

# PEOPLE'S UNITED CENTER FOR INNOVATION & ENTREPRENEURSHIP 2021-22 YEAR IN REVIEW

The People's United Center for Innovation & Entrepreneurship celebrated a banner year, highlighted by the opening of the Innovation Hub, a brand-new space for students all across campus to gather, share ideas and make their professional dreams come to life. There were plenty of other highlights, including from our annual pitch competition with more than \$12,000 in prize money awarded to student entrepreneurs to help them launch their own business. In addition, a new startup partnership began with the Central European Institute and the premier business school in Poland, Kozminski University.

**150**

New Instagram  
followers

**10,107**

Organic impressions garnered on LinkedIn since June 2021. Out of these organic impressions 5,635 were unique.

**50**

Number of students participating in campus Pop-Up Shops

**220**

Total engagements and connections across a variety of industries on Instagram

**1,321**

Registrants for the People's United Center for Innovation & Entrepreneurship events

**34**

New business ideas entered by students participating in the spring 2022 Pitch Competition

Learn More



[qu.edu/innovation](https://qu.edu/innovation)

# TURNING IDEAS INTO IMPACT

The People's United Center for Innovation & Entrepreneurship, under the leadership of Patrice Luoma, PhD, a center director and professor of entrepreneurship & strategy and within the School of Business, is a nimble and full-service incubator for students, staff and faculty across all of Quinnipiac's academic schools. The center offers **advisory services** and **workshops** in legal, finance, research, marketing, design, business plan development and **startup mentoring** to help catalyze all types of innovative business, social, sustainable and artistic ventures. This past year, the center showcased student business pop-up shops, partnered with experts to learn about opportunities in the fast-growing cannabis industry and invited a Wall Street veteran to share insights with our community on how to confidently present to executives.



## 2021-22 Academic Year Faculty Innovation Fellows

Our 29 faculty innovation fellows represent all nine of the schools at Quinnipiac. The fellows promote entrepreneurship and innovation within their respective disciplines and schools to facilitate and encourage interdisciplinary innovations and impact creation.

## December 2021

### Student Business Pop-Up Shops

The student business pop-up shops on the Mount Carmel Campus provided an opportunity for Quinnipiac's student-run businesses to showcase and sell their products to other members of the community.



## February 2022

### Webinar with Scott Rosen on Presenting to Executives

From the conference floor to the boardroom, making a good presentation is an essential skill for any leader or entrepreneur. Students had the opportunity to learn from Wall Street veteran Scott Rosen as he shared well-practiced tips on handling stress, the fear of being the center of attention and how to communicate your ideas confidently under pressure.

## October 2021

### Women Entrepreneurship Week Panel Discussion

The People's United Center for Innovation & Entrepreneurship and the People's United Center for Women & Business joined forces to deliver an industry-leading panel discussion featuring Quinnipiac women student entrepreneurs who discussed various phases of their entrepreneurial journey and what it takes to be your own boss.

## December 2021

### The Cannabis Industry: Opportunities for Employment and Startups

Students joined Leah Bailey, chief business development officer for AUSA, a publicly traded, multi-state cannabis company, and John Volkmann, vice president of marketplace at Eaze Technologies, California's largest cannabis delivery business, to learn at the frontier of and discuss opportunities and startups within the cannabis industry.

# WHAT STUDENTS ARE SAYING

“Thank you so much for all the hard work you put into the competition last night. The production was awesome, and I can say it was easily one of the best in-person competitions I’ve had the privilege of competing in. I couldn’t have asked for a better opportunity my senior year.”

—Michael A. Ulitsch '21, MBA '22  
*Dual-degree (3+1) BS in entrepreneurship and innovation/MBA*

“I wanted to personally thank you for sharing your perspectives a few months ago during Quinnipiac’s virtual cannabis industry seminar. This semester, I have been interning at an indoor commercial hemp cultivator and am learning so much. This fantastic experience now has me pursuing a career in this industry, and I would not have had the courage and mindset to reach out to all these people without what I had learned from you during the seminar.”

—Cameron Wilson '22  
*BS in entrepreneurship and innovation*

## April-June 2022

### Startup Academy: Quinnipiac Partners with Kozminski University in Poland

This inaugural international student startup competition sponsored by the Central European Institute and the People’s United Center for Innovation & Entrepreneurship is an exciting experience that gives budding QU entrepreneurs the opportunity to partner with students at Kozminski University, the premier business school in Poland. The QU-KU student teams began the path to create and develop a business startup concept which they will present to a panel of international judges. The QU winning teams will travel to Poland in 2023 and the KU students came to QU in September 2022.

## April 2022

### Grand Opening of the New Innovation Hub

This was a highly successful launch of the Innovation Hub space and an introduction to the innovation and entrepreneurship opportunities across campus. Attendees included student pitch competition participants, faculty, staff, administrators, faculty fellows, alumni, business owners, and corporate and other partners. President Judy Olian, Chief Experience Officer Tom Ellett and several university leaders were also present. An introduction to the evolution and design of the Innovation Hub concept was presented by Provost Debra Liebowitz.



## March 2022

### An Evening of Magic & Entrepreneurship Featuring TJ Salta

TJ Salta '22, MBA '23, is an entrepreneurship major in the 3+1 program at Quinnipiac. Renowned for his passionate and charismatic style, Salta performs from New York to Los Angeles and has quickly become a rising talent. Salta was recently hired to perform as the close-up magician for Cirque du Soleil’s newest show, “Mad Apple,” in Las Vegas.

## April 2022

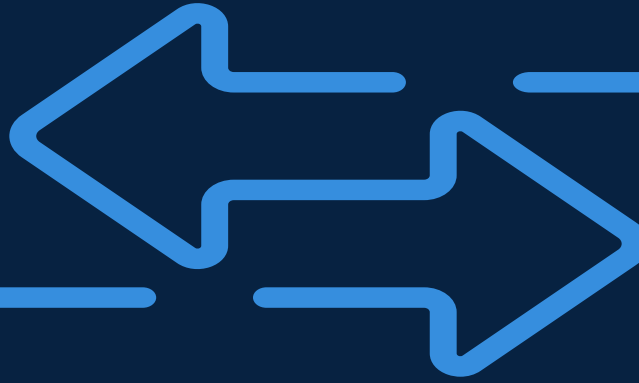
### QU Pitch Competition

The People’s United Center for Innovation & Entrepreneurship Pitch Competition is a dynamic, fast-paced event where students from all disciplines across campus present their business ideas and receive expert feedback to ultimately launch their new business. This year, the finalists presented to a panel of judges and collectively earned over \$12,000 in prize money. Finalists presented ideas pertaining to health and nutrition, campus car safety, boat rentals, a ski and snowboard platform, and hair care products.





**Quinnipiac**  
People's United Center  
for Innovation &  
Entrepreneurship



The People's United Center for Innovation & Entrepreneurship is proud to align with Quinnipiac University's new Innovation Hub, an initiative that provides students with a uniquely collaborative and interdisciplinary opportunity by bringing together the university's innovation ecosystem. The People's United Center for Innovation & Entrepreneurship will continue to deliver robust programming and ample resources. The Innovation Hub serves as a runway to the workplaces and jobs of tomorrow, a place where students work with their peers from different backgrounds and interests toward a common goal. These shared experiences and relationships will prepare our students to collaborate and innovate with colleagues from multiple departments, divisions and locations — all across the world.

## LEADERSHIP TEAM



**Patrice Luoma, PhD**  
*Director for People's United Center for  
Innovation & Entrepreneurship*  
*Professor of Entrepreneurship & Strategy*



**Hanna Hejmowski**  
*Director of Operations for People's United Center  
for Innovation & Entrepreneurship*  
*Part-Time Faculty*

## M&T Bank

The People's United Center for Innovation & Entrepreneurship looks forward to partnering and collaborating with M&T Bank. The new name and plans will be announced in the fall of 2022.

**Learn more about the  
People's United Center for  
Innovation & Entrepreneurship**

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