

## HOW TO APPLY

The Edson Student Entrepreneur Initiative is open to all students across the university. The team leader of the venture must be an ASU student at time of the award. That means that seniors graduating in May are encouraged to apply, as the venture can be worked on after graduation.

Application deadlines, instructions and forms are available at <http://studentventures.asu.edu>

## CONTACT

Edson Student  
Entrepreneur Initiative

### ASU SkySong

1475 N. Scottsdale Rd., Ste. 200  
Scottsdale, AZ 85257

phone: 480-884-1800

fax: 480-884-1888

<http://studentventures.asu.edu>

[studentventures@asu.edu](mailto:studentventures@asu.edu)

# LAUNCHING A VENTURE?



“The Edson Accelerator program was put in place to make sure ventures succeed. That is what sets it apart, and it works!”

—Stephanie Lee  
Founder, Bébé EcoPosh



“We were at a critical point; we needed capital to expand. Winning the grant helped us purchase new equipment that opened up new economies of scale for our manufacturing process.”

—Cynthia Valenzuela  
Founder, KVZ Sports

# GET UP TO \$20,000

# LAUNCH YOUR VENTURE

**ASU** edson student  
entrepreneur initiative  
ARIZONA STATE UNIVERSITY



“We used the capital to purchase equipment and expand our revenues. The office space also created the perfect incubator for our corporate team.”

–Will Curan  
Founder, Arizona Pro DJs

## LAUNCH YOUR IDEA AND MAKE IT A REALITY

Through the Edson Student Entrepreneurship Initiative, students can apply for a year-long program that provides up to \$20,000 of seed funding per team, office space and entrepreneurial guidance. The initiative selects approximately 15–30 teams annually to help them develop their ideas for products, services and social good in the market place.

## HOW THE EDSON INITIATIVE CAN HELP YOU

### Funding

Each year, approximately 15–30 teams will be granted \$5,000 to \$20,000 to help subsidize expenses for developing their new venture. Money granted could be used for such things as market research, building a prototype and legal fees.

### Office Space

Awarded teams will be provided office space at our Edson facilities, located at SkySong, through their award year. This facility provides a professional setting for early stage entrepreneurs to develop their ventures as well as interact with and learn from peer entrepreneurs.

### Mentoring

Throughout the award year teams participate in a series of workshops with guest speakers that include successful entrepreneurs and professionals with startup expertise. Team members also take entrepreneurial training courses offered by ASU's Venture Catalyst.

### Networking

In partnership with faculty and successful entrepreneurs from both the academic and private sectors, the Edson Student Entrepreneur Initiative connects teams to experts within ASU and to the community at large. SkySong provides an optimal venue for ASU students to interact with a dynamic mix of local, national and international companies.



“I was driving at dusk one night, and I noticed that I couldn't read the advertising signs. I thought 'why pay for outside advertising if people can't see it?' Then a light bulb went off in my head; I should figure out a way to illuminate the signs. So I did.”

“I was able to use a lot of the resources from the Edson Accelerator to move my business forward. The funding helped me build a prototype. The mentoring and office space I received has helped me grow my venture from an idea in my car to a thriving business.”

–Jeff Kunowski  
Founder,  
Illumin8 Outdoor Media, LLC

