



MSU INNOVATION CENTER
2017 Annual Report

MICHIGAN STATE
UNIVERSITY



The MSU Innovation Center combines innovation, technology commercialization, new company startup support, and a portfolio of dedicated business and community partnerships to bring cutting-edge ideas to the marketplace. Composed of Business CONNECT, MSU Technologies, and Spartan Innovations, the MSU Innovation Center stewards faculty, student and commercial partner ideas, bringing more than 150 discoveries annually into a pipeline of patents, products and startup businesses. Together, these solutions help build a diversified economy and jobs for Michigan.

The MSU Foundation established in 1973 as an independent non-profit corporation, fuels economic development initiatives through the commercialization of cutting-edge technologies invented by Michigan State University faculty, staff, and students. At its core is an extensive program that focuses on the support of research, invention, and entrepreneurship.

MSU Innovation Center & MSU Foundation Staff

Left to right, front row: Dana Smith, Su Jun Lim, Kay O'Berry, David Washburn, Anne DiSante, Richard Chylla, Charles Hasemann, Andy McColm, Jen Folger, Karen Cronk, Marcia Fittro, Ann Spalding, Ray DeVito.

Second row: Nina 'Isi' Davis, Janelle' Flores, Janet Foreman, Kathleen Chalker, Traci Cannon, Jean Zwier, Abby Daugherty, Gabi Allum, Jeanine Tomko, Jeff Meyers, Guangming He, Angelia VanWoert, Karen Studer-Rabeler, Jamie Binger.

Third row: Amber Shinn, Randy Sheets, Brian Copple, Erik Klink, Reanee Unger, Jeff Smith, Brad Shaw, Melanie Adkins, Rebekah Skrzyniarz.

Not pictured: Susan Bukovcik, Sandra Clough, Lori Fischer, Paul Jaques, Charlene Fortin, Caitlin Jost, Tina Ramos, Tom Herlache, Kevin McCurren, Aaryn Richard, Brice Nelson, Chris Sell, Marta Sinclair, Frank Urban

An intentional center of gravity for innovation and commercialization, the MSU Innovation Center merges corporate research engagement, technology transfer, and startup company formation with experiential student entrepreneurship support. We strive to help MSU reach new firsts, changing how we solve the world's problems, from food supplies to medicines.

This has been a year of setting new records and blazing trails. Among our accomplishments: MSU launched two new day-neutral strawberry varieties from Michigan, the first in more than 30 years, as well as a new dwarf cherry rootstock, Corette (see page 8). We entered into a \$1.3 million partnership with Kemin Industries targeting improved plant production of antioxidants. And MSU has cancer in its sights again, partnering with startup Venn Therapeutics to fight melanoma with the aid of our own immune system (see page 15-16).

The launch of six successful new startup companies set a university record, all creating jobs and anchoring investment. As the first Innovation Hub in the state, our AgBio successes with the MTRAC program have been substantial, turning a \$2 million investment into nearly \$50 million in follow-on funding for a number of startups.

We're also proud to report that nearly 50 percent of our inventions came from women -- an all-time high. Additionally, nearly 50 percent of our company founders are women. We set a new high for corporate sponsorship of programs on campus and broke previous license records this year, commercializing more technologies and moving ideas to market. All in all, 2017 was a very good year.

Looking to the future, we've set a series of alumni partnership and fundraising goals to help the next generation of innovators and entrepreneurs shine even brighter.

We hope to grow support for our dedicated student startup spaces and programs, build a stronger accelerator program,



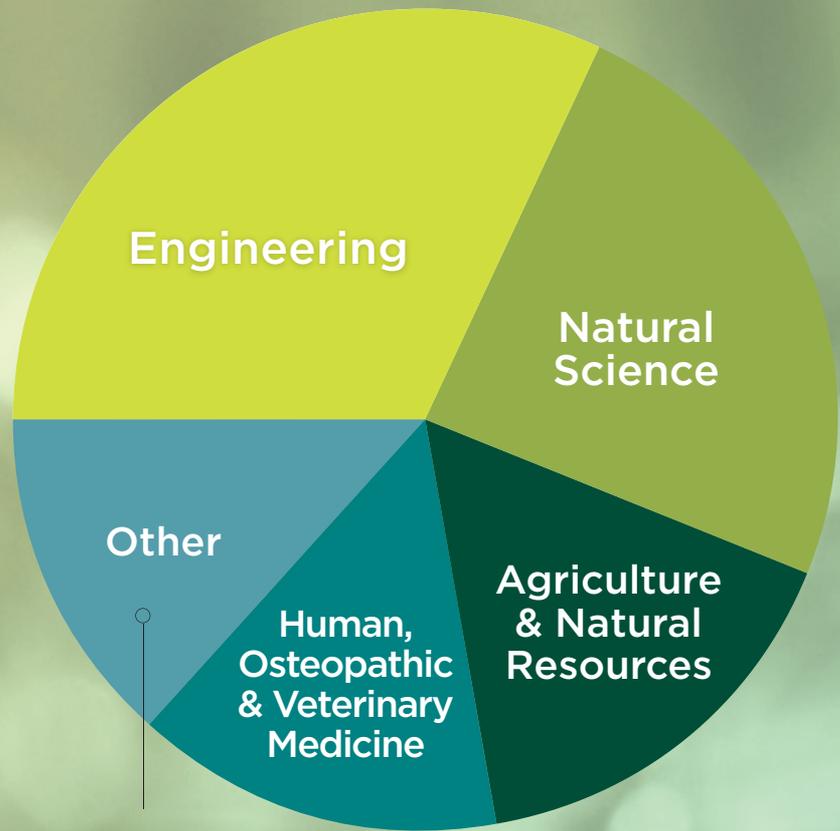
and recruit mentors and teachers to our campus-wide entrepreneurship curriculum. Our student entrepreneurs are remarkable, and we need your engagement and support to help them be all they can be. Read more on pages 17-19.

I hope you enjoy these selected highlights from our Fiscal Year 2017.

A handwritten signature in black ink that reads "Charles A. Hasemann, PhD". The signature is fluid and cursive.

Charles Hasemann, PhD
Assistant Vice President for Innovation
& Economic Development

INVENTION DISCLOSURES BY COLLEGE



Arts & Letters | Communication Arts & Sciences | Education |
 Infrastructure Planning & Facilities | Music | National Superconducting
 Cyclotron Laboratory | Nursing

48%

OF ALL MSU TECHNOLOGIES HAVE **WOMEN INVENTORS**

MSU SETS RECORD FOR ANNUAL LICENSES & OPTIONS

76

1,024

MTA/CDA AGREEMENTS EXECUTED **4.14 PER BUSINESS DAY**

6

**MSU SETS
RECORD** FOR
NEW STARTUP
COMPANIES

10

NEW COMPANIES
LAUNCHED
FROM CONQUER
ACCELERATOR
SINCE 2016

159

STUDENT STARTUP COMPANIES
SERVED IN THE HATCH

\$38.6M

NEW MSU RECORD
CORPORATE GIFT GRANT
& PROJECT SUPPORT

A stylized illustration of a microscope, colored in dark teal and light grey, positioned to the right of the \$38.6M text.

\$2.4M

IN ROYALTIES DISTRIBUTED TO
MSU FACULTY & DEPARTMENTS



TECH SHOWCASE

2017 Innovation Celebration

Held high above Spartan Stadium, the MSU Innovation Celebration is an annual event uniting University and community to honor MSU innovators and showcasing some of the many inventions and innovations developed at MSU.

Technologies and student startups on display represent discoveries from a diverse range of academic fields and potential commercial applications. Some are available for evaluation by interested commercial partners or have already been licensed by companies, while others are in early stages of development, but all represent faculty and student excellence and innovation taking place across campus and illustrate the ways MSU is driving economic development in Michigan and beyond.

The MSU Innovation Center presented three awards recognizing creativity and achievement in technology commercialization, applauding 2017's most exceptional innovator, innovation, and career achievement in tech transfer. The MSU Innovation Center is pleased to pay tribute to the passion, creativity, and perseverance that have led to these examples of success.

TECHNOLOGIES ON DISPLAY

Increasing the Strength of Titanium Alloys

Carl Boehlert

Regulating Cell Wall Growth for Improved Plants & Trees

Kyung-Hwan Han

Use of Dominant Mutations in MYC Transcription Factors for Plant Biotechnology

Gregg Howe

Automated Online Exam Proctoring & AI Technology

Xiaoming Liu, Stephen Hsu, Xiang-Yang Liu

Additives for Processing Foam from Thermoplastic Blends

Krishnamurthy Jayaraman

Advanced Electron Microscopy

Chong-Yu Ruan

Discovery of Genes Causing Equine Muscle Diseases

Stephanie Valberg

MSU Startup: MTBI Sense

MSU Startup: Switched Source

Student Startup: GoSpot

Student Startup: Hidlo Studios

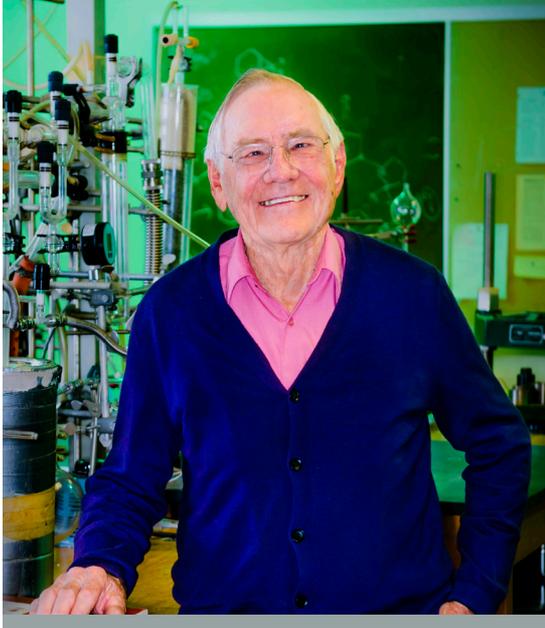
Student Startup: InnateVR

Student Startup: Milk Cash

Student Startup: PrndL

Student Startup: Sympl.

Student Startup: Retail Jump



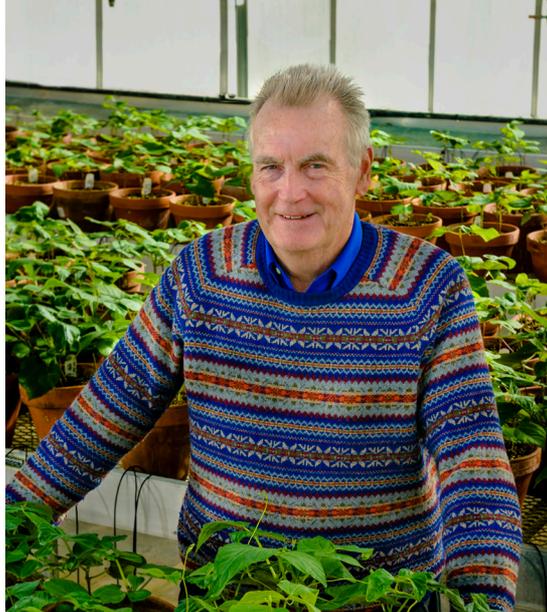
TECH TRANSFER ACHIEVEMENT AWARD

Dr. James Dye

University Distinguished Professor,
Emeritus, Department of Chemistry

Alkali metals are highly reactive and are historically considered hazardous to use and store. Dr. Dye's six decades of research on alkali metals resulted in the development and commercialization of numerous ways to make them safer, impacting pharmaceuticals, petroleum refining, and fuel cell production.

In 2005, Dr. Dye co-founded SiGNa Chemistry Inc., which transforms alkali metals into safe powders that are also environmentally safe.



INNOVATOR OF THE YEAR

Dr. James Kelly

University Distinguished Professor,
Department of Plant, Soil & Microbial
Sciences

Dr. Kelly's research expertise includes dry bean breeding and genetics with emphasis on the use of molecular markers to assist in the selection for yield, plant architecture, processing quality, drought tolerance, and disease resistance. He has developed 47 bean varieties in 14 market classes over 35 years.

His achievements include a navy bean called C-20, and his 2015 release, Samurai, grown in Michigan and used in Japan where it is found in many Japanese baked goods and sweets.



INNOVATION OF THE YEAR

Dr. Gregg Howe

MSU Foundation Professor, Department
of Biochemistry & Molecular Biology

Plants have a limited amount of energy, creating a tradeoff between using energy to grow quickly to compete for sunlight versus fighting off diseases and pests. Thanks to his breakthrough research, Dr. Howe and his team are the first to free plants from this energy tradeoff.

By altering a defense hormone repressor and "knocking down" a light receptor, a plant now can grow while simultaneously defending itself against insects and pathogens.



NEW TECHNOLOGIES

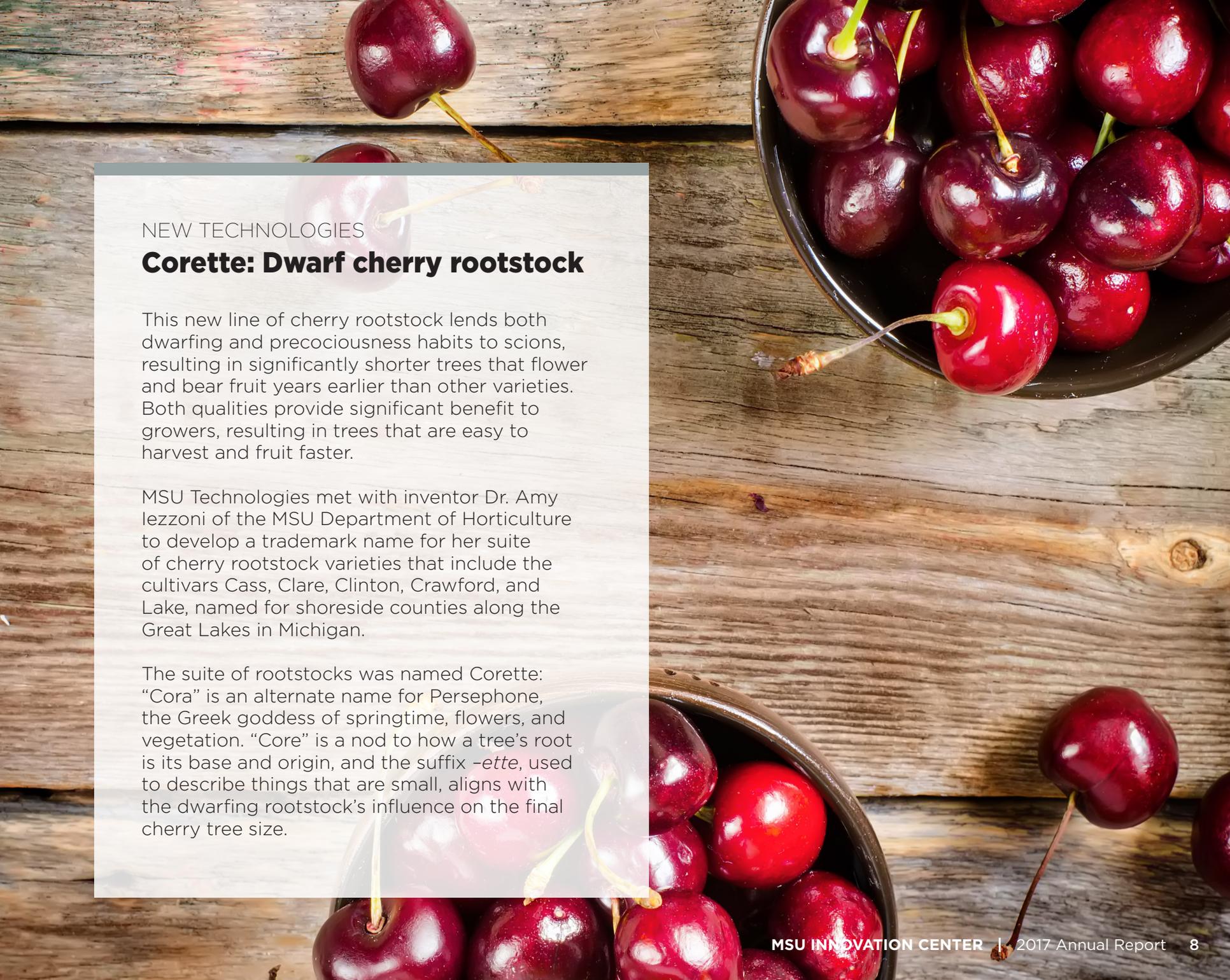
First day-neutral berries in 30 years

MSU shares the first day-neutral strawberry cultivars released outside of California in more than 30 years. The berries were developed by Dr. James Hancock, a professor of agriculture and natural resources, he won the MSU Technology Transfer Achievement Award in 2014 for his work in Northern Highbush blueberry cultivars.

Licensed by multiple growers in the United States and Canada, strawberries Redstart and Wasatch are intended for use in the Midwestern and Northeastern USA, Ontario and Quebec where day-neutral plants are often necessary due to a lesser level of exposure to sunlight.

Tested in Washington and Michigan, Redstart compares favorably to the most widely planted day-neutrals Seascape and Albion. Redstart bests Seascape in yield, fruit size, vigor and flavor though it is paler in color and only comparable in firmness. Redstart and Albion boast similar flavors, but Redstart outperforms Albion in yield, vigor, and color.

Wasatch performed as a strong day-neutral in field trials over three seasons in Washington and Michigan. Similar to Redstart, Wasatch compares favorably to Seascape and Albion. It has a slightly paler internal color than Seascape and similar firmness; however, it is superior in yield, vigor, fruit size, and flavor.



NEW TECHNOLOGIES

Corette: Dwarf cherry rootstock

This new line of cherry rootstock lends both dwarfing and precociousness habits to scions, resulting in significantly shorter trees that flower and bear fruit years earlier than other varieties. Both qualities provide significant benefit to growers, resulting in trees that are easy to harvest and fruit faster.

MSU Technologies met with inventor Dr. Amy Iezzoni of the MSU Department of Horticulture to develop a trademark name for her suite of cherry rootstock varieties that include the cultivars Cass, Clare, Clinton, Crawford, and Lake, named for shoreside counties along the Great Lakes in Michigan.

The suite of rootstocks was named Corette: “Cora” is an alternate name for Persephone, the Greek goddess of springtime, flowers, and vegetation. “Core” is a nod to how a tree’s root is its base and origin, and the suffix *-ette*, used to describe things that are small, aligns with the dwarfing rootstock’s influence on the final cherry tree size.

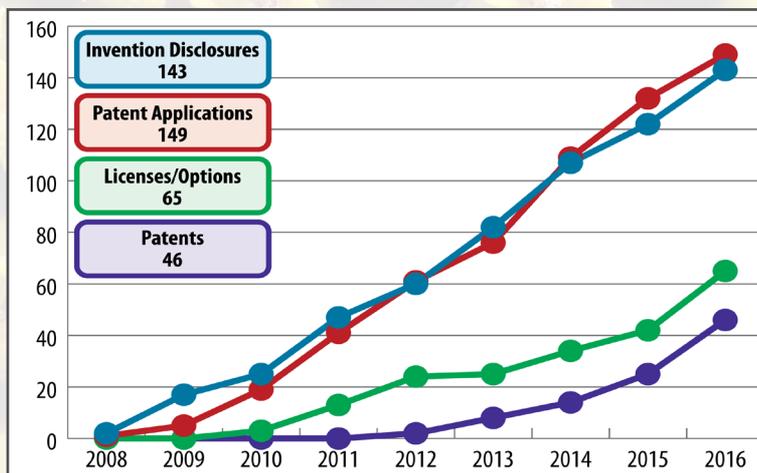
TECH TRANSFER

GLBRC at MSU

Chaired by the University of Wisconsin-Madison with MSU as a major partner, the Great Lakes Bioenergy Research Center (GLBRC) is one of three bioenergy research centers established in 2007 by the U.S. Department of Energy.

Made up of more than 400 scientists, students and staff, representing a wide array of disciplines from microbiology to economics to engineering, the GLBRC's collaborative spirit illustrates how cooperation among academic, federal, and private sector researchers can generate impactful translational research with commercial impact.

GLBRC works to meet the nation's need for a comprehensive suite of clean energy technologies, including next-generation and drop-in fuels that can be used in today's engines. GLBRC's research supports the development of a robust pipeline from biomass production through pretreatment and final conversion to fuel, with sustainability providing a unifying theme.



technologies.msu.edu/industry/glbrc-msu

TECH TRANSFER

ADVANCE Grant proof-of-concept fund launches at MSU

The MSU Innovation Center manages and administers the ADVANCE Grant program, sponsored by Michigan Economic Development Corporation on behalf of all public universities throughout the state of Michigan. This university early stage proof-of-concept fund is designed to closely align with other programs (MTRAC, T3N, First Capital Fund and others) as well as angel and venture capital to provide a pipeline of de-risked technologies and fundable startup opportunities for further advancement.

The ADVANCE Grant program provides a strong incentive for faculty with early stage technologies at Michigan public universities to engage with their university's Tech Transfer Office and commercialization activities.

Successful university TTOs must actively advance their portfolio technologies. ADVANCE funds fill a gap in the capital continuum in Michigan and are used at an early stage to determine the most actionable market application, the most viable business model, and to confirm the proof-of-concept for a targeted application with our customer discovery process.

Funds are matched and complimented 1:1 by university "gap" funds to further de-risk these early stage technologies, and used for opportunity development tasks such as market studies, consultants, customer discovery, detailed IP analysis, and prototype development.

Successful projects advance toward a commercial opportunity through achievement of early commercial or business milestones such as proof-of-concept or market or business model validation.

innovationcenter.msu.edu/advance

MSU FOUNDATION

MSUF launches \$5M venture fund

Red Cedar Ventures

In November 2016, the MSU Foundation announced the formation of its \$5M venture investing subsidiary, Red Cedar Ventures, LLC (RCV). This program features both a pre-seed fund and an opportunity fund focused on helping MSU-based startups and technologies overcome critical funding gaps, accelerate growth, and provide follow-on, growth-stage capital.

“We have been working hard to put together a campus-wide ecosystem for entrepreneurs that embraces all of the creative talents across the university,” MSU President Lou Anna K. Simon said. “The creation of these programs addresses a critical capital gap for our own startup companies. Through Red Cedar Ventures, we can make sure the groundbreaking ideas created by Spartans reach those who need them most.”

In the last four years, MSU Foundation deployed over \$2M in pre-seed funding to more than 20 companies. RCV is slated to invest an additional \$1.5M in pre-seed funds. The Red Cedar Opportunity Fund has allocated \$5M to participate in select, follow-on investment rounds that are led by professional venture firms.

Both RCV Pre-seed and Opportunity funds will be overseen by a board of directors composed of members from MSUF’s own board of directors. MSUF’s executive management team will oversee the day-to-day fund operations. An advisory board will be established and will draw on the expertise of leading venture capitalists from across the nation, as well as student venture analysts from MSU’s Broad College of Business.

“The greater Lansing area is fast becoming an attractive place for inventors and entrepreneurs to start and grow their businesses,” said David Washburn, executive director of the MSU Foundation. “Red Cedar Ventures signals the foundation’s ongoing commitment to the health and growth of our area’s entrepreneurial ecosystem.”

MSU FOUNDATION

Renaissance Venture Capital Fund comes to MSU via the TIC

Entrepreneurship ecosystem

In May 2017, The Renaissance Venture Capital Fund opened its third office location in the East Lansing Technology Innovation Center. This marks the venture fund's widening footprint across Michigan, including offices in Ann Arbor, Detroit, and now East Lansing.

"Renaissance coming to the TIC means greater access to capital resources for area entrepreneurs," said Jeff Smith, director of the University Corporate Research Park, the placemaking arm of the MSU Foundation. "This activity strengthens mid-Michigan's entrepreneurial ecosystem and tells the larger story about Michigan's economic health and growth."

The MSU Foundation's ongoing economic development initiatives focus on taking Michigan State University's faculty and researcher technologies to market, investing in MSU student entrepreneurs, and working with area partners to build and grow the region's robust, thriving culture of innovation.

"Our mission at Renaissance is to serve as a bridge between researchers, entrepreneurs, venture capitalists, and major corporations in Michigan," said Chris Rizik, chief executive officer of Renaissance Venture Capital Fund. "We are impressed with the growth of innovation efforts at Michigan State University and are excited to extend our presence and network in the region."

The TIC, managed and operated by the MSU Foundation, offers its tech-based members office space, programmatic support, and resources aimed at helping startups and early stage companies flourish. The TIC is adjacent to the MSU Innovation Center.

MSU STARTUP SPOTLIGHT

MTBISense, LLC

Concussion detection

It's estimated that 5-10 percent of athletes experience concussions in a single season. Athletes who sustain multiple concussions can develop mild cognitive impairments, chronic traumatic encephalopathy, post-concussion syndrome, and many other adverse outcomes.

These outcomes can be made worse if the player is allowed to return to the game without treatment. Unfortunately, concussions are harder to diagnose than visible injuries, such as broken bones.

Developed by Drs. Gary Blanchard and Marcos Dantus of the MSU Department of Chemistry, MTBI Sense makes it easier for both coaches and parents of young athletes to know when to seek medical attention by creating an easy way to recognize how hard a player was hit, regardless of factors such as weather or sport.

The technology is a headband equipped with small, removable strips that change based on the degrees of impact experienced during practice and games.

Three strips line the sides of a player's head, where high-impact events are most likely to occur.

When a player experiences a hit, the sensing material in the strip displays rings that become more pronounced depending upon the level of impact, until stars appear inside the rings.

Though the strip cannot identify whether a player has suffered a concussion, it can identify the time, magnitude, and location of an impact. This can warn trainers on the sidelines that a player may need further examination, potentially preventing further injury.

This technology is currently marketed as ROSH Impact Sensing Headgear. ROSH (Rapid On-Site Headgear) products are available in a headband or cap.

ROSHSensors.com



MSU STARTUP SPOTLIGHT

Switched Source *Transformerless UPFC*

There is a critical need to modernize the way electricity is generated and delivered from suppliers to customers.

The current system is highly vulnerable to disruptions from equipment failure, natural disasters, and attacks; it is susceptible to costly power outages and brownouts; and it does not efficiently integrate renewable energy into the grid.

Forty percent of carbon dioxide emissions in the United States are produced by electricity generation. As a greenhouse gas, CO₂ contributes to global climate change and increases the acidity of the world's oceans. Increasing the use of renewable energy such as wind and solar would result in a substantial decrease in emissions.

Developed by MSU Department of Electrical & Computer Engineering Professor Dr. Fang Peng, Switched Source LLC's unified power flow controller (UPFC) technology cost-effectively

integrates more renewable electricity into the existing power grid. It enhances the grid's efficiency and reliability, improving its resiliency to possible disruptions, generating potential cost savings of up to 40 percent.

The UPFC eliminates the need for separate and expensive transformers and transition lines. The innovative controller manages power flows from renewable energy systems more effectively, assimilating more renewable energy into the grid than current transformer-based controllers.

Supported in part by multiple awards from the U.S. Department of Energy Advanced Research Projects Agency-Energy (ARPA-E), this technology was licensed from MSU by Switched Source in 2017.

switchedsources.com

SPONSORED RESEARCH

Venn Therapeutics partners with MSU on promising cancer therapy

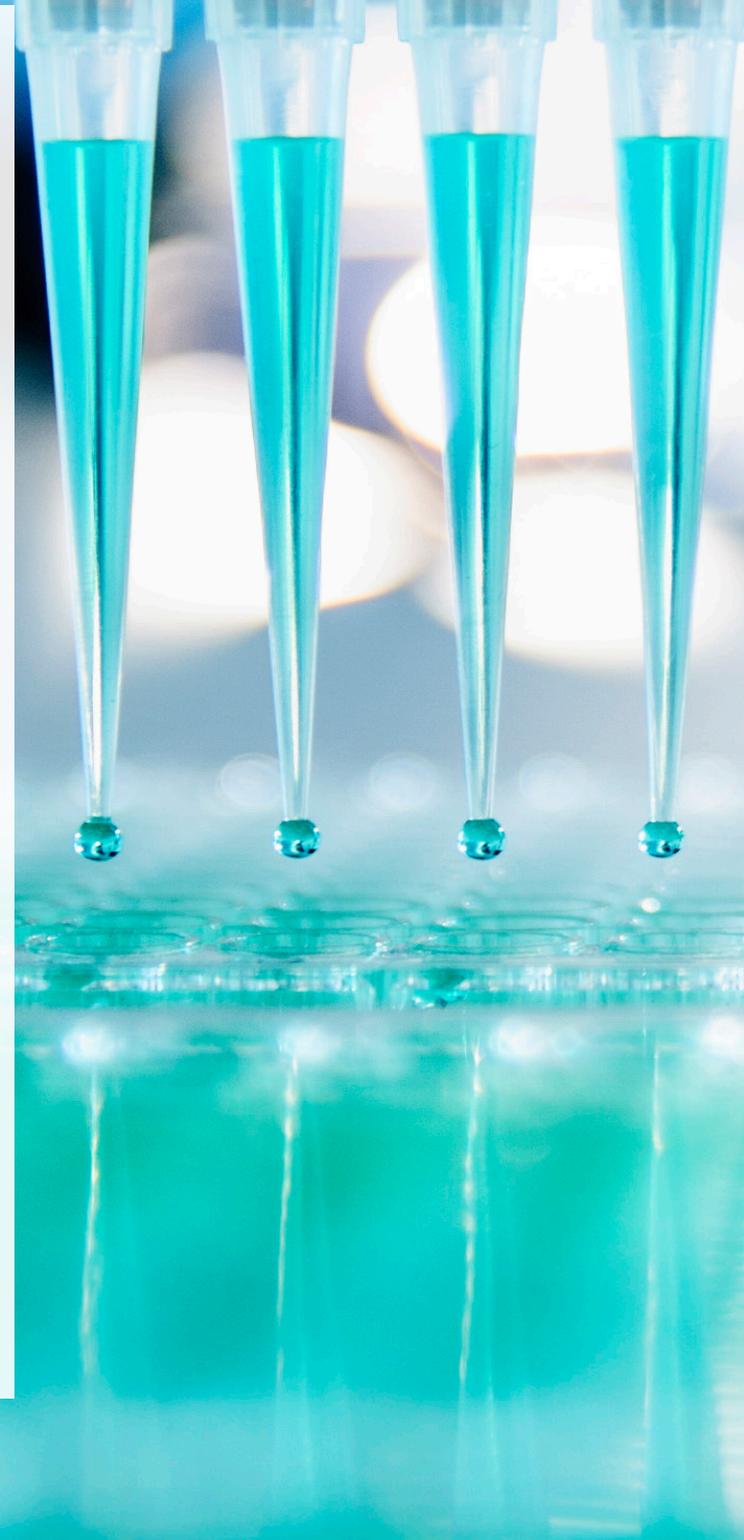
Michigan State University researchers presented promising cancer therapy results at the American Association for Cancer Research International Meeting in Washington, D.C. This novel technology, AdVCA0848, activates the stimulator of interferon genes (STING) pathway to delay tumor growth in a B16 melanoma model, promoting beneficial anti-tumor responses.

Supported by the immuno-oncology company Venn Therapeutics, this research is led by Dr. Andrea Amalfitano, Ph.D., D.O., Osteopathic Heritage Foundation endowed professor of pediatrics, microbiology and molecular genetics at MSU, and Dr. Chris Waters, associate professor of microbiology and molecular genetics at MSU.

Data showed that a single intra-tumoral treatment with AdVCA0848 rapidly inhibited tumor growth and significantly improved animal survival when compared to repeat dosing of an anti-PD1 checkpoint inhibitor. AdVCA0848 also generated high intracellular concentrations of STING agonists that were sustained over several days, reducing the need for multiple treatments.

“Partnerships with companies like Venn Therapeutics allow us to work together to move bright ideas to the marketplace and therapies to patients even faster,” said Anne C. DiSante, CLP, associate director of MSU Technologies. “That’s why translational research is remarkable: we can work collaboratively nationally, even internationally, to enhance human health and well-being.”

innovationcenter.msu.edu/news





SPONSORED RESEARCH

Kemin Industries joins MSU to improve micronutrients

A \$1.3 million partnership between Michigan State University and Kemin Industries will expand research designed to enhance micronutrients, specifically tocopherols, found in the petals of marigold flowers.

Best known as vitamin E, tocopherols are a plant-based, fat-soluble antioxidant with many nutritional and therapeutic applications for humans and animals. Vitamin E is an essential vitamin for the human body. This research will focus on a specific type of tocopherol that provides superior antioxidant quenching of radicals and stabilization in both oils and processed foods.

This multi-year research project is led by Dr. Dean DellaPenna, Michigan State University distinguished professor whose world-renowned plant research focuses on increasing the productivity and nutritional value of plants for human health, medicinal plant genomics and plant metabolism and micronutrients.

Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where more than 500 specialty ingredients are made for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. The company provides product solutions and options to customers in more than 120 countries.

“As the world’s population continues to grow and resources become more limited, we believe it is our responsibility to discover more sustainable methods for producing ingredients that help improve the quality of life” said Dr. John Greaves, vice president in charge of specialty crops at Kemin.

innovationcenter.msu.edu/news



STUDENT STARTUP **InnateVR**

Jacob Ziemba

InnateVR strives to address addiction challenges with a long-term treatment program, specifically geared toward college-aged people experiencing drug and alcohol addictions.

This program pairs interactive virtual reality simulations (available on the HTC Vive headset) with a trained supervisor who guides the patient through the simulation and subsequent discussions.

Each virtual reality experience places patients into scenarios designed to provoke an emotional response, with the goal of training them to regain control.

In 2016, the company was selected to attend the Clinton Global Initiative University.

innatevr.com

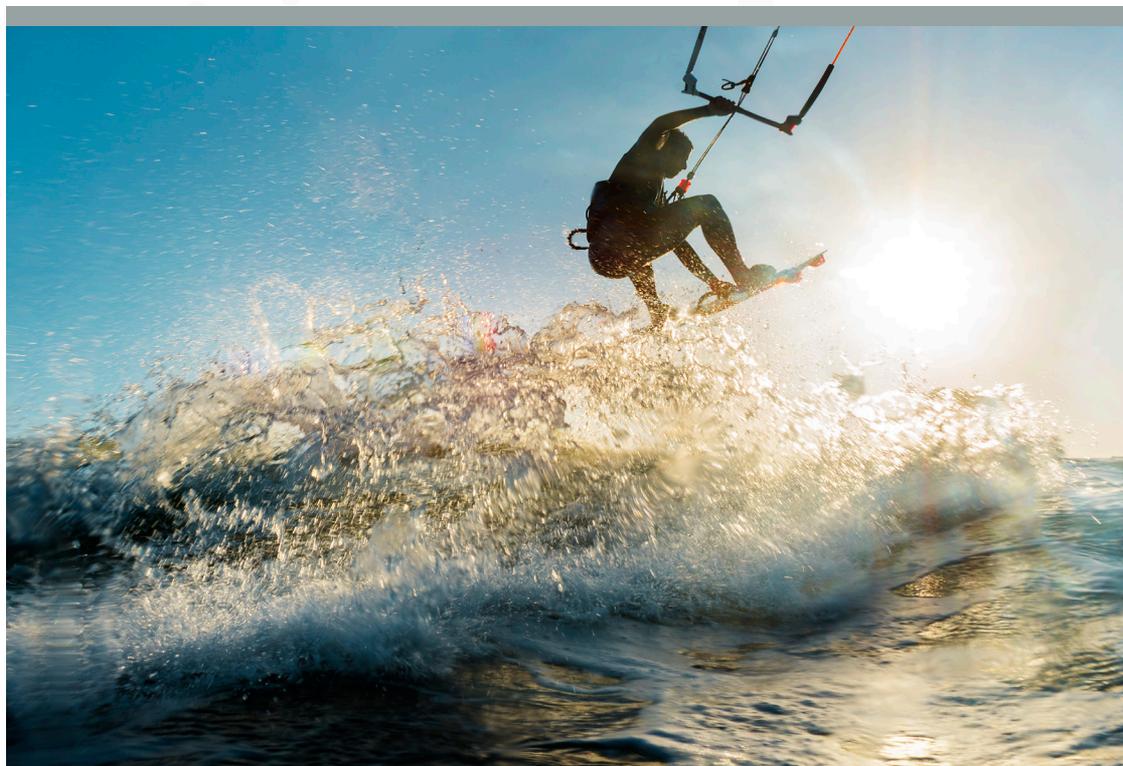
STUDENT STARTUP **GoSpot** Austin Piwinski

GoSpot prevents water spots from forming on camera lenses, including GoPros, action sport cameras, professional camera housings, and sports cameras.

Increasingly, advances in lens technologies allow videographers and photographers to use cameras in and around water, but even waterproof cameras are vulnerable to water spots, which ruin footage. GoSpot's liquid formula prevents this problem from occurring.

Working with professional videographers and photographers to promote the product before launch, GoSpot raised thousands of dollars in beta product sales.

gospotofficial.com



MSU INNOVATION CELEBRATION 2017

Student Startup | Sympl: Studying & Networking Tool



STUDENT STARTUP **Sympl.**

Roderick Walker, Matthew Eleweke, Mark Meyers, Sam Berndt, Can Goksek (*not pictured*)

Stressed college students can rest easier with the introduction of Sympl. — an app connecting class schedules and social media profiles to help find friends in shared classes.

Created by Matthew Eleweke and Mark Meyers, the app was designed by two college students trying to brainstorm better ways to study with their peers. The solution was Sympl.: find friends in class, form groups, get better grades.

Their research on the effectiveness of group study techniques is backed by Sherrie Cole-Whitaker, EDAS, an educator from Kansas State University who specializes in the improvement of student instruction. As part of the app's functionality, Whitaker contributes original group study help guides to all users.

Sympl. was a semi-finalist at Accelerate Michigan and a showcase app at the 2017 South by Southwest trade show.

lifeis.digital

ENTREPRENEURIAL MINDSET

Pathways to building a robust ecosystem

The number of students with an interest in starting their own companies is on the rise at MSU.

In the past year, **214 startup teams** joined the Hatch, an increase of **over 52 percent since last year.**

More than **500 students from 14 colleges and 80 majors** enrolled in coursework to attain the minor in Entrepreneurship and Innovation, alongside classes in their primary degree curriculum.

Student startups are a growing part of the student experience at MSU: five student organizations are devoted to startup support, and a suite of on- and off-campus spaces house startup activity. We have emerging grant programs, the Conquer Accelerator, new programming in social entrepreneurship, and students competing in events around the world to gain financial and programmatic support for their ideas.

The Hatch at MSU is a business brainstorm environment designed to allow and encourage student entrepreneurs' wildest ideas in a mentored, creative, and collaborative environment. Members gain access to a community handmade to grow their own venture's success, with full access to a network of experienced inventors from the regional community, MSU alumni, and the professional staff of Spartan Innovations.

But making all of this work -- as mostly extracurricular work across the entire University -- creates some challenges for how we bring funds and the support of knowledgeable people to this growing demand from our students.

Currently, undergraduate students interested in startups can currently look to two funds at MSU for small seed funding. Prospective startups interested in science, technology, engineering, and math fields are the focus of the **Gerstacker Foundation Entrepreneurial Grant Program.**

Alternatively, the **Forest Akers Trust Entrepreneurial Grant Program** is an opportunity for undergraduate students to compete for funding for non-STEM concepts.

With your support, we can grow these, or create new endowments to make more grants, larger grants, or expand our granting to include startups from MSU graduate students as well as undergrads.

Entrepreneurship programming at MSU does not stop in the lecture hall. To foster and cultivate the culture of entrepreneurship already happening within MSU, support is needed to keep the lines of learning open, in the form of external **lecture series speakers** and **travel support** for field trips and conferences.

To learn more about how your support can help students do more with their entrepreneurship education at MSU, contact Chris Sell at sellchri@msu.edu or 517.884.4546.

In focus: The James Ian Gray Scholarship in Entrepreneurial Studies

The James Ian Gray Scholarship in Entrepreneurial Studies is given to one innovative student each year, based on their contributions to the entrepreneurship at MSU. The fund supports current MSU students studying entrepreneurship and experiencing the risks that accompany starting a company.

The MSU Innovation Center is proud to award this \$10,000 scholarship to Alex Marx, co-CEO and founder of the student organic farm Land Grant Goods, and undergraduate experiential learning coordinator for RISE (Residential Initiative on the Study of the Environment),

Marx studies environmental sustainability and entrepreneurship & innovation at MSU, both focuses reflected in his startup. Land Grant Goods produces high-quality, organic, and ethically produced agricultural products grown by students on MSU's campus.

Dr. Ian Gray is MSU's past vice president for research and graduate studies, and one of the founding leaders behind the creation of the MSU Innovation Center.

Built with the generous donation of Dr. Donald C. Anderson, a physician, pediatric cancer researcher, drug discoverer, and entrepreneur, this gift encourages and supports promising

students who choose to pursue entrepreneurship as part of their undergraduate experience.

"We are glad to support Alex's education at MSU through Don's generosity. He is a leader amongst his peers, shows passion for entrepreneurship as well as his education as an undergraduate student with RISE," said Charles Hasemann, assistant vice president for innovation & economic development, and leader of the MSU Innovation Center.

Students chosen for the scholarship are engaged with the MSU Innovation Center, participate in coursework as part of the undergraduate minor in entrepreneurship, utilize opportunities to interact with commercial entities, and experience risk-taking in an effort to expand entrepreneurial efforts, all while completing a degree.





The Conquer Accelerator is a collaborative effort at MSU through partnerships with the Michigan State University Foundation, Spartan Innovations, and the MSU Federal Credit Union.

Designed to help both newer and established companies overcome business hurdles, Conquer emphasizes smart planning and growth, structured educational components and extensive mentorship from an experienced bench of alumni professionals. For startups from MSU, the Conquer Accelerator serves to fill a crucial gap in the development cycle of student startups in the entrepreneurial ecosystem.

Each summer, a cohort of Conquer teams works through an intense 10-week summer program, culminating with a final demo-day presentation to investors. These teams receive \$20,000, mentorship, collaborative working space, and support in exchange for 5 percent equity.

New in 2017, participants AvidCor, HorizonIQ, Prindl, and Ūru embarked on a four-city Demo Road Show through Detroit, Grand Rapids, Lansing, and Traverse City. Congratulations to the successful 2017 teams.

ConquerAccelerator.com

GreenLight announces 2017 winners

The GreenLight Business Model Competition, an early stage pitch competition bringing together entrepreneurs and small business supporters from all over Michigan, has announced the winners of its fifth annual event. Co-created by Spartan Innovations and MSUFCU in 2013, the event connects entrepreneurs with some of Michigan's top talent in angel and venture capital investment.

Twenty-two teams pitched their ideas to a panel of experienced judges at the most recent competition hosted by MSU's Wharton Center on March 29. In the largest event to-date, nine winners received cash prizes totaling \$100,000.

GreenLight also recognized April Clobes, president and CEO of MSU Federal Credit Union, with the inaugural Future Thinker Award.

2017 awardees

Grand prize (\$40,000): **MySwimPro**

Sponsored by MEDC

Second prize (\$25,000): **VADE Nutrition**

Sponsored by MSUFCU

Third prize (\$10,000): **Switched Source**

Fourth prize (\$7,500): **MTBIsense LLC**

Fifth prize (\$5,000): **Pretch LLC**

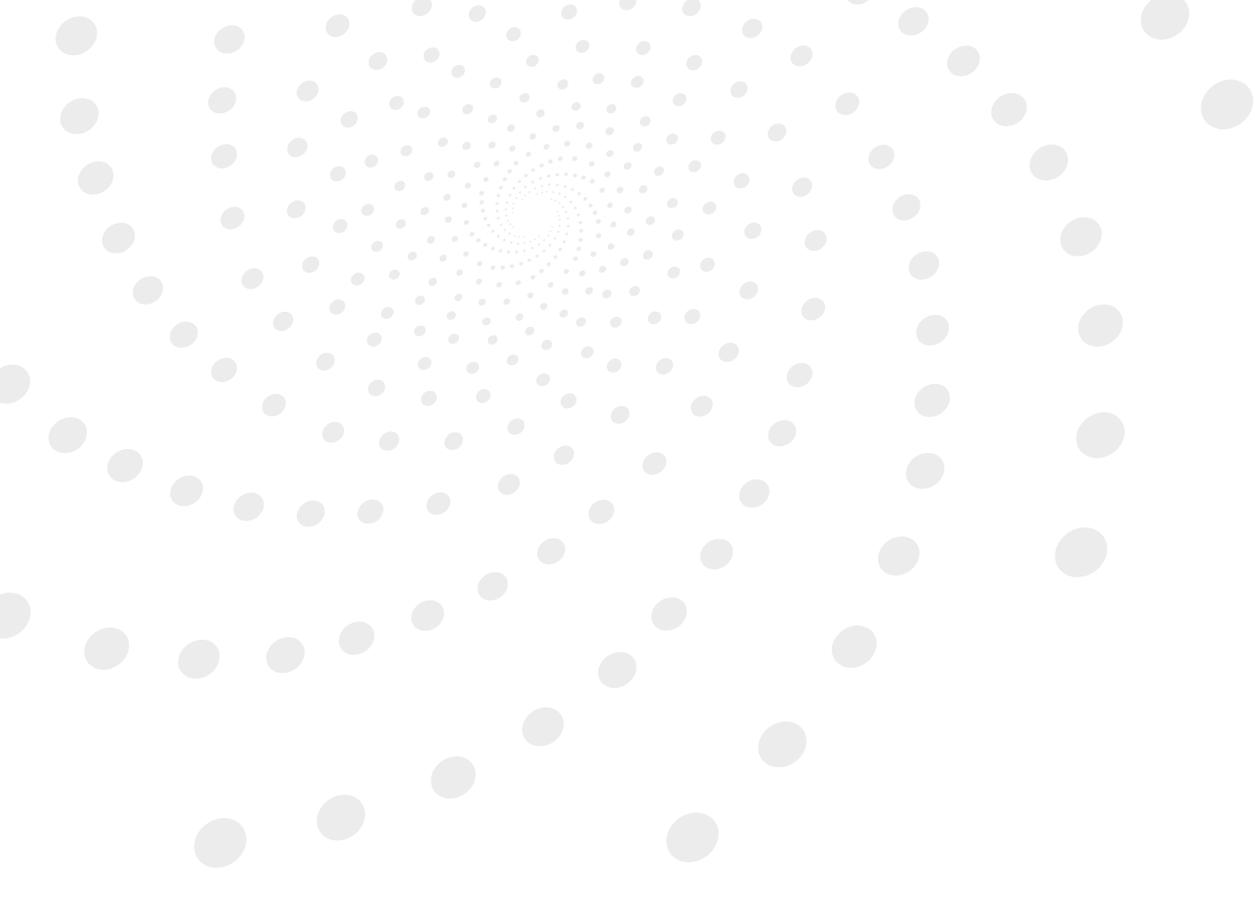
Sixth prize (\$2,500): **Parabricks Inc.**

Undergrad first place (\$6,500): **Kulisha**

Undergrad second place (\$2,500): **CarryCott**

Undergrad third place (\$1,000): **Stir It Up**





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MICHIGAN STATE
UNIVERSITY

