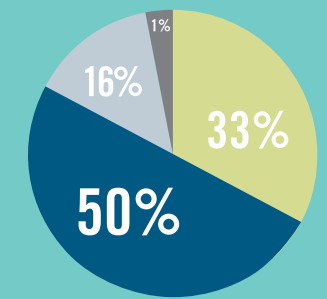
AWARDED  
\$120,000+  
IN FUNDING



WORKED WITH  
320+  
ENTREPRENEURS  
REPRESENTING  
275  
BUSINESSES



**BUSINESSES BY STAGE**  
 explore early pursue advanced pursue launch & grow











**BUSINESSES BY PROGRAM**  
 graduate undergraduate alumni other





# THE ENTREPRENEURS

## Keys to Success:

 THE HATCHERIES	 ROCKET PITCH	 MEGA MENTORING	 IAN GLOBAL STARTUP COMPETITION
 SUMMER VENTURE PROGRAM	 FOUNDERS SUMMIT	 B.E.T.A. CHALLENGE	 THE BUTLER LAUNCH PAD AT BABSON BUTLER LAUNCH PAD

We work with undergraduate, graduate, and alumni entrepreneurs and other members of the Babson community who seek to start or advance their ventures. Our focus is on helping them to build their founder skills, find the resources and opportunities they need, and turn their ideas into reality.

## ARIST

Founders:  
Michael Ioffe '21,  
Ryan Laverty '20,  
Maxine Anderson '22  
Joe Passanante



How They Advanced at the Blank Center:



Realizing that access to digital learning is still extremely limited in many parts of the world, Michael Ioffe identified text messages, the most widespread form of communication in the world, as the medium that can deliver educational content. Fast forward, text message university Arist was recently recognized as a finalist in *Fast Company's* 2019 World-Changing Ideas competition. This summer, the team will participate in our intensive Summer Venture Program.



## LOU

Founders: Rachel Pardue '19  
Kyle Lawson '18

How They Advanced at the Blank Center:



When the idea for LOU was born, Rachel Pardue paired up with fellow eTower resident Kyle Lawson to build an MVP for an interactive software platform that guides users through their work. They landed private office space in the Hatcheries, leveraged mentoring opportunities at the Blank Center, refined their pitching and won multiple competitions, and took LOU all the way to the final round of the Babson Entrepreneurial Thought and Action® (B.E.T.A.) Challenge. There, Pardue was honored with the \$2,500 High Impact Female Founder Award. Today, Pardue and Lawson are launching pilots with companies that are eager to swap out their lengthy help centers in favor of LOU's code-free platform. They have a busy summer ahead and will be participating in Techstars New York.





# TAYLOR CUSTOM RINGS

Founders: Ashley Taylor MBA'20 and Jerry Taylor

How They Advanced at the Blank Center:



Taylor Custom Rings is disrupting the jewelry industry, designing rings made with mine-free diamonds and pure recycled metals for the socially conscious customer. With a clear vision, sense of mission, and limitless energy, Ashley Taylor moved her business forward during the academic year, participating in the Butler Launch Pad Fast Track Cohort, pitching to the Babson community at Rocket Pitch, and taking advantage of opportunities to receive mentoring at the Blank Center. Her perseverance paid off: at the B.E.T.A. Challenge, she won not only the graduate challenge but also the Centennial Award, taking home a combined \$30,000 in recognition of the actions she has taken toward her business goals.



# CLEANCULT

Founders: Ryan Lupberger '18 and Zachary Bedrosian '18

How They Advanced at the Blank Center:

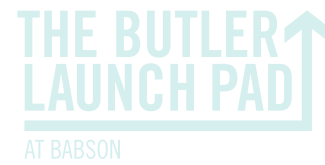


Revolutionizing the cleaning industry with sustainable and effective ingredients and plastic-free packaging, the cleancult team attributes its success to the resources and opportunities Babson was able to offer it at every stage of the business. From the Summer Venture Program and Len Green's Ultimate Entrepreneurial Challenge to winning the B.E.T.A. Challenge and competing in the IAN Global Startup Competition, cleancult's journey has been a remarkable one and it is far from done yet. The team raised \$2.5 million in its seed round, and cleancult products are now on the shelves of The Container Store.



## JOHN E. AND ALICE L. BUTLER LAUNCH PAD AND THE HATCHERIES

The John E. and Alice L. Butler Launch Pad acts as the hub of valuable opportunities and resources for our entrepreneurs to move their business concepts forward. They can find tactical, practical advice in workshops and events, receive customized mentoring and coaching, and connect with their peers. As well, they can apply for and access critical resources, including seed funding and private or semiprivate workspace in the [Hatcheries](#).



## SUMMER VENTURE PROGRAM

The [Summer Venture Program](#) is a 10-week intensive experience that builds entrepreneurial skills and accelerates the development of student ventures. Each year, the most promising graduate and undergraduate entrepreneurs from Babson College, F.W. Olin College of Engineering, and Wellesley College apply for the highly competitive program—only 15 teams are chosen.

Receiving free housing, workspace at the brand new WeWork location in downtown Boston, dedicated advisors, and world-class programming that leverages the resources of the Blank Center, the teams build their businesses, make connections, and are set on the path to deliver impact.

The program culminates in a showcase event, with an audience of more than 400 members of the Babson and local startup communities, held at the Federal Reserve Bank in downtown Boston.



## ROCKET PITCH

Three minutes. Three PowerPoint slides. This is [Rocket Pitch](#), one of Babson's most electrifying events! Students and alumni are selected to rapid-fire pitch their business ideas to a large audience of students, faculty, investors, and entrepreneurs and to receive feedback on the spot from the audience. Whether they are brand new to pitching or experienced entrepreneurs who already have launched their businesses, they are bound to hone their pitching skills, get valuable feedback, and make connections.



## B.E.T.A. CHALLENGE

The [Babson Entrepreneurial Thought & Action® \(B.E.T.A.\) Challenge](#) is our premier new venture competition, recognizing Babson entrepreneurs for achieving milestones in their businesses by taking action. Winners of the graduate, undergraduate, and alumni tracks each win a grand prize of \$20,000 in cash plus services in kind. This year, we also offered three special prizes: the High Impact Female Founder Award, the Social Impact Award, and the Centennial Award. In total, we awarded more than \$300,000 in cash and prizes this year!

### 2019 Special Prizes

- » High Impact Female Founder Award: Rachel Pardue '19, LOU
- » Social Impact Award: Josuel Plasencia '17 and Yulkendy Valdez '17, Forefront
- » Centennial Award: Ashley Taylor MBA'20, Taylor Custom Rings

### 2019 Winners

- » Undergraduate track: Deborah Cohen '19, Yad
- » Graduate track: Ashley Taylor MBA'20 and Jerry Taylor, Taylor Custom Rings
- » Alumni track: James Cantoni '17, Jeremy Gislason, and Simon Hodgkinson, PerkZilla



## FOUNDERS SUMMIT AND MEGA MENTORING

In honor of Babson's [Centennial](#) year, we created the [Founders Summit](#), an afternoon of ideas and inspiration for founders and builders of all kinds of companies. In [Mega Mentoring](#), we paired up 100 Babson alumni founders with 100 Babson student entrepreneurs for on-the-spot mentoring sessions. During the lightning talk sessions, presented in partnership with the Stephen D. Cutler Center for Investments and Finance, the Lewis Institute for Social Innovation, the Institute for Family Entrepreneurship, and the Center for Women's Entrepreneurial Leadership, Babson alumni founders shared insights from their own experiences in entrepreneurship, fundraising, family business, investing, and social innovation. Finally, serial entrepreneur Tim DeMello '81, P'18 took us through a memorable talk about his startup journey and shared important lessons he has learned along the way.



## IAN GLOBAL STARTUP COMPETITION

As part of our goal to create access to capital and critical resources for our entrepreneurs, we were pleased to present the [IAN Global Startup Competition](#) to the global Babson community. With the prospect of a \$250,000 equity investment, Babson students, alumni, faculty, staff, and parents were invited to apply to pitch their startups ready for angel funding to the Indian Angel Network, the world's largest and India's first business angel network. Three finalists—cleancult, Greensole, and Spext—were chosen by IAN to pitch in what was the Blank Center's first global virtual pitch competition.





# THE EXPERTS

WE MAKE CONNECTIONS AND PROVIDE OUR ENTREPRENEURS WITH ACCESS TO THE EXPERTS WHO WILL ENERGIZE THEM, GUIDE THEM, AND ADVISE THEM.

## EXPERTS AND SPEAKERS COME TO CAMPUS AND ALUMNI GIVE BACK



**50+**  
SPEAKERS,  
COACHES, AND  
MENTORS  
AT  
HOW 2 TUESDAYS,  
WORKSHOPS, AND  
OFFICE HOURS



**250+**  
ALUMNI AND  
FRIENDS  
ENGAGED AS  
SPEAKERS,  
EVALUATORS, AND  
B.E.T.A.  
CHALLENGE  
JUDGES

## ENTREPRENEURSHIP FACULTY ENRICH OUR PROGRAMMING

The Blank Center is co-located with Babson's Entrepreneurship Division, the world's largest dedicated entrepreneurship faculty. The faculty contributes immeasurably to our programming and Associate Professor Brad George, Senior Lecturer Caroline Daniels, and Adjunct Lecturer John Hallal act as faculty advisors to our Butler Launch Pad, joining business law Lecturer Leslie Garbarino, who acts as legal advisor.



## B.A.S.E.

(Babson Alumni Supporting Entrepreneurs) Consults

EXPERIENCED BABSON ALUMNI ACT AS SOUNDING BOARDS AND COACH ENTREPRENEURS AT EVERY STAGE OF BUSINESS.





# ENTREPRENEURS IN RESIDENCE GET HANDS ON

The Entrepreneurs in Residence (EIRs) at the Blank Center offer real-world insights borne of many years of experience in their industries. They host office hours, share their perspectives in speaker series, and co-teach graduate-level classes. This year, we welcomed three new EIRs, Priya Iyer, John Landry '69, P'08, and Derek Schoettle MBA'03.



**Priya Iyer**

Chairman and CEO, Vee24, and SaaS expert

**Craig Dubitsky**

Consumer products serial entrepreneur and founder of Hello Products



**John Landry '69, P'08**

Software entrepreneur, investor, and serial CTO



**Derek Schoettle MBA'03**

Technology entrepreneur and operating partner of Great Hill Partners



## 100 ALUMNI FOUNDERS POWER MEGA MENTORING

At the Founders Summit, 100 alumni founders made Mega Mentoring happen and shared their time, advice, and expertise with 100 student entrepreneurs. Each mentor met with two student entrepreneurs for 30-minute conversations. The impact of this alumni involvement extended far behind the one day—the mentoring sessions sparked ideas, made connections, and inspired next steps.



## BLANK CENTER ADVISORY BOARD GUIDES OUR WORK

Made up of highly accomplished alumni entrepreneurs, the Blank Center Advisory Board provides strategic input on the initiatives and programs of the center. The board also creates a powerful network in support of the center's goals. Finally, the board offers itself as a resource to our entrepreneurs in a variety of ways including office hours, roundtables, and special events.

### ADVISORY BOARD MEMBERS

- » Matt Coffin '90
- » John Grayson MBA'97, P'20
- » Brett Markinson '89
- » Dan Marques '07
- » Angeli Tarsadia Reddy '09
- » Rishi Reddy '09
- » Sandeep Soni P'20



# THE ECOSYSTEM

The Blank Center is the nexus of an incredibly rich ecosystem here at Babson, where entrepreneurs can exchange innovative ideas, find inspiration in the achievements of others, access opportunities, and connect to the Greater Boston startup environment.

## PARTNERING WITH STUDENT ORGANIZATIONS

Multiple student-run organizations—including the MBA student-run Babson Entrepreneurship Forum, [eTower](#), and Babson CODE (Community of Developers and Entrepreneurs)—find their partner, sounding board, and collaborator in the Blank Center. We work closely with these groups, providing programming and marketing support and guidance, and they enrich our community by sharing their specific knowledge and networks. As one example, [Babson CODE](#) offered office hours at the Blank Center for entrepreneurs needing help with website and app development.



## BABSON COLLEGE ENTREPRENEURSHIP RESEARCH CONFERENCE (BCERC)

Faculty Director: Andrew Zacharakis, John H. Muller, Jr.  
Professor of Entrepreneurial Studies

Originally held in 1981, the [Babson College Entrepreneurship Research Conference \(BCERC\)](#) is the world's leading entrepreneurship research conference, bringing together academics and real-world practitioners. In 2019, BCERC returned to the Wellesley campus in honor of Babson's Centennial year and welcomed 300 scholars who presented more than 200 papers.

Babson is at the forefront of entrepreneurship research, and the Blank Center plays a pivotal role in convening and supporting research initiatives and conferences that help us to understand the impact of and foster the conditions for entrepreneurship.



OVER 470 ATTENDEES  
OVER 30 SPEAKERS  
AT STUDENT-RUN  
BABSON ENTREPRENEURSHIP FORUM







## GLOBAL ENTREPRENEURSHIP MONITOR (GEM)

*U.S. GEM Team Leader: Julian Lange, Governor Craig R. Benson Professor of Entrepreneurship and Public Policy*

Initiated in 1999 as a joint venture of Babson College and the London Business School, the [Global Entrepreneurship Monitor \(GEM\)](#), now a global consortium of more than 500 researchers in its 20th year of operation, is the largest and most developed research program on entrepreneurship in the world, including data from 100+ economies. Babson continues to lead the U.S. GEM team, producing [meaningful insights into American entrepreneurship](#), as well as global and longitudinal analyses to enable comparisons with other economies and within the United States over time.

### WHY ENTREPRENEURSHIP RESEARCH IS SO IMPORTANT



**IN THE LAST 5 YEARS:**

**30,000+**  
MEDIA STORIES

**127**  
**BILLION**  
PEOPLE REACHED IN 100 COUNTRIES

**SITE LAUNCH:**

GEM DATA HAVE BEEN USED IN

**650+**  
OTHER RESEARCH PUBLICATIONS

**PRESENTED AT:**

THE UNITED NATIONS, THE WORLD BANK, THE U.S STATE DEPARTMENT, THE AFRICAN UNION, AND MORE



### SUCCESSFUL TRANSGENERATIONAL ENTREPRENEURSHIP PRACTICES (STEP) PROJECT

*Faculty Research Director: Candida Brush, F.W. Olin Distinguished Professor of Entrepreneurship, Vice Provost of Global Entrepreneurial Leadership*

Founded in 2005 by Babson in collaboration with six academic institutions in Europe, the [Successful Transgenerational Entrepreneurship Practices \(STEP\) Project for Family Enterprising](#) is the first global research study to focus on entrepreneurship in business families. Leading academics and business families from around the world have joined as STEP partners to build a body of powerful practices and cases that enable families to pass on entrepreneurial mindsets and capabilities and to create value, continuity, and growth across generations.



# CELEBRATING LEADING ENTREPRENEURS

## Alumni Entrepreneur Hall of Fame

Babson's [Alumni Entrepreneur Hall of Fame](#) celebrates alumni who have distinguished themselves in entrepreneurial endeavors across all types of enterprises. In September 2018, we inducted Richelieu Dennis '91, founder, CEO, and executive chairman of Sundial Brands and founder and chairman of Essence Ventures.

The celebration also honors Rising Stars, alumni entrepreneurs who have founded or co-founded businesses that are less than 10 years old and are making an impact. Our 2018 Rising Stars are Dhairya Gupta MBA'08 and Chinmoy Mishra MBA'08, co-founders of AllizHealth, and Dandan Zhu '09, CEO and founder of DG Recruit.



## Academy of Distinguished Entrepreneurs®

The world's first entrepreneurship hall of fame, the [Academy of Distinguished Entrepreneurs® \(ADE\)](#) recognizes accomplished entrepreneurs who have created great economic and social value. In November 2018, we inducted Sara Blakely, founder and CEO of SPANX; Jesse Itzler, entrepreneur and co-founder of Marquis Jet; and the late Roger Enrico '65, H'86, former chairman and CEO of PepsiCo and former Babson trustee, into the ADE.

# OPPORTUNITIES

## GLOBAL ENTREPRENEUR IN RESIDENCE PROGRAM

In September 2016, Babson became the first private college to start a [Global Entrepreneur in Residence \(GEIR\) program](#). The program enables international entrepreneurs with existing startups to qualify for a cap-exempt H-1B visa to stay in the United States and continue to build their businesses. GEIRs have access to Blank Center resources and programs and, in turn, contribute to our community by mentoring, teaching, and working with Babson entrepreneurs.



**Akhil Nair MBA'18**  
Co-founder of Parzenn Partners

**Mayuresh Soni MBA'16**  
CTO and co-founder of Teplo



**Jamie Steenbakkers '18**  
CMO and co-founder of Busy Beauty



**Joe Zhou**  
CEO and founder of FirstBlood

## ARTHUR M. BLANK SCHOLARS

We begin to support promising entrepreneurs before they even set foot on campus: The Arthur M. Blank Scholarship—\$7,000 each year for all four years at Babson—is awarded to incoming students based on entrepreneurial potential, academic achievement, and financial need.

- » Alexandra Alfaro '21
- » Jonathan DiModica '21
- » Chao Zheng Li '20
- » Stephanie Mishler '22
- » Ernie Valladares '20
- » Patrick Briscoe '20
- » Elizabeth Lane '19
- » Ju'Quan Mills '21
- » Corey O'Neill '22
- » Lauren Vogt '21



# THANK YOU TO THE SPONSORS AND DONORS THAT SUPPORT OUR ENTREPRENEURS

**BABSON**  
ALUMNI ASSOCIATION

 ACE|&|Company

 Citizens Bank®

## Morgan Lewis

Goodwin Procter

Burton D. Morgan Foundation

Ewing Marion Kauffman Foundation

Molson Foundation

Anonymous Donor

Mr. Izzet Benadrete P'17

Mr. Anthony R. Chiasson '95

Mr. Kevin A. Colleran '03, H'15

Ms. Leslie A. Fleuranges '79

Mr. Stuart Ira Goldstein '76

Mr. and Mrs. John M. Grayson P'20, MBA'97

Mr. William F. Johnston MBA'68

Mr. Brett A. Markinson '89

Mr. Shaun P. McMahon '90

Mr. Daniel E. Munson '91

Mr. David B. Ragins '94

Mr. Rishi and Mrs. Angeli Reddy '09

Mr. Adam Said '04

Mr. Antoine A. Salem MBA'10

Mr. Felipe M. Venegas MBA'03

Ms. Jiahua Zhu '16



# WANT TO MAKE AN IMPACT?

Learn how you can support the new ventures and initiatives at the Blank Center by contacting us at [blankcenter@babson.edu](mailto:blankcenter@babson.edu)

[www.babson.edu/blankcenter](http://www.babson.edu/blankcenter)

GET CONNECTED WITH THE BLANK CENTER:

 @babsoneship  /babsonentrepreneurs  @babsoneship



“Two years ago, I left my home country, Brazil, barely understanding what entrepreneurship was about. Today, I am capable of building and running my own business. The Butler Launch Pad and the Summer Venture Program were major pillars of support in my journey. They provided me with connections with industry leaders and an environment that pushed me forward. I know that I might fail tomorrow, but at least I know that I will have the support to stand up and move forward.”

— ALISSON AMARAL '21,  
FOUNDER OF COLLEGESPOT

“The Butler Launch Pad was an invaluable community that pushed me to take action and move my business forward. The program helped me to set measurable goals, and then accomplish them. And the people involved, from top to bottom, helped me to establish a winning mindset.”

— ALEX KENNEDY MBA'20,  
FOUNDER OF ROSTOCK

“The Blank Center is the best friend of the Babson entrepreneur. Thankfully, I found it early on and in the past few months have received coaching, encouragement, community, resources, connections that have furthered my business, and even some funding for my venture. It's amazing to feel like there are people in your corner, working to help you succeed, and that—in a nutshell—is the Blank Center.”

— ASHLEY TAYLOR MBA'20,  
CO-FOUNDER OF TAYLOR CUSTOM RINGS

“Thank you, thank you, thank you! Those are the first words that come to mind when I think about the Butler Launch Pad and the Blank Center. I am extremely grateful for the opportunity I have had to participate in such an extraordinary community. Each member has been unconditionally supportive as well as held each other accountable. My mentors and teammates have become like family at Babson; without their love and enthusiasm, Yad would not have achieved the same milestones it has achieved today.”

— DEBORAH COHEN '19,  
FOUNDER OF YAD