ANNUAL REPORT

THE UNIVERSITY OF OKLAHOMA

Center For Entrepreneurial Studies

PRICE
COLLEGE OF BUSINESS

Dear Alumni and Friends,

Started in the spring of 2003 as an academic program within the Michael F. Price College of Business, the Center for Entrepreneurial Studies has come a long way in a short time. Since the program's inception, more than 1,000 students have learned how to start, run and grow their own businesses. We've added 14 graduate and undergraduate classes, three faculty members and eight adjunct professors. A graduate emphasis has been created for MBA students, as well as four additional undergrad programs: an undergraduate business major, a minor for engineers, a minor for non-business students, and a two-class sequence designed to expose students to the fundamentals of starting and growing their own business. Business plans have been written, intellectual property has been commercialized, Harvard Business School cases have been analyzed, new ventures have been supported and our students have been mentored by successful entrepreneurs.

The Entrepreneurship Center is creating the business leaders of tomorrow. We teach students three things: learn how to learn, learn how to make money, and how to be a good person and live a life of meaning. We accomplish this through a highly rated and unique case curriculum and experiential learning taught by leading scholars and accomplished entrepreneurs. For students all across campus, we believe entrepreneurship is a mind-set that can be taught. Our hope is to plant the entrepreneurial seed, provide teaching and mentoring, and ensure student-initiated businesses are successful. Not every student is prepared to immediately start a business, but when they are, we hope they will have the drive, intelligence and integrity to succeed.

Our students may start their own businesses, join a high-growth company, lead a family business or participate in a future management buyout. A major initiative of the Entrepreneurship Center is placing students in flourishing small and family companies in Oklahoma. After graduation, many students are recruited to other states, but like many of you, their hearts remain in Oklahoma. We are creating statewide alliances to recruit and retain our students, which is encouraging for Oklahoma's small business owners.

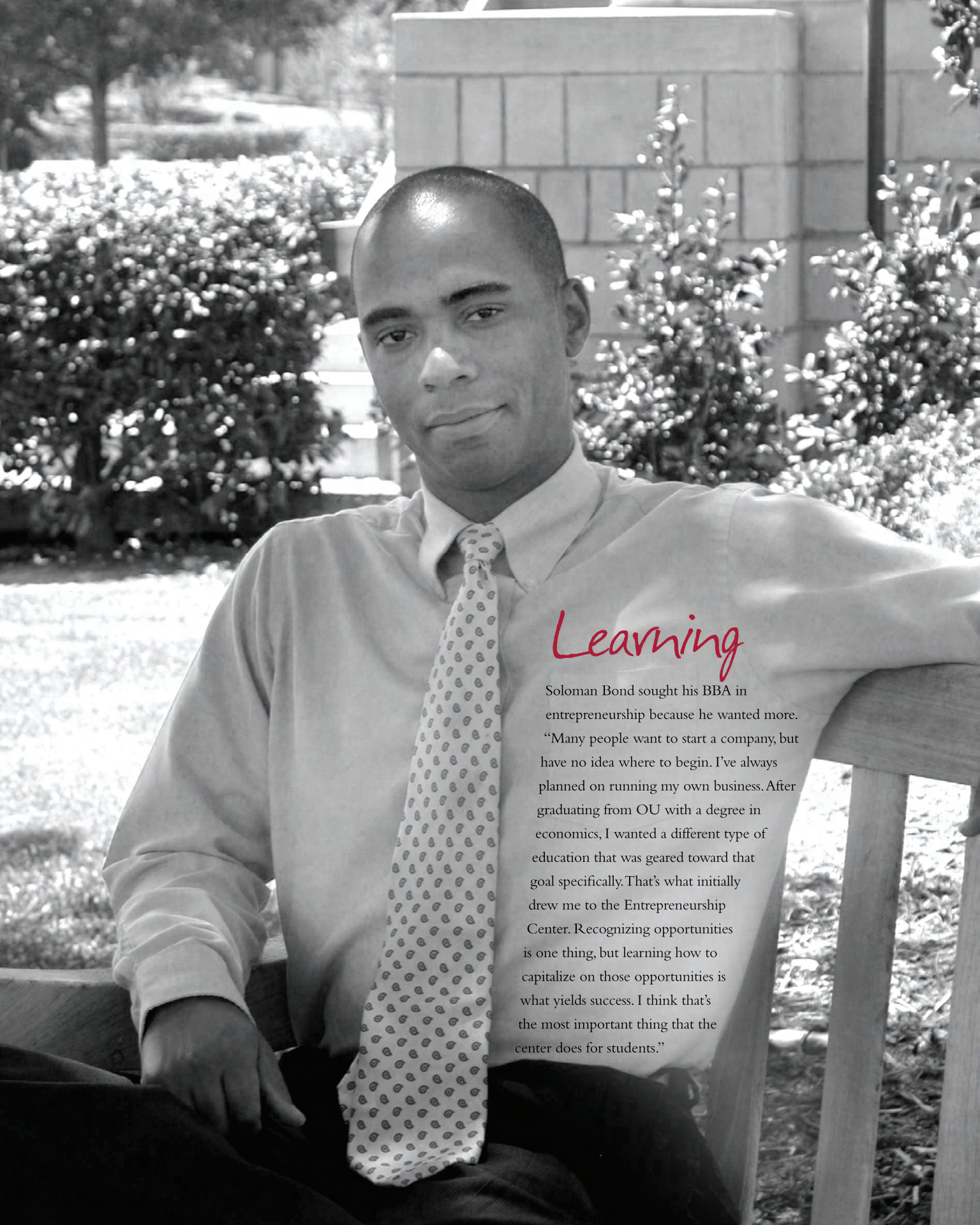
With incredible support from alumni and friends, we've had a great four years. I would like to thank the following people, who have been instrumental in the success of the program: Jeff Sandefer, who planted the seed with a 2002 pilot class and helped develop our case curriculum; Roy Oliver, who has underwritten the growth of the case curriculum; The Stanley White Foundation, which has been extremely generous in funding the Entrepreneurship Center and the directorship; Gene Rainbolt, who lit the fire for this program; former Dean Dennis Logue, who stewarded the inception of the Entrepreneurship Center; and finally, President Boren, whose vision for research, economic development and state of Oklahoma wealth has inspired us all. Without their support and the support of many others, our students would not have had the entrepreneurship experience these past four years. As proud as we are of our beginnings, I am excited and eagerly anticipate the future.

Jim Wheeler
Co-Founder and Executive Director
Stanley White Directorship
Center for Entrepreneurial Studies
jwheeler@ou.edu

July 4, 2006

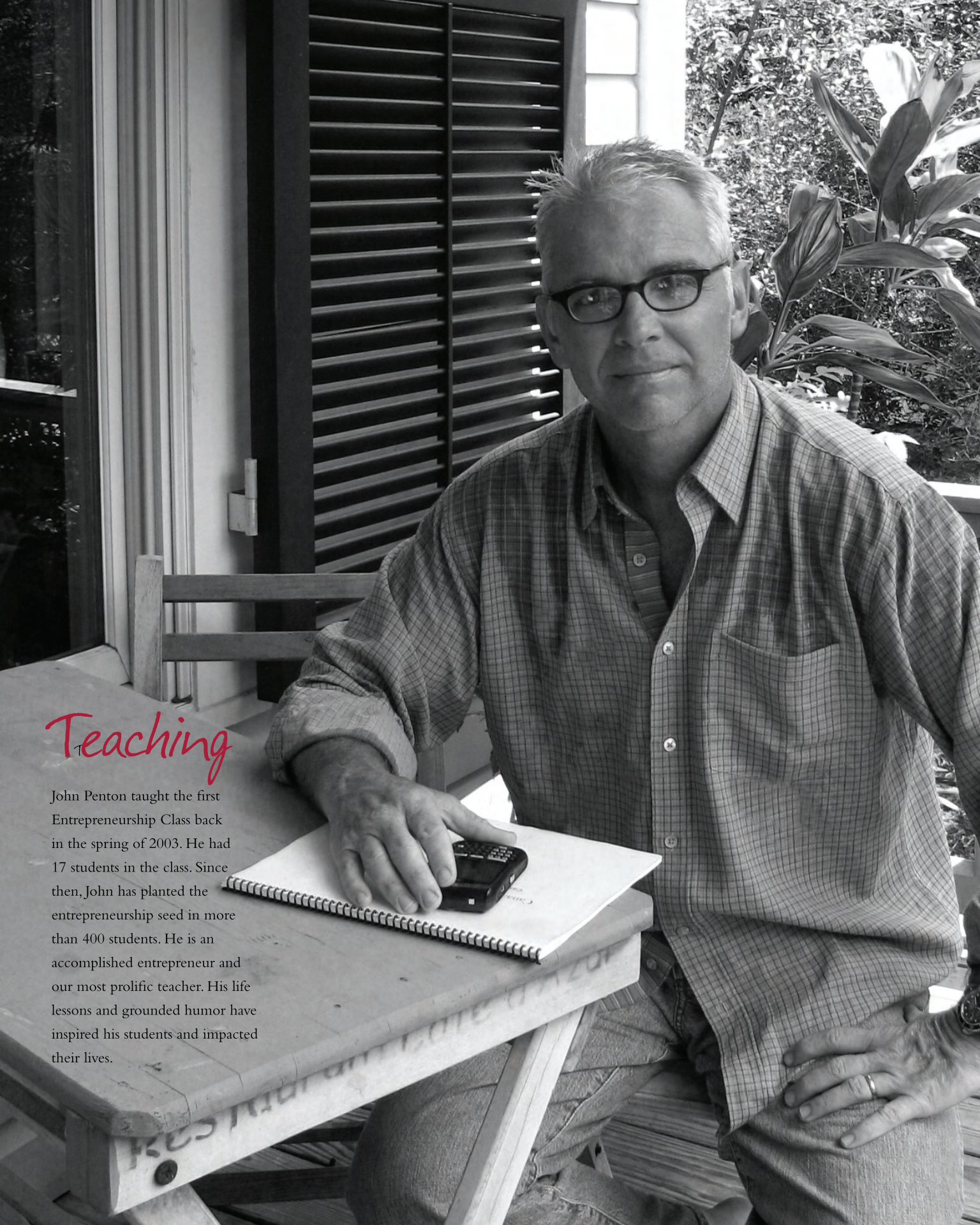
Mentoring

Roy T. Oliver is the quintessential mentor. He has served as a guest speaker to entrepreneurship classes, hired interns, assisted in curriculum development and financially supports the program. A native Oklahoman from Calvin, Roy graduated from OU with a degree in business. He is involved in a wide range of business, including oil and gas products, banking, specialty advertising and real estate. Roy is a loyal and generous alumnus of Price College.



Learning

Soloman Bond sought his BBA in entrepreneurship because he wanted more. "Many people want to start a company, but have no idea where to begin. I've always planned on running my own business. After graduating from OU with a degree in economics, I wanted a different type of education that was geared toward that goal specifically. That's what initially drew me to the Entrepreneurship Center. Recognizing opportunities is one thing, but learning how to capitalize on those opportunities is what yields success. I think that's the most important thing that the center does for students."



Teaching

John Penton taught the first Entrepreneurship Class back in the spring of 2003. He had 17 students in the class. Since then, John has planted the entrepreneurship seed in more than 400 students. He is an accomplished entrepreneur and our most prolific teacher. His life lessons and grounded humor have inspired his students and impacted their lives.

Curriculum

Before entering the entrepreneurship program, Malee Lowateeraparp worked in the accounting and tax profession, but she was curious about becoming an entrepreneur. "This curiosity brought me to entrepreneur classes at OU. The intellectual property class put me through major processes in turning an idea into business. Guest speakers inspired me with their thoughts and experiences in launching a business. This class not only answered my question about an entrepreneur's vision, but also provided a platform to help me launch future ventures of my own."

Experience

Kimi Stenstrom is an entrepreneurship and venture management major with a finance minor. In addition, she is a pre-med student. She is interested in working for a solid and honest start-up company. MedEncentive works to contain health-care costs through Web-based applications. "My part in the company ranged from helping doctors and patients with the program to handing out certificates to meeting with prospective customers. I feel lucky to have been given the chance to work for such a company, which would never have happened had it not been for the entrepreneurship program. The appeal of learning the nitty-gritty of starting, financing and building an idea into a full-blown company lured me toward the entrepreneurship program. Most of all, the entrepreneurship professors are experienced, knowledgeable, and more importantly, essentially care about the value of the lessons they teach – this has been heartwarming for a daughter of a teacher."

Research

Lowell Busenitz is a top research scholar and educator. His unique insight into the world of entrepreneurs has been widely published. Lowell also has helped create a wildly successful curriculum and student learning environment. He takes great pride in his teaching and the creation of the Business Plan. "My greatest privilege in teaching entrepreneurship is helping students design businesses that are a reflection of their talents and passions."

Students

James Haddock chose to come to the University of Oklahoma to get his MBA because he knew the Entrepreneurship Center would help him realize the goal of becoming a business owner. "Through the different entrepreneurship classes, I gained invaluable insights about the entrepreneurial process from real-world entrepreneurs. In one of these classes, I had to pick a piece of intellectual property that belonged to OU and evaluate how to commercialize the technology. I carried over this feasibility study into a business plan writing class, where I worked with my teammates to construct the business plan that won the 2006 Donald W. Reynolds Governor's Cup business plan competition sponsored by i2e. I now am working with one of these teammates to get this company started."

Launch

After growing up on a cattle ranch, John Hassell became an electrical engineer specializing in wireless technology. So he feels doubly qualified to offer this warning about the system taking shape to track cattle across America: "It won't work." John developed IP at OU to solve the problem. And with support from the Entrepreneurship Center – mentoring, interns, business plan development – John has launched his own company, ZigBeef Inc., to sell long-range tags. The name is a play on the "ZigBee" wireless standard employed by his tags.

Outreach

New Ventures and Humanitarian Service

Stanley White Interns

The Stanley White internship program was established to provide students real-world experiences and to serve the needs of new start-up and/or high-tech ventures. It provides opportunities for business students or interns. Eight annual scholarships of $2,500 are given to entrepreneurship students in the form of paid summer internship positions. In exchange for scholarships, students work for an Oklahoma start-up. Small businesses gain eager interns, the students gain experience, and the Stanley White Foundation made it all happen.

Oklahoma High School Students

The Entrepreneurship Center is reaching out to the Oklahoma School of Science and Mathematics, a two-year residential public high school for academically gifted students in mathematics and science. With a $5,000 gift, the Entrepreneurship Center will host its first High School Entrepreneurship Symposium. The three-day event will be held on the OU campus, where approximately 20 OSSM students will learn the principles of entrepreneurship. The state of Oklahoma's best and brightest young minds will have the seed of entrepreneurship planted at a very young age.

Students Visit Africa

In 2005, two University of Oklahoma students, Nathanial Scott and Pauline Sein, met with Jim Wheeler and Chris Howard to ask for assistance in developing an entrepreneurship lecture. The reason? They, along with fellow student Jeremy Madrid, were on their way to Ghana to present a lecture to Liberian refugees seeking a better life. The refugees loved the "Steps to Entrepreneur Success" lecture presented by the students. Our students were amazed by Ghana and were humbled by the Liberians' love for their home country.

Young Adult Empowerment Conference

On June 7, 2006, Jim Wheeler spoke to a group of foster children about entrepreneurship. The event was declared by Gov. Brad Henry as Oklahoma's Young Adult Empowerment Day. More than 500 employers, Department of Human Services foster care and Central Oklahoma Workforce Investment Board program staff and youth joined together on the Youth America Campground to share resources. The WIA Young Adult Empowerment Conference joined with the annual DHS Independent Living Program Funfest to unite young adults in a place where empowerment, networking, making connections, advocating, education and training connections could take place. It was an opportunity for young people to learn about making informed career and life choices.

OU Sweeps Business Plan Competition

University of Oklahoma MBA students took first, second and third place in the 2006 Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition.

The Governor's Cup is designed to encourage students of Oklahoma universities and colleges to act upon their ideas and talents in order to produce tomorrow's businesses. Student teams and their faculty advisers compete in undergraduate and graduate divisions for cash prizes valued in excess of $100,000 and additional awards from community leaders valued at almost $80,000. Students involved in the competition gain access to networks of successful entrepreneurs, lenders and investors, team-building opportunities, business planning skills, and media exposure.

One of the goals of the competition is to encourage the development and commercialization of ideas and technologies being discovered in our universities. Multidisciplinary teams are encouraged, because they bring together the necessary knowledge to bridge the gap between technology and the marketplace.

i2E
TURNING INNOVATION INTO ENTERPRISE

First Place: PreDent and team members James Haddock (team leader), Isabel Chancellor and Mallory VanHorn. Concept: PreDent intends to market a vaccine for small animals that will help prevent gingivitis and periodontal disease.

Second Place: Valens Fuels and team members Danny Ferguson (team leader), Oksana Odnovol, Hayden Ryan and Jan Rynda. Concept: Valens Fuels is set to seize a unique opportunity in the alternative energy industry by creating fully independent facilities for the production and distribution of biodiesel, a direct substitute for petrol-diesel.

Third Place: AT Technologies and team members Andrea Bond (team leader) and Tim Stamps. Concept: Positioning Assistance Device (PAD) is a medical device used to perfect stereotactic head frame placement prior to gamma knife surgery using software to determine exact coordinates from MRI and CT scan images.

Activities and Events

CENT – "Collegiate Entrepreneurs"

Collegiate Entrepreneurs, a student organization, exists to foster networking, professional and community development, and career management. Our goals are to cultivate students into ambitious, inspired leaders by giving them useful skills and contacts so as to facilitate their professional and personal goals. Students accomplish these goals through in-depth discussions over Harvard Business School case studies, hosting prestigious guest speakers and providing networking opportunities. In addition, CENT club activities support the same goals. Principle activities include biweekly meetings, special events (i.e., golf tournament, Bricktown Capital Conference, Oklahoma Venture Forum Luncheons), Web site with résumés of all members and crafted profiles, mentorship and modeling for younger members, employment with small businesses and through internship opportunities, and charitable contributions through a partnership with the Better World Books foundation.

Bricktown Capital Conference

Students witnessed first-hand the importance of networking and fund raising for new ventures by attending the 2005 Bricktown Capital Conference, Oct. 19-21, 2005. The conference, which took place in Oklahoma City and was considered the premier venture capital conference opportunity, specifically was designed to connect venture capitalists, world-renowned scientists, innovators and entrepreneurs. Investor sessions informed participants of Oklahoma-specific market advantages, provided private peer-to-peer networking events as well as back-to-back entrepreneur presentations. Entrepreneurs and students found an extensive educational track featuring such sessions as trends in fund raising, Oklahoma-specific tax advantages, and also featured experts who spoke about intellectual property and extensive, structured networking to maximize interaction with investors.

Oklahoma Venture Forum Luncheons

The Oklahoma Venture Forum is a nonprofit organization formed in 1987 to encourage economic development in Oklahoma. The OVF provides a means for investors, entrepreneurs and others to exchange experiences and ideas through discussions and studies of venture investing, and the development and growth of new and existing small businesses. The OVF provides the setting at monthly luncheons which take place on the second Wednesday of each month, September through June.

OKLAHOMA VENTURE FORUM OVF

Experiential Learning: Graduate

Two-Class Sequence

Graduate students have a two-class, two-semester sequence. In the first semester, student teams explore the commercialization potential of an assigned piece of intellectual property in the graduate Field Studies class. The second semester is spent assembling a business plan to be entered in the graduate division of the Reynolds Governor's Cup competition.

Not just an academic exercise, students are encouraged to take their relevant business plans for existing technologies forward and create businesses, ideally in the state of Oklahoma. Should the students meet the milestones established at the beginning of the semester, boilerplate term sheets are offered with two options:
1) spinning-out the IP to form their own company, or
2) becoming a marketing agent on behalf of the University of Oklahoma's Office of Technology Development.

This graduate two-class sequence has been nationally recognized and was awarded a grant from the National Collegiate Inventors and Innovators Alliance.

The NCIIA encourages and supports invention, innovation and entrepreneurship education at institutions of higher learning across the United States. In July 2005, NCIIA awarded our proposal for the graduate "Entrepreneurial Field Study" class under NCIIA Course and Program Grants. These grants are typically awarded to institutions for the purpose of strengthening existing curricular programs or building new programs in invention, innovation and entrepreneurship. NCIIA fosters student invention and entrepreneurship with the expectation that some student innovators will commercialize their services or products.

NCIIA
National Collegiate Inventors & Innovators Alliance

IP Explored

Nineteen pieces of intellectual property created at the University of Oklahoma and one at The Samual Roberts Noble Foundation, have been reviewed and studied to determine commercialization potential by the Entrepreneurship Center's graduate and undergraduate students.

Clot-busting Drug Delivery System – This polymer formulation dissolves blood clots more quickly by enabling clot-busting medication administered intravenously to be delivered more effectively and can reduce bleeding complications.

Composition for Production of Flavonoid and Isoflavonoid Nutraceuticals (from the Noble Foundation) – This composition was created for production and use of health-benefiting, natural compounds for human and animal consumption. Production is achieved through the generic engineering of specific plant systems to produce these naturally occurring compounds in usable quantities.

Electronic Living Textbooks – This technology enables educators to economically download digital textbooks, search for and organize chapters, and interact with students using the same centralized source.

Engineered Protein Cancer Therapy – This novel fusion protein destroys or blocks the spread of cancer cells while leaving normal cells unharmed.

Food-borne Pathogen Therapy – Hypothiocyanite is a naturally occurring substance produced by the human body to fight infection. This unique process enables HTC to effectively fight food-borne illness pathogens.

Glutamate Inhibitor – During chronic inflammation there is a rise in neurotransmitter synthesis from sensory nerves in the skin and joints, which causes exaggerated responses to stimuli – a producer of chronic pain. This inhibitor relieves pain through peripheral neurotransmitter regulation.

GPS-based Aircraft Landing System – This cost-effective, infrastructure-free system provides local area correction of GPS signals, therefore improving the precision of landing aircraft.

Gum Disease Preventive and Treatment – This technology inhibits lysine decarboxylase in plaque, which removes lysine from interstitial fluid and causes gum disease to develop. By inhibiting the effect of plaque that causes gum disease, gingivitis and periodontitis can be treated or prevented.

Hydrophobic Cotton – This chemically treated fabric is water repellant but still maintains cotton's feel and breathability.

Inflammatory Bowel Disease Therapy – A formulation combining an antioxidant agent with mesalamine, this invention provides a significant advance in the treatment of Inflammatory Bowel Disease and other mild to moderate inflammatory conditions of the gastrointestinal tract.

Intelligent Asphalt Compaction Analyzer – This device increases the life span of pavement through improved monitoring of compaction quality during construction. It reads asphalt density in real time, allowing the operator to make necessary changes to the compaction level.

Mid-Infrared Laser – A breakthrough technology that overcomes current spectroscopy applications' deficiencies on temperature and tenability, this laser has the ability to be specifically tuned to locate certain molecules while operating at room temperature.

Mobility and Active Alignment for Free Space Optics – Free space optics is a form of wireless communication transmitted by high bandwidth lasers that can allow for real-time transmissions. This invention develops a system to actively align free space optic transmitter and receiver pairs while allowing mobility between them.

Peer-to-Peer Mobile and Wireless Law Enforcement Network – This invention integrates aspects of mapping technology and aerial photography with a global positioning system that securely links law enforcement officers with one another and with the station, enabling them to communicate verbally and visually in real time.

Phase and Phase Contrast X-ray Imaging – This significant improvement in X-ray imaging resolution enables physicians to identify and diagnose disease and injury with greater speed and accuracy.

Polarization Based Intrusion Monitoring for Fiber Optic Networks – This intrusion detection package includes a polarization analyzer and software to be used in conjunction with existing fiber optic cables and encryption software to detect physical breaches of security in fiber optic networks.

Positioning Assistance Device – A medical device that attaches to a normal, soft cervical collar, the PAD eliminates human error in head frame placement prior to gamma knife radiation surgery.

Rechargeable Lithium Battery – This lightweight, rechargeable lithium battery, which resists leakage and corrosion, can be molded into virtually any shape and size. Applications for the environmentally friendly battery include cars, laptop computers and cell phones.

Reconfigurable Microprocessor – This technology reconfigures a microprocessor so it can understand different instruction sets. This would enable universality and platform freedom and enable organizations to run necessary programs without maintaining their own servers.

Totally Implantable Hearing System – Intended specifically for individuals with mild to moderate hearing loss, this technology is totally implantable in the ear with no external components.

Experiential Learning: Undergraduate

Three-class sequence

Experiential learning is critical to teach students how to compete in today's global village. We must get students out of the classroom for some portion of their learning experiences while still finding ways to ensure academic value. A practitioner's approach means finding creative ways to share and learn from real-world experiences that contain "on line" decision making. Our response to this is experiential learning. Getting students to "pound the pavement," to produce strategic plans, marketing plans, production plans, and traditional business plans is a common assignment.

Our experiential learning environment for students is a three-class sequence: Starting and Managing the Entrepreneurial Venture, New Product Development, and Business Plan. Over a three-semester period, students will brainstorm, solve problems, investigate and analyze ideas for a new company. The concept is simple: solve a consumer problem and spend three semesters refining your business plan. At the end of the three-class sequence, students present their ideas to angel investors and venture capitalists at the Donald W. Reynolds Governor's Cup business plan competition.

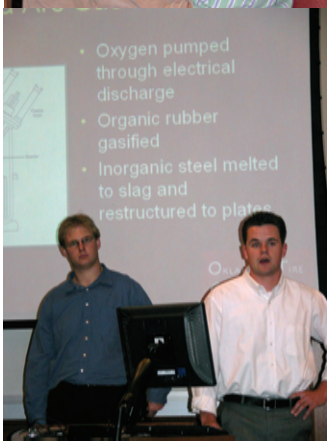
Future Initiatives:

With support of alumnus Ron Yagoda, we plan to create a seed fund that will invest in student ventures.

Real-world Experience

Field Studies is a one-semester experiential learning class taken in parallel to the three-class sequence. It exposes students to the industry they are entering and helps prepare students for the "start-up" world. In groups of four, students intern for a start-up company. The internship teaches students how a new venture operates and reacts to competition, while at the same time shows the overwhelming amount of execution that must take place to successfully launch a new business. The following companies have gained eager and hard-working student interns for a semester, and the students have gained valuable experiences and industry knowledge.

ALCHEM Field Services
Angelo Isaac
Applied BioResearch
Auto Parts Bank LLC
Bergey Windpower
BNB Technology
Brainstorm Network LLC
Century Fitness
Century Martial Arts
Chisholm Private Capital Partners
Colony Partners Inc.
D.L.Perkins LLC
Dillard Group
Domain Commercial LLC
Dynasty Homes
Ekips Technologies Inc.
EPPO
FortNox Inc.
Frontrow Technologies Inc.
Immuno-Mycologics Inc. (IMMY)
Inavonx
Interactive Collegiate Solutions – ICS
Lucas Color Card
MedEncentive LLC
MEDIBIS LLC
MetaFund
Mobile Irrigation Technologies LLC
MY Consulting Group
MYEPages
Nexus Media Inc.
Old Hat Design Company LLC
Old Russia Vodka Distillery and Spirits
Oliver Investments
Riley Genomics
Roundtable Consultants
Selexys Pharmaceuticals
SouthWest NanoTechnologies
The MidTown Redevelopment Corporation
The Oklahoman
The Waid Group
Turtle Creek Mortgage
Weather Decision Technologies
ZigBeef Company LLC



Pedagogy

Case Learning

Students Making Decisions

Case learning provides a unique opportunity for training students in creative collaboration. In each entrepreneurship case, an entrepreneur (the protagonist) must make a decision. For instance, Billy the Kid is trying to figure out whether he should open a lemonade stand. Students, working in their study groups, analyze the predicament and come to class prepared to untangle the problem and advise the entrepreneur.

As students exercise case discussion competencies, they practice precisely the skills they'll need for success in business – speaking succinctly and with precision, analyzing numbers, working cooperatively to solve problems and listening.

Whereas many classes are exclusively about "the material," the case class is about process. In each discussion, teachers hold individual students accountable by using word economy or citing evidence. They call the class' attention to how students are listening and whether comments tend to build on each other. Although it takes time, students eventually learn that case discussion is not about finding "the right answer" or "cracking the case." The focus on process helps students mature beyond habitually striving to meet the expectations of the teacher (or some other authority) and encourages them to take responsibility for generating valuable ideas and engaging others in discussion about them.

Case discussion also challenges students to think about their motivations, their ethical standards and their criteria for choosing among competing opportunities and potential partners. In most cases, advising an entrepreneur means understanding what motivates him or her. Students find themselves defending or challenging an entrepreneur's willingness to sacrifice his reputation for the sake of a short-term profit or the way an entrepreneur's business decision affects his or her family or employees. Many case discussions bear on life's biggest questions and challenge students to articulate their values and world views.

Future Initiatives:

We hope to add two case classes next year: Entrepreneurial Law & Ethics and Family Business/Small Business.

Teacher Training

Teachers are absolutely critical to a successful case discussion. Our case teachers are all adjuncts. They have the unique ability to bring real-world experiences into the classroom within the boundaries of a case. What makes our teachers successful is their extensive training in case study methodology. Before teaching a single class, our teachers observe more than 100 hours of case teachers in the classroom; and attend and participate in the FEE Teaching Seminar in Austin, Texas. They also must have read *Learning with Cases* and *Teaching with Cases* by James A. Erskine; Socrates' *Muse: Reflections on Effective Case Discussion*; *Leadership* by Robert F. Bruner; *Education for Judgment: The Artistry of Discussion Leadership* by C. Roland Christiansen; and the *FEE Case Teachers Handbook*. They have spent more than 2,100 hours in classroom teaching preparation; have invested more than 50 hours in DVD-interactive learning with *Participant-Centered Learning and the Case Method* from Harvard Business School Publishing; and they continue to collaborate with each other through semester lunches and summer half-day retreats.

This training allows our case teachers to provide what we believe is the absolute best educational experience for our students. What are the results? All entrepreneurship case teachers exceed the Price College average as measured by student evaluations.

A 1.0 is a perfect score and a 5.0 is the lowest score. As you can see below, our adjunct case teachers even exceed the high average for all classes in the Price College.

	Instructor Rating	Course Rating
Average for Price College	1.92	2.26
Eddie Edwards	1.11	1.21
Steve Ives	1.14	1.46
John Penton	1.00	1.18
Scott Rayburn	1.00	1.43
Jim Wheeler	1.18	1.53
Rainey Williams	1.50	1.86

Graduate Classes

The Entrepreneurial Process

This course rigorously explores the four distinct phases of an entrepreneurial business: Opportunity Identification; Gathering the Resources and Launch; Managing Entrepreneurial Growth; and Harvesting the Rewards – with a special emphasis on ethics, morality and life-planning skills. The Entrepreneurial Process is a course designed for students who are committed to learning the practical skills, habits and judgments required to make money; learning to ask the right questions, analyze the right numbers and clearly defend their ideas; and most importantly, students learn how to live a "life of meaning" so they can make a difference in the world.

Instructor: Edward B. Edwards

Cases:

Lemonade Stand Case•R&R Case•Peanut Butter Fantasies•Eastwind Trading Company•Cumberland Metal Industries: Engineered Products Division 1980• The Disposable Diaper Industry in 1974•Honda (A)•Precision Parts, Inc. (A)• Steven B. Belkin; Universal Robotics Corporation•Technical Data Corporation: Business Plan•Stamp Plus (A); Boston Duck Tours, 1996: Has Boston Gone Quakers?•Fjord Trading Co. (A)•Noodles & Company•Calyx and Corolla•Davis Boatworks•The Company that Grew Too Fast•Kate Spade•Virginia Craftsmen, Inc.•Wirefab, Inc. (A)

Books:

Man's Search for Meaning – Victor Frankl
E-Myth Revisited – Michael Gerber
Books also are supplemented by Harvard Business School notes.

Financing the Entrepreneurial Venture

This course covers various aspects of financing entrepreneurial ventures. Topics include methods of financing, financial techniques for valuing new businesses and financial structure. Funding sources examined will include commercial banks, small business investment companies, SBIC, business angels, IPO, Series A & B & C financing, acquisitions, LBO and venture capital companies. These processes are often referred to as sourcing, diligence and valuation. Concepts are illustrated through 23 Harvard Business School, Babson College and Stanford University cases, and are supplemented by notes and readings.

Instructor: Rainey Williams

Cases:

Cityspace• Widget, Inc. (A) and (B); Friendly Cards, Inc.• Band of Angels•Pathfinder Capital; Stratus Computer•ONSET Ventures•Ruth M. Owades•Science Technology Company•Starbucks•BCI Growth III: May 1993•Gordon Biersch•Be Our Guest; John M. Case Company•Brazos Partners: the CoMark LBO• Interco•Netscape's IPO•Bio Transplant Inc•Eskimo Pie Corporation•The Carlton Polish Company•Transportation Displays Incorporated (A)•Walnut Venture Associates (A)• Parenting Magazine

Readings:

Supplemented by Harvard Business School notes.

Market Development

This class deals with the issues entrepreneurs might face during the launch phase of their new venture and/or new product. The curriculum teaches students the critical questions that must be answered in order to turn products and ideas into sales and revenue. Issues to be covered are opportunity identification, manufacturing, pricing, market segmentation, advertising, promotions, public relations, branding, sales, negotiations, channels, service, franchising, competition and strategy.

Instructor: Michael Dillard

Cases:

Nantucket Nectars•Wildfire Communications, Inc.•Donner Company•National Bicycle Industrial Co.•Virgin Mobile USA: Pricing for the Very First Time•Electronic Arts Introduces The Sims Online•Marcia Radosevich and Health Payment Review•Biopure Corporation•Heineken N.V.: Global Branding and Advertising•The Gillette Company: Dry Idea Advertising•Gardenburger Advertising Strategy• Nike Inc: Developing an Effective Public Relations Strategy• Burberry•Steinway & Sons: Buying a Legend•Inpart• SaleSoft, Inc•At Play Productions•Ingersoll-Rand•Barilla SpA•Starbucks: Delivering Customer Service•Supercuts• Warner-Lambert Ireland: Niconil•Sealed Air Corporation• Materials Technology Corporation•Documentum, Inc.

Books:

Entrepreneurial Marketing: Lessons from Wharton's Pioneering MBA Course, Leonard M. Lodish, Howard Lee Morgan, Amy Kallianpur, John Wiley & Sons Inc. Books also are supplemented by Harvard Business School notes.

Entrepreneurial Field Studies

This practicum course provides students with opportunities to apply concepts mastered in previous business courses. Students work with the University of Oklahoma Intellectual Property Office to spin out new ventures. Students will perform a due diligence of IP, interview the scientists, perform market research and competitive analysis, etc. Students will present their feasibility study to venture capitalists at the end of the semester. The following semester, students enroll in the Business Plan class, which culminates in the Donald W. Reynolds Governor's Cup business plan competition.

Instructor: Jim Wheeler and Anil Gollahalli

Business Plan

This is the capstone course of the entrepreneurship concentration. The primary focus is on strategically designing and writing a quality business plan. The developed business plans will be of sufficient quality that they can be presented to potential financiers and to the Donald W. Reynolds Governor's Cup business plan competition or other regional and national business plan competitions. The course also covers the topics of stages of financing, business models, growth models and strategic positioning of the early stage venture.

Instructor: Lowell Busenitz

Curriculum

Undergraduate Program and Classes

Four options are available for students who have an entrepreneurial spirit. Business and nonbusiness students enroll in the same classes, creating a collaborative environment, just like the real world!

BBA Entrepreneurship

Entrepreneurship is a major degree program offered by Price College. The major is designed for students who want to pursue a more innovative track in the form of starting their own business, working with growth-oriented firms offering entrepreneurial initiatives, or management positions in small to medium-sized entrepreneurial and family businesses. Students are encouraged to enroll in "IBC" during their junior year, and to pursue a double major.

Entrepreneurship Minor for Engineering Majors

This 18-hour undergraduate curriculum was established to provide engineering students an opportunity to learn business principles associated with bringing new ideas to market. They also will learn how to evaluate the business potential of new products and how to write quality business plans that can guide the launching of new businesses. They will work shoulder to shoulder with business entrepreneurship majors in developing business concepts. Curriculum includes: Financial Accounting, Legal Environment of Business, Business Finance, Starting and Managing the Entrepreneurial Venture, New Product Development and Business Plan.

Entrepreneurship Minor for Nonbusiness Majors

This undergraduate curriculum was established for nonbusiness majors. Students will have an opportunity to learn major business principles. They also will learn about entrepreneurial ventures and learn how to write quality business plans for new businesses. Students apply to enter this program. Curriculum includes: Financial Accounting; Introduction to Marketing, Business Finance, Starting and Managing the Entrepreneurial Venture, Business Plan, and either a) Introduction to Entrepreneurship, b) Market Development, c) Computer-Based Information Systems, or d) CCEW Internship

Entrepreneurship in a Two-class Sequence:

Undergraduate students who are interested in starting their own business will have the opportunity to enroll in a six-hour, two-class sequence designed to expose students to the fundamentals of starting and growing their own businesses. Students will take Introduction to Business, followed by Introduction to Entrepreneurship class.

Introduction to Entrepreneurship

The course focuses on the early development of independent ventures as well as those within established organizations. Individual and organizational level issues will be addressed. The venture life-cycle of opportunity – launch, growth and harvest is highlighted. The course also will address start-up team issues, legal issues with new firms and innovations, and organizational form. Concepts are illustrated through more than 20 Harvard Business School, Babson College and Stanford University cases, supplemented by notes and readings.

Instructor: John Penton

Starting and Managing the Entrepreneurial Venture*

This course focuses on the development of entrepreneurial opportunities and determining the viability of these opportunities in today's business environment. The mastery of concepts covered in this course will lead to an initial evaluation of new venture ideas and provide a foundation for subsequent courses in the major. This course represents an early step in preparing one to start and manage an entrepreneurial venture.

Instructor: Rob Mitchell

Entrepreneurial Growth Strategies

The course focuses on the growth strategies of entrepreneurial pursuits in new as well as established firms. Issues covered include differentiating self-employment opportunities from high-growth potential ventures, aligning goals and resources with customer expectations, developing the entrepreneurial team, finding strategic partners who add value, developing financial and analytical models to ensure efficiency and maximum output, and determining proper exit strategies. Concepts are illustrated through more than 20 Harvard Business School, Babson College, and Stanford University cases, supplemented by notes and readings.

Instructor: Scott Rayburn

New Product Development*

The course focuses on the development of ideas for new or established organizations, creating an environment conducive to innovation, recognizing business opportunities, and assessing the market, customer and competitor situation. The development of these ideas leads to a feasibility analysis. The course also

examines the development of a sales and distribution structure (including franchising, distributorship, and licensing and alliances), understanding segmentation, targeting and niching.

Instructor: Jeffrey Schmidt or Jeffery P. Wallman

Market Development

This class deals with issues an entrepreneur might face during the launch phase of his or her new venture and/or new product. The curriculum teaches students the critical questions that must be answered in order to turn products and ideas into sales and revenue. Issues to be covered include opportunity identification, manufacturing, pricing, market segmentation, advertising, promotions, public relations, branding, sales, negotiations, channels, service, franchising, competition and strategy. Concepts are illustrated through more than 20 Harvard Business School, Babson College and Stanford University cases, supplemented by notes and readings.

Instructor: Jim Wheeler

Financing the Entrepreneurial Venture*

This course covers various aspects of financing ventures. Topics include methods of financing, financial techniques for valuing new businesses and financial structure. Funding sources examined will include commercial banks, small business investment companies, SBIR, business angels, IPO, Series A & B & C funding, acquisitions, LBO and venture capital companies. These processes are often referred to as sourcing, diligence and valuation. Concepts are illustrated through 20 Harvard Business School, Babson College and Stanford University cases, supplemented by notes and readings.

Instructor: Steve Ives

Entrepreneurial Field Studies*

This practicum course provides students with opportunities to apply concepts mastered in previous business courses. In the context of teams, students work with Oklahoma start-up companies and entrepreneurs as consultants to develop comprehensive business plans for new ventures or to assist business persons with problems related to market research, financial management, managerial issues and other business requirements such as planning expansion or new product development.

Instructor: Jim Wheeler and Daniel Pullin

Business Plan*

This is the capstone course of the entrepreneurship major that focuses on designing and writing a business plan. Differences in obtaining financing from business angels, venture capital funds, such financial institutions as banks, and corporations (as internal projects or external investors) are discussed. It is expected that the developed business plans will be of sufficient quality that they can be presented to potential financiers and the OU Business Plan competition or other regional and national business plan competitions.

Instructor: Lowell Busenitz

The Leader in You, The Leader in Us

This course employs group exploration to help us better understand our view of the world and our individual place – at least perceived – within it. We will use excerpts from the "Great Books" as touchstones to comprehend our unexamined opinions working in a seminar or "roundtable" format. The course moves through four phases: overcoming the reliance upon expertise without speaking irresponsibly, understanding how our desire for certainty and security leads us to evaluate the credibility of speakers, learning to distinguish between listening and hearing, recognizing the shared responsibility of all group members in "Cooperative Leadership."

Instructor: Chris Howard

CCEW Internship

In this course, students engage in entrepreneurial outreach activities and the development of actual start-up companies. Upon successful completion of the program, students will develop appreciation for the substance of intellectual property and how to protect it; working knowledge of the entrepreneurial and wealth creation processes; relationships with key players (e.g., executives, investors, inventors); effective communication skills to present/argue a perspective persuasively; awareness of the cultural nuances that must be understood to compete in an international, idea-based environment; and the ability to produce results in a "team first" environment. The Center for the Creation of Economic Wealth was created to strengthen wealth development/creation in Oklahoma by accelerating the transition of university technology into the marketplace. It is designed to give student interns the opportunity to engage in real-world business enterprise and to broaden their exposure to the entrepreneurial process.

* *Core classes required for Entrepreneurship majors. Also students must take 15 hours from a required list of upper-division business electives.*

Faculty

Lowell Busenitz
Academic Director
Center for Entrepreneurial Studies

Lowell Busenitz (Ph.D. - Texas A&M University) is a professor of entrepreneurship and management and the McCasland Foundation Professor of American Free Enterprise. He also is the academic director for the OU Center for Entrepreneurship. He teaches the business plan courses for undergraduate and graduate students. He has published more than 25 research articles on entrepreneurship and venture capital and is co-author of the book *Venture Capital* volumes 1-3. Before pursuing his academic career, he founded and managed his own business, and he continues to be involved in various businesses.

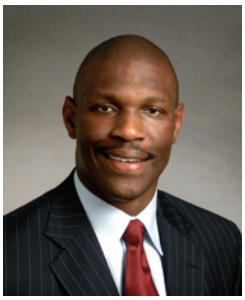
Class: Business Plan

Publications:

Arthurs, J.A. and Busenitz, L.W. 2006. Dynamic Capabilities and New Venture Performance: The Moderating Effects of Venture Capitalists. *Journal of Business Venturing*, 21: 195-215.

Busenitz, L.W., Fiet, J.O. and Moesel, D.D. 2004. Reconsidering the Venture Capitalists' "Value Added" Proposition: An Interorganizational Learning Perspective. *Journal of Business Venturing*, 19(6): 787-807.

Busenitz, L.W., and Barney, J.B. 1997. Differences Between Entrepreneurs and Managers in Large Organizations: Biases and Heuristics in Strategic Decision Making. *Journal of Business Venturing*, 12(1): 9-30. (An earlier version of this article won the Michael H. Mescon Best Empirical Paper Award at the 1994 Academy of Management meetings.)



Christopher B. Howard

Chris Howard is the associate vice president for Strategic & Leadership Initiatives at OU. Formerly a manager in GE's famed Corporate Initiatives Group, he directed the "At the Customer, For the Customer" initiative and co-chaired the Supplier Diversity Council. Howard conducted strategic analysis for GE Energy, Equipment Services, NBC Universal, Rail, Security and Water. Before joining GE, he held a series of positions at Bristol-Myers Squibb Co. in international project management, sales, marketing, strategic planning and business development. He is the CEO and founder of the Impact Young Lives Foundation, which provides travel, scholarship and mentorship opportunities for previously disadvantaged South African high school students. Howard holds a B.S. from the U.S. Air Force Academy, a Ph.D. degree from Oxford University and an MBA from Harvard Business School.

Class: The Leader in You, The Leader in Us

J. Robert Mitchell

Rob Mitchell is an assistant professor of entrepreneurship and management at OU. He comes to OU with a doctoral degree in entrepreneurship from the Kelley School of Business at Indiana University. Prior to pursuing his doctorate, Rob worked in a technology start-up in Salt Lake City, and was involved in emerging enterprise consulting in Victoria, British Columbia. At OU, he teaches Starting and Managing the Entrepreneurial Venture and is actively involved in research in entrepreneurship. His research has recently appeared in *Entrepreneurship Theory and Practice* and his dissertation brings together ideas in strategy and entrepreneurial cognition to further explore sources of entrepreneurial capabilities.

Class: Starting and Managing the Entrepreneurial Venture

Publications:

Mitchell, R. K., Mitchell, J. R. and Smith, B. 2004. Failing to succeed: New Venture Failure as a Moderator of Startup Experience and Startup Expertise. *Frontiers of Entrepreneurship Research, 15-29.*

Mitchell, J. R., Friga, P., and Mitchell, R. K. 2005. Untangling the Intuition Mess: Intuition as a Construct in Entrepreneurship Research. *Entrepreneurship Theory and Practice, 29(6): 653-679.*

Mitchell, J. R. 2006. Articulating the intuitive: Mechanisms for Entrepreneurs to Communicate Opportunity Evaluation Decision Policies. Indiana University, Bloomington, IN.

Jeffrey B. Schmidt

Jeffrey B. Schmidt (Ph.D. – Michigan State University) is an associate professor of marketing and supply chain management and teaches New Product Development in the Entrepreneurship program at the University of Oklahoma. Prior to joining the Price College faculty in 2005, he was on faculty at the University of Illinois at Urbana-Champaign. Schmidt served as vice president of academic affairs for the Product Development and Management Association (2001-2003), and he continues to be active in PDMA. Presently, he serves on the editorial boards of the *Journal of Product Innovation Management* and *Decision Sciences*. His main area of research interest is product development and management, and he is the author or co-author of several articles in the area of new product development. Prior to returning to academia, Jeff worked as a project engineer at General Motors Corp.

Class: New Product Development

Publications:

1996, Controllable Factors of New Product Success: A Cross-National Comparison. *Marketing Science 15, (4) 341-58.*

2001, New Product Development Decision Making Effectiveness: A Comparison of Individuals, Face-to-Face Groups, and Dispersed Groups. *Decision Sciences, 32 (Fall) 575-600.*

2002, Escalation of Commitment During New Product Development. *Journal of the Academy of Marketing Science, 30 (Spring) (103-118).*

Jeffrey P. Wallman

Jeff Wallman (Ph. D. – University of Wisconsin-Madison) is an assistant professor of marketing and supply chain management. His teaching interests are in the areas of new product development, marketing management and marketing strategy. His research interests are in the areas of entrepreneurship, marketing management and marketing strategy. Prior to working in academia, he worked as a management consultant for the MAC group and Management Horizons, Division of Price Waterhouse LLP and later owned his own consulting practice. He also worked as a vice president/general manager for a division of Louis Dreyfus Corp., a subsidiary of the Louis Dreyfus Group. Prior to obtaining his Ph. D. degree at the University of Wisconsin, he received his B.S.S. from Cornell College and his M.M. from the Kellogg School at Northwestern University.

Class: New Product Development

Publications:

Kyriakos K. and Wallman, J. P., Market Learning: Typology and Cultural Antecedents. *American Marketing Association*. Conference Proceedings. Chicago: 2001. Vol. 12; p. 197.

Adjunct Faculty

Michael Dillard

Class: Graduate Market Development

Michael Dillard graduated from Oklahoma State University in 1974 with a bachelor of science degree in accounting. He founded Century Inc. The company specializes in martial arts and boxing products, and it is the dominant supplier in the U.S. and abroad. He remains the chief executive officer of Century Inc. The 2006 yearly sales estimates are $60 million. He holds substantial real estate investments in commercial, office and warehouse. He owns Dillard Group Inc., a residential real estate brokerage. Their yearly sales are over $250 million. He also owns Waterford/Raptor properties. Their gross holdings are over $270 million. In addition, he has continued executive education at both Harvard University and Stanford University in conjunction with CEO and YPO, respectively, for several years.

Edward B. Edwards

Class: The Entrepreneurial Process

Eddie Edwards was born and reared in Amarillo, Texas. He graduated from OU in 1978 with a BBA in accounting and from the University of Texas in 1979 with an MBA in finance. In 1980 he co-founded Edwards & Williams Group with his brother, Carl Edwards, and Gordon Williams. E&W Group served as the financial partner for a number of real estate developers working on commercial projects throughout the southwestern United States. In 1988, he joined Candid Color Systems as the head of the new "Glamour Shots" franchised retail photography studio operation. He later joined Gene Rainbolt and Greg Main in representing Intersouth Partners, an early stage venture capital fund in Oklahoma. Currently, he is the managing partner at Commercial Technology Group LLC and BK Data Online LLC. He also is a shareholder and member of the board of directors for Price Edwards & Co. (a commercial real estate company) and Accord Human Resources Inc., an Oklahoma-based professional employer organization.

Anil Gollahalli

Class: Graduate Entrepreneurial Field Studies

Anil Gollahalli is associate university vice president for technology development and assistant general counsel for the university. A Norman native, he returned to OU in 2006 after practicing law in Dallas with Jenkens & Gilchrist P.C. and later Morgan Lewis & Bockius LLP. Gollahalli has extensive experience in the intellectual property fields of patent, copyright and trademark law and has additional expertise in licensing. Gollahalli earned his chemical engineering degree from OU in 1997 and his law degree from the University of Chicago in 2000. Gollahalli also is licensed to practice before the U. S. Patent & Trademark Office and is active in the American Bar Association and American Intellectual Property Law Association.

Steve A. Ives

Class: Undergraduate Financing the Entrepreneurial Venture

Steve Ives is a graduate of the University of Oklahoma, receiving a BBA in 1973 and his master of accountancy in 1974 and earning such honors as the President's Honor Roll and Beta Gamma Sigma. Upon graduation, he began practicing as a certified public accountant for Arthur Young & Co. For the past 25 years, he has been employed by the Sackler family of Greenwich, Conn., and serves as the CFO in charge of their family office in Oklahoma City. Included in his duties is the management of an investment portfolio composed of multiple strategies, ranging from private equity investing to alternative hedging strategies. Steve also serves as president of Cheyenne Petroleum Co., an oil and gas exploration company with offices in Oklahoma City, Houston, Denver and Calgary.

John K. Penton

Class: Introduction to Entrepreneurship

John Penton earned a bachelor of science degree in economics from Oklahoma City University in 1978 and a master of business administration degree from the University of Central Oklahoma in 1980. Penton was employed as a petroleum landman by Hunt Energy Corp. in its Oklahoma City office from 1980 to 1984. From 1984 until 1987, Penton owned and managed an independent exploration company based in Oklahoma City, Newport Resources Inc. In 1987, he co-founded Canaan Energy Corp. with Leo Woodard and served as its vice president until 1999, when he became president. He served as president and director until the acquisition through the merger of Canaan Energy Corp. by Chesapeake Energy Corp. in June 2002. Penton currently serves as president and director of Canaan Natural Gas Corp.

Daniel Pullin

Class: Undergraduate Entrepreneurial Field Studies

Daniel Pullin is the associate vice president and executive director of the Center for the Creation of Economic Wealth. He coordinates the CCEW's efforts to broaden exposure to the entrepreneurial process, provide interested students the opportunity to engage in real-world business enterprise, and accelerate the move of OU technology into the marketplace. Prior to joining OU in 2006, he served as vice president of strategy and business development for Home Interiors & Gifts, a $500 million manufacturer and direct seller of consumer products. Pullin previously worked at Hicks, Muse, Tate & Furst, a private-equity firm specializing in leveraged buyouts, and McKinsey & Co., a global strategy consulting firm. He holds undergraduate degrees from OU in finance and accountancy and an MBA degree from Harvard Business School.

Scott M. Rayburn

Class: Entrepreneurial Growth Strategies

Scott Rayburn received his BBA in 1974 from the University of Oklahoma and his J.D. in 1977 from the University of Texas School of Law. Scott has 25 years of experience as an attorney in Oklahoma City in a business-oriented practice representing primarily small- to mid-sized businesses. He has extensive experience representing diversified clientele in oil and gas, restaurant, hotel/motel, credit, telecommunications, medical services, real estate, retail and other industries. Rayburn has experience in representing parties on either side of business transactions, and his representation of clients has included counsel: a client's business; structure and negotiation of capitalization; purchases and sales of businesses; and drafting, negotiation and preparation of business transactions and related documents. He currently is an owner and vice president of legal at Canaan Resources LLC and president/shareholder of Scott M. Rayburn, PC.

James M. Wheeler

Class: Undergraduate Market Development, Graduate and Undergraduate Entrepreneurial Field Studies

Jim Wheeler received his BBA in marketing from OU in 1992. He is the co-founder and executive director of the Center for Entrepreneurial Studies and holds the Stanley White Directorship of the Entrepreneurship Center. He created a Student Venture Capital Fund and an annual Business Plan Competition—a statewide contest for undergraduate and graduate students. He participated in Gov. Brad Henry's EDGE program, sitting on the entrepreneurship committee. He also serves on the OU president's Coordinating Committee on the Research Campus and is a 2003 University of Texas and Kaufman Foundation MOOT CORP fellow. Jim was a 10-year sports media, marketing, and licensing executive. His clients included the Olympic Games, the FIFA World Cup, the Cotton Bowl, The Big Ten Conference, Post-Season College Football and the NCAA Tournament.

Rainey Williams

Class: Graduate Financing the Entrepreneurial Venture

Rainey Williams graduated from Southern Methodist University in May 1982 with a BBA degree (concentration in finance). In May 1985, he earned a juris doctorate from OU's College of Law. He served as an associate attorney, practicing real estate and corporate law for McAfee & Taft, a professional corporation in Oklahoma City until 1988, when he became president of a private investment capital partnership, Marco Holding Corp. in Oklahoma City, where his primary emphasis was on private equity and real estate transactions. Williams serves on the boards of BancFirst Corp. (NASDAQ: BANF), Benham Investment Holdings and various other private companies. He is active in the nonprofit sector, currently serving as chairman of the YMCA of Oklahoma City.

Mentors and Guest Speakers

The following prominent business leaders from across the country have mentored, hired, or visited with entrepreneurship students:

David Albert, M.D.
Chairman
InnovAlarm Corp.

Allen Barrow
Partner
Barrow & Grimm PC

Sean K. Bauman, Ph.D.
President/CEO
Immuno-Mycologics Inc.

Randy Baumgarten
COO
Lee Lumber and Building Material Corp.

Robert Beall
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R.S. Beall Investments.

David P. Biggers
Chairman/Owner
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Dwayne Boggs
Vice President and Managing Officer
Federal Reserve Bank of Oklahoma City Branch

Paul Borchardt
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Ron Bradshaw
President
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Bob Bramlett
President and CEO
The Bramlett Agency Inc.

John Branch
Owner
John Branch & Associates

Bill Cameron
Chairman and CEO
American Fidelity Assurance Company

Joe Cappy
Former CEO and Chairman
Dollar Thrifty Automotive Group

Mike Cawley
President and Trustee
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Bill Comfort (William T. Comfort Jr.)
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Coalfire Systems Inc.

Barry M. Davis
Managing General Partner
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President and CEO
Dernick Resources Inc.

Mike Dillard
CEO
Century Inc. and Waterford Properties

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Founder and CEO
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G. Carl Gibson
CFO and V.P. for Business Development
Ekips Technologies Inc.

Charles S. Givens
Co-founder and Developer - Hotel ZaZa
Real Estate Developer

Laurence Grable
Patent Attorney
Tomlinson & O'Connell PC

Matt Green
Founder
FrontRowFans.com

Alan (Ace) Greenburg
Chairman of the Executive Committee
The Bear Stearns Companies Inc.

Bill Grissom
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Grissom and Associates PC

Arnulf Hagan, Ph.D.
Consultant
OCAST

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BancFirst, Oklahoma City

Darcie Harris
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EWF International LLC

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Horton Insurance
Arthur J. Gallagher Risk Management Services Inc.

Larry Houchin
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Adams Hall Investment Management

David Humphrey
COO
Oklahoma Equity Partners

Brent Humphries
Director, Structured Equity
Goldman, Sachs & Co.

Mel James
President
Southwest Management Corp.

Rick A. Jenson
Director
CBIZ Valuation Group Inc.

Bill Johnstone
CEO and Chairman
Council Oak

Pat Jones
Executive Vice President and Chief Financial Officer
Petra Industries Inc.

Steven C. Jordan
President
Jordan Insurance Group, Ardmore

P. Stan Keith
Co-founder of CompUSA Inc.
President and CEO
Promettre International Ventures Inc.

Larry Kennedy
Vice President of Technology Transfer
Oklahoma Medical Research Foundation (OMRF)

Greg Kieson
Manager, Business Development Center
Moore Norman Technology Center

Tim Kilkenny
Founder and CEO
FullNet Communications

Russell Kim
President
Audio Dimensions Inc.

Scott Klososky
Partner
Giant Partners

Phil Kramer
CFO
Plains All American Pipeline LP

Steve Latham
Founder and CEO
Spur Digital

Zac Logsdon
President
Old Hat Graphic Design

Tom Loy
Founder, Chairman and CEO
MetaFund

Jonathon Lunardi
CEO
SINAPSE Consulting Inc.

Dan Luton
Assistant Director
Technology Development Programs
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President and CEO
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Mesa River Capital LLC

Herb Mee, Jr.
President and CFO
The Beard Co.

Frank Merrick
President
Foundation Management Inc.

Amber Mitchell
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MY Consulting Group

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IP Launch Inc.

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Atomic Venture Partners LP
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R. Marc Nuttle Attorney-at-Law

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Third Degree Advertising & Communications Inc.

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Mark I Asset Management Ltd.

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BancFirst Corp.

Arthur C. Rahill, Jr. CPA
Wedel Rahill & Associates, CPAs, PLC

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BancFirst Corp.

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Managing Director
Technology Ventures Group
Partner of Jackson Walker LLP

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Mark Roberts Motors Inc.

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Waukomis Inc.

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C-Lutions

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BrainStorm Network LLC

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Steve Thompson
Managing Director
Round Table Consultants LLC
Vice President, General Manager
Industrial Specialties LLC

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SaniVex Technologies Inc.

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BancFirst, Norman

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Plastag Holdings LLC

Rainey Williams
President
Marco Holding Corp.

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UNIVERSITY OF OKLAHOMA
THE CENTER FOR ENTREPRENEURIAL STUDIES
1003 ASP AVE., ROOM 1036
NORMAN, OK 73019-4302
www.ou.edu/entrepreneurship

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