

A large, multi-story red brick building with a prominent central tower and a fountain in the foreground. The building features a gabled roof with a decorative brick pattern. The central tower has a series of tall, narrow windows. In the foreground, there is a circular fountain with several water jets, surrounded by a paved walkway and a garden bed with red flowers. A few people are sitting on wooden benches around the fountain. The sky is blue with some clouds.

The UNIVERSITY of OKLAHOMA

CENTER FOR ENTREPRENEURSHIP

CONNECTING TO
**THE WORLD OF
OPPORTUNITY**

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FROM THE EXECUTIVE DIRECTOR

The OU Entrepreneurship program is about

“CONNECTING TO A WORLD OF OPPORTUNITIES.”



Our multidisciplinary approach encourages collaboration and the simulating of the entrepreneurial journey.

We accomplish this task by focusing on three areas; 1) Ideation and Innovation – coming up with your own solution to an opportunity; 2) Learning from entrepreneurs – we have entrepreneurs in the classroom using cases to simulate real-world problems; 3) Experiential – trips to Africa, China, Italy, San Francisco and Austin, along with pitch and business plan competitions and symposiums – provide the critical “beyond the classroom” experience. The Sooner Seed Fund provides capital and Sooner Launch Pad accelerates your entrepreneurial vision. Our success has been recognized by student satisfaction and national rankings. Over the past six years, we have been ranked in the Top 20 by US News and World Report or Princeton Review – this year reaching No. 10 and No. 1 in value! I invite you to visit Norman, ranked No. 6 in Money Magazine’s best small cities, start your business in the Oklahoma City area, 15 miles away and ranked No. 1 by CNN Money.com as the Best Large Metropolitan area in which to launch a business, and enroll at the beautiful University of Oklahoma, ranked No. 10 by Princeton Review “Best Value Colleges” for 2011 to learn firsthand about the exciting opportunities at Price College’s Center for Entrepreneurship.

JIM WHEELER

Stanley White Executive Director and Co-Founder

CONNECTING TO TECHNOLOGY

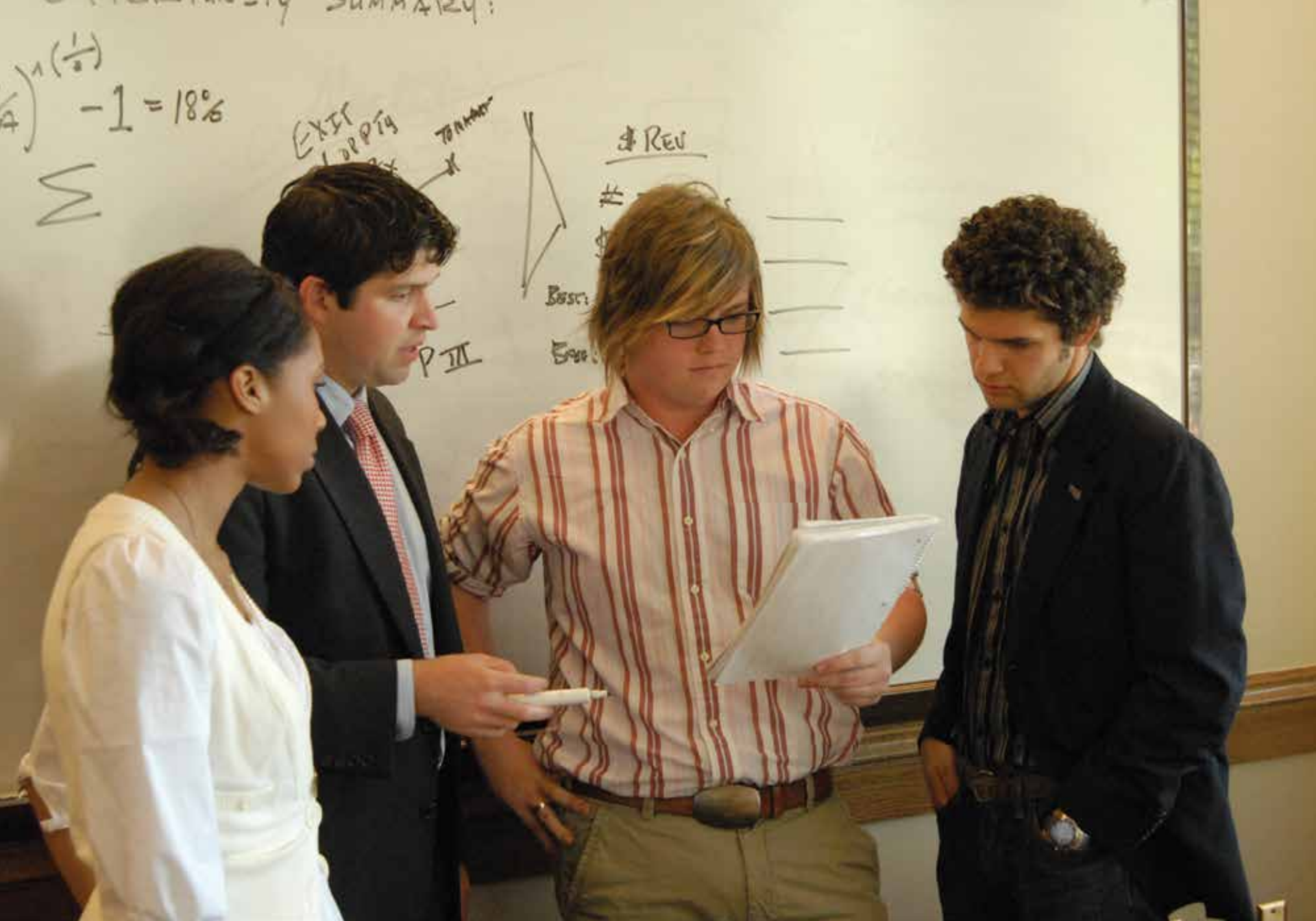
We **IDENTIFY** market opportunities and use technology to **SOLVE** the customer's problem.

splunk >



CONNECTING TO
**WORLD-CLASS
CURRICULUM**

It is our belief that **BRINGING DIVERSE STUDENTS TOGETHER** is the best approach to teaching entrepreneurship.



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CONNECTING TO

OUTSTANDING FACULTY

Top instruction from **LEADING** academic scholars and **HIGHLY SUCCESSFUL** entrepreneurs.



CONNECTING TO LEADING RESEARCH

One of the central **GOALS** of the Center for Entrepreneurship is to support **QUALITY RESEARCH**.



CONNECTING TO
EXPERIENCES

Our **STUDENTS** want to **CHANGE THE WORLD.**



CONNECTING TO STUDENTS

Social events and activities are an **IMPORTANT** component in developing the **ENTREPRENEURIAL SPIRIT.**



CONNECTING TO ENTREPRENEURS

Access to success provides **A WEALTH OF INFORMATION** on entrepreneurship.



CONNECTING TO MENTORS

Our mentors give **MORE THAN ADVICE;** they give **A HELPING HAND.**



CONNECTING TO INNOVATION

Our students have the ability to see **CHANGE** as an **OPPORTUNITY**— not a threat.

ROBERT N. NOYCE BUILDING





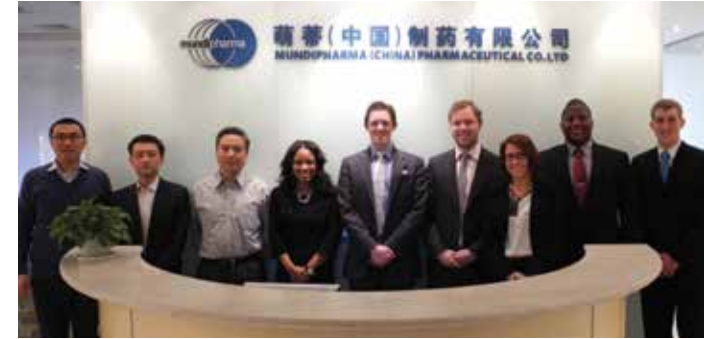
ENTREPRENEURIAL SCHOLARS



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ENTREPRENEURIAL SCHOLARS Each year, entrepreneurship students visit high-impact entrepreneurial hot beds in Austin, San Francisco, Beijing, and Shanghai. In order for entrepreneurship students to participate in such internships, we created the “ENT Scholars” program to subsidize students’ expenses, making the program completely free to participants. The five goals of the ENT Scholars program are: provide a forum for one-to-one interaction between students and entrepreneurs, enable students to learn from successful entrepreneurs, show students how a thriving and sustainable company is built and maintained, and help secure summer student internships with high growth ventures, plus create valuable mentoring relationships.

1 In front of the Golden Gate Bridge in San Francisco | 2 Invesco branch in Beijing | 3 Mundipharma China Pharmaceutical Company in Beijing | 4 Tiandi Energy in Beijing | 5 Hines Real Estate in Beijing



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AUSTIN

AustinVenture





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AUSTIN Sixteen students were given the opportunity to travel to Austin, Texas, to meet entrepreneurs that had grown their businesses into successful ventures. The companies that were visited ranged from small start-ups like the environmentally friendly fashion accessory company, Blue Avocado, and self-storage search engine, Sparefoot.com, to large, well-known brands such as Dell, IBM, SolarWinds and National Instruments. Students had the opportunity to pick the brains of successful, well-respected entrepreneurs, which opened up a whole new world to them.

1 AustinVentures | 2 Dell Headquarters | 3 National Instruments Headquarters



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SAN FRANCISCO

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SAN FRANCISCO Similar to the trip taken to Austin, 16 entrepreneurship and engineering students had the opportunity to travel to San Francisco to meet with many big names in the entrepreneurial world, including companies such as Williams-Sonoma, Intel, AliveCor, Google, Atlas Technology Group, and Facebook. Students were able to talk with CEOs, managing directors, software engineers, etc., and to tour the offices of these successful companies, getting a real feel of who and what keep them running on a day-to-day basis.

1 Inside Lam Research | 2 Lunch at Google | 3 Applied Materials Headquarters | 4 Facebook Headquarters | 5 eBay Headquarters



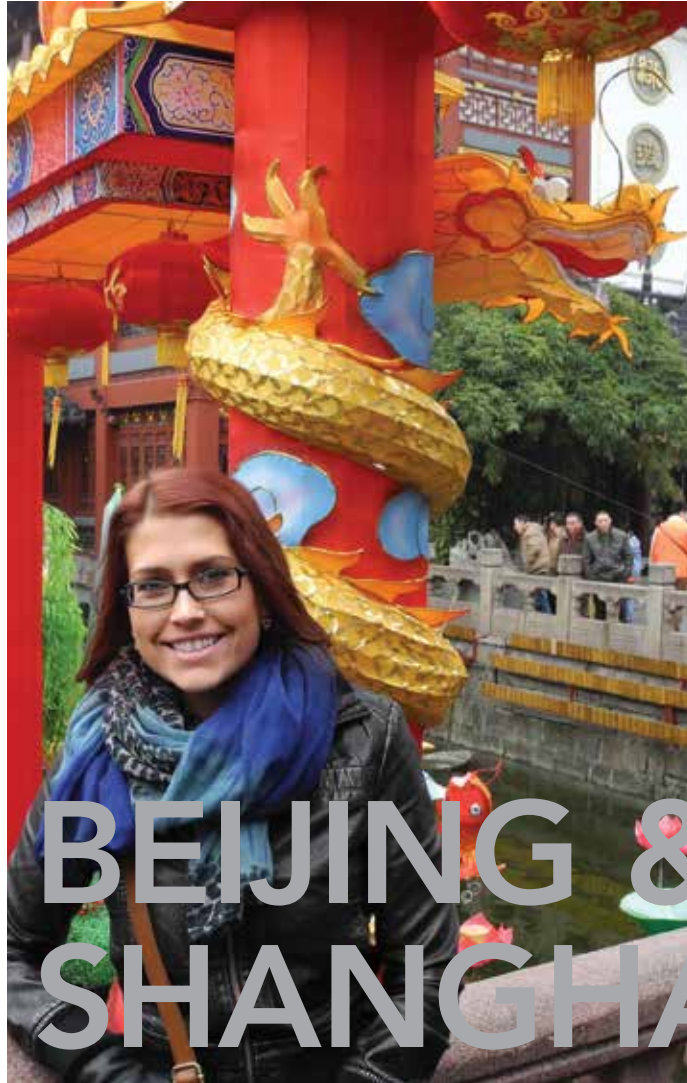
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BEIJING & SHANGHAI



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BEIJING AND SHANGHAI

Six entrepreneurship students traveled across the globe on a 14-day trip to China for a cultural and corporate immersion program. Among others, students visited with Bill Adams at Eastwei MSL, a public relations group in Beijing, and were able to see how international companies maintained and promoted their image to Chinese companies and consumers. In order for our students to be prepared for the competitive job market, we have to create meaningful experiential learning programs. Understanding the similarities and differences in conducting business in China compared to the United States was an enlightening experience for these students.

1 & 2 Street decorations for the Chinese New Year | 3 80th floor restaurant in the China World Trade Center Tower III





SOCIAL ENTREPRENEURSHIP



2

SOCIAL ENTREPRENEURSHIP Our Social Entrepreneurship program is designed to introduce students to characteristics of social entrepreneurs and some of the practices associated with starting and growing mission-driven ventures. Social entrepreneurial ventures aim to achieve a double or even triple bottom line with meaningful social and/or environmental returns as well as sustainable financial returns through products, services or other business practices. One of the key global issues faced at this time is a lack of safe drinking water. Specifically in Ethiopia, students are doing a lot of technical research on fluoride removal technologies to offer the country cleaner drinking water, while concurrently investigating Ethiopia's business climate to see if there may be potential for utilization of social entrepreneurship to implement water treatment solutions there.

1 Local Ethiopian girl | 2 Beneficiaries of the water project in Ethiopia | 3 Water pump used in the water project



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COSTA RICA





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COSTA RICA Six entrepreneurship students traveled to Costa Rica to develop an on-site clean water project. Among other things, the program aimed to give students an understanding of how and why entrepreneurs successfully combine purpose and personal passion in business; how entrepreneurs can make a profit and bring about positive social change; and a set of practical tools for how to take a social entrepreneurial venture from an initial idea to a successful venture.

1 & 2 Learning about agriculture in Costa Rica | 3 Digging for the water pump | 4 Enjoying Costa Rican cuisine | 5 Digging for the water pump | 6 & 7 Students installing water project



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BRIDGES2RWANDA

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BRIDGE2RWANDA Bridge2Rwanda is a nonprofit organization dedicated to promoting economic development and entrepreneurial enterprise within Rwanda. Specifically, OU B2R members work at the Urwego Opportunity Bank, a microfinance bank that serves Rwanda's poorest and most under-banked people and provides capital and training to aspiring entrepreneurs. Program participants have the opportunity to further invest in the Rwandan community by volunteering at one of the local schools. B2R allows members to not only gain valuable international business experience, but also make a difference in the lives of Rwanda's most under-served people.

1-5 OU MBA student Jeremiah Dennis with program director and managing director, meeting and working with B2R Scholars

EYE CHINA



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EYE CHINA This is a scalable social enterprise that will eliminate the backlog of 1 million individuals who suffer from cataract blindness in Sichuan Province, China. Through partnerships between CCEW, the Dean McGee Eye Institute in Oklahoma City, and provincial-, county- and local-level hospitals in Sichuan, the EYEChina team developed a sustainable business model that creates an innovative network of cataract care. In February 2012, EYEChina won the People's Choice Award in the Global Social Entrepreneurship Competition in Seattle led by Price student Barry Conrad.

1 Working in the EyeChina lab | 2 Walking the Great Wall |
3 EyeChina clinic | 4 Tiananmen Square in Beijing



ITALY





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ITALY The purpose of our study abroad program is to help entrepreneurship students develop an understanding of how other nations and cultures do business. They return empowered—they have seen the other side of the world and they aren't scared. We export two OU entrepreneurship courses for a four-week summer program taught by OU faculty. Programs in Italy include six credit hours of course work taught in English and corporate visits to Ferrari, Ducati, Monnalisa, Il Borro Winery and Pagani, where students heard the entrepreneurial story, met the founders and experienced the founder's vision. Students also experienced the cultural and natural beauty of Tuscany, in addition to seeing great works of art and architecture with visits to Rome, Florence, and Venice.

1 Town of Arezzo | 2 In Siena | 3 Corporate visit to Ferrari |
4 Corporate visit to Ducati | 5 Gondola rides in Venice



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INTEGRATED BUSINESS CORE (IBC) A nationally recognized and award-winning program, the First Fidelity Integrated Business Core is the first opportunity for undergraduate students to actually start a business. This program requires students to enroll simultaneously in four required business courses: Principles of Management, Principles of Marketing, Legal Studies, and the IBC Practicum – a total of 12 hours. Students are assigned to a learning team of 20 students who form a company. Each company then identifies a product, applies for a \$5,000 loan from a Norman bank (First Fidelity), manufactures, sells and distributes the product, donates profits to charity, engages in service learning with their local charity and then concludes the company. More than 3,000 students have donated over \$1,100,000 and 73,000 hours of community service to local charities since IBC started in 1985.

1 Student company selling their product on game day | 2 Presenting to apply for a loan | 3 Raising product awareness | 4 Investor feedback | 5 Check presented to a local nonprofit organization



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IDEATION SEQUENCE



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IDEATION SEQUENCE This revolutionary approach to teaching entrepreneurship creates a sequential program required for every Entrepreneurship undergraduate and MBA student. After students identify an opportunity, they spend the next three semesters with team members defining a problem and solution, researching the idea's feasibility, and writing a business plan for their venture. After graduation, some continue on to launch the venture with the help of Sooner Launch Pad. Concepts learned during the three-course sequence include: introduction of entrepreneurship theory, opportunity identification, development of group and leadership skills, development of primary and secondary research skills, composition of feasibility studies and business plans, development of compelling and persuasive arguments via presentation and pitch skills, plus preparation for Launch. The three-class ideation sequence for undergraduates is composed of New Venture Development I, II & III. The two-class ideation sequence for MBA students is composed of Strategic Venture Development I & II.

1-6 Students working on business models, market validation, and unit economics

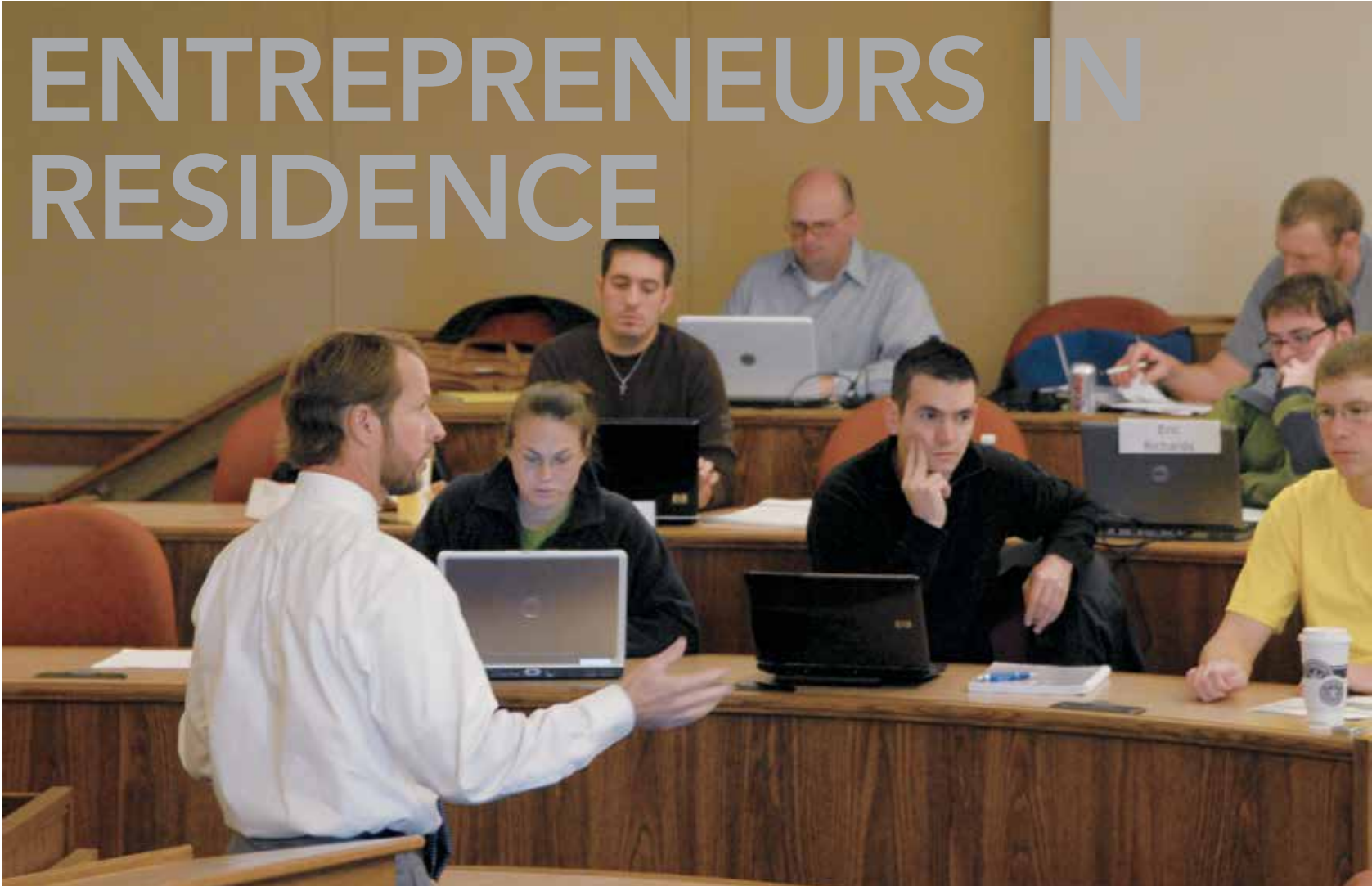


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ENTREPRENEURS IN RESIDENCE





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ENTREPRENEURS IN RESIDENCE Our program is built on the foundation that mentoring is a critical component of entrepreneurship education and the successful formation of new ventures. Therefore, every class, every experience, every opportunity includes mentoring. We believe that students need to learn the importance of mentoring, the process of securing a mentoring relationship, and how to best leverage the mentorship to help the student achieve his or her goals. By bringing successful entrepreneurs into the classroom and developing a custom curriculum for them, we are able to provide our students an enriched experience with proven entrepreneurs.

1 Rainey Williams | 2 Scott Rayburn | 3 Daniel Pullin | 4 Steve Ives | 5 Elby Beal | 6 Mike Dillard



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SILVERMAN SOONER SEED FUND We have two direct equity investment programs for student new ventures. The first is the Silverman Sooner Seed Fund. This is an investment fund to help facilitate the launch of student ventures in Oklahoma. The seed fund provides college-age youth and recent graduates with grant funding or equity investments to allow for prototyping (up to \$3,000), proof of concept (up to \$10,000), and start-up early stage funding (up to \$25,000). The program also has an academic component in which an MBA class and instructor oversee the investment and vetting process of investments. Participants are given an investment amount in exchange for convertible debt or an equity stake that is negotiated at the outset. Profits from the investments are reinvested. The investments are managed very similar to a VC fund. An MBA entrepreneurship class vets the deal and stewards the current investment portfolio via quarterly board meetings.

1 Sooner Seed Fund investors | 2 Sooner Seed Fund Investors meeting with Ken Silverman



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EQUITY INVESTMENT

OKLAHOMA MICROFINANCE FUND

The second is the Oklahoma Microfinance Fund. OMF is a joint venture that was formed in the fall of 2011 between the OU Center for the Creation of Economic Wealth, the Michael F. Price College of Business, and MetaFund, a nonprofit venture capital fund in Oklahoma City. OMF is a student-run program that provides loan preparation and consultation for entrepreneurs and small businesses struggling to obtain capital in Oklahoma. CCEW interns created the infrastructure for the program in the summer of 2011, and the initial pilot successfully launched in spring 2012. To date, the fund has aided more than 15 clients and is planning to grow the pipeline of applicants.

3 & 4 OMF investment meetings



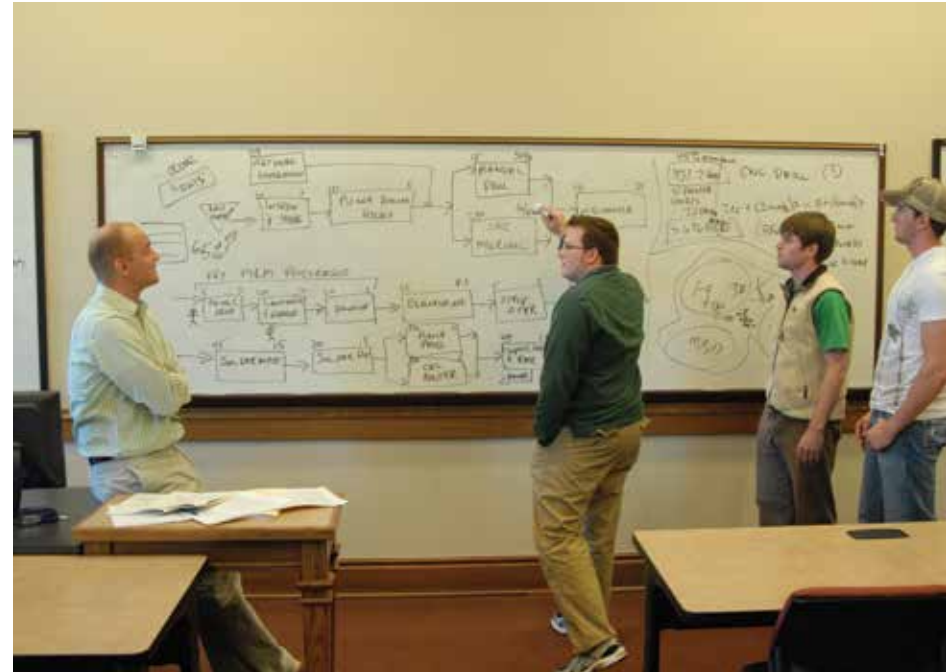


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AT&T INNOVATION PROGRAM

AT&T INNOVATION PROGRAM This program is a collaborative effort between Price College and AT&T. AT&T Foundry executives come to Price College to team-teach with our faculty. Student teams are assigned to a project to ideate and vet solutions to a challenge currently facing corporate management. At the end of the semester, students present to executives and get to see first-hand how their solutions fold into specific strategies and meld with the overall corporate strategy. In mid-March, AT&T executives, along with Price MBA administrators, will select the top five students to receive internships at the AT&T Foundries in Tel Aviv, Israel; Palo Alto, Calif. and Plano, Texas. In the summer, MBA students will spend three weeks at EMLYON before their eight-week internship. EMLYON is ranked No. 1 in Executive MBA for Entrepreneurship and is in the Top 100 Executive MBA Programs, Financial Times – November 2010. In the fall the student interns return to the foundry to mentor incoming first-year MBA students and to participate in pitches regarding new projects.

¹ Randall L. Stephenson is chairman of the board, chief executive officer and president of AT&T Inc. and an OU graduate. Since becoming chairman, Mr. Stephenson has strengthened AT&T's position as the world's largest telecommunications company and as a global leader in mobile broadband and IP-based business communications services. Under his leadership, AT&T also has accelerated its growth in advanced TV services and is a leader in local search advertising.



CCEW



CCEW The Center for the Creation of Economic Wealth is a highly sought-after, student-appointed program offering opportunities for practical experience to promote the entrepreneurial spirit and assist in developing Oklahoma's economy. The center creates an interdisciplinary environment for researchers, entrepreneurs and students to collaborate in growing, strengthening and diversifying Oklahoma's economy through the nurturing of technology-based enterprises. Students learn about entrepreneurial ventures, how ideas lead to intellectual property, how intellectual property leads to products, how products lead to companies and jobs, and how jobs lead to a stronger, more diverse economy. CCEW operates alongside the university's Office of Technology Development, which stimulates the creation of intellectual property at OU and manages the resulting assets.

1 Presentations | 2 Students working through a problem | 3 Students collaborating |
4 Nantiox group | 5 Meeting with entrepreneurs



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SOONER LAUNCH PAD



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SOONER LAUNCH PAD Helping more than 30 student-generated business ventures a year, Sooner Launch Pad, or “SLP,” is a place where faculty, students and practicing entrepreneurs come together to discuss business concept ideas plus brainstorm the merits and potential of new ventures. The rationale behind this concept is creating a longer “runway” for our students by facilitating the gathering of resources to launch new ventures. Mentors for SLP include Price College entrepreneurship faculty, CCEW and Office of Technology Development staff, senior executives, and successful entrepreneurs. Participants in SLP can receive equity funding from the Silverman Sooner Seed Fund and the Oklahoma Microfinance Fund.

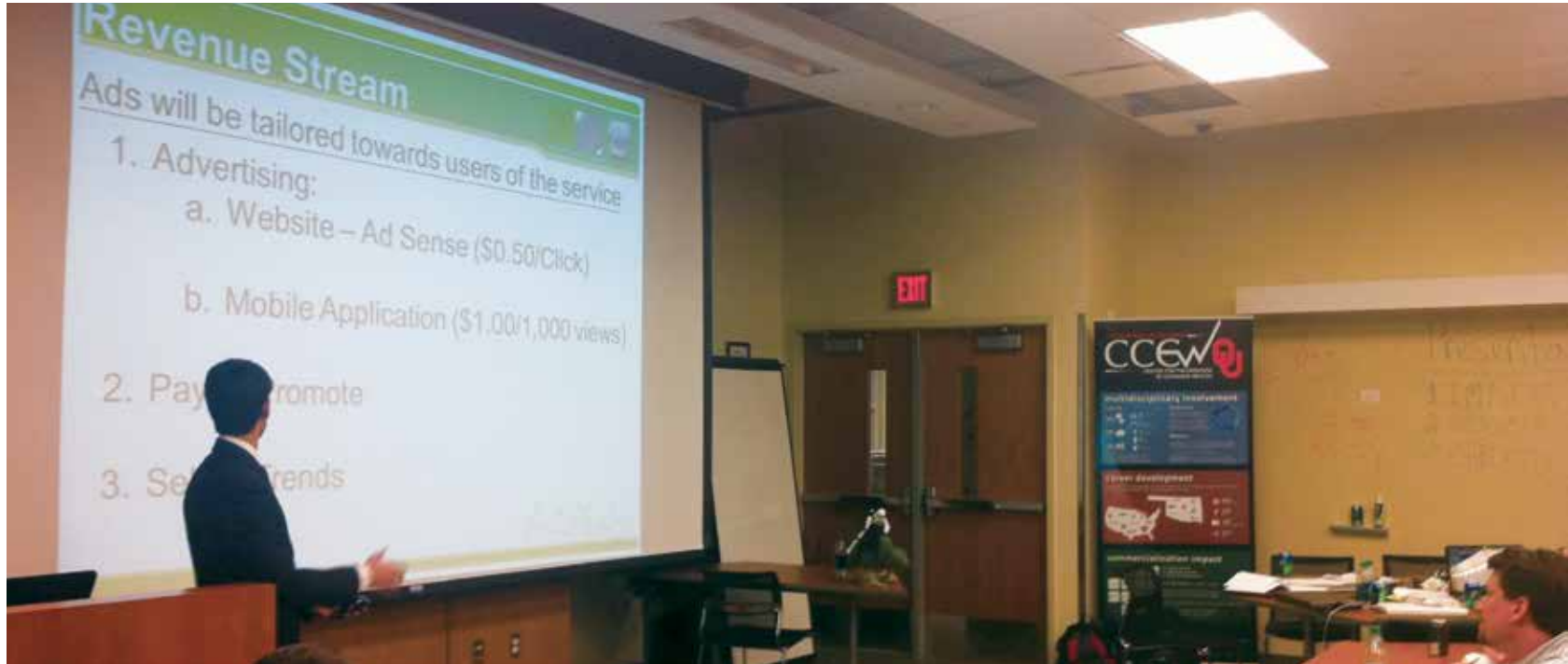
1 Students at SLP | 2 Technology symposium | 3 Research Triangle, North Carolina | 4 HealthCare symposium | 5 Social Entrepreneurship symposium | 6 Bergye Wind Power corporate visit | 7 Social Entrepreneurship symposium



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STARTUP WEEKEND This is an intense 54-hour event that provides networking, resources and incentives for individuals and teams to take an idea to launch. OU's second annual Startup Weekend, hosted by CCEW, was attended by over 60 participants from the Norman and Oklahoma City communities. Five software-based businesses were developed over the course of the weekend and presented at the final presentation on Sunday; several of the teams had working demos and all have incredible potential of moving forward.

1 & 2 Presenting start-up concepts







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PITCH COMPETITION Annual Pitch Competitions are hosted through Sooner Launch Pad for current OU graduate and undergraduate students. The competition's objective is to propel students' business ideas into real enterprises. The Pitch Competition provides more than 100 students with the opportunity to increase their knowledge concerning starting a new venture while competing for \$30,000 in cash prizes. It is open to OU students from all disciplines and academic levels, and is based on the "elevator pitch" concept, popular in the venture capital community. To compete, teams must submit a business pitch slide deck and executive summary of their idea beforehand, then six finalist teams are chosen to present their idea to a panel of entrepreneurs and investors.

1-3 Various winners of Pitch Competitions | 4 & 6 Preparing for pitches | 5 Students meeting with Harry Pefanis

BUSINESS PLAN COMPETITIONS



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BUSINESS PLAN COMPETITION The final element of business plan competitions for students are the Governor's Cup and the Tri-State competitions, which offer \$250,000 in prize money to winning teams. After spending 18 months identifying ideas, performing market research, conducting patent searches, exploring and building prototypes, running financial analyses and break-evens, students are ready to compete. They present their concepts to a panel of judges and answer the barrage of questions to effectively communicate their vision – and if they do it better than anyone else, they win. The process is long and grueling, but it forces students to walk the entrepreneurial path, and as a result, they understand through experience the commitment needed to succeed. The students graduate from this process tired, but they also graduate inspired, driven and focused. Our students have dominated the Governors' Cup competition, and over the past five years, OU students have won 20 of the possible 36 awards.

1-8 Various teams at Business Plan Competitions



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E-WEEK



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E-WEEK The annual Entrepreneurship Week is an experiential and educational program for outstanding Oklahoma high school students with a keen interest in entrepreneurship. The goals of the program are to expose participants to entrepreneurship principles and to teach them the best practices for leadership, as well as how to manage innovation and grow a business. E-Week offers the opportunity for students to explore entrepreneurship at the one-week summer camp, where they participate in classroom learning, corporate visits and fun around campus. The program is sponsored by BancFirst.

1 Campers presenting on the last day | 2 Outside the Switzer Center | 3 Visit to Chesapeake Headquarters | 4 OU Ropes Course | 5 Fun around campus | 6 Outside the Chesapeake Arena in downtown Oklahoma City | 7 Certificates of completion



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FACULTY

We have created an ideal mix of tenured and tenure track faculty, along with very successful practitioners. Below is a list of our teachers and a brief biography on each.

ELBY J. BEAL

Managing Partner
Hillcrest Investments, LLC

Elby received his B.B.A. from the University of Oklahoma in 1979. He is the managing partner for Hillcrest Investments, LLC, an Oklahoma City private investment company with interests in real estate, oil and gas, and operating companies. Before founding Hillcrest Partners, he was managing partner for Golf Club Partners, LLC, an affiliated group of companies active in golf community development and operations. Elby has previous experience as president of a commercial construction company (seven years), regional sales position for a national computer equipment company (three years) and owner of a structured finance and equipment leasing company (15 years). He was also a principal executive in numerous private placements of debt and equity offerings for start-up and existing businesses. Elby is involved in numerous community activities including: the Oklahoma City Museum of Art, All Souls Episcopal Church and Casady School.

RON BOLEN

Executive Director
Sooner Launch Pad

Prior to joining the University of Oklahoma, Ron Bolen founded and was managing director of da3co, an energy-focused merchant banking operation

based in Houston. With more than 19 years of experience in the energy sector, Bolen has 11 years direct experience in private equity investing in both the power and oil and gas segments. Bolen also co-founded Invictus Energy Group, LLC, an international power project finance venture specializing in power optimization opportunities, which was sold to large private-equity group, where he continued as managing director of the firm's energy investment practice. While in other positions, Bolen's professional efforts have had a significant international flavor, with extensive work in South and Southeast Asia, Latin America and the former Soviet Union. Bolen has served the energy sector in numerous capacities, including law, investment banking, venture capital and entrepreneurship. Bolen holds a B.B.A. in finance as well as a juris doctor from the University of Oklahoma. He also received a masters of business administration with majors in both finance and taxation from New York University.

JIM BRATTON

Executive Director
Office of Technology Development

Jim Bratton serves as the executive director of the University of Oklahoma's Office of Technology Development, managing the process of moving OU intellectual property toward commercialization. His specialties include technology licensing, technology transfer, private equity, private debt, direct

investments, asset allocation, secondary acquisitions, manager due diligence, and mission related investing. Prior to joining OU, Bratton was CEO of IP2Biz, an intellectual property search firm. He also worked for over a decade in venture and private equity and has invested in and advised more than 30 companies in a variety of sectors, including wireless communications, fabless semiconductors, optical components, communications, software and medical devices. Bratton began his career with BFGoodrich Aerospace, managing operational and customer support resources for commercial airlines in Europe, Africa and the Middle East. Bratton is a graduate of Sewanee: The University of the South with degrees in economics and french. He holds a masters degree in business administration from Duke University.

BOB BROWNE

Chairman of the Board and CEO
Great Plains Bottling Co.

In January of 2012 Bob Browne, chairman of the board and chief executive officer of Great Plains Coca-Cola Bottling Co., sold his company for \$360 million. His grandfather, Virgil Browne, purchased the Oklahoma City franchise in 1922. Browne is a native of Oklahoma City and he grew up in the business. He attended Williams College in Williamstown, Mass., where he received his B.A. in art history in 1965. He earned his commission in the

U.S. Navy in 1966 and served in Vietnam. Upon completion of his military service, he entered business school at Columbia University in New York City, where he received his M.B.A. in 1971. He then worked for Arthur Andersen & Co. in New York City as a management consultant. While in New York, he met his wife, Karen who is a graduate of Mount Holyoke College and earned her masters degree in journalism from the University of Oklahoma. In 1973, the Brownes returned to Oklahoma City, where he joined the Oklahoma Coca-Cola Bottling Co., and was instrumental in the formation of the Oklahoma Canning Company, and the acquisitions of several neighboring bottling companies. In 1980, Browne, together with a group of private investors, purchased all of these companies to form what is now Great Plains Coca-Cola Bottling Co. Great Plains has since expanded to include Tulsa and northwest Arkansas, making it the seventh largest bottler of Coca-Cola in North America.

LAURA R. BRUNSON

Adjunct Lecturer in the College of Business
EPA STAR Fellow
Ph.D. Candidate—College of Engineering

Laura Brunson is an EPA STAR Fellow and a Robert Hughes Centennial Fellow at the University of Oklahoma, where she is pursuing a Ph.D. in environmental science. Brunson's research focuses on developing sustainable technical solutions for drinking water in rural areas of developing countries with an emphasis on fluoride in Ethiopia. In addition, she is investigating the potential to use social entrepreneurial models for implementing water treatment systems. Brunson obtained a master's degree in environmental science as an NSF Graduate Fellow and holds a summa cum laude business degree from the University of Oklahoma. Brunson has experience working in both business and nonprofit sectors, teaches Social Entrepreneurship in the Price Col-

lege of Business, and was a founding member of Sustainable OKC.

LOWELL BUSENITZ

Puterbaugh Chair in American Enterprise
Professor of Management

Ph.D. (Texas A&M) Professor Busenitz teaches entrepreneurship and also serves as the academic director for the Center for Entrepreneurship in Price College. Busenitz's research focuses on entrepreneurial cognition in the development of new ideas and ventures, strategic decision-making and how entrepreneurs differ, and the relationship between venture capitalists and the entrepreneurs they fund. Busenitz has published over 25 journal articles on entrepreneurship and venture capital in the *Academy of Management Journal*, *Academy of Management Review*, *Journal of Business Venturing*, *Journal of Management*, *Entrepreneurship Theory and Practice*, *Academy of Management Executive* and *Journal of High Technology Management Research*, among others. His research also has been discussed in *The Economist* and *Psychology Today*, and he has won a number of best paper awards from presentations made at national and international conferences. Busenitz is a member of the Academy of Management, Strategic Management Society, Society of Entrepreneurship Scholars and Beta Gamma Sigma. Numerous student teams from his business plan classes have won top awards in business plan competitions.

L. MICHAEL DILLARD

President
Waterford Properties
Century Fitness

Michael Dillard graduated from Oklahoma State University, Stillwater in 1974 with a bachelor of science, major in accounting. From 1974 to 1977, he

worked as an accountant and assistant offshore oil rig manager for Kerr McGee Corp. In 1976 he left to relocate to South Korea, where he spent a year studying advanced Tae Kwon Do. He currently is a 6th Degree Black Belt. In the late '70s he returned to Oklahoma, where he taught Tae Kwon Do and founded Century Inc. He remains the chief executive officer of Century Inc. with sales exceeding \$60 million annually. Century Inc. employs more than 400 people in their 500,000-square-foot facility in Oklahoma. Century is the world's largest supplier and producer of boxing equipment, martial arts uniforms and supplies. In 1988, Dillard founded The Dillard Group, which is the largest residential realty firm in Cleveland County, Okla., with over 100 employees. In 1989, he founded Waterford Properties, which owns and manages over \$300 million in commercial real estate. Dillard is a partner in Coastal Living Homes, a multi-million-dollar residential development company in Fort Meyers, Fla. and owns extensive real estate holdings in Oklahoma and Florida. He has continued his executive education at Harvard, Stanford and Babson. He has attended 13 YPO university events worldwide.

EDWARD B. EDWARDS

Managing Partner
Commercial Technology Group

Edward B. Edwards was born and raised in Amarillo, Texas. He graduated from OU in 1978 with a B.B.A. in accounting and from UT in 1979 with an M.B.A. in finance. In 1980 he co-founded Edwards & Williams Group with Gordon Williams. E&W Group served as the financial partner for a number of real estate developers working on commercial projects throughout the southwest United States. In 1988, he joined Candid Color Systems as the head of the new "Glamour Shots" franchised retail photography studio operation. In 1990, he left to open up his own franchisee studios, which he sold in 1996. Later he

would join Gene Rainbolt and Greg Main in representing Intersouth Partners, an early-stage venture capital fund, in Oklahoma. Currently, he is a managing partner at Commercial Technology Group, LLC; BK Data Online, LLC; and at Price Edwards & Co. He also is a shareholder and director of Accord Human Resources, Inc, an Oklahoma-based professional employer organization.

SHELLY GRUNSTED

IBC Coordinator
Division of Marketing and Supply Chain Management

JD (Oklahoma) LL.M. (Tulsa) Michelle "Shelly" Grunsted teaches The Legal Environment of Business, Real Property Law, and International Business Law at the graduate and undergraduate level. Grunsted also teaches Employment Law for the graduate programs and is the director of the Integrated Business Core program, in which students develop, market, advertise and sell a product. The proceeds support a community service project for which they volunteer throughout the semester. Her work has appeared in many publications, such as the Oklahoma Law Review, the Tulsa Law Review and the National Sovereignty Symposium. Grunsted's research focuses on Native American issues of jurisdiction, Full Faith and Credit, and tribal courts. She also researches employment law, international treaties, and federal/state/tribal court jurisdictional issues. Professor Grunsted has consulted with several Native American tribes in the areas of land and economic development, grant writing and implementation, and the design and implementation of tribal court regulatory and civil codes.

JOHN HOBBS

Coordinator of Applied Business Programs and Clinical Instructor of Marketing and Supply Chain Management

M.L.A. (Oklahoma City) John Hobbs' primary teaching emphasis is in marketing. He has co-authored papers published in professional journals and periodicals. As coordinator of Applied Business Programs, Hobbs is responsible for coordinating the Scholarship Program, internships and co-ops for Price College. Prior to joining the University of Oklahoma, he was president of a restaurant supply distributorship and also served as a division finance officer in the U.S. Army. He is part of the instructional team in the IBC.

STEPHEN A. IVES

President
Cheyenne Petroleum

Stephen A. Ives is a graduate of the University of Oklahoma, receiving a B.B.A. in 1973 and his master of accountancy in 1974, plus earning such honors as the President's Honor Roll and membership in Beta Gamma Sigma. Immediately upon graduation, he began practicing as a certified Public Accountant for Arthur Young & Co. in Oklahoma City. For the past 23 years, Ives 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 a \$500 million investment portfolio composed of multiple strategies, ranging from a private-equity investing to alternative hedging strategies. He also serves as trustee and board member of various family entities. In addition to the family office duties, Ives serves as president of Cheyenne Petroleum Co., an oil and gas exploration company with offices in Oklahoma City, Houston, Calgary, and Alberta.

MICHAEL MANNING

Faculty Advisor for New Program Initiatives
Instructor of Entrepreneurship and Business Strategy

Michael Manning's teaching schedule includes courses in entrepreneurship at the undergraduate and graduate level and a capstone course in Business Strategy. During the 10 years prior to entering academia, Manning was a seed investor in a start-up entity and the managing partner in two boutique consulting firms located in New Jersey that provided a variety of business services to firms and individual entrepreneurs looking for opportunities to improve performance or launch new business ventures. Prior to his work as a consultant, Manning worked in the corporate energy sector as a senior vice president of Business Development and Risk Management for a joint venture he helped to negotiate with Shell Oil Corp. and as senior vice president of Marketing for a Canadian Oil and Gas entity located in Calgary, Alberta, Canada. Manning also served as a registered energy lobbyist in Washington, D.C. Manning's personal achievements also include serving as an expert witness on natural gas deregulation in federal hearings in Washington, D.C. and in five states, serving as an officer in the Texas National Guard, completing the work for his M.B.A., and mentoring his daughter through her master's degree and into a Ph.D. program.

JEFF MOORE

Executive Director of CCEW

Prior to joining the University of Oklahoma, Jeff Moore addressed growth and entrepreneurship in a variety of roles and institutions, across a spectrum of industries. As president of Superior Silica Sands, an early-stage mining company, he oversaw a capital expansion that doubled capacity and introduced new products for the oil services, golf

course, and industrial sand industries. As an associate principal with McKinsey & Co., a global management consulting firm, he provided senior leadership counsel to a wide variety of manufacturing, financial and energy businesses in capital project evaluation and execution, transaction due diligence and strategic planning. A leader within the Energy practice, Moore was a firm expert in operational excellence and front-line change programs in energy and mining. He was McKinsey Pittsburgh's liaison to the Pittsburgh Technology Council, and business plan screener for the city of Pittsburgh's "Enterprize" business plan competition. Earlier in his career, Moore served in the U.S. Navy as a submarine officer, with tours of duty aboard the USS Ohio (Blue) SSBN-726, Trident Training Facility (Bangor), and the NATO submarine command staff. He is a graduate of the Naval Nuclear Power School, a graduate-level program in nuclear reactor plant theory and operations. Moore is a graduate of Rice University, with degrees in electrical engineering (solid state electronics focus) and economics. He holds a master's degree in applied physics from the University of Washington (with a focus on nano-engineering), and an M.B.A. from the Kellogg School of Management at Northwestern University with majors in finance, accounting and strategy.

JOHN K. PENTON

Managing Partner
Canaan Natural Gas

John K. Penton received a bachelor of science degree in economics from Oklahoma City University in 1978 and a masters of business administration degree from Central State University in 1980. Penton was employed as a petroleum landman by Hunt Energy Corp. in its Oklahoma City office from 1980 through 1984. From 1984 until 1987, Penton owned and managed an independent exploration company based in Oklahoma City called 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.

LARRY PLUMMER

Assistant Professor of Management

Ph.D. (University of Colorado at Boulder) Larry Plummer is an assistant professor of management at OU's Price College of Business, where he teaches strategic management. He was an assistant professor of management at Clemson University prior to joining the Price College faculty. In 2004, he was named a management research fellow of the Max Planck Institute of Economics in Jena, Germany. Plummer's research centers on exploring strategy and entrepreneurship through the lens of spatial economics, including economic geography, location theory and spatial econometrics. In particular, his work focuses on the location choices entrepreneurs' make in starting their businesses and how spatial competition between firms drives the survival and performance of new ventures. His research appears in *Entrepreneurship Theory and Practice*, *Small Business Economics*, *Annals of Regional Science*, and *Frontiers of Entrepreneurship Research*. He shared the 2004 NFIB Best Paper Award with Professors Tom Dean and Joy Godesiabois and received a University of Colorado Teaching Excellence Award for outstanding teaching by a graduate instructor.

DANIEL PULLIN

Vice President of Technology and Business Development

As vice president for Technology Development and executive director for the Center for the Creation of Economic Wealth, Daniel Pullin 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, Pullin served as vice president of strategy and business development for Home Interiors & Gifts, a \$500 million manufacturer and direct seller of consumer products, where he established a new division focused on product sales to fundraising organizations, served as director of operations for the company's retail group, and led the company's merger and acquisition, intellectual property licensing and product development activities. Pullin previously worked at Hicks, Muse, Tate & Furst, a private-equity firm specializing in leveraged buy-outs, and McKinsey & Co., a global strategy consulting firm. He holds undergraduate degrees from OU in finance and accounting and an M.B.A. degree from Harvard Business School.

SCOTT M. RAYBURN

Vice President, Legal
Canaan Natural Gas

Scott received his B.B.A. in 1974 from the University of Oklahoma and his J.D., in 1977 from the University of Texas School of Law. Rayburn has 25 years of experience as an attorney in Oklahoma City in a business-oriented practice representing primarily mid- to small-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. His clientele have ranged from Fortune 500 companies to sole proprietors. Scott has experience in representing parties on either side of a transaction. Representation of clients has included counsel on a wide variety of matters, including most aspects of a clients' business; structure and negotiation of capitalization; and drafting, negotiation and preparation of business transactions and related documents. He currently is vice president of Legal at Canaan Natural Gas and president shareholder of Scott M. Rayburn, PC.

CRAIG SHIMASAKI

CEO, BioSource Consulting Group, LLC
President and CEO, Moleculera Labs, Inc.

Craig Shimasaki is a serial entrepreneur and co-founder of four biotechnology companies. He has more than 28 years of practical biotechnology industry experience and is the CEO of the BioSource Consulting Group, a strategic consulting firm that assists entrepreneurs and development-stage biotechnology companies in translating their ideas into commercial products. He also is co-founder, president and CEO of Moleculera Labs Inc. a development-stage clinical laboratory formed to diagnose a treatable form of autism called PANDAS/PANS. During his career he has successfully led five clinical diagnostic tests through to FDA approval. His early career experience began at Genentech, working on an HIV vaccine. Since then, he has been involved in raising more than \$55 million for the companies he has co-founded and participated in taking one company public through an IPO. Shimasaki is an inventor with several therapeutic, diagnostic and personalized medicine patents. His industry fields include molecular diagnostics, personalized medicine, biologics, therapeutics and medical devices, and he has led a CLIA Clinical Laboratory Service. Shimasaki also serves as Entrepreneur-in-Residence and Executive-in-Residence for various

university and nonprofit programs. He teaches biotechnology entrepreneurship at the University of Oklahoma, Price School of Business in the Entrepreneurship Program. Shimasaki has authored a book published by Springer titled *The Business of Bioscience: What Goes Into Making a Biotechnology Product*. He is currently writing and editing a major textbook work focused on the best practices in Biotechnology Entrepreneurship. He serves or has served, on the board of InterGenetics Inc., OKBio; the Governor's Science and Technology Council; Innovation to Enterprise / i2E; Department of Physics and Engineering, University of Central Oklahoma; Oklahoma City Community College Biotechnology Program. Shimasaki received his B.S. in biochemistry from University of California at Davis, his Ph.D. in molecular biology from the University of Tulsa, and his M.B.A. from Northwestern University, Kellogg School of Business.

JEREMY SHORT

Rath Chair in Strategic Management

Jeremy C. Short is the Rath Chair in Strategic Management. His research focuses on multilevel determinants of firm performance, strategic decision processes, entrepreneurship, research methods, franchising and family business. He currently serves as an associate editor for the *Journal of Management and Family Business Review*, and he also is on the review boards for *Journal of Business Venturing* and *Organizational Research Methods*. His research has appeared in a number of journals, including the *Strategic Entrepreneurship Journal*, *Strategic Management Journal*, *Organization Science*, *Organizational Research Methods*, *Organizational Behavior and Human Decision Processes*, the *Journal of Management*, *Personnel Psychology*, *Academy of Management Learning and Education*, the *Journal of Management Education*, the *Journal of Vocational Behavior*, *Business Ethics Quarterly*,

and *Family Business Review*. He has published a graphic novel focusing on management and entrepreneurship (*Atlas Black: The Complete Adventure*), as well as a graphic novel focusing on franchising and family business (*Tales of Garcón: The Franchise Players*). In addition, he co-wrote the first Harvard Business Case in graphic novel format, as well as short graphic novel works for journals such as *Journal of Management Inquiry* and *Business Horizons*.

DAVID TOWNSEND

Assistant Professor of Entrepreneurship

David Townsend, Ph.D. (Oklahoma), is an assistant professor of Entrepreneurship and teaches primarily in the undergraduate entrepreneurship program in the Price College. In 2007 and 2008, Townsend helped coach several prize-winning business plan teams in the Governor's Cup. Townsend's research focuses on how early-stage technological and social entrepreneurial ventures create or acquire critical financial, technological, managerial and reputational resources, and how these resources affect the survival and performance of these ventures. Townsend's research on these topics has been published in the *Journal of Business Venturing*, *Strategic Entrepreneurship Journal*, *Entrepreneurship Theory & Practice*, several conference proceedings, and has been featured in popular business media outlets such as *BusinessWeek*, *TechCrunch*, *GigaOm/The New York Times*, *TechJournal South*, among others. Before joining Price College, he was a faculty member in the Poole College of Management at North Carolina State University.

JIM WADE

President
BancFirst Norman

Jim Wade has served as president of BancFirst Norman for 19 years. He received his B.B.A. in fi-

nance from the University of Oklahoma, M.B.A. from Central State University and juris doctor from the Oklahoma City University School of Law. Currently, he serves as a senior advisor on the Price College of Business Board of Advisors and adjunct professor of Entrepreneurial Finance. From 1998-2002 he taught Commercial Bank Management in the Price College. He serves on the Norman Regional Health Foundation Board of Directors, Norman Public School Foundation Board of Directors and is a member of the Norman Rotary Club. Wade has been chairman of the boards of the Norman Chamber of Commerce, Norman Regional Health Foundation and United Way of Norman Annual Campaign. He was a Class XVIII member of Leadership Oklahoma. In 2004 he received the Civic Volunteer of the Year Award from the Junior League of Norman and United Way of Norman.

G. RAINEY WILLIAMS JR.

President
Marco Holding Co.

G. RaineyWilliams Jr. received his juris doctorate in 1985 from the University of Oklahoma. In 1982 he received his B.B.A. degree (finance) from Southern Methodist University. Williams is the President of Marco Holding Corp. in Oklahoma City. Marco invests in private investment capital partnership with primary emphasis on closely held investments and real estate. Williams serves on a number of for-profit boards: American Fidelity Variable Annuity Fund A, BancFirst Corp. (NASDAQ: BANF), and Mustang Fuel Corp. He also sits on a number of nonprofit boards: YMCA Retirement Fund - New York, Oklahoma City Chamber of Commerce, YMCA of Greater Oklahoma City, Oklahoma Health Center Foundation, United Way of Metro Oklahoma City, Casady School, State Fair of Oklahoma, and the Presbyterian Health Foundation.

JIM WHEELER

Stanley White Executive Director and Co-Founder
Center for Entrepreneurial Studies

Jim Wheeler received his B.B.A. in marketing from the University of Oklahoma in 1992. He is the co-founder and executive director of the Michael F. Price College of Business's Entrepreneurship Center. His job includes developing the experiential program, hiring and training adjunct faculty, developing curriculum for 14 entrepreneurship courses and co-developing the remainder. He taught the first IP Commercialization course at OU and has led the program since its inception in 2003. He also holds the Stanley White Directorship of the Entrepreneurship Center. Wheeler sits on the State of Oklahoma Seed Investment Fund Committee. He also has created a Student Venture Capital Fund and an annual Business Plan Competition, a statewide contest for undergraduates and graduate students. He participated in Gov. Brad Henry's EDGE program, sitting on the Entrepreneurship Committee, and also sits on the University of Oklahoma's President's Coordinating Committee on the Research Campus. Wheeler was a 2003 University of Texas and the Kaufman Foundation MOOT CORP Fellow. Before joining OU, Wheeler was a 10-year sports media, marketing and licensing executive whose successfully negotiated multi-billion dollar contracts with the Olympic Games, the FIFA World Cup, College Football, The Big Ten Conference, and the NCAA Basketball Tournament. Wheeler's accomplishments have been globally recognized, with coverage by CNN's Money Line with Lou Dobbs, ESPN, The European Journal, USA Today, the Wall Street Journal, and other national and international television, radio, print and Internet publications. Wheeler was named one of the 100 most powerful people in sports in 2000 and was a guest speaker at the 2000 Sports Summit and the SRI Sports & Sponsorship Conference in London.

ACADEMICS

BBA IN ENTREPRENEURSHIP AND VENTURE MANAGEMENT

(Note: completing a double major is encouraged)

Basic Business Requirements

ACCT	2113	Fundamentals of Financial Accounting
ACCT	2123	Fundamentals of Managerial Accounting
B AD	1001	Personal Computer Productivity Tools
B C	2813	Business Communications
ECON	1113	Principles of Economics – Macro
ECON	1123	Principles of Economics – Micro
ECON	2843	Elements of Statistics
MIS	2113	Computer-Based Information Systems

Core Requirements

MGT	3013	Principles of Management (IBC Section)
MKT	3013	Principles of Marketing (IBC Section)
LS	3323	Legal Environment of Business (IBC Section)
FIN	3303	Business Finance
B AD	4013	Business Strategy and Policy

Major Requirements

FIN	3513	Entrepreneurial Finance
ENT	3113	New Venture Development I
ENT	4113	New Venture Development II
ENT	4603	New Venture Development III
BAD	3013	IBC Practicum/Study Abroad/Field Studies

Electives (Choose 3 of the following courses)

ENT	3103	Entrepreneurial Process
ENT	3710	Social Entrepreneurship
ENT	3710	Career Paths in Entrepreneurship
ENT	3710	International Entrepreneurship
ENT	4613	Launching the New Venture
FIN	4710	Capitalizing the New Venture
ENT	4813	Entrepreneurial Law
ENT	4913	Strategy for Small & Family Business
ENT	4103	Field Studies
ENT	4303	Entrepreneurship Practicum
ENT	4503	CCEW Internship

ENTREPRENEURSHIP MINOR FOR NON-BUSINESS MAJORS

ECON	1123	Principles of Economics–Micro (Prerequisite)	ENT	4113	New Venture Development II
ACCT	2113	Fundamentals of Financial Accounting	ENT	4603	New Venture Development III
FIN	3513	Entrepreneurial Finance	ENT		elective, any ENT course not listed above
ENT	3113	New Venture Development I			

MBA CONCENTRATION IN ENTREPRENEURSHIP**MBA Core Courses**

BAD	5001	Computer and Math Skills
MGT	5702	Organizational Behavior
BAD	5122	Quantitative Methods and Modeling
ACCT	5202	Financial Accounting
BAD	5102	Managerial Economics
ACCT	5212	Managerial Accounting
FIN	5302	Financial Markets and Securities
MKT	5402	Marketing Management
SCM	5502	Supply Chain Management
FIN	5312	Corporate Finance
MIS	5602	Management Information Systems
LS	5802	Business Ethics
BAD	5112	Global Economics
MGT	5712	Negotiation and Leadership
BAD	5902	Strategic Management

Entrepreneurship Concentration Courses

ENT	5931	Strategic Business Plan I
ENT	5932	Strategic Business Plan II
ENT	5912	Entrepreneurial Finance
ENT	5922	Intellectual Property
ENT	5902	Entrepreneurial Process
ENT	5942	Market Development
ENT	5842	Sooner Seed Fund
ENT	5842	Entrepreneurial Strategies
ENT	5842	Business Development
ENT	5842	Innovation & Commercialization of IP
ENT	5842	Social Entrepreneurship
ENT	5942	Opportunities in Entrepreneurship
ENT	5970	Franchising

PHD PROGRAM

The requirements for the Management doctoral degree involve doctoral coursework, a research-readiness requirement, a General Examination, and the successful completion of a dissertation. Most adequately prepared doctoral candidates should be able to complete these requirements in a four-year time period. Students concentrate in Strategic Management/Entrepreneurship.

PROGRAM SUPPORTERS



The Center for Entrepreneurial Studies has been successful due to the tremendous support of alumni and friends. Alumni and friends have embraced our work to support, collaborate with, and strengthen the program. They have become adjunct faculty members, guest speakers, scholarship providers, program supporters via philanthropic donations, judges for business plan competitions, mentors, and providers of internships plus career opportunities. The activities highlighted in the annual report reflect the vast support of our alumni and friends. Without the support of the following individuals and organizations, we would not have achieved our goals. **ON BEHALF OF ALL STUDENTS, THANK YOU.**

Acton Foundation	Stephen Ives	Harry Pefanis
Pete Adamson (Adams Hall in Tulsa)	Bonnie Kennedy	John Penton
Astellas USA Foundation	Phil Kramer	Blaine Pinard
BancFirst	Pat Jones	Gene Rainbolt
Allen Barrow (Barrow & Grimm in Tulsa)	Joe R. Love Scholarships	Scott Rayburn
Elby Beal	Dave McLaughlin	Dane Riggs
Bill Brewer	Brandon Mikeal	Tom Rose
Dewey Chambers	NCIIA	Ken Silverman
Chesapeake Energy	Bruce Magoon	Roger and Sherry Teigen
Kenneth Cordell	Mike Maples Sr.	Michael S. Turner
Mark Cohen	Glen McLaughlin	The Stanley White Foundation
Barry Davis	Jim McCall	Ryan Wall
Thomas Dulaney JR.	Jack McConnell	Rainey Williams
Walt Duncan	John T. McCharen, Jr.	Jessica Wills
C. Warren Fatheree	John and Cindy McCharen	Ron and Joan Yagoda
Winnie Freshour	Mary and Jerry McMorris	Don Zacharitz
GDL Scholarship	Roy Oliver	Maxine and Jack Zarrow Family Foundation
Donald Graubart	Osborne Electric Co.	
Heather Hubbard	Marvin R. Osborne	
Bob Hughes	Ryan Overland (Beacon Telecom in Tulsa)	

