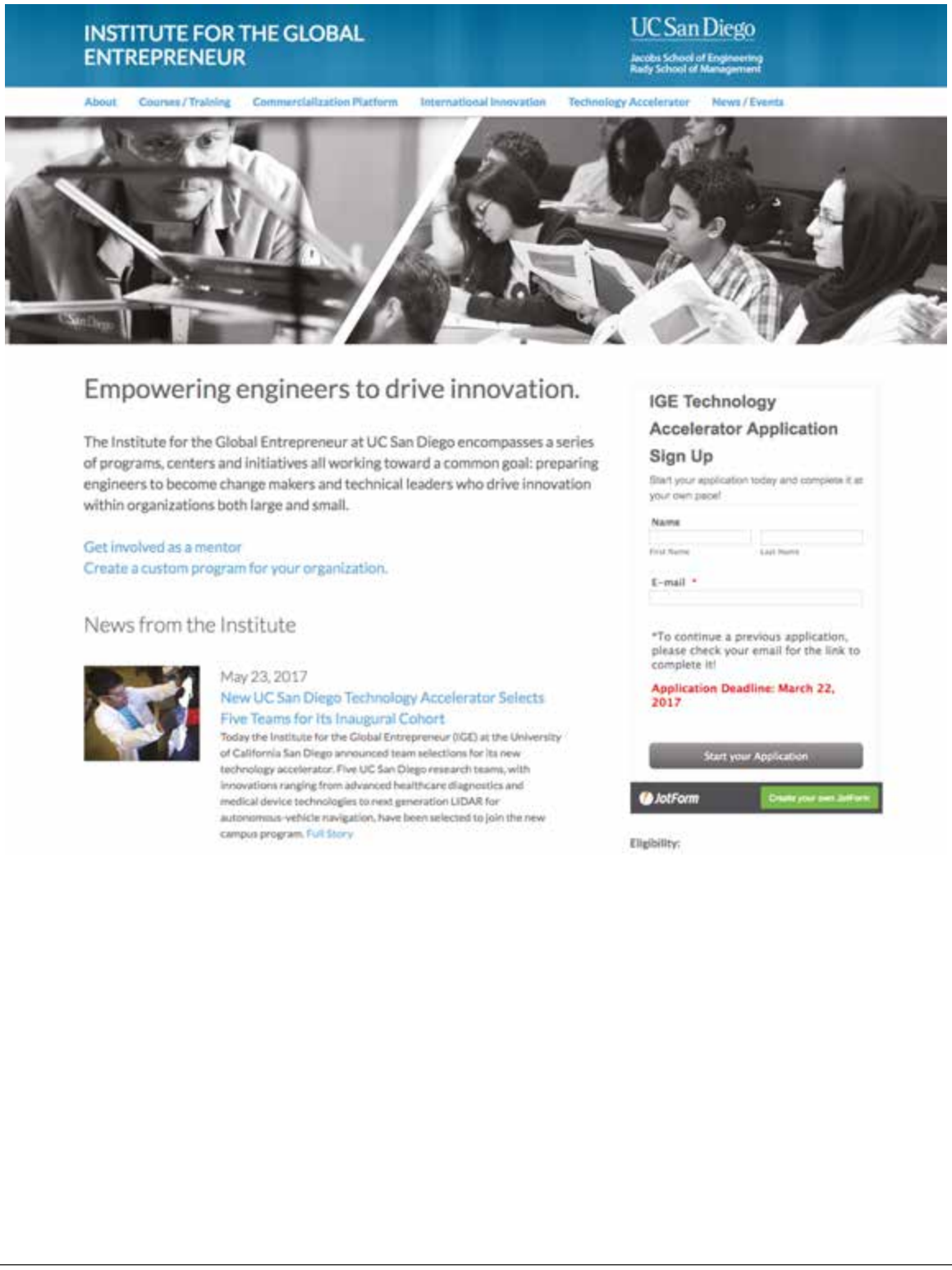
# Representative Documents

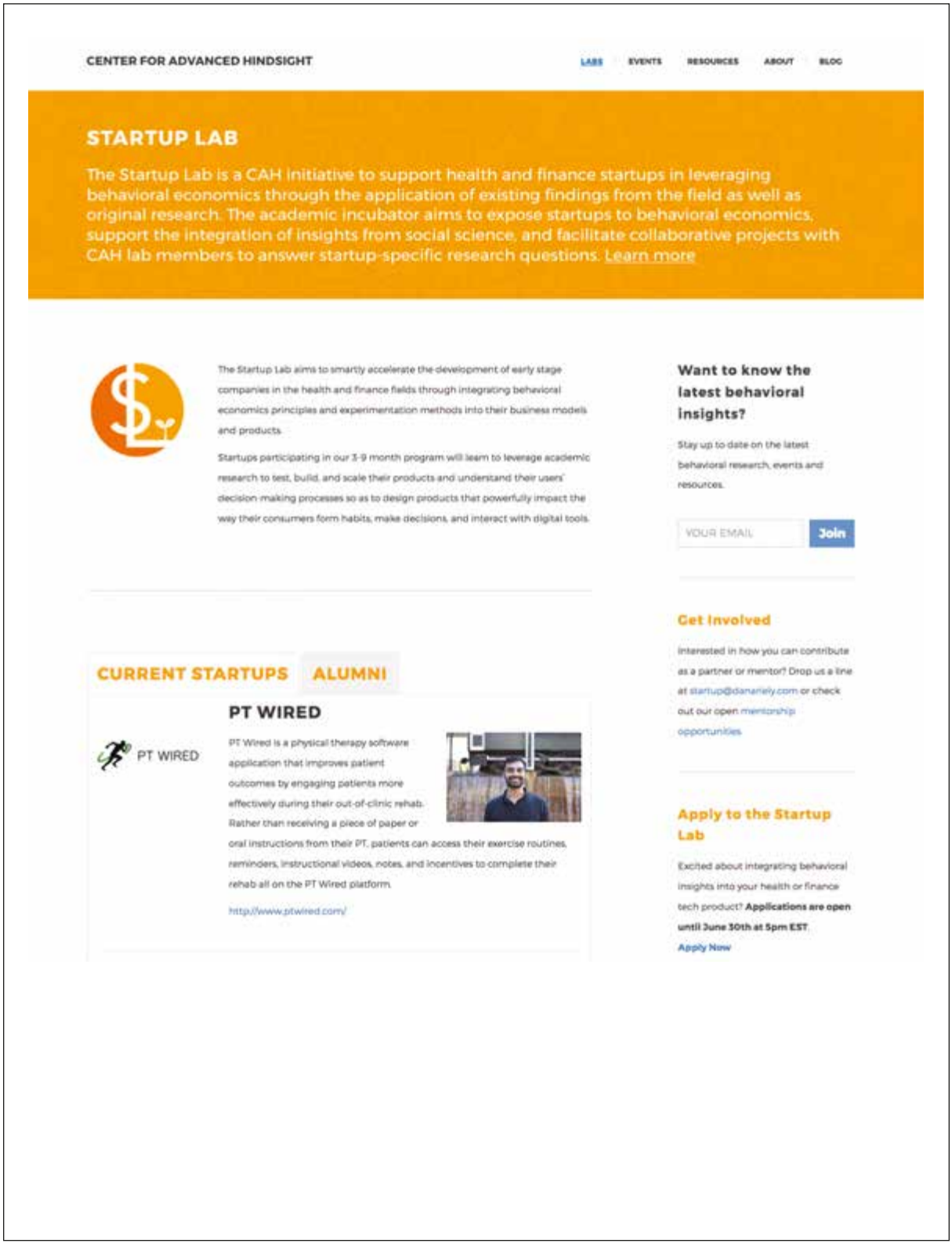
# Programs, Centers, Incubators

BOSTON UNIVERSITY
Buzz Lab
http://questromworld.bu.edu/entrepreneurship/buzzlab/welcome/

UNIVERSITY OF CALIFORNIA, SAN DIEGO
Institute for the Global Entrepreneur
http://jacobsschool.ucsd.edu/ige/index.sfe



DUKE UNIVERSITY
Center for Advanced Hindsight
http://advanced-hindsight.com/startup-lab/



DUKE UNIVERSITY
Center for Advanced Hindsight
http://advanced-hindsight.com/startup-lab/

## ÜBANK

Übank is a mobile app that helps college students in Latin America take control of their spending and save for the things and experiences they love.

http://ubankapp.com

## SYNAPSE

Synapse is building a push notifications product that helps people be less distracted and more productive. Using a combination of behavioral economics and machine learning, we categorize and schedule every notification a person gets, to optimize for relevance and delight.

http://synapse.ly/

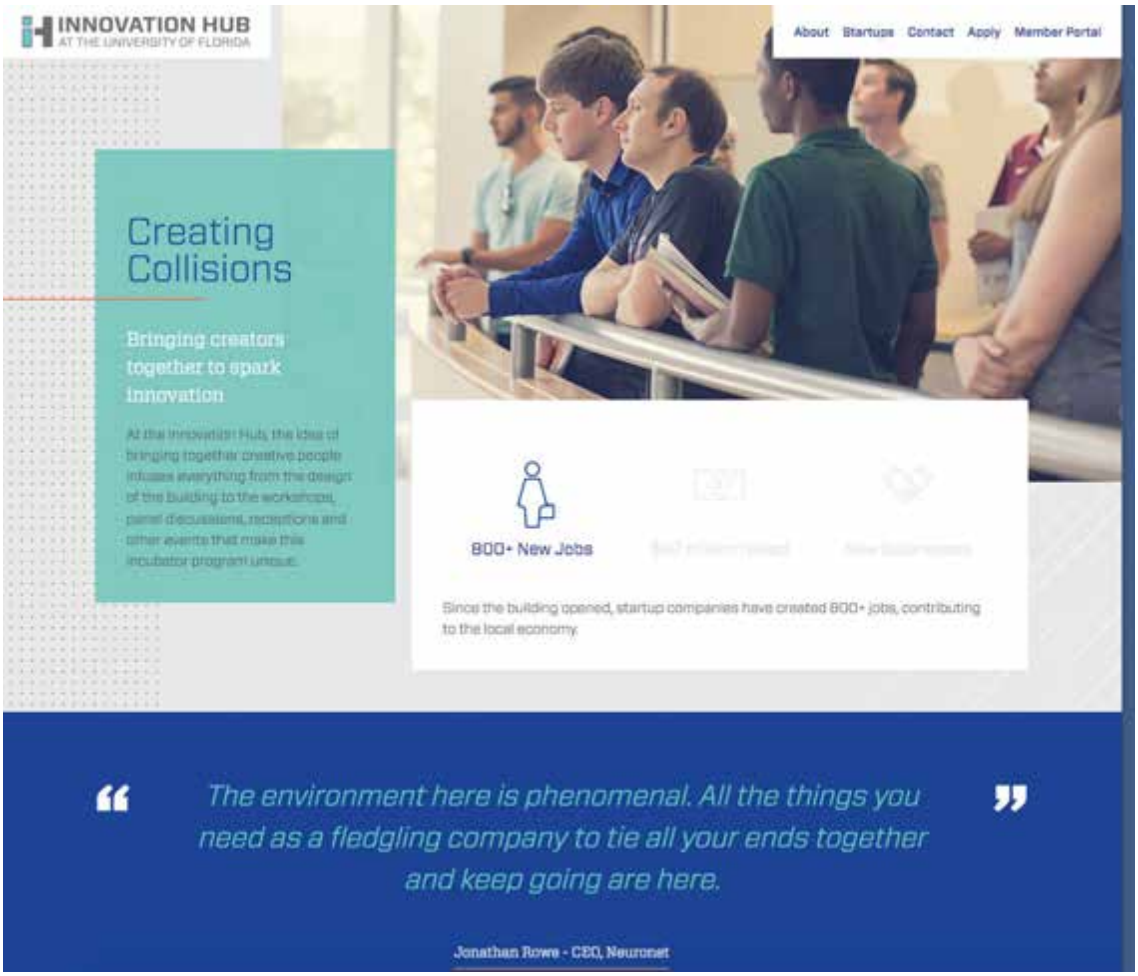
## MEET OUR MENTORS

**Celia Hodent**
Director of User Experience
Epic Games

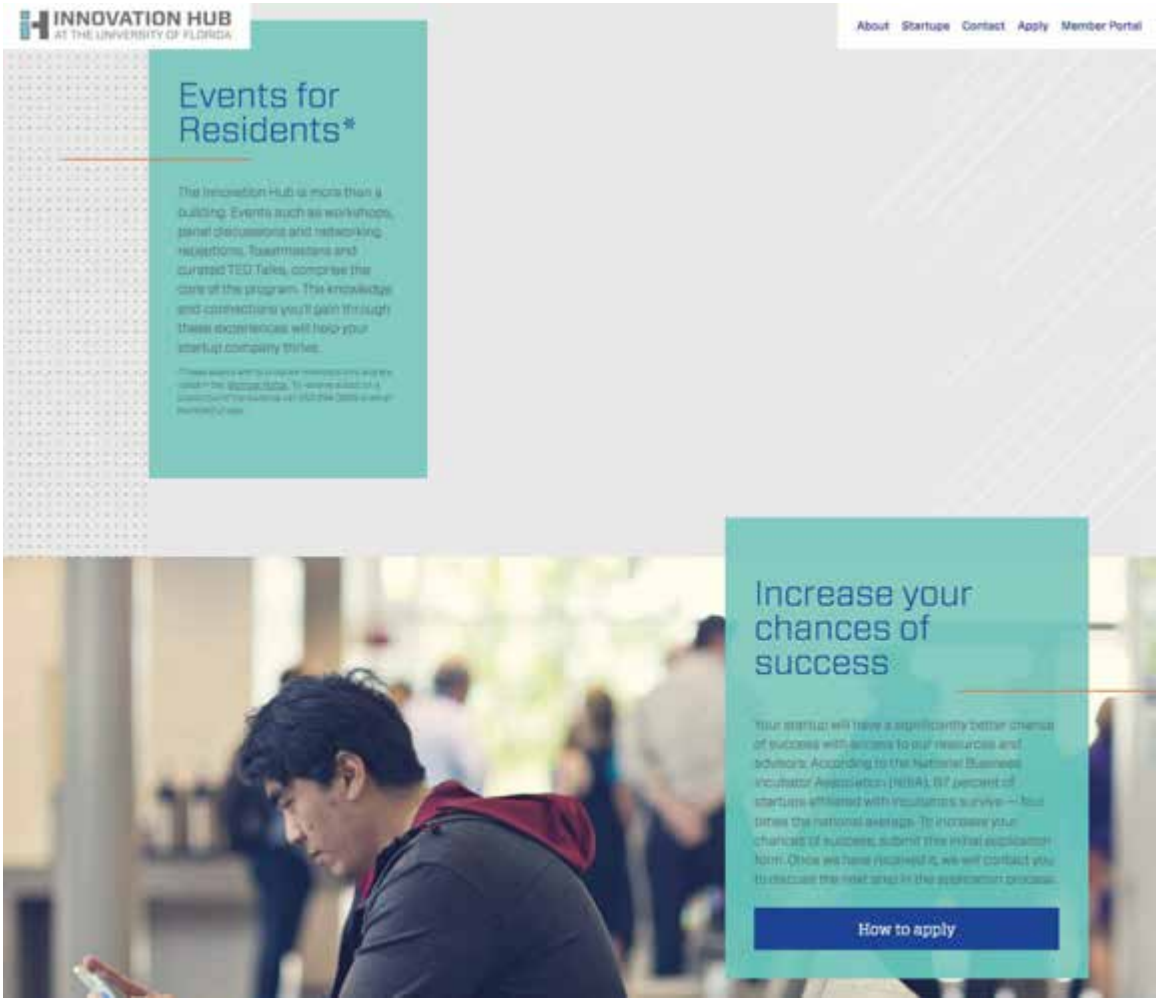
**Julie Grundy**
Information Architect
Duke OIT Web Services

**Michael Norton**
Professor of Business Administration (Marketing Unit)
Harvard Business School

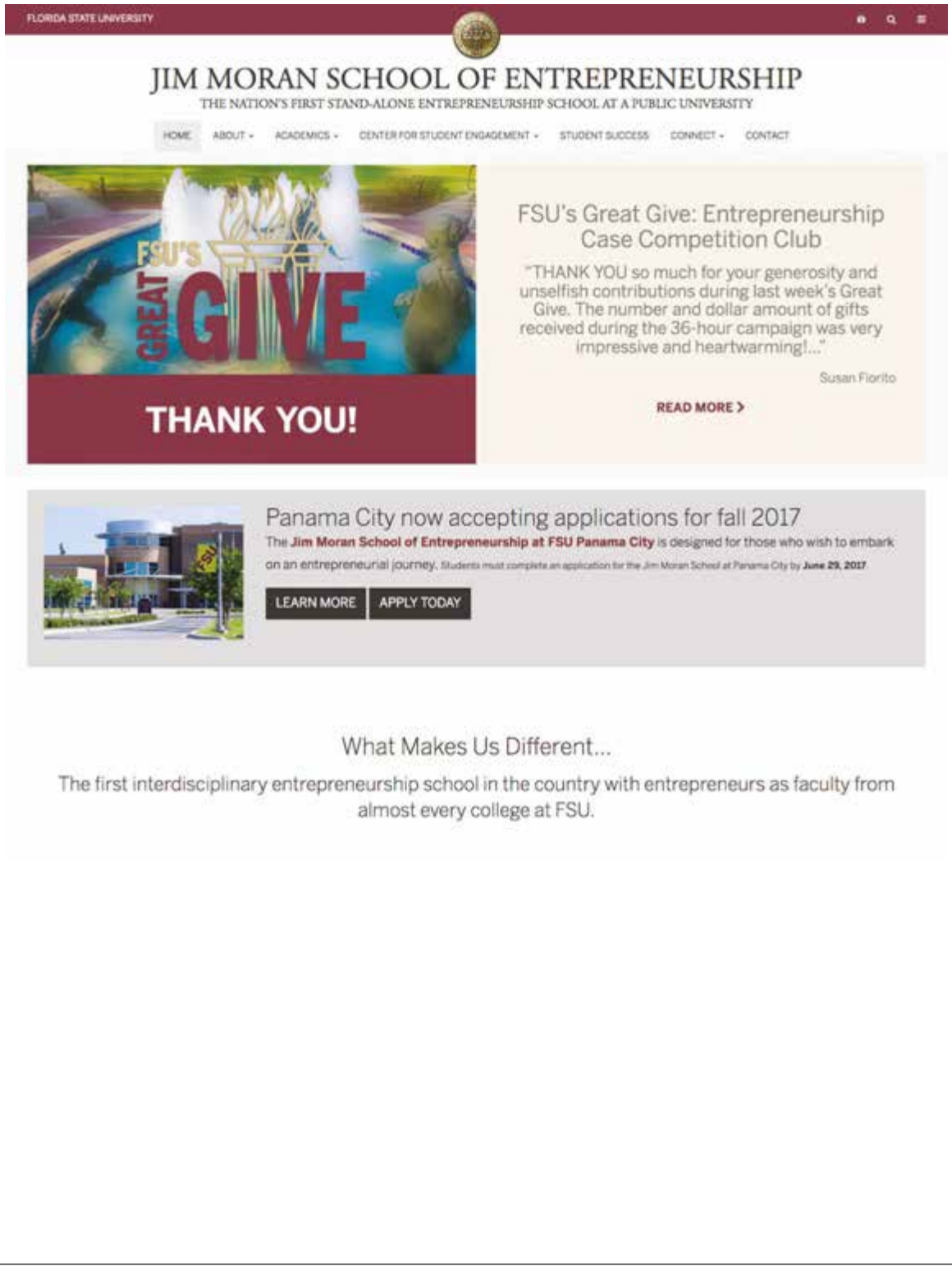
UNIVERSITY OF FLORIDA
Innovation Hub
http://floridainnovationhub.ufl.edu/



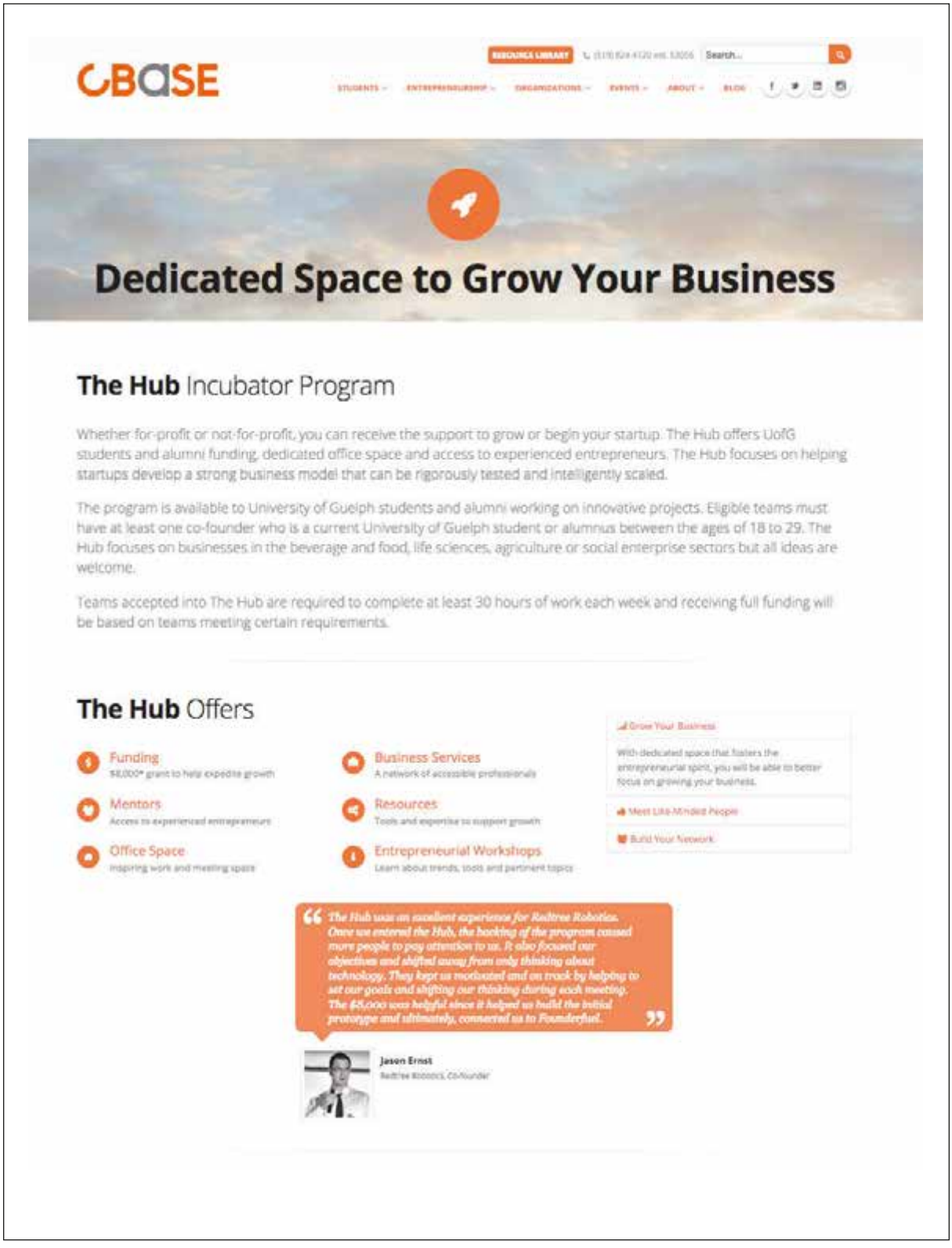
UNIVERSITY OF FLORIDA
Innovation Hub
http://floridainnovationhub.ufl.edu/



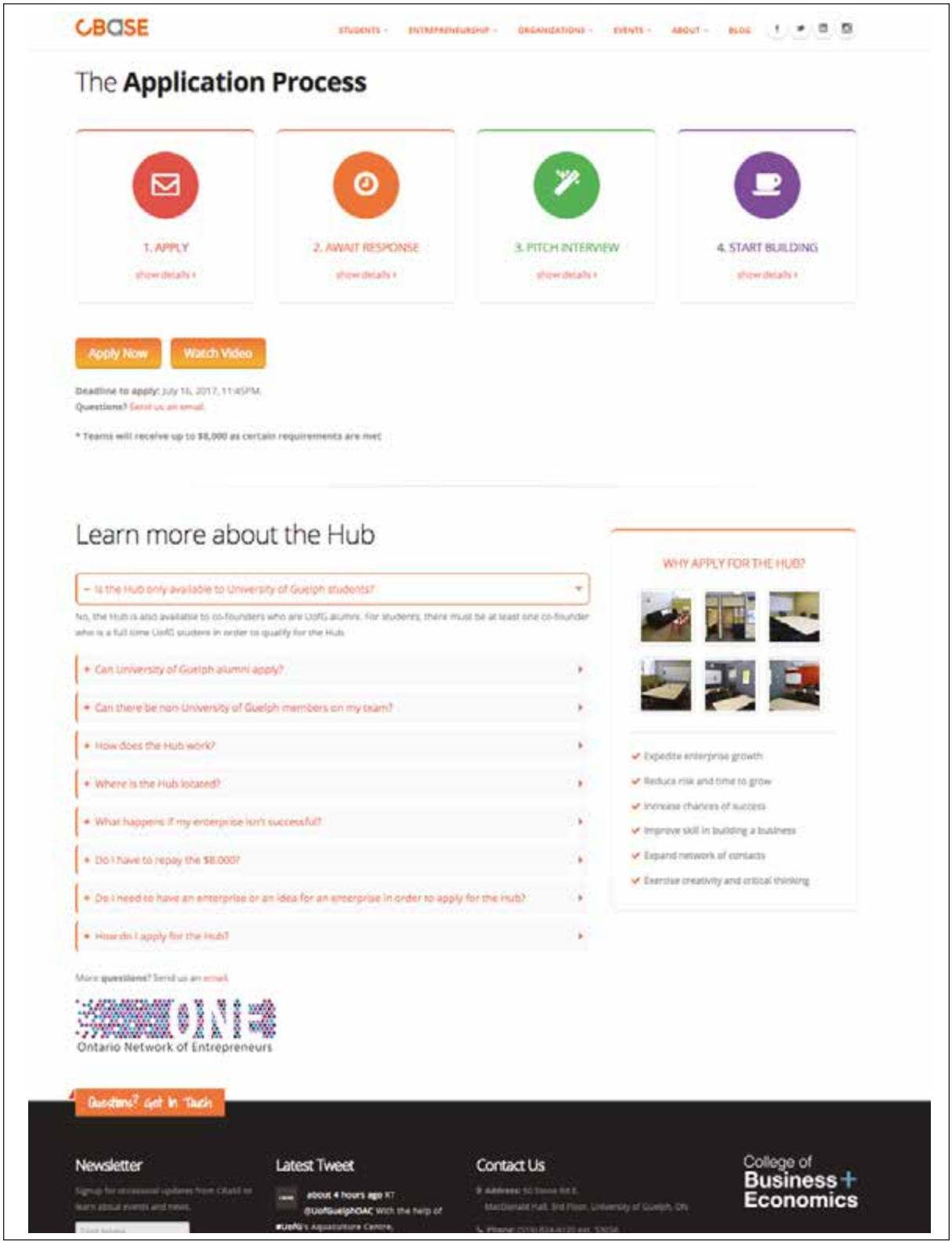
FLORIDA STATE UNIVERSITY
Jim Moran School of Entrepreneurship
http://jimmoranschool.fsu.edu/



UNIVERSITY OF GUELPH
CBaSE — The Hub
http://www.uoguelph.ca/cbase/thehub



UNIVERSITY OF GUELPH
CBaSE — The Hub
http://www.uoguelph.ca/cbase/thehub



MICHIGAN STATE UNIVERSITY
Entrepreneurship and Innovation
https://entrepreneurship.msu.edu

NORTH CAROLINA STATE UNIVERSITY
Technology Incubator @ Centennial Campus
https://techincubator.ncsu.edu/

## HANG YOUR TECH HAT HERE.

Your tech business needs are simple: smart people, the right tools and a comfortable space in which to change the world.

We understand, and we've got you covered.

The Technology Incubator, located on Centennial Campus at NC State University and next to the Hunt Library, is your direct link to this unique research campus, employing experts and game-changers in the areas of research and development that matter most to you and your start-up company.

Unlike other university-based technology incubators, ours is open to all parties, not just university-related spin-offs.

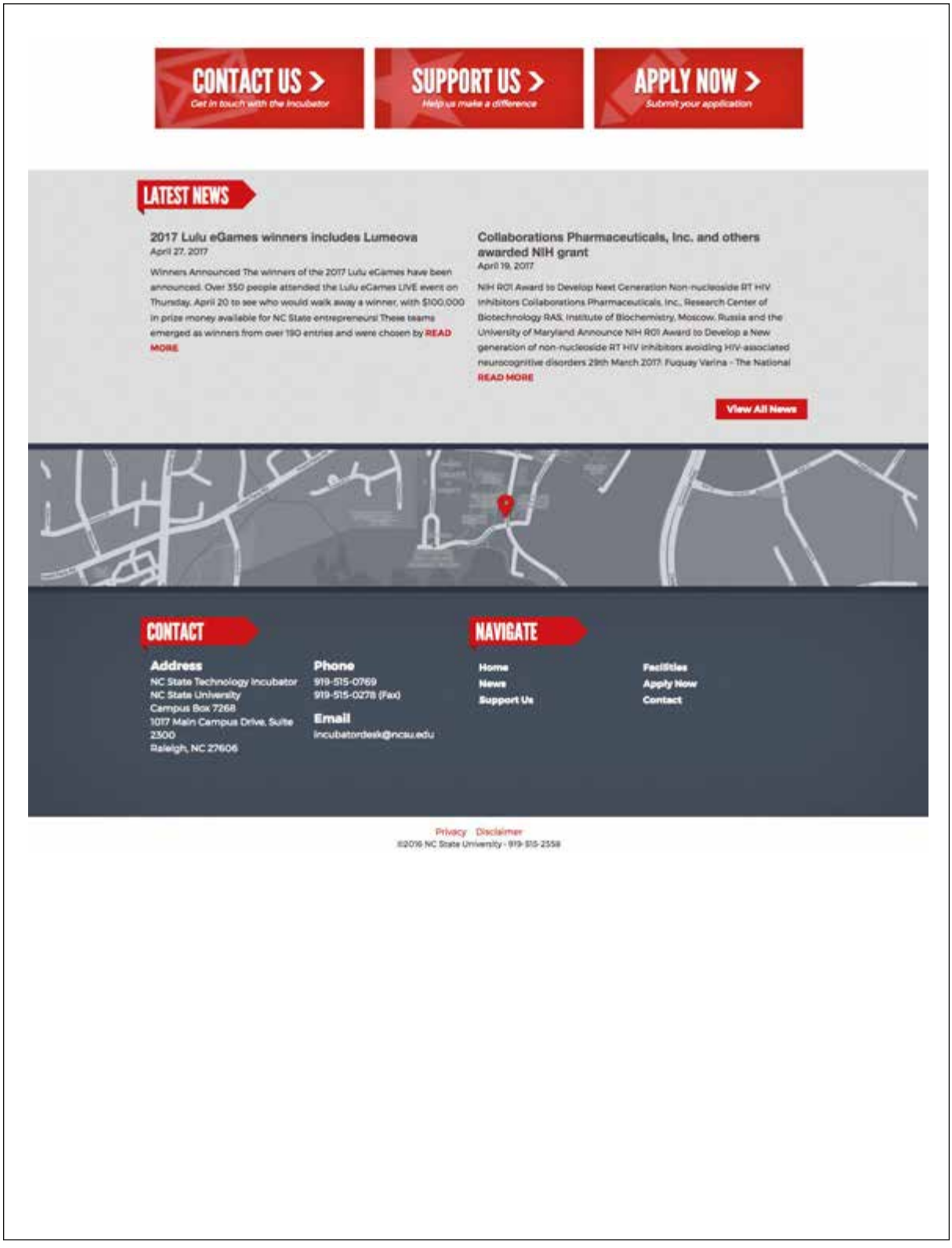
Even better, no equity stake is assumed by the university. Your technology is your technology, from start to finish.

Contact us to schedule a visit or to learn more about our program.

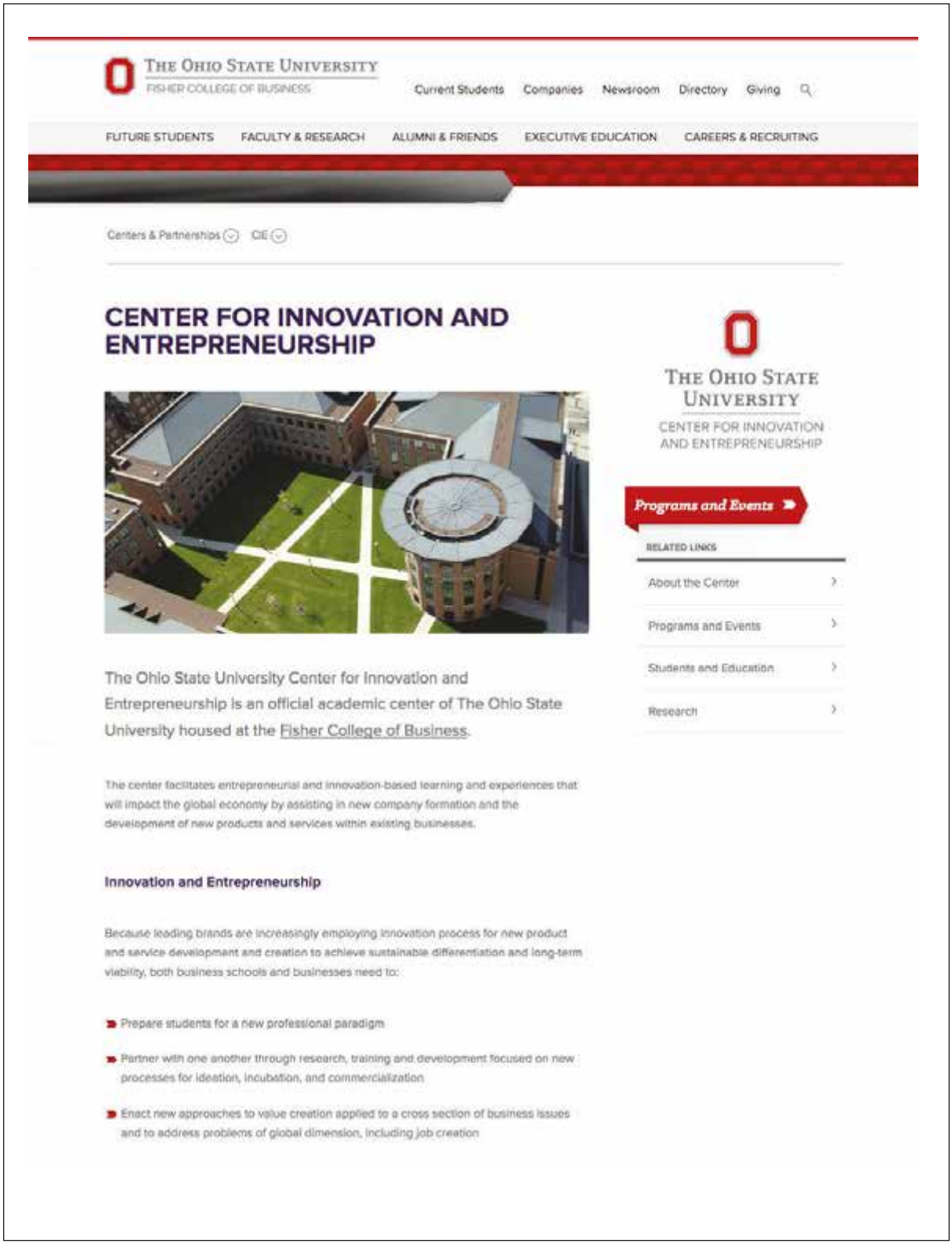
**Gigabit Network Powered by Celito.net**

celito.net

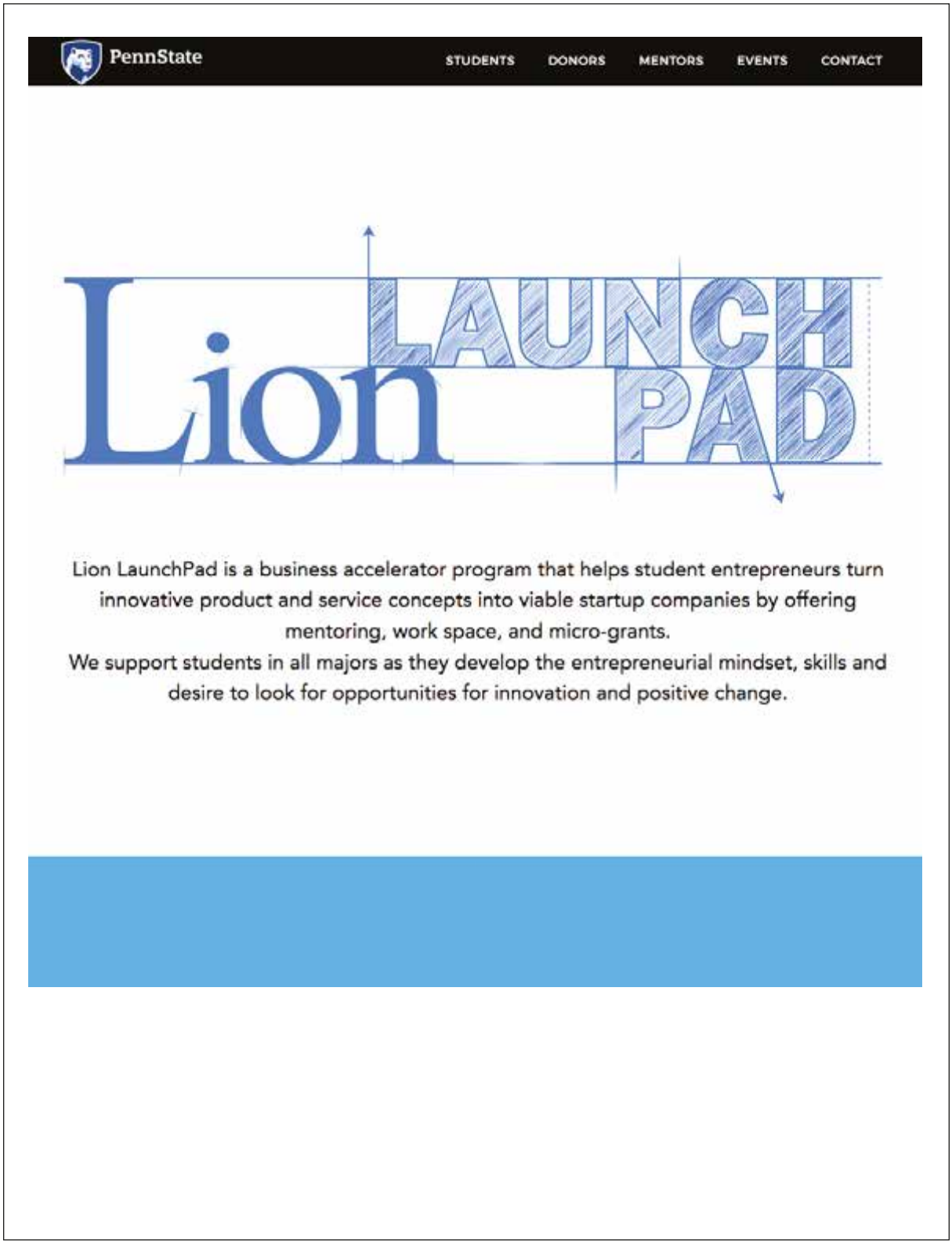
NORTH CAROLINA STATE UNIVERSITY
Technology Incubator @ Centennial Campus
https://techincubator.ncsu.edu/



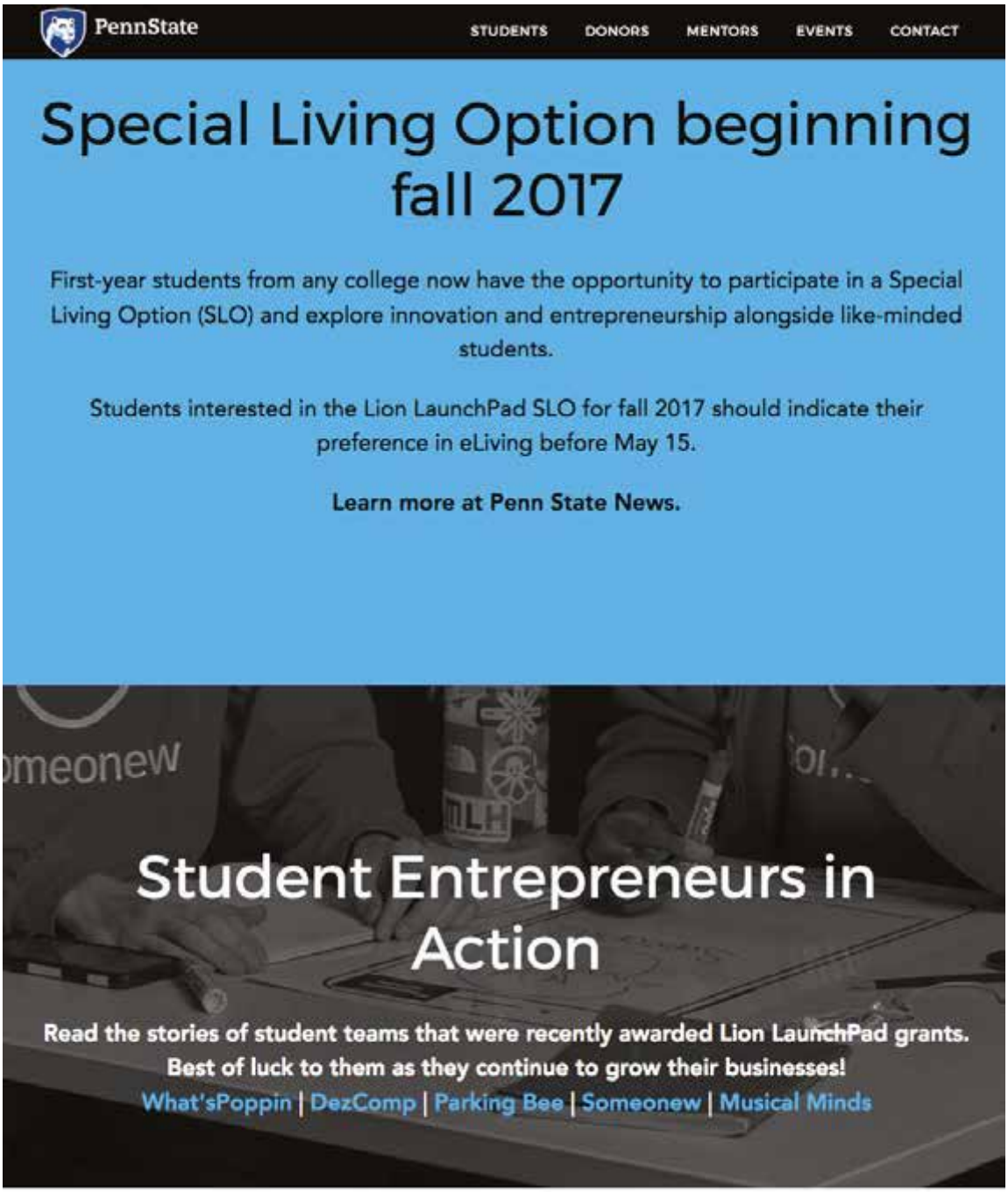
OHIO STATE UNIVERSITY
Center for Innovation and Entrepreneurship
https://fisher.osu.edu/centers-partnerships/cie



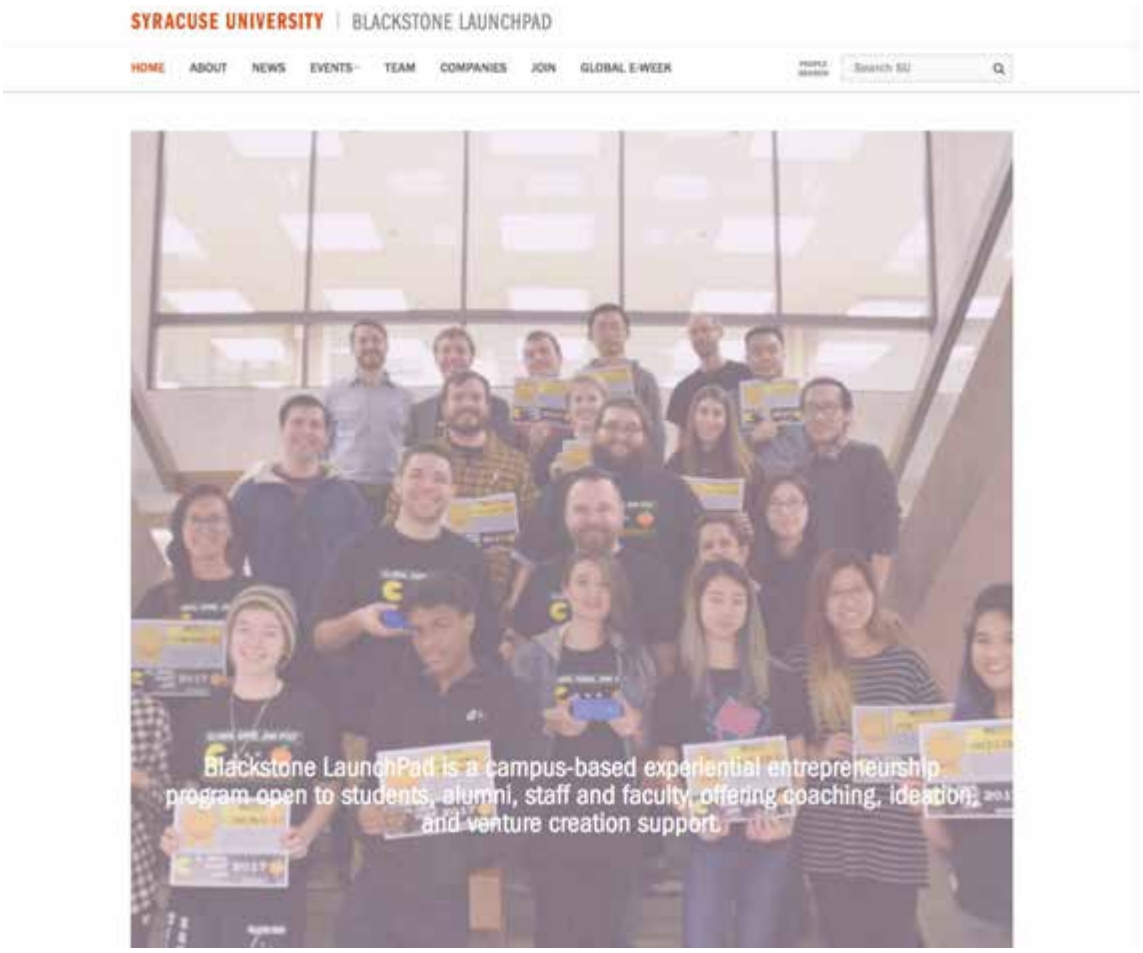
PENNSYLVANIA STATE UNIVERSITY
Lion LaunchPad
http://lionlaunchpad.psu.edu/



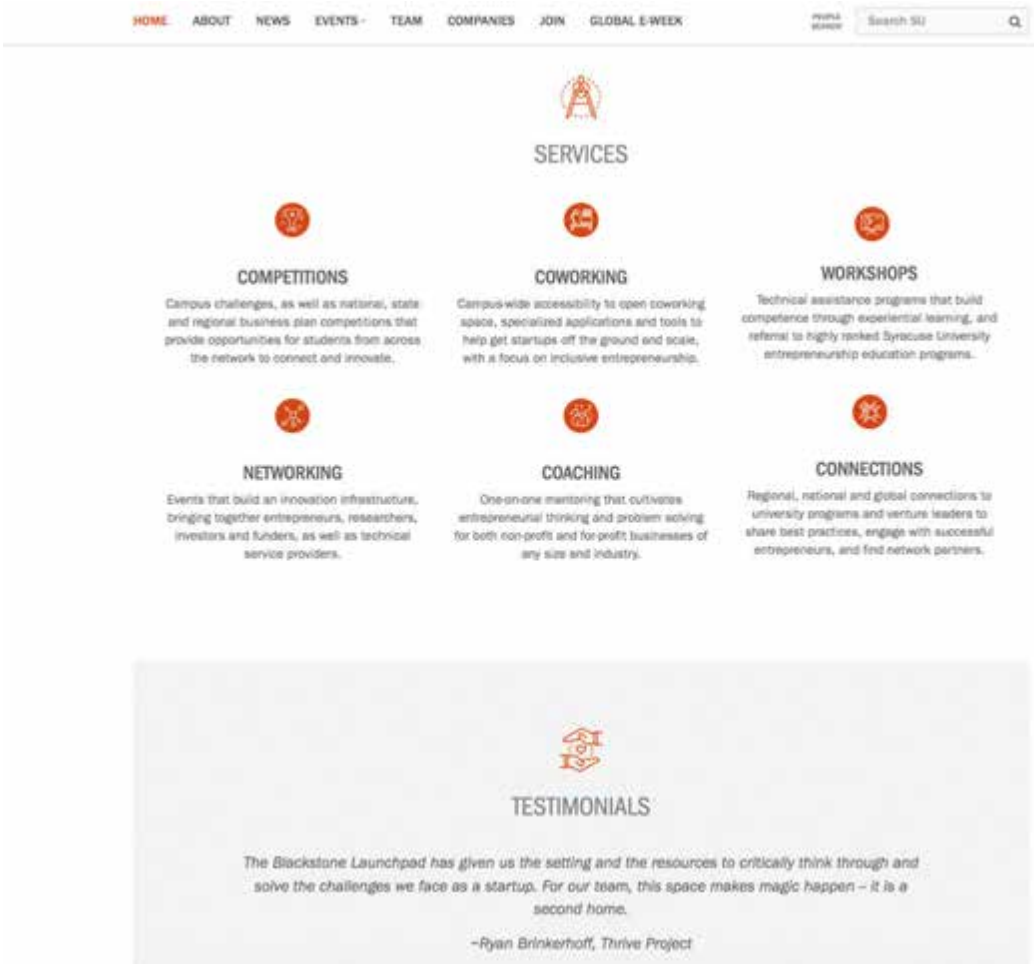
PENNSYLVANIA STATE UNIVERSITY
Lion LaunchPad
http://lionlaunchpad.psu.edu/



SYRACUSE UNIVERSITY
Blackstone Launchpad
http://launchpad.syr.edu/



SYRACUSE UNIVERSITY
Blackstone Launchpad
http://launchpad.syr.edu/



TEXAS A&M UNIVERSITY
Startup Aggieland
http://startupaggieland.com/

**ACCESS**

Apply for rent-free furnished offices with many 8-foot white boards or access to coworking space. Enjoy 24-7-365 secure ID Card access. Free use of large kitchen with Keurig coffee maker, air ice machine, refrigerator, microwave and Red Bull cooler. Free parking by entrance. Free use of large conference room with 8-foot white board, seating for 18; two 60" TVs with Skype setups; and Polycom conferencing with microphones. Free business address says "legit". Obligatory ping-pong table!

**PERKS**

Free WiFi and cloud-hosting up to $100,000 annually from Softlayer, Google, Microsoft or Amazon. Free developer tools from Microsoft Azure or IBM BlueMix. Free legal services from pro bono attorneys with the Texas A&M School of Law and also at prominent law firms like Andrews Kurth, Duane Morris, Wilson Sonsini and Norton Rose. Free accounting assistance. Free marketing support and reduced-fee graphics/animation services. Free use of meeting space for 70. No lease, no hassle!

**MENTORS**

Our mentors "Make it Happen"! With 100 dedicated and "on-call" mentors, subject matter experts, award-winning faculty, CEOs/CFOs, Young Entrepreneurs-in-Residence and other highly-qualified mentors in our stable, Startup Aggieland offers unrivaled networking and influence. Two affiliated investment funds, an on-site angel group and proximity to a global Tier One, Top Ten Research Institution means our startups can leverage public and private resources worldwide!

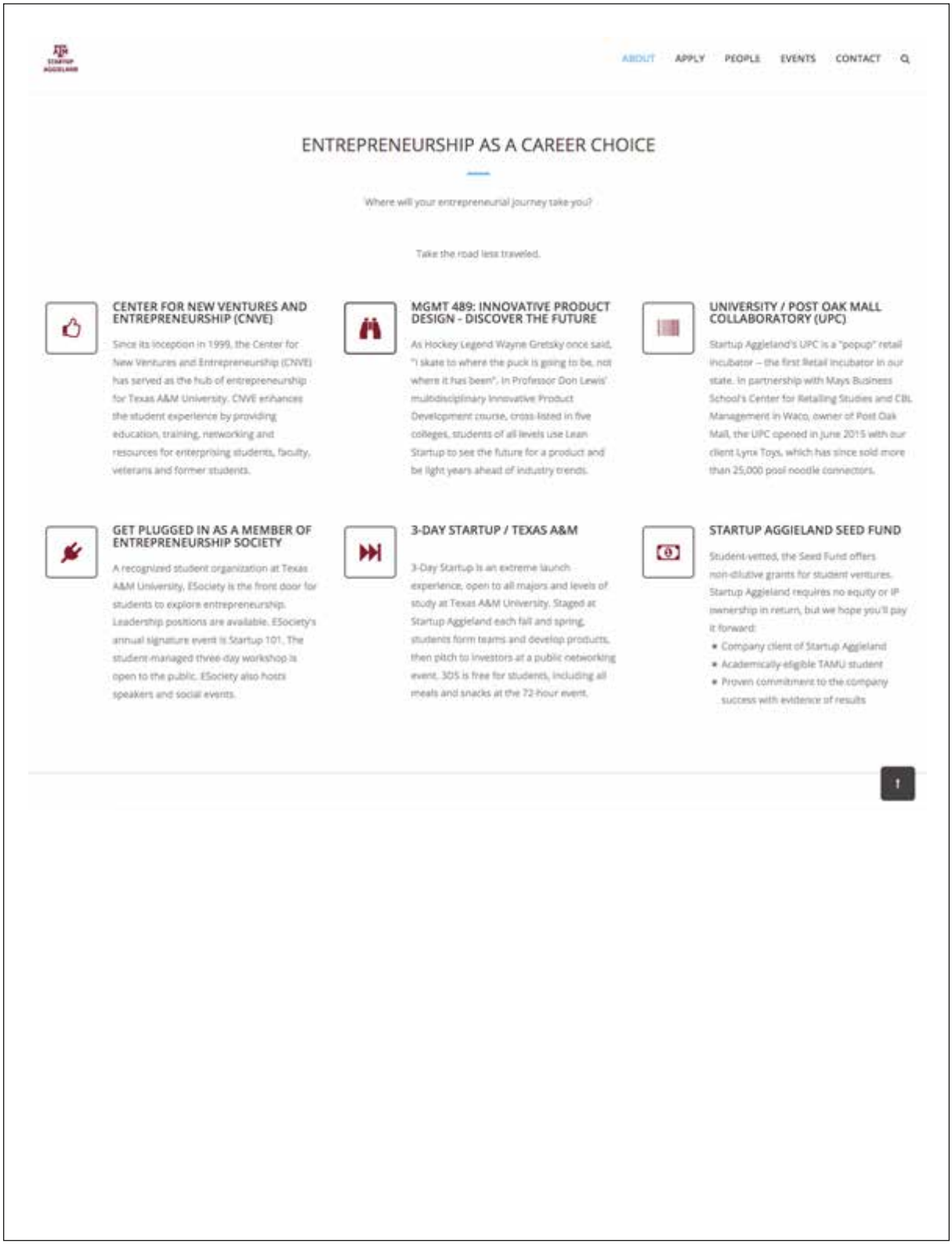
**LOCATION**

Conveniently located in Texas A&M University's scenic Research Park, Startup Aggieland occupies 5,000 sq. ft. of Class A office space in the Caldwell/Schlumberger Building. Our offices overlook a small lake with hiking trails, BBQ pits and a Frisbee Golf Course. No personal transportation? No problem. Startup Aggieland is served by Shuttle Bus 5 (Bush Library) and features a covered bus stop in front of our facility. Free year-round parking for office tenants! Within walking distance of Hullabaloo Hall.

## THINK GLOBALLY. ACT LOCALLY.

Startup Aggieland is a globally recognized, award-winning, job creation program disguised as a multidisciplinary business accelerator. A testimony to the American Dream, our business accelerator accepts client companies that want to change the world, make a real difference in people's lives and create value where none previously existed. Students, staff and faculty -- as well as former students -- are eligible to apply for mentoring and resources as clients of Startup Aggieland. Applications are competitive and require participation in a rigorous Lean Startup program.

TEXAS A&M UNIVERSITY
Startup Aggieland
http://startupaggieland.com/



UNIVERSITY OF TORONTO
Entrepreneurship
http://entrepreneurs.utoronto.ca/

UNIVERSITY OF TORONTO
Entrepreneurship
http://entrepreneurs.utoronto.ca/

VIRGINIA TECH
Entrepreneurship at Virginia Tech
http://www.entrepreneurship.vt.edu

VIRGINIA TECH
Entrepreneurship at Virginia Tech
http://www.entrepreneurship.vt.edu

QuickLinks Entrepreneurship at Virginia Tech

WHERE INNOVATION STARTS

Virginia Tech is a world leader in interdisciplinary education and collaborative innovation. Our mission is to foster a love of learning and service to our community, both local and global. We support every stage of an entrepreneur's journey from research to commercialization. But Virginia Tech is more than about starting businesses. We enable our students to create knowledge and to apply it to the needs of an interconnected world.

RESOURCES

Networking Product Design Working Spaces Education Funding & Legal

**Apex Systems Center for Innovation and Entrepreneurship**
The premier resource for Virginia Tech students, alumni and faculty innovators and entrepreneurs.

**Roanoke-Blacksburg Technology Council**
Promoting the growth of the region's technology sector.

**Entrepreneur Club (E-Club)**
The Entrepreneur Club at Virginia Tech brings students together to build world-changing ideas.

**@ the NExus**
Virginia Tech's innovation and entrepreneurship summit.

**Virginia Tech Intellectual Properties, Inc.**
Licenses technologies developed by Virginia Tech faculty, staff, and students.

**inVenTs Living Learning Community**
An interdisciplinary living-learning space for students interested in transforming innovative ideas.

**VT KnowledgeWorks**
Services to help entrepreneurs plan, launch, and grow a business.

**National Science Foundation I-Corps**
Fostering entrepreneurship that will lead to the commercialization of NSF-funded research

**Technical Assistance Program**
Connecting faculty members to market needs and the businesses who can utilize them.

**Northern Virginia Technology Council**
Connecting, growing, educating, and advocating for the innovative and entrepreneurial technology community in Northern Virginia and the greater region.

**Innovate Living Learning Community**
Discovering, preparing, and connecting the next generation of entrepreneurial-leaders.

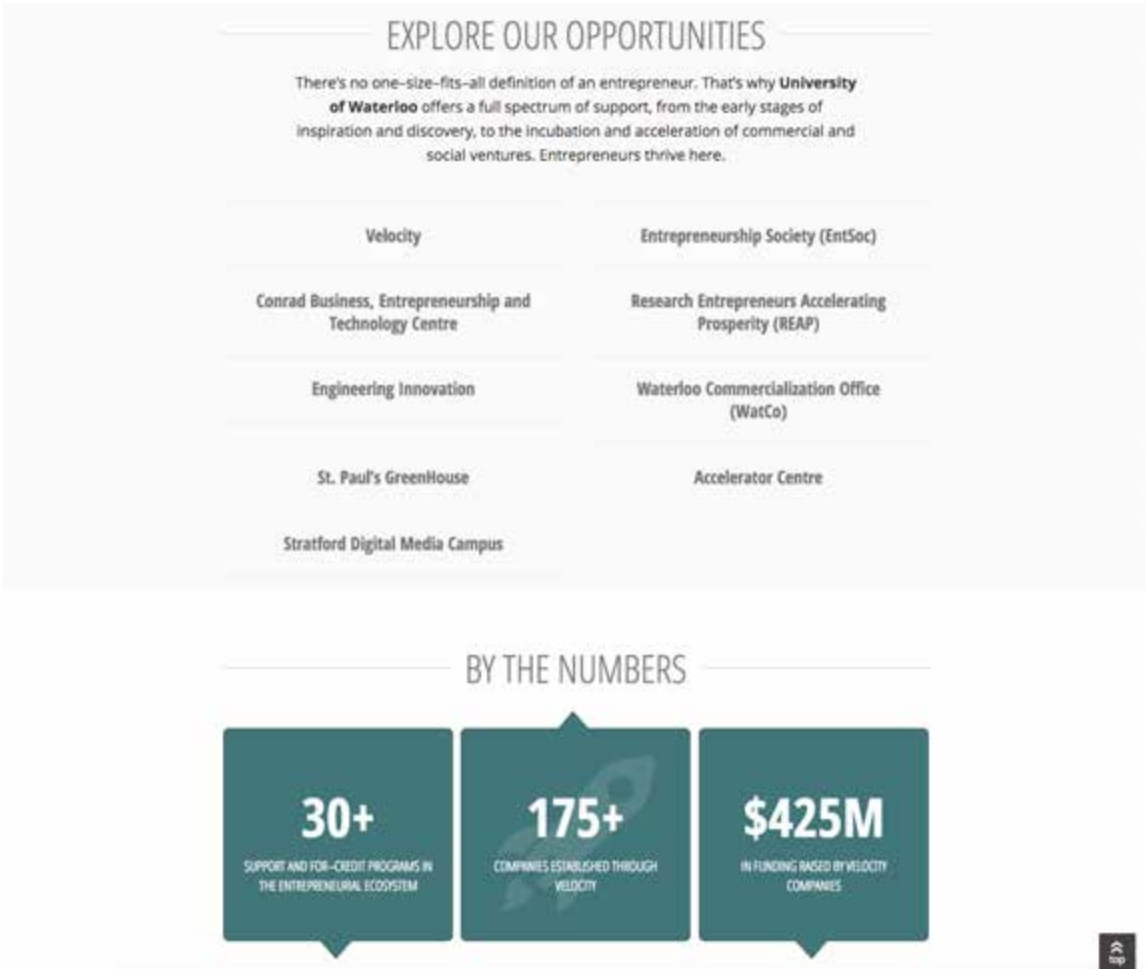
**Virginia Tech National Capital Region**
Dedicated to furthering the university's education, research, and outreach in the Washington, D.C. metro area.

**Virginia Tech Office of Economic Development**
Developing the capacity of communities and the university to support technology, talent and entrepreneurship.

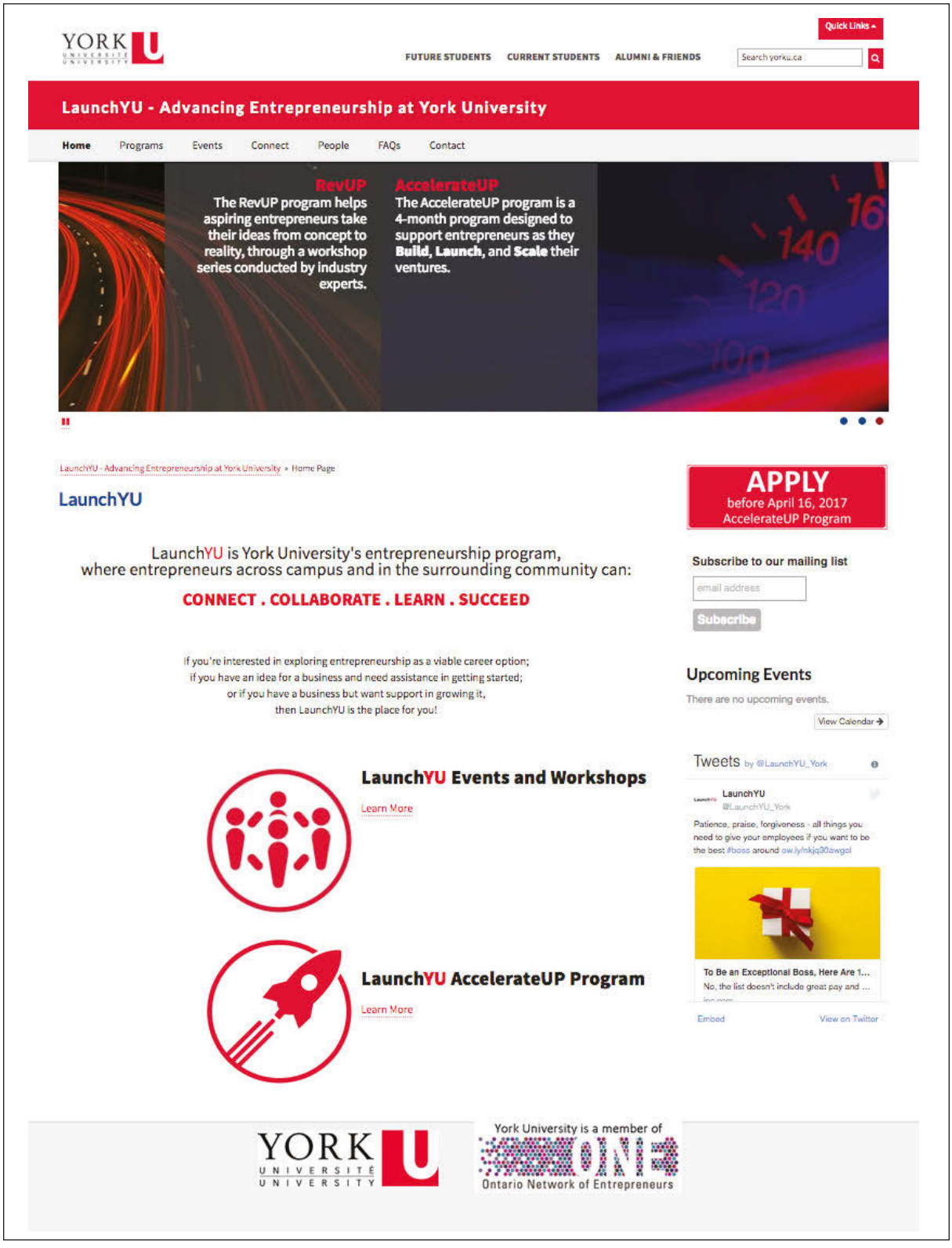
**Startup Weekend**
Where Blacksburg comes to build skills, meet incredible people, and launch successful startups.

UNIVERSITY OF WATERLOO
Entrepreneurship
https://uwaterloo.ca/entrepreneurship/

UNIVERSITY OF WATERLOO
Entrepreneurship
https://uwaterloo.ca/entrepreneurship/

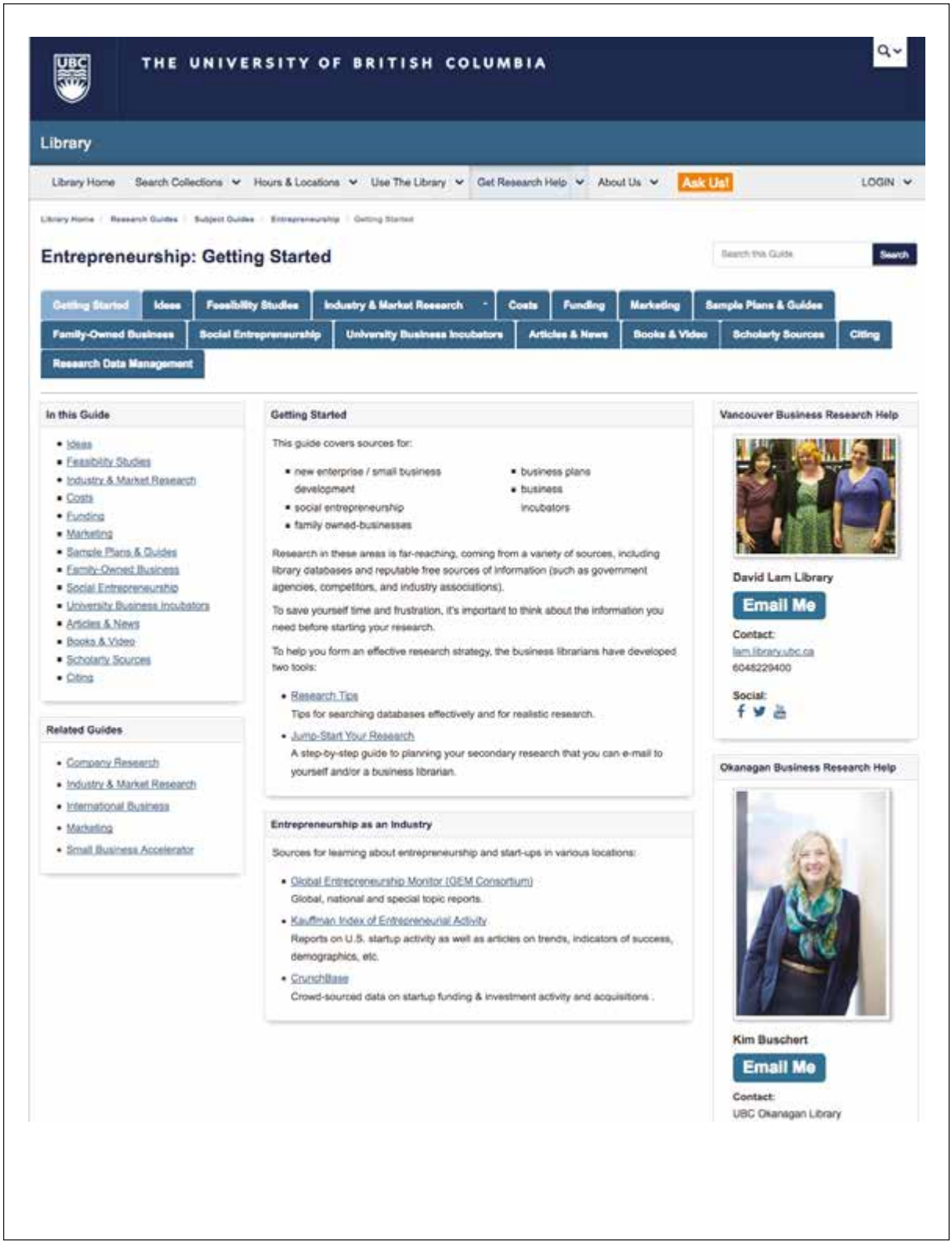


YORK UNIVERSITY
LaunchYU
http://www.launchyu.ca/

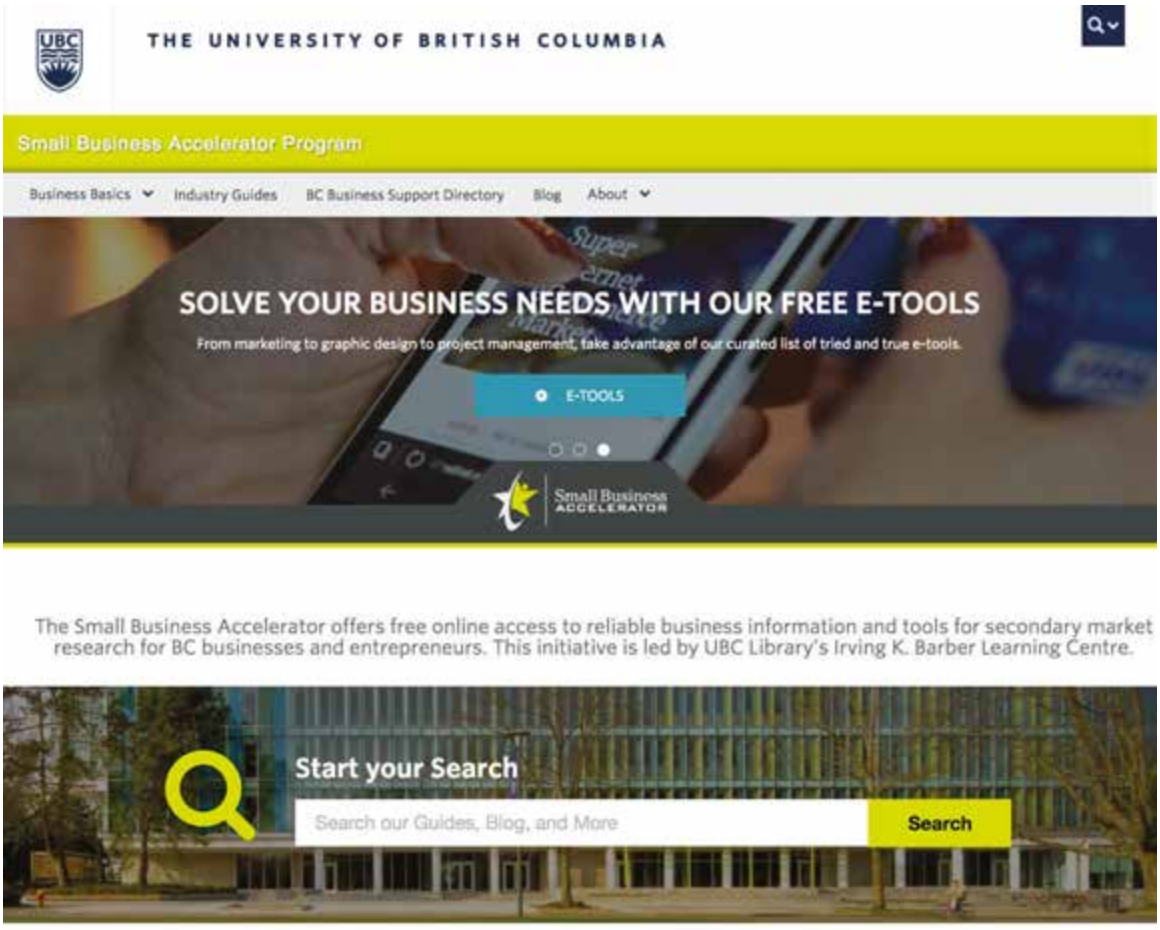


# Library Resources

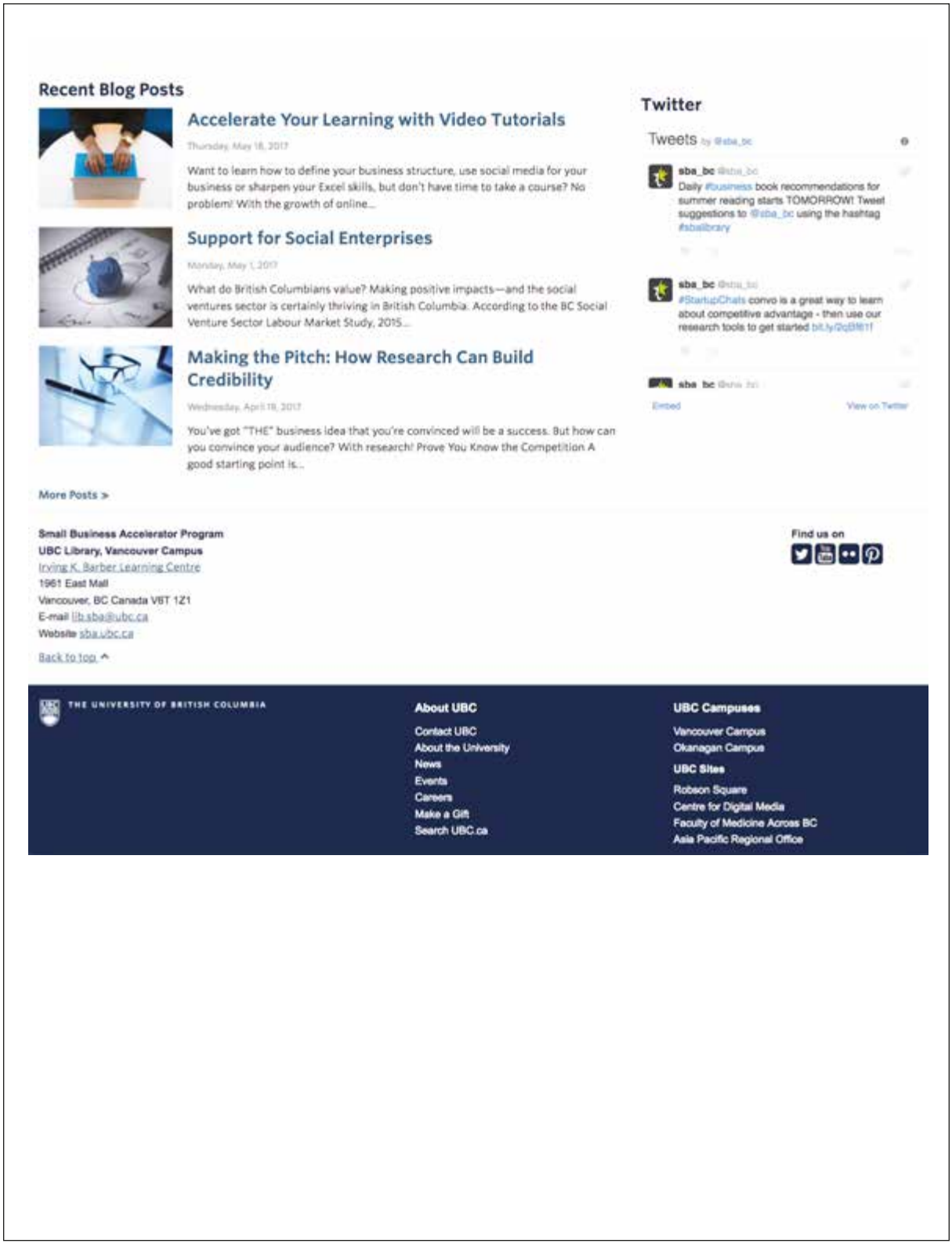
UNIVERSITY OF BRITISH COLUMBIA LIBRARY
Entrepreneurship: Getting Started
http://guides.library.ubc.ca/entrepreneurship



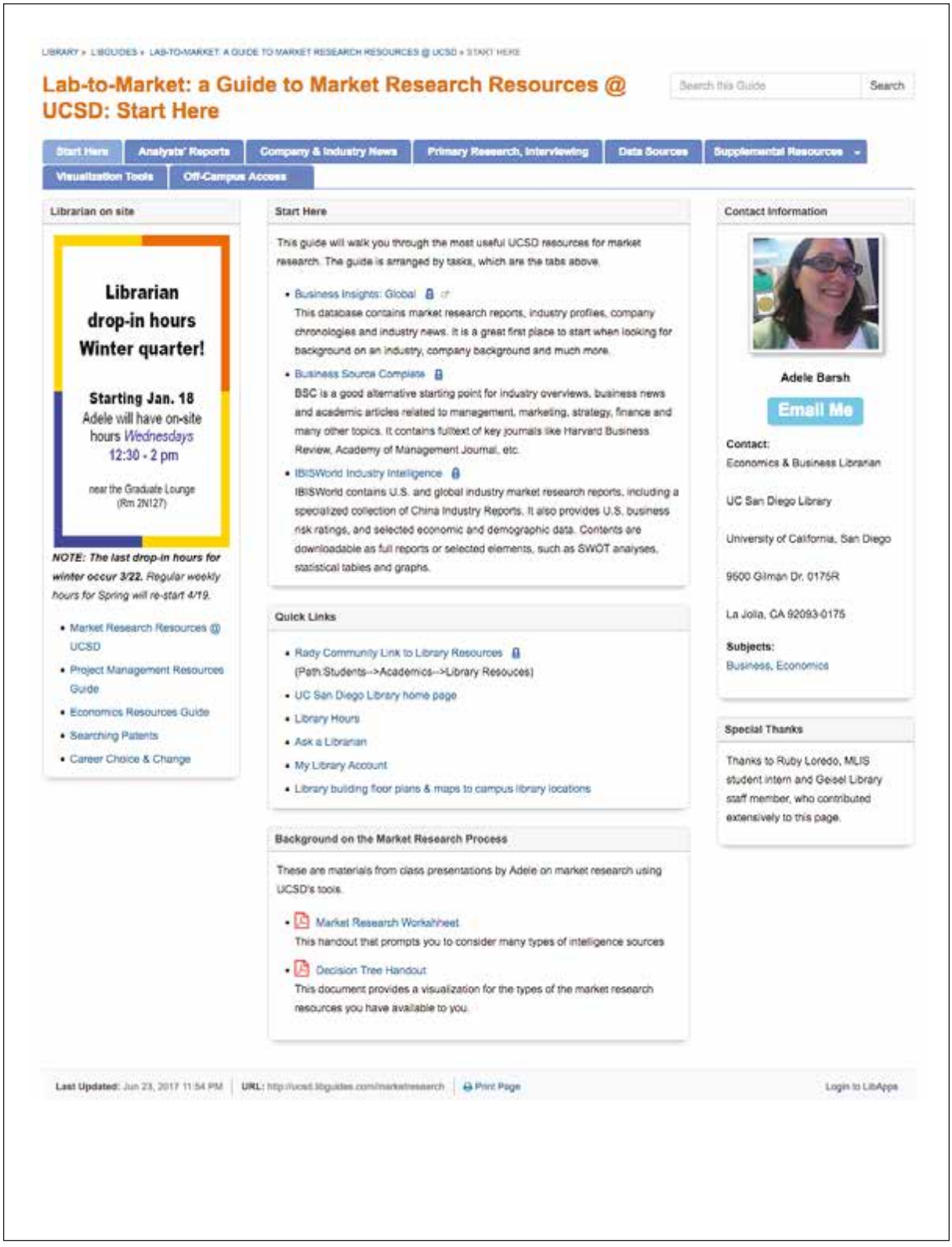
UNIVERSITY OF BRITISH COLUMBIA LIBRARY
Small Business Accelerator Program
https://sba.ubc.ca/



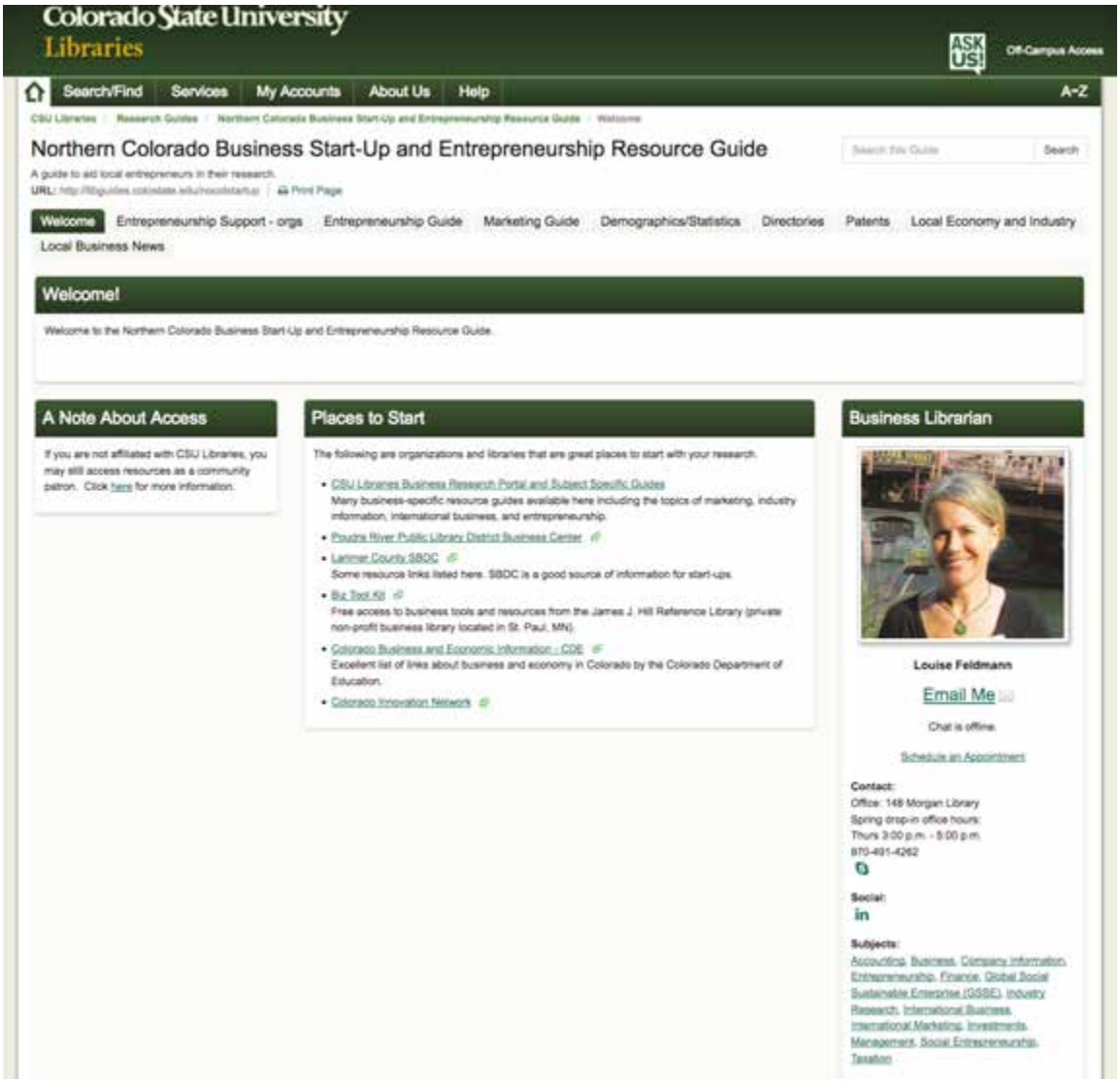
UNIVERSITY OF BRITISH COLUMBIA LIBRARY
Small Business Accelerator Program
https://sba.ubc.ca/



UNIVERSITY OF CALIFORNIA, SAN DIEGO LIBRARY
Lab-to-Market: a Guide to Market Research Resources @ UCSD
http://ucsd.libguides.com/marketresearch



COLORADO STATE UNIVERSITY LIBRARIES
Northern Colorado Business Start-Up and Entrepreneurship Resource Guide
http://libguides.colostate.edu/nocolstartup



UNIVERSITY OF KENTUCKY LIBRARIES
Entrepreneurship
http://libguides.uky.edu/entrepreneurship

- Kentucky Chamber of Commerce

Local Small Business Advising

Commerce Lexington

- Commerce Lexington

Commerce Lexington Inc, is a nonprofit public-private economic development partnership representing the Lexington MSA. At Commerce Lexington Inc., everything we do is aimed at helping business owners succeed by equipping them with the tools they need to grow or expand their business.

AMERICA'S SBDC KENTUCKY

- Kentucky Small Business Development Center

The KSBDC provides unparalleled consulting and training services that help existing business owners and potential entrepreneurs succeed. Our services include: one-on-one management consultations, training workshops, market research, loan packaging help,

**The Entrepreneur's Guide to Business Law** by Constance E. Bagley; Craig E. Dauchy
Call Number: KF390 B84 B34 2003 - Law Library
Publication Date: 2002
This book contains 17 chapters that follow the progression of a start-up business and anticipate its legal concerns through the stages of growth up to an initial public offering.

**Exploring Entrepreneurship** by Richard Blundel; Nigel Lockett
Call Number: HB615 .B627 2011
Publication Date: 2011
Exploring Entrepreneurship examines the nature of entrepreneurial activity in the 21st century, and aims to help students develop the skills and knowledge required by commercial and social entrepreneurs.

**The Lean Startup** by Eric Ries
Call Number: HD62.5 .R545 2011
Publication Date: 2011
The Lean Startup offers entrepreneurs - in companies of all sizes - a way to test their vision continuously, to adapt and adjust before it's too late. Ries provides a scientific approach to creating and managing successful startups in a age when companies need to innovate more than ever.

**Models of Opportunity** by Gerard George; Adam J. Bock
Call Number: eBook
Publication Date: 2012
Links scholarly research on business models and organizational design to the reality of building entrepreneurial firms. It provides actionable advice based on a deeper understanding of how business models function and change.The insights, tools and cases, provide a fresh perspective on emerging trends in entrepreneurship, organizational change and high-growth firms.

**Small Business Sourcebook** by Hill, Sonya D.
Call Number: HD2346.U5 S65 2008
Publication Date: 2008
In this annual two-volume annotated guide, you'll discover more than 27,000 listings of live and print sources of information designed to facilitate the start-up, development and growth of specific small businesses, as well as more than 29,000 similar listings for small business topics.

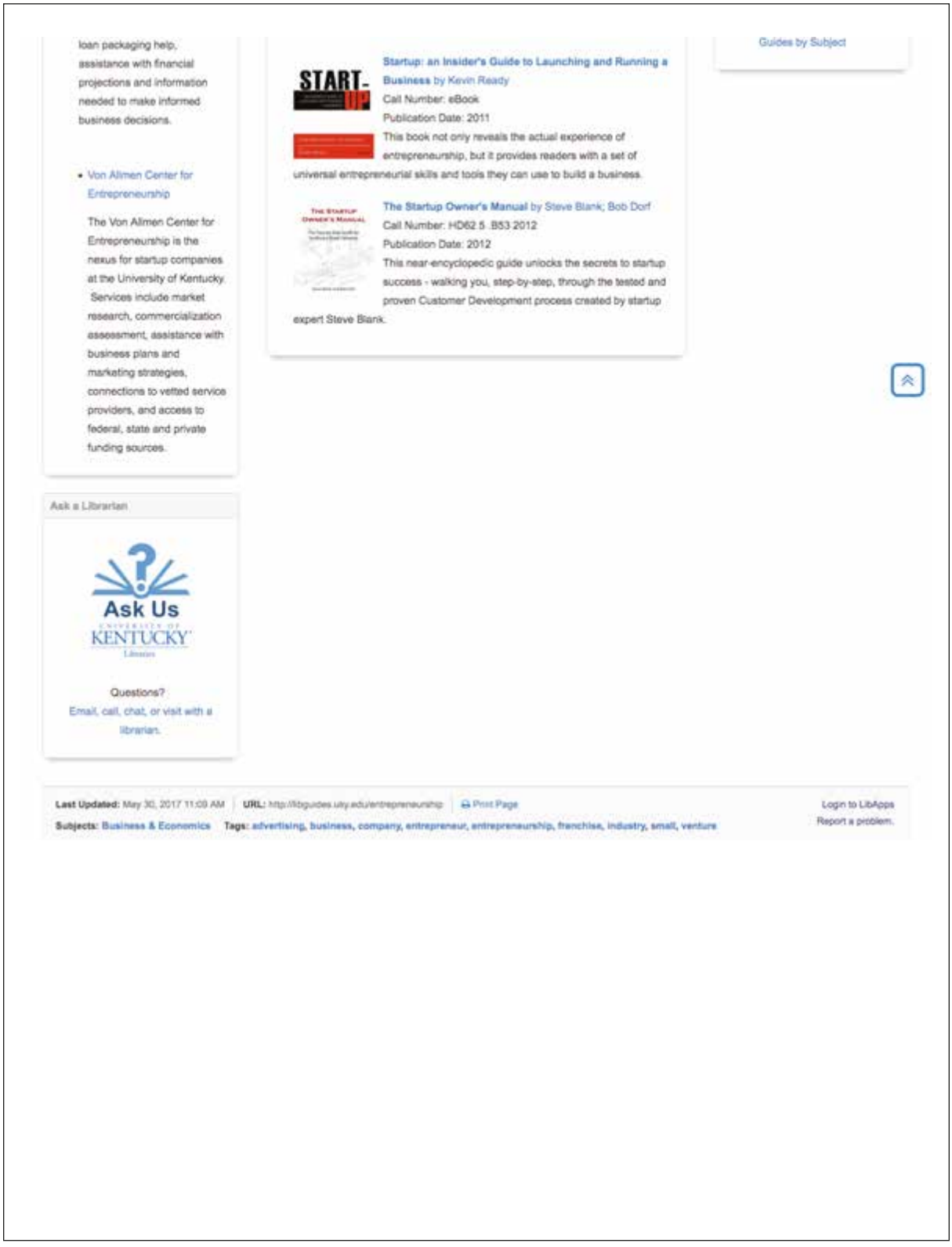
Provides entrepreneurs with how-to information that they can apply to their own businesses, including financing, financial planning, business plan creation, market analysis, sales strategy, and tax planning.

- Small Business Reference Center (includes description)
  Offers full-text periodicals and reports, sample business plans, U.S. tax forms, videos and reference books.
- Business Owner's Toolkit
  With an emphasis on problem solving, BizFilings Business Owner's Toolkit offers more than 3,000 pages of free cost-cutting tips, startup advice and business templates to small business owners and entrepreneurs.
- Start Your Own Business: 50 Things You'll Need to Do
  The more you know about starting a business, the more power you have to form an organization that develops into a lasting source of income and satisfaction. For help with the beginning stages of operating a business, the checklist on this website is a great place to start.

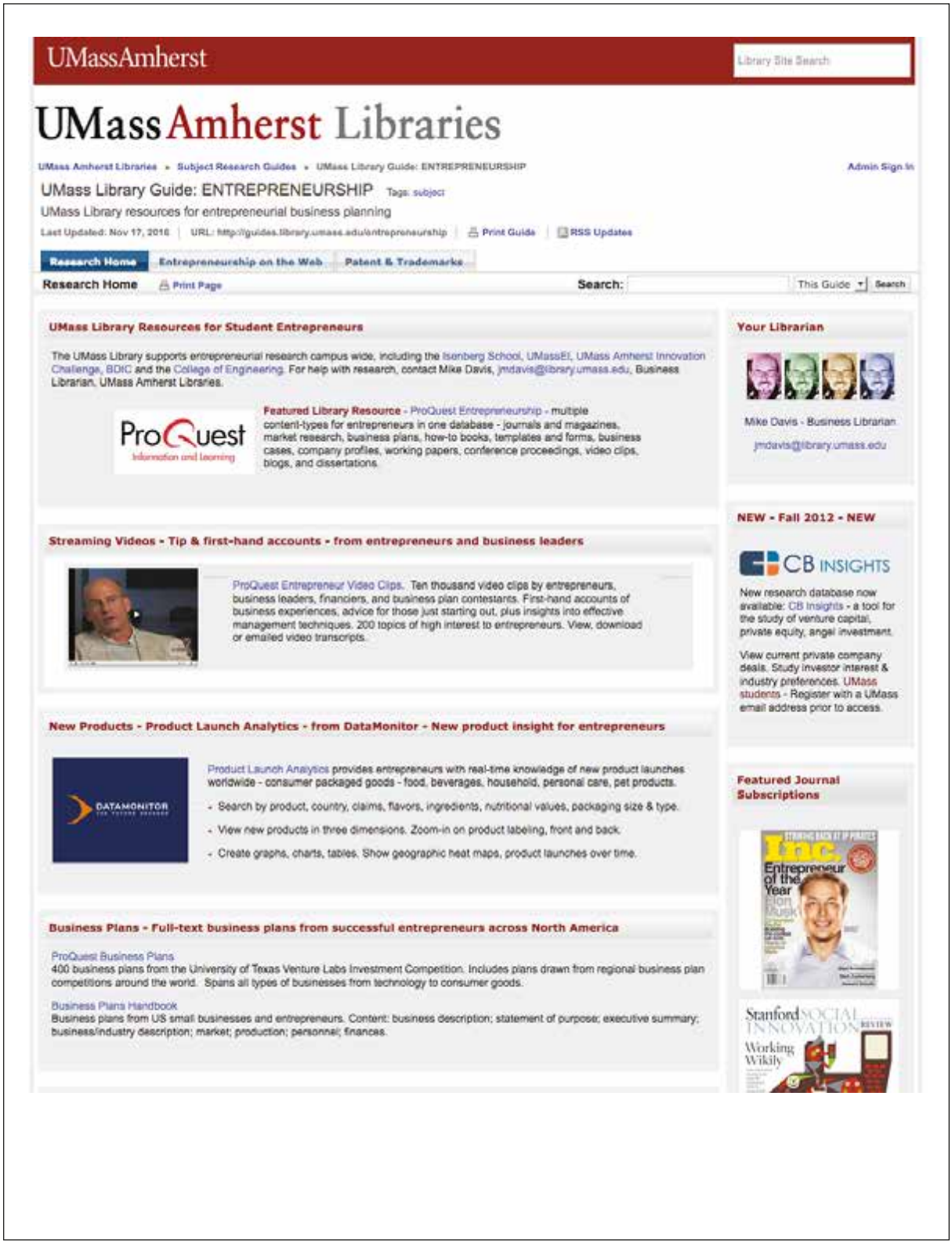
Look for other Research Guides

If you are looking for information on other subjects please take a look at all of the research guides created by our librarians.

- Alphabetical List of Research Guides by Subject


loan packaging help, assistance with financial projections and information needed to make informed business decisions.
Von Allmen Center for Entrepreneurship
The Von Allmen Center for Entrepreneurship is the nexus for startup companies at the University of Kentucky. Services include market research, commercialization assessment, assistance with business plans and marketing strategies, connections to vetted service providers, and access to federal, state and private funding sources.
Startup: an Insider's Guide to Launching and Running a Business by Kevin Ready
Call Number: eBook
Publication Date: 2011
This book not only reveals the actual experience of entrepreneurship, but it provides readers with a set of universal entrepreneurial skills and tools they can use to build a business.
The Startup Owner's Manual by Steve Blank; Bob Dorf
Call Number: HD62.5 .B53 2012
Publication Date: 2012
This near-encyclopedic guide unlocks the secrets to startup success - walking you, step-by-step, through the tested and proven Customer Development process created by startup expert Steve Blank.
Guides by Subject
Ask a Librarian
Ask Us
KENTUCKY
Questions?
Email, call, chat, or visit with a librarian.
Last Updated: May 30, 2017 11:09 AM
URL: http://libguides.uky.edu/entrepreneurship
Print Page
Subjects: Business & Economics
Tags: advertising, business, company, entrepreneur, entrepreneurship, franchise, industry, small, venture
Login to LibApps
Report a problem.

UNIVERSITY OF MASSACHUSETTS AMHERST LIBRARIES
UMass Library Guide: ENTREPRENEURSHIP
http://guides.library.umass.edu/entrepreneurship



**Journal, Magazine, Newspaper Articles - Current news about companies, industries, markets, products**

| | |
|---|---|
| Proquest Entrepeneurship | Selected articles on entrepreneurial topics from 1000s of business sources. 1965-. |
| ABI/Inform Complete | Research journals, trade journals, 3,000 full-text pubs. Exclusive provider - WSJ, 1971-. |
| Business Source Premier | Trade journals, business magazines, 8,000 pubs. indexed. Exclusive provider - HBR, 1965-. |
| LexisNexis Academic | Daily newspapers, newsletters, wires, TV broadcast transcripts - for local/regional news. |
| Massachusetts Newsbank | Daily newspapers from eight Massachusetts cities, plus weekly business newspapers. |
| Regional Business News | Weekly business newspapers from regions and cities across the US. |

**Environmental/Social Policy Reports**

| | |
|---|---|
| Sustainability Watch | Brief reports on 200+ sustainable business topics. |
| GREENR | Global Reference on the Environment, Energy, and Natural Resources. Multi-content types. |
| PolicyFile | Reports from think tanks and policy institutes. |

**Industry Reports - Macro-analysis of industry conditions, performance & strategy**

| | |
|---|---|
| IBISWorld Reports | Reports for every NAICS industry, based on Porter's Five Forces analysis. |
| First Research | Analysis from a market strategy perspective. Screen industries by performance. |
| S&P Industry Surveys | Standard & Poor's industry analysis from an investment risk perspective. |
| Plunkett Research Online | Industry data & analysis for 30 economic sectors; top companies, market rankings. |

**Market Reports - Consumers market analysis - Trends & preferences**

| | |
|---|---|
| Mintel Oxygen | Retail markets, technology, consumer lifestyle, hospitality, leisure and tourism markets. |
| MarketResearch.com | Manufacturing, computers, electronics, finance, food, healthcare, drugs, retailing, telecom. |
| Forrester Research | Focus on internet markets - business applications and consumer retailing. Decision tools. |
| Faulkner Advisory on IT | IT infrastructure, telecom, wireless and data networks, convergence, security, internet. |
| Passport GMID | Consumer market reports & data for every country worldwide. Historical, current, forecasts. |
| Plunkett Research Online | Market data for 30 economic sectors, top companies, market rankings. |

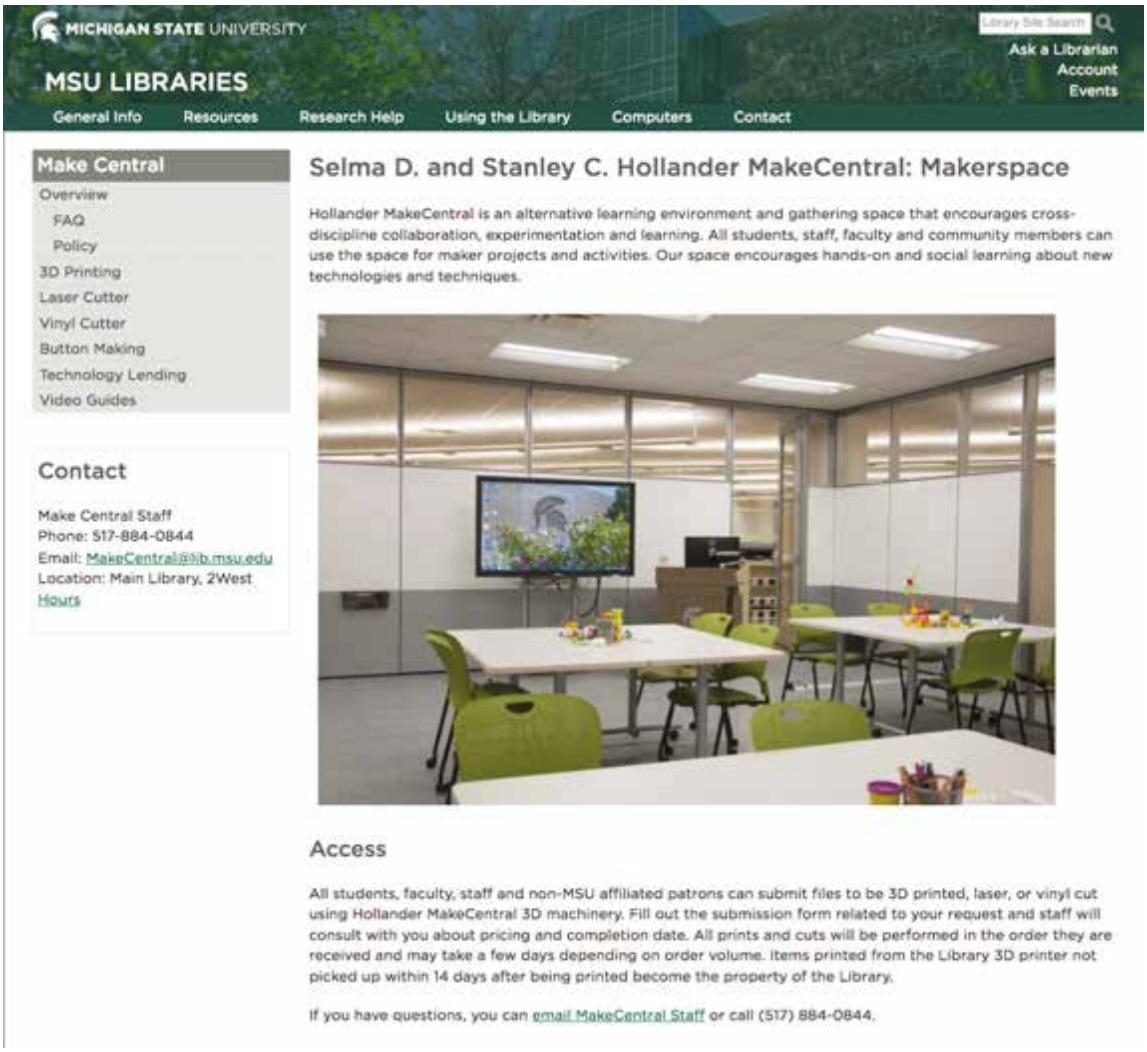
**Company Reports - Facts, history, operations, products, revenues, competitors, leadership**

| | |
|---|---|
| ESG Manager on Campus | Analysis of the environmental, social, governance performance of 6,000 global firms. |
| Mergent Online | Financial analysis - public companies worldwide. 15 yrs. financials/ratios. SEC filings. |
| Hoover's Company Profiles | Brief reports - 14,000 companies - background, products, revenues, competitors. |
| LexisNexis Company Dossier | Public and private company profiles - reports, data, litigation, competitors. |
| Directory of Company Histories | Essays, corporate chronologies on the Worlds' largest, most influential companies. |
| S&P Stock Reports | Investment analysis and advice, US public company financial performance. |

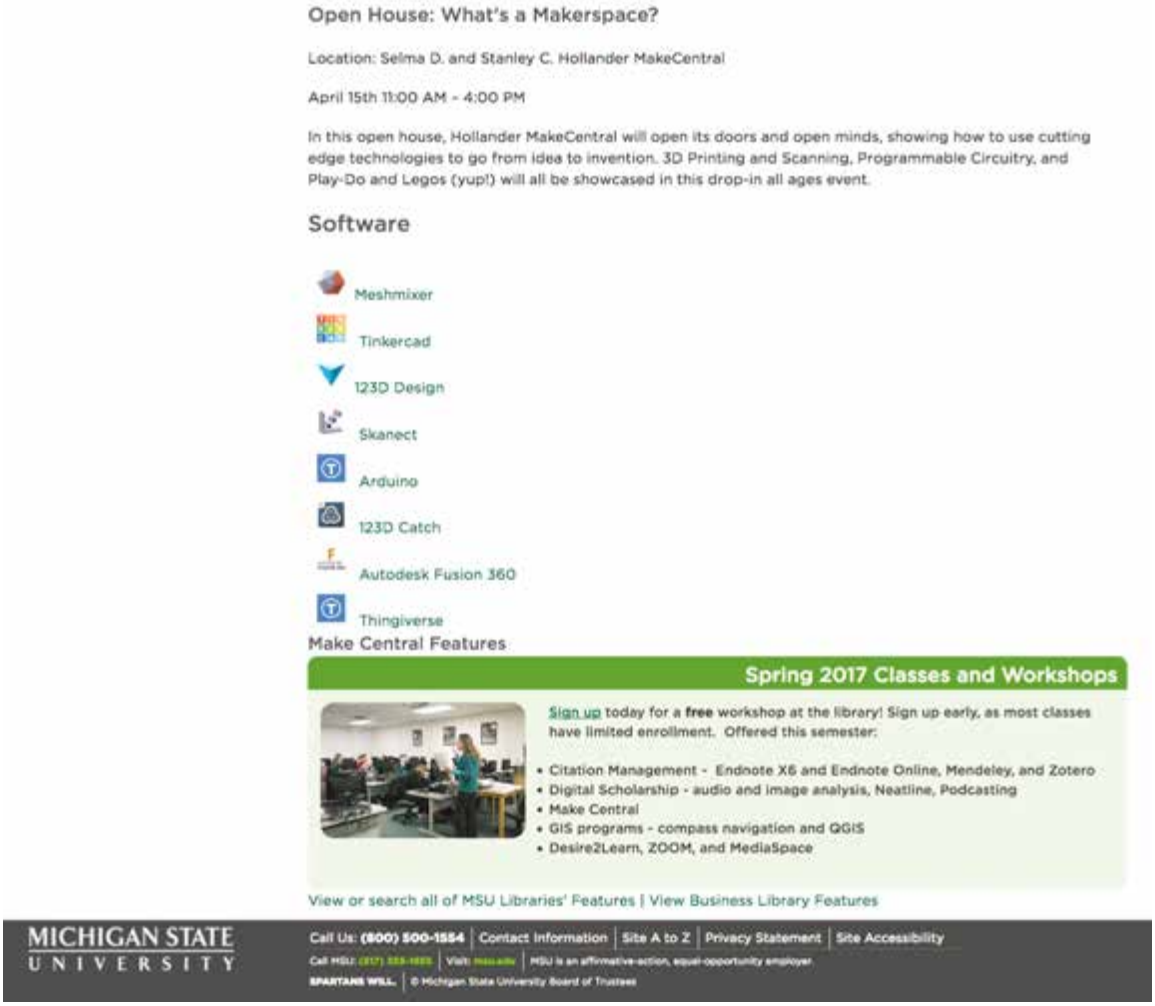
**Company Directories - Locate customers, competitors, suppliers - by type of business, location, size**

| | |
|---|---|
| D&B Million Dollar Database | Directory of all US & Canadian companies. Search by type, location, size. |
| Corporate Affiliations | Corporate family tree for 200,000 US and international companies. |
| Environment Resource Handbook | Directory of environmental associations, trade shows, agencies, laws. |
| Sports Market Place Directory | Directory of sport organizations, media, sponsors, events, retailers. |
| Venture Capital & Private Equity | Directory of 2,300 firms - executives, invest amount, criteria, stage, fund size. |

MICHIGAN STATE UNIVERSITY LIBRARIES
Selma D. and Stanley C. Hollander MakeCentral: Makerspace
https://www.lib.msu.edu/makecentral/



MICHIGAN STATE UNIVERSITY LIBRARIES
Selma D. and Stanley C. Hollander MakeCentral: Makerspace
https://www.lib.msu.edu/makecentral/



## Open House: What's a Makerspace?

Location: Selma D. and Stanley C. Hollander MakeCentral

April 15th 11:00 AM - 4:00 PM

In this open house, Hollander MakeCentral will open its doors and open minds, showing how to use cutting edge technologies to go from idea to invention. 3D Printing and Scanning, Programmable Circuitry, and Play-Do and Legos (yup!) will all be showcased in this drop-in all ages event.

### Software

- Meshmixer
- Tinkercad
- 123D Design
- Skanect
- Arduino
- 123D Catch
- Autodesk Fusion 360
- Thingiverse

### Make Central Features

**Spring 2017 Classes and Workshops**

Sign up today for a **free** workshop at the library! Sign up early, as most classes have limited enrollment. Offered this semester:

- Citation Management - Endnote X6 and Endnote Online, Mendeley, and Zotero
- Digital Scholarship - audio and image analysis, Neatline, Podcasting
- Make Central
- GIS programs - compass navigation and QGIS
- Desire2Learn, ZOOM, and MediaSpace

View or search all of MSU Libraries' Features | View Business Library Features

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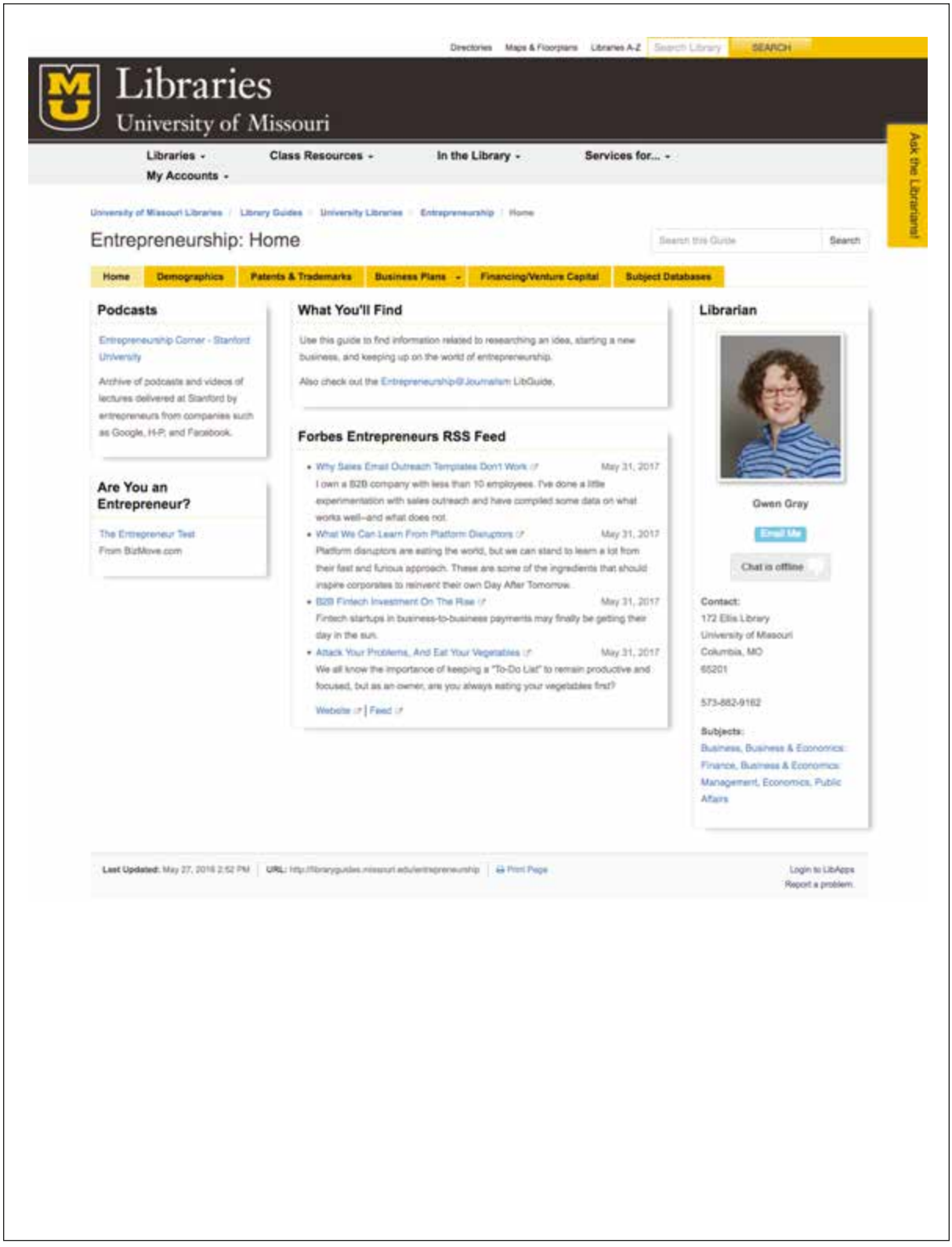
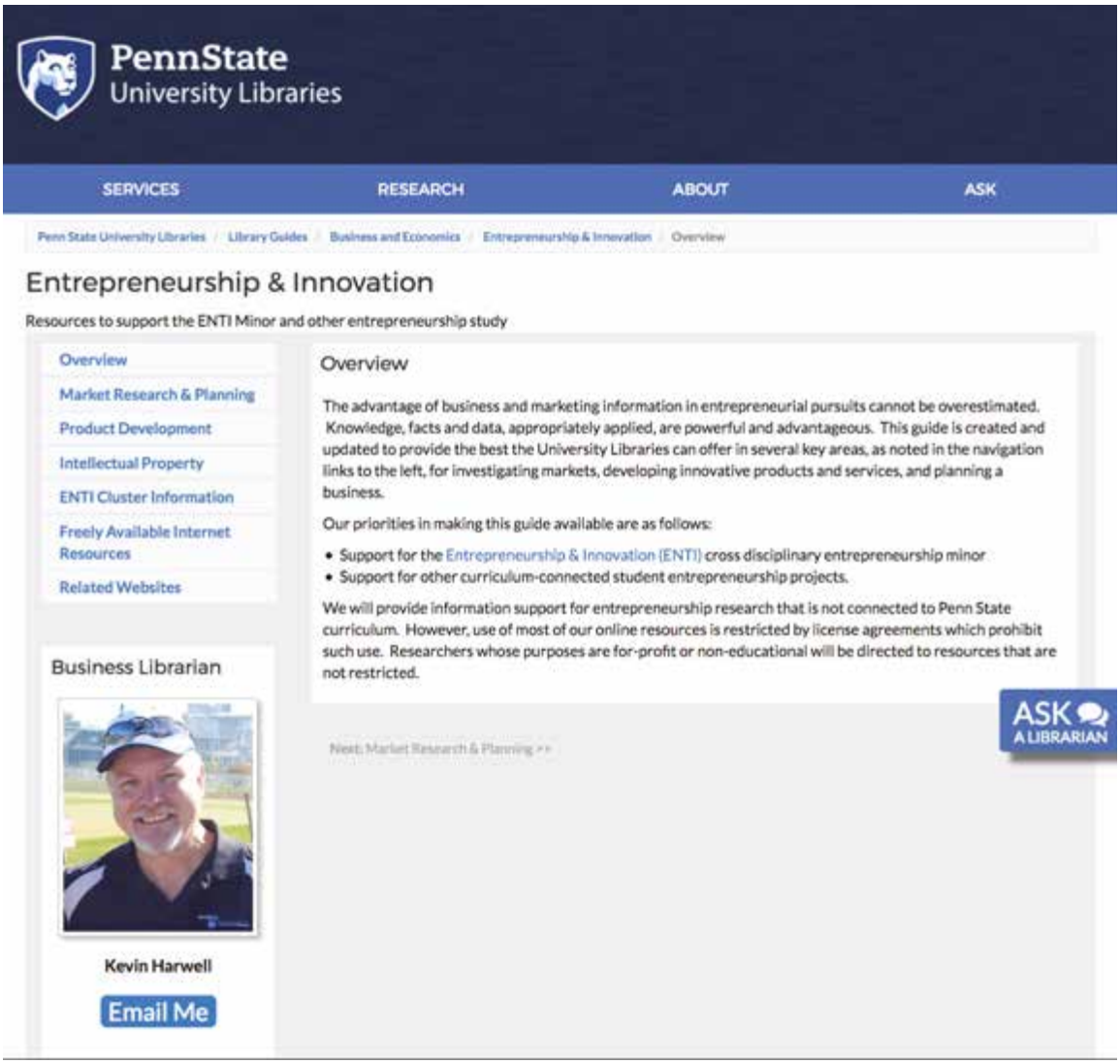
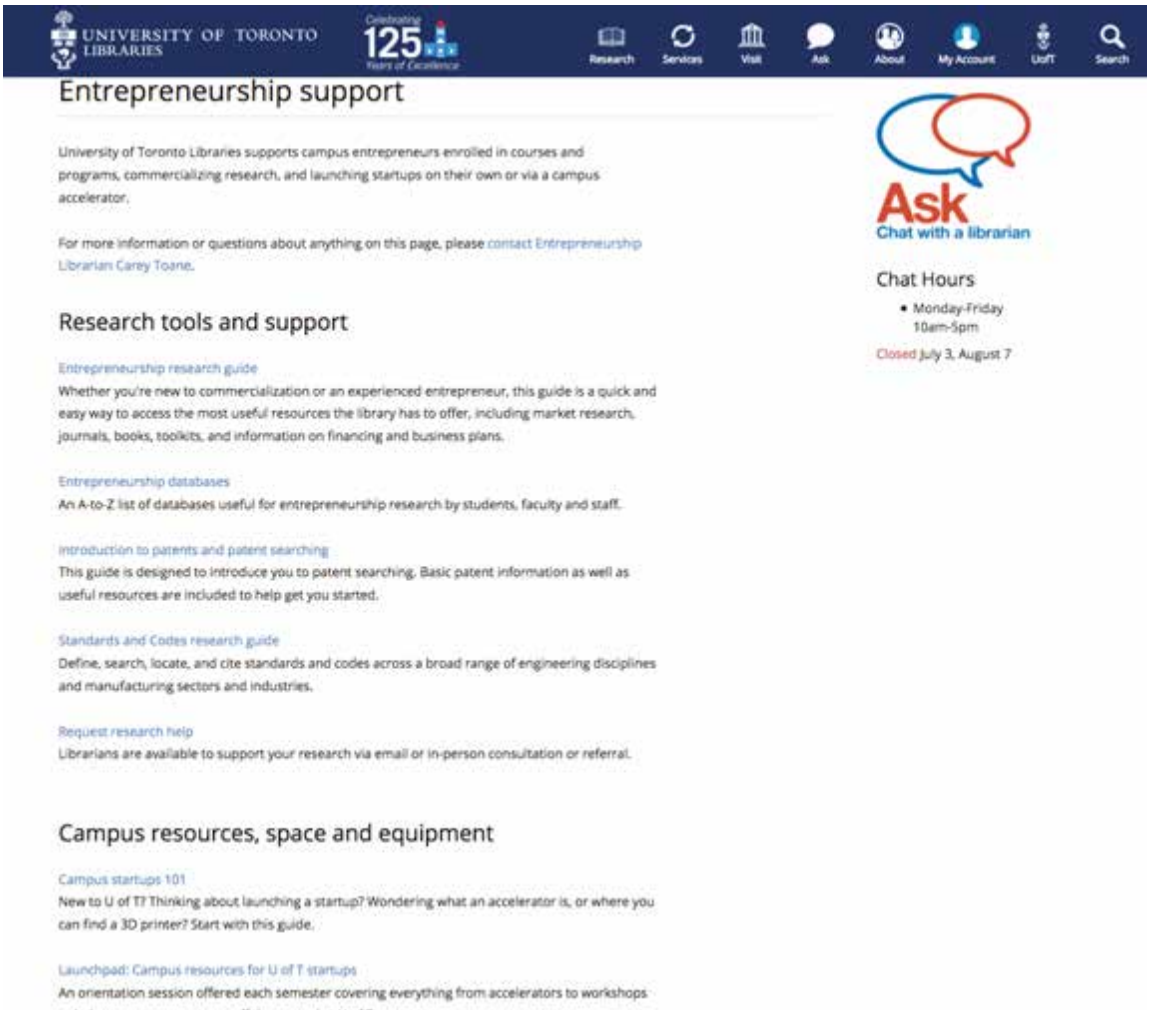
UNIVERSITY OF MISSOURI-COLUMBIA LIBRARIES
Entrepreneurship: Home
http://libraryguides.missouri.edu/entrepreneurship



PENNSYLVANIA STATE UNIVERSITY LIBRARIES
Entrepreneurship & Innovation
http://guides.libraries.psu.edu/Entrepreneurship



UNIVERSITY OF TORONTO LIBRARIES
Entrepreneurship Support
http://onesearch.library.utoronto.ca/entrepreneurship



UNIVERSITY OF TORONTO LIBRARIES
Entrepreneurship Support
http://onesearch.library.utoronto.ca/entrepreneurship

## Workshops and instruction

The library offers a number of workshops related to entrepreneurship research.

Entrepreneurship research workshops
Open workshops offered through the library. Topics range from an introduction to business research to market sizing, primary research strategies and tools, datasets for entrepreneurs, and finding a startup job. Eligible for recognition on your Co-curricular record.

Research commercialization for graduate students
Includes an introduction to invention disclosures and research commercialization processes at U of T, as well as an orientation to campus resources and business research. Part of the Graduate Professional Skills workshop series offered by the School of Graduate Studies.

3D printing safety training
Complete this safety training workshop in order to gain access to the 3D printers housed at the MADLab at Gerstein Science Information Centre.

Plus: **Faculty and instructors** can request instructional support on library market research resources by contacting Entrepreneurship Librarian Carey Toane.
Find out more about how librarians support teaching.

## Community links

The University of Toronto Entrepreneurship Office manages an events calendar or subscribe to their newsletter.

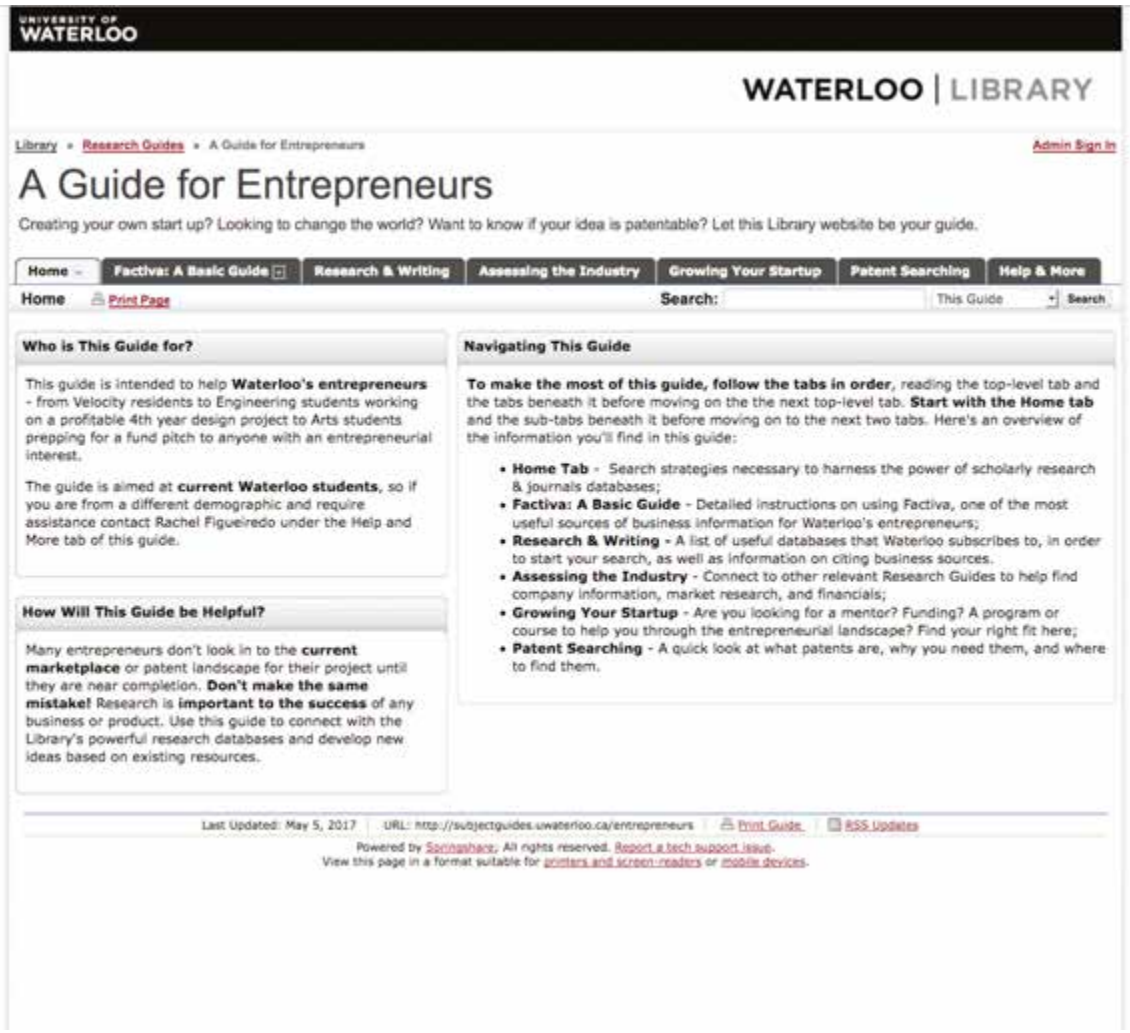
The Business Information Centre at the Rotman School of Management offers support for business research including entrepreneurship.

The Innovations & Partnerships Office (IPO) helps build successful partnerships between industry, business, government, and the University of Toronto research community and manages U of T's portfolio of intellectual property.

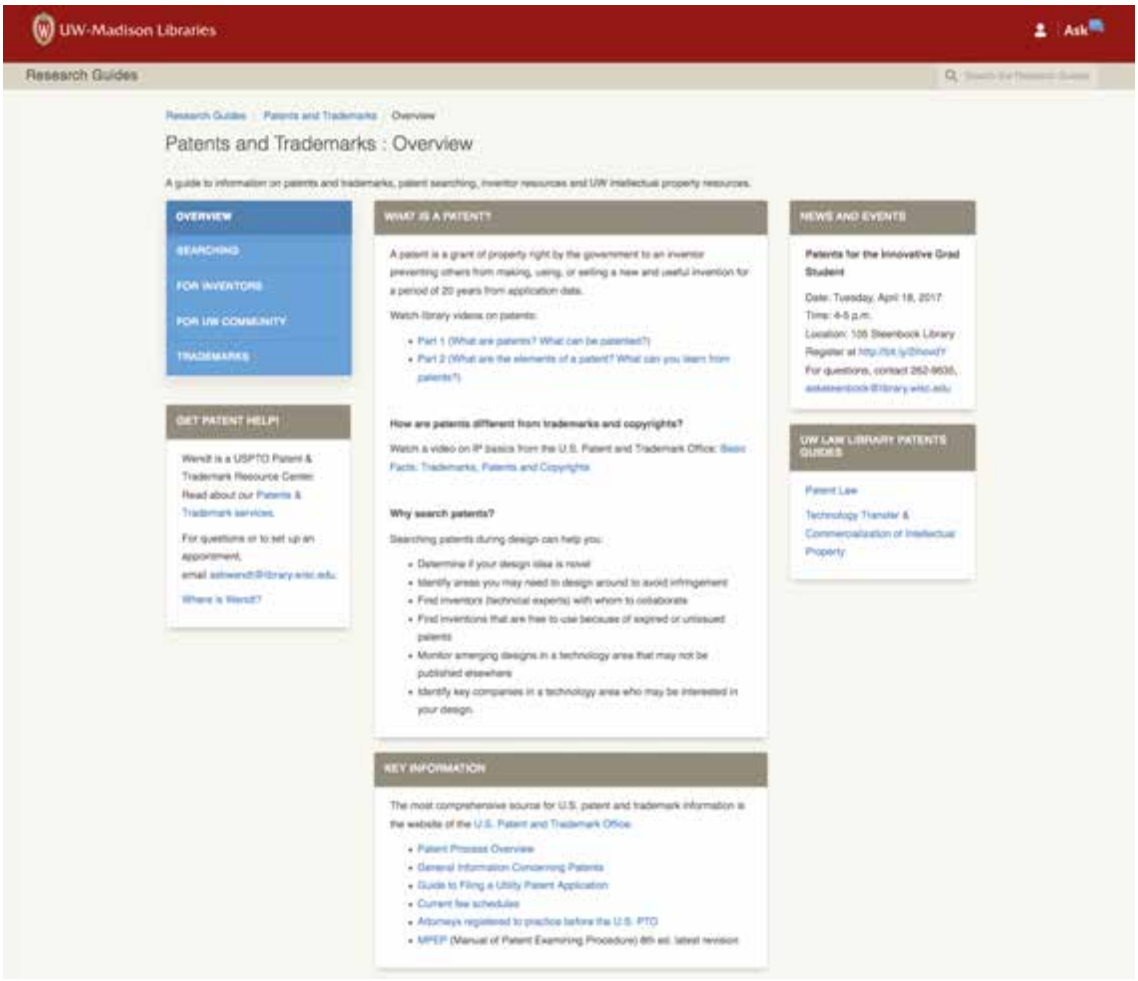
As the regional innovation centre for Toronto, MaRS Market Intelligence supports U of T startups with a variety of programs and services including the Startup Library and regular events.

Toronto Public Library provides access to business databases and online research tools for residents of Toronto.

UNIVERSITY OF WATERLOO LIBRARY
A Guide for Entrepreneurs
http://subjectguides.uwaterloo.ca/content.php?pid=671532



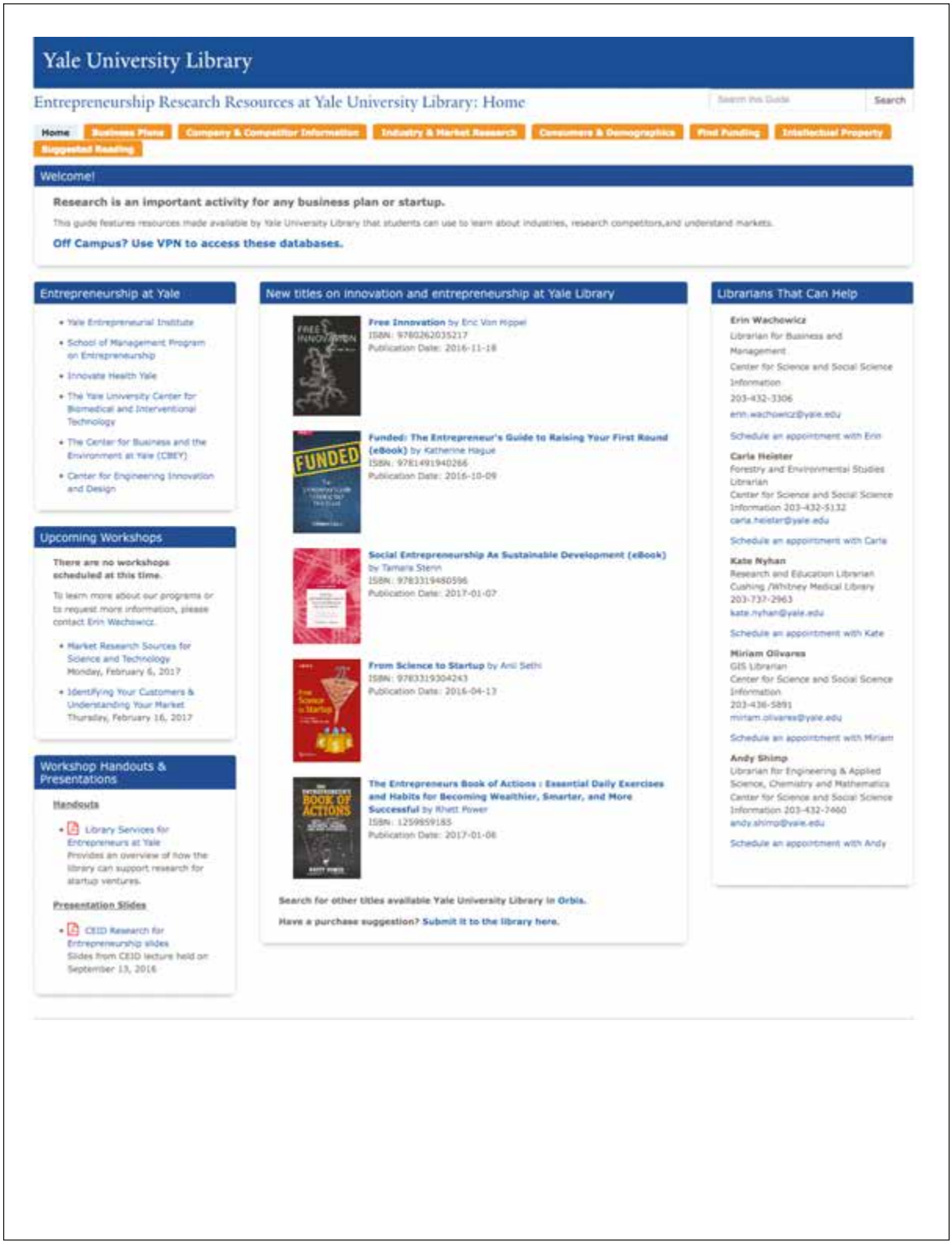
UNIVERSITY OF WISCONSIN-MADISON LIBRARIES
Patents and Trademarks: Overview
http://researchguides.library.wisc.edu/patents



YALE UNIVERSITY LIBRARY

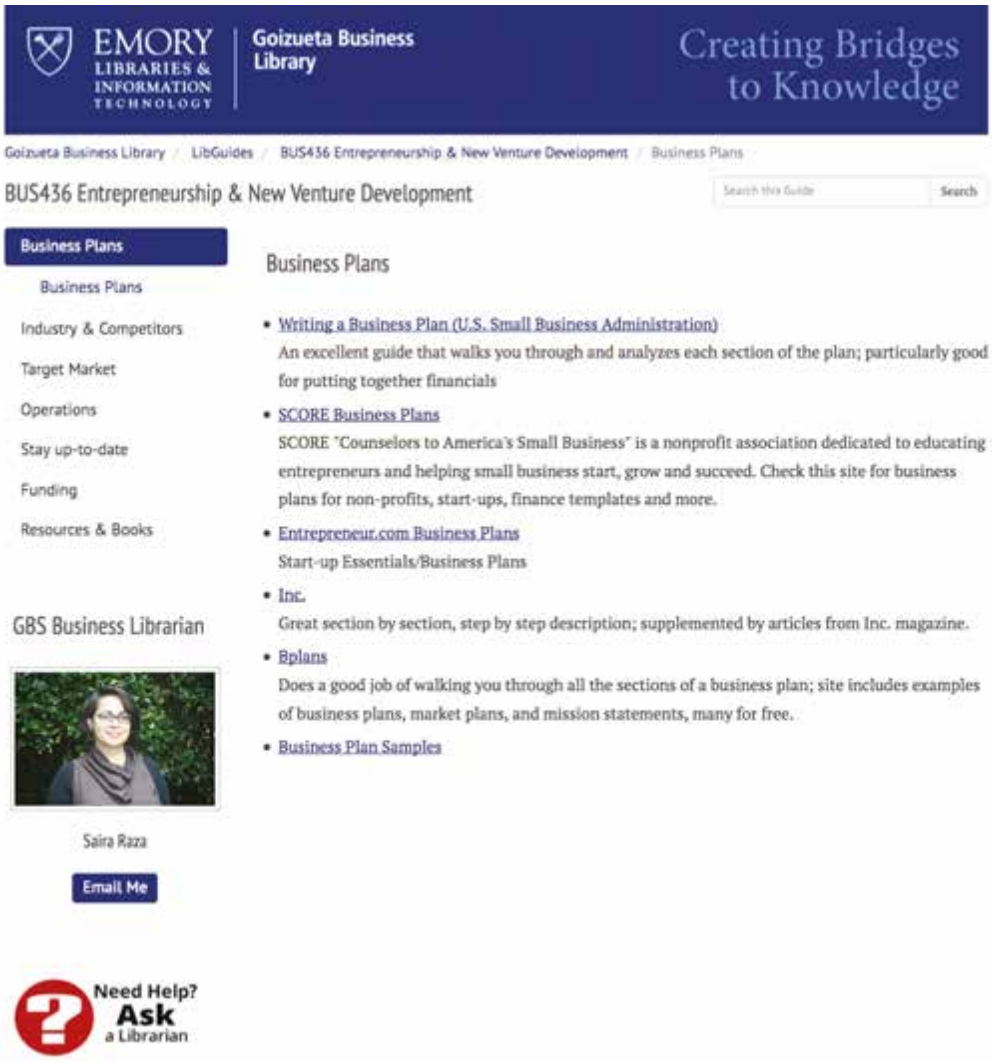
Entrepreneurship Research Resources at Yale University Library

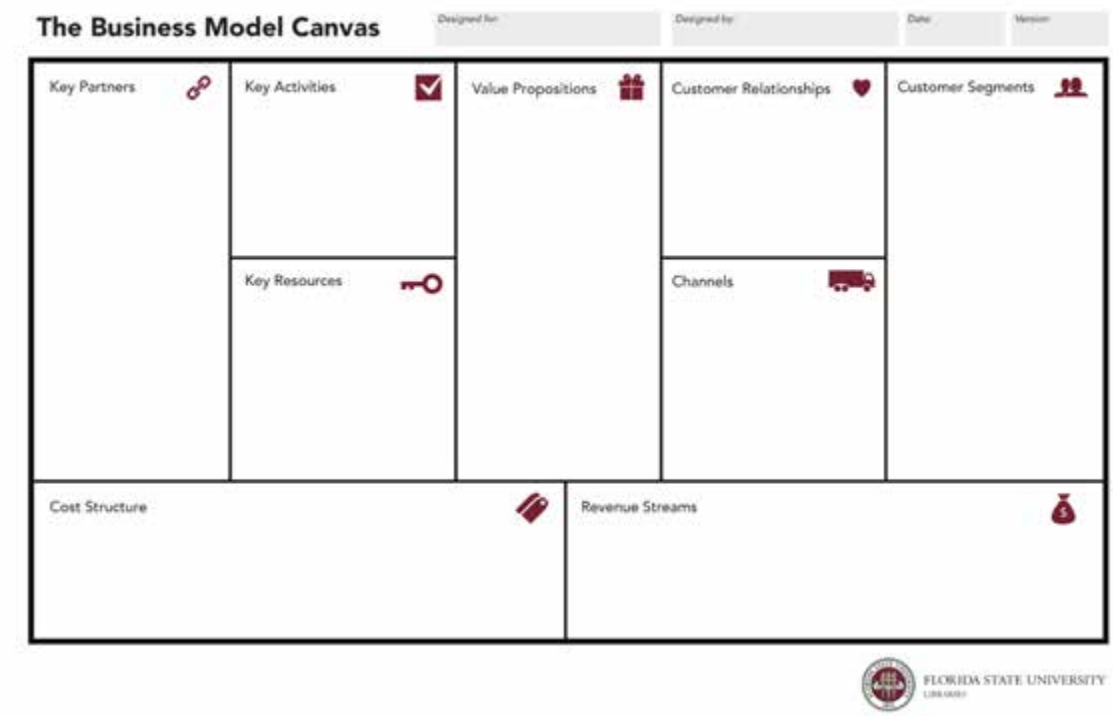
http://guides.library.yale.edu/entrepreneurship

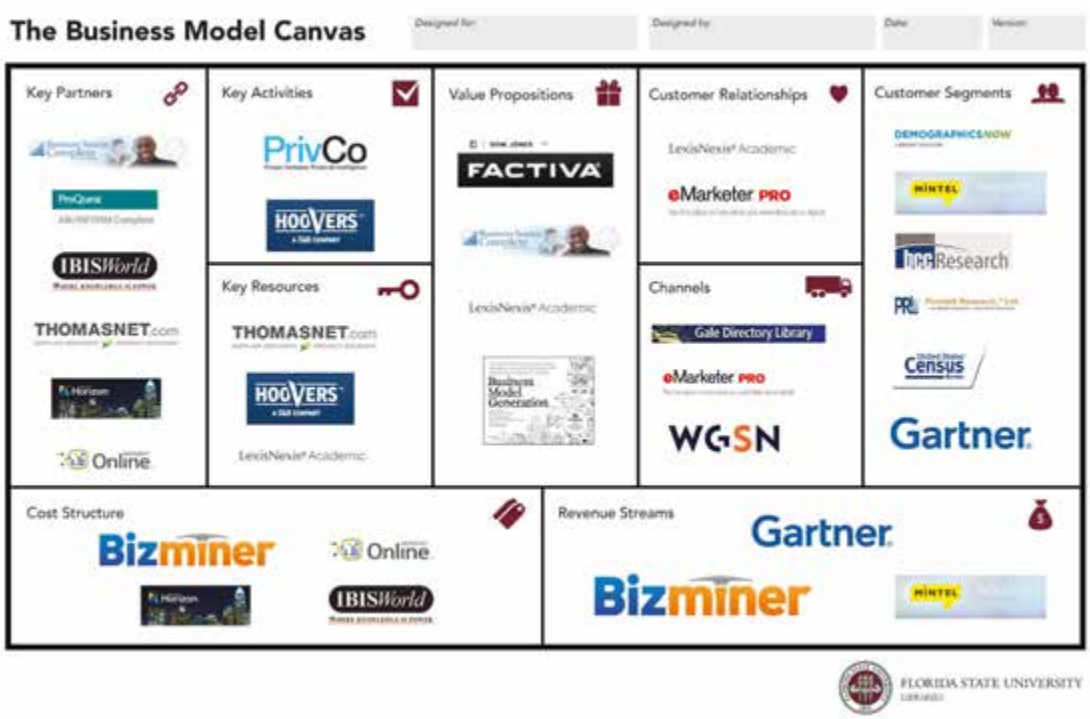


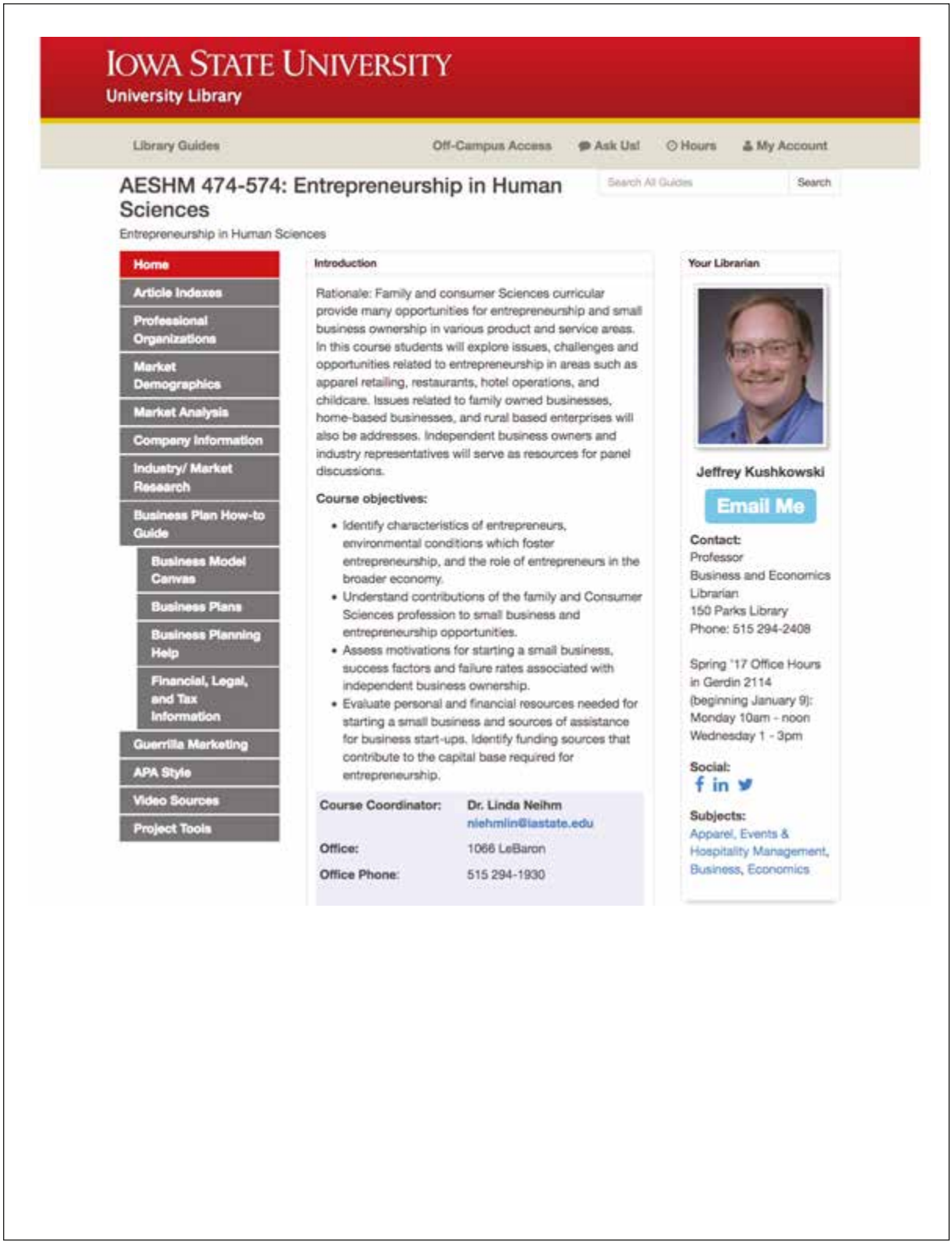
# Course Material

EMORY UNIVERSITY LIBRARIES
BUS436 Entrepreneurship & New Venture Development
http://guides.business.library.emory.edu/bba-entrepreneur

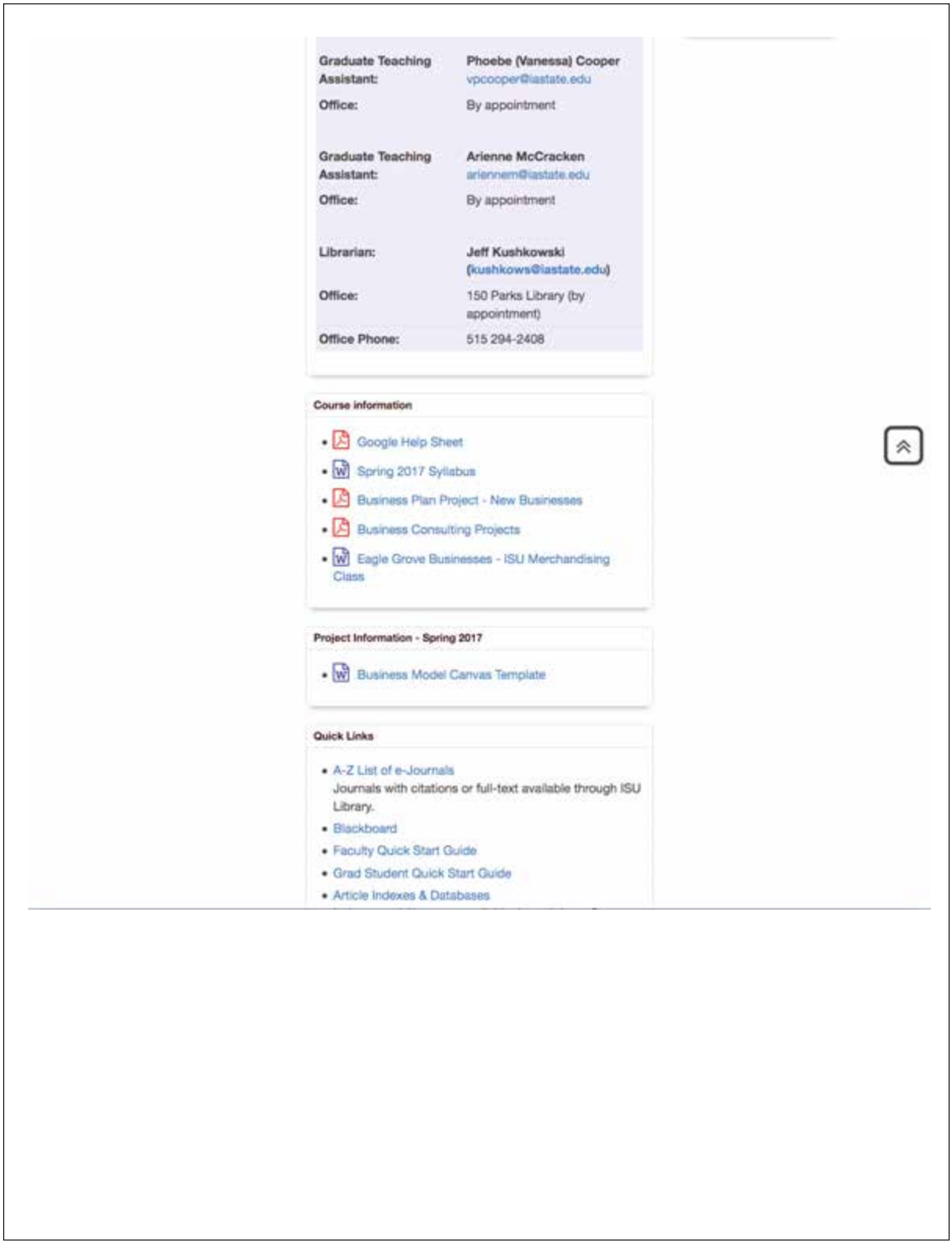



The Business Model Canvas
Designed for:
Designed by:
Date:
Version:
Key Partners
Key Activities
Value Propositions
Customer Relationships
Customer Segments
Key Resources
Channels
Cost Structure
Revenue Streams
FLORIDA STATE UNIVERSITY


The Business Model Canvas
Designed for:
Designed by:
Date:
Version:
Key Partners
Key Activities
Value Propositions
Customer Relationships
Customer Segments
PrivCo
FACTIVA
LexisNexis Academic
eMarketer PRO
DEMOGRAPHICSNOW
MINTEL
IBISWorld
THOMASNET.com
HOOVERS
Online
Key Resources
Channels
Gale Directory Library
Census
Gartner
WGSN
Cost Structure
Revenue Streams
Bizminer
FLORIDA STATE UNIVERSITY

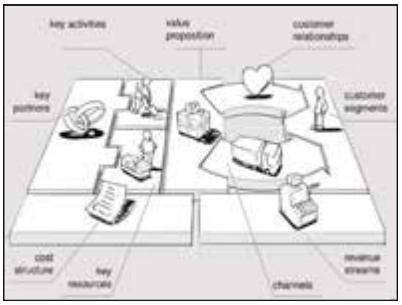

IOWA STATE UNIVERSITY
University Library
Library Guides
Off-Campus Access
Ask Us!
Hours
My Account
AESHM 474-574: Entrepreneurship in Human Sciences
Search All Guides
Search
Entrepreneurship in Human Sciences
Home
Article Indexes
Professional Organizations
Market Demographics
Market Analysis
Company Information
Industry/ Market Research
Business Plan How-to Guide
Business Model Canvas
Business Plans
Business Planning Help
Financial, Legal, and Tax Information
Guerrilla Marketing
APA Style
Video Sources
Project Tools
Introduction
Rationale: Family and consumer Sciences curricular provide many opportunities for entrepreneurship and small business ownership in various product and service areas. In this course students will explore issues, challenges and opportunities related to entrepreneurship in areas such as apparel retailing, restaurants, hotel operations, and childcare. Issues related to family owned businesses, home-based businesses, and rural based enterprises will also be addresses. Independent business owners and industry representatives will serve as resources for panel discussions.
Course objectives:
• Identify characteristics of entrepreneurs, environmental conditions which foster entrepreneurship, and the role of entrepreneurs in the broader economy.
• Understand contributions of the family and Consumer Sciences profession to small business and entrepreneurship opportunities.
• Assess motivations for starting a small business, success factors and failure rates associated with independent business ownership.
• Evaluate personal and financial resources needed for starting a small business and sources of assistance for business start-ups. Identify funding sources that contribute to the capital base required for entrepreneurship.
Course Coordinator: Dr. Linda Neihm
niehmlin@iastate.edu
Office: 1066 LeBaron
Office Phone: 515 294-1930
Your Librarian
Jeffrey Kushkowski
Email Me
Contact:
Professor
Business and Economics Librarian
150 Parks Library
Phone: 515 294-2408
Spring '17 Office Hours in Gerdin 2114 (beginning January 9):
Monday 10am - noon
Wednesday 1 - 3pm
Social:
Subjects:
Apparel, Events & Hospitality Management, Business, Economics

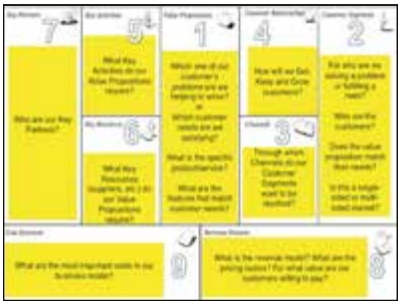
IOWA STATE UNIVERSITY LIBRARY
AESHM 474-574: Entrepreneurship in Human Sciences
http://instr.iastate.libguides.com/AESHM474574

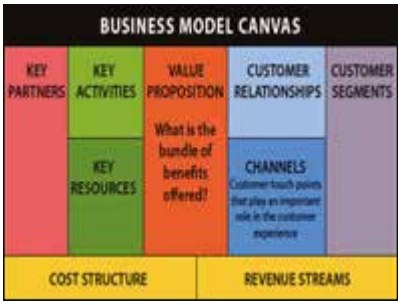


105-120
WALL ST
BUS 170: Intro to Business Model Creation
Laura Leavitt ~ Guest Speaker: September 16, 2016

Business Model Canvas
http://businessmodelgeneration.com
Nine Building blocks:
Customer Segments
Value Propositions
Channels
Customer Relationships
Revenue Streams
Key Resources
Key Activities
Key Partnerships
Cost Structure


key activities
value proposition
customer relationships
key partners
customer segments
cost structure
key resources
channels
revenue streams




BUSINESS MODEL CANVAS
KEY PARTNERS
KEY ACTIVITIES
KEY RESOURCES
VALUE PROPOSITION
What is the bundle of benefits offered?
CUSTOMER RELATIONSHIPS
CHANNELS
CUSTOMER SEGMENTS
COST STRUCTURE
REVENUE STREAMS

CASE STUDY #1
Square
Square is a provider of payments technologies for retail businesses. The company's devices include the Square Reader and Square Stand and its software includes Square Register, Market, Cash and Order (replacing Wallet).

1

## SQUARE: Reader and Stand

## 1. VALUE PROPOSITION

- What value do you deliver to the customer?
- Which one of the customer's problems are you solving?
- What bundles of products/services do you offer to each customer segment?
- Which customer needs are you satisfying?

## 2. CUSTOMER SEGMENTS

For whom are we creating value? Who are our most important customers?

- Mass Market
- Niche Market
- Segmented
- Diversified
- Multi-sided Platform

## 3. CHANNELS

Through which channels do our customer segments want to be reached?

## 4. RELATIONSHIPS

How will we get, keep and grow customers?

## 5. KEY ACTIVITIES

What key activities do our value propositions require?

## 6. KEY RESOURCES

What key resources do our value propositions require?

## 7. KEY PARTNERSHIPS

Who are our key partners?

## 8. REVENUE STREAMS

What is the revenue model? What are pricing tactics? For what value are our customers willing to pay?

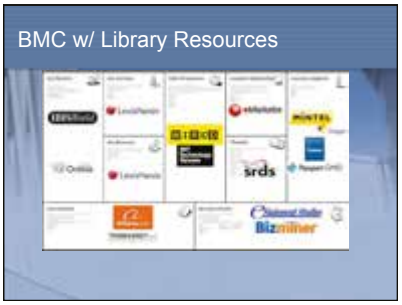
## 9. COST STRUCTURES

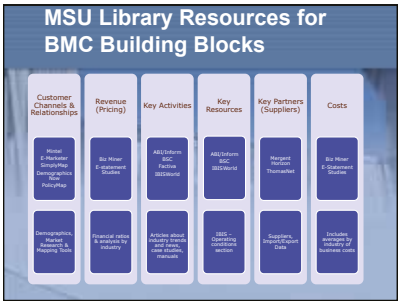
What are the most important costs in our business model?

2

SQUARE BUSINESS MODEL
BUSINESS MODEL CASE STUDY

CASE STUDY #2
https://youtu.be/44s3VInnfrs

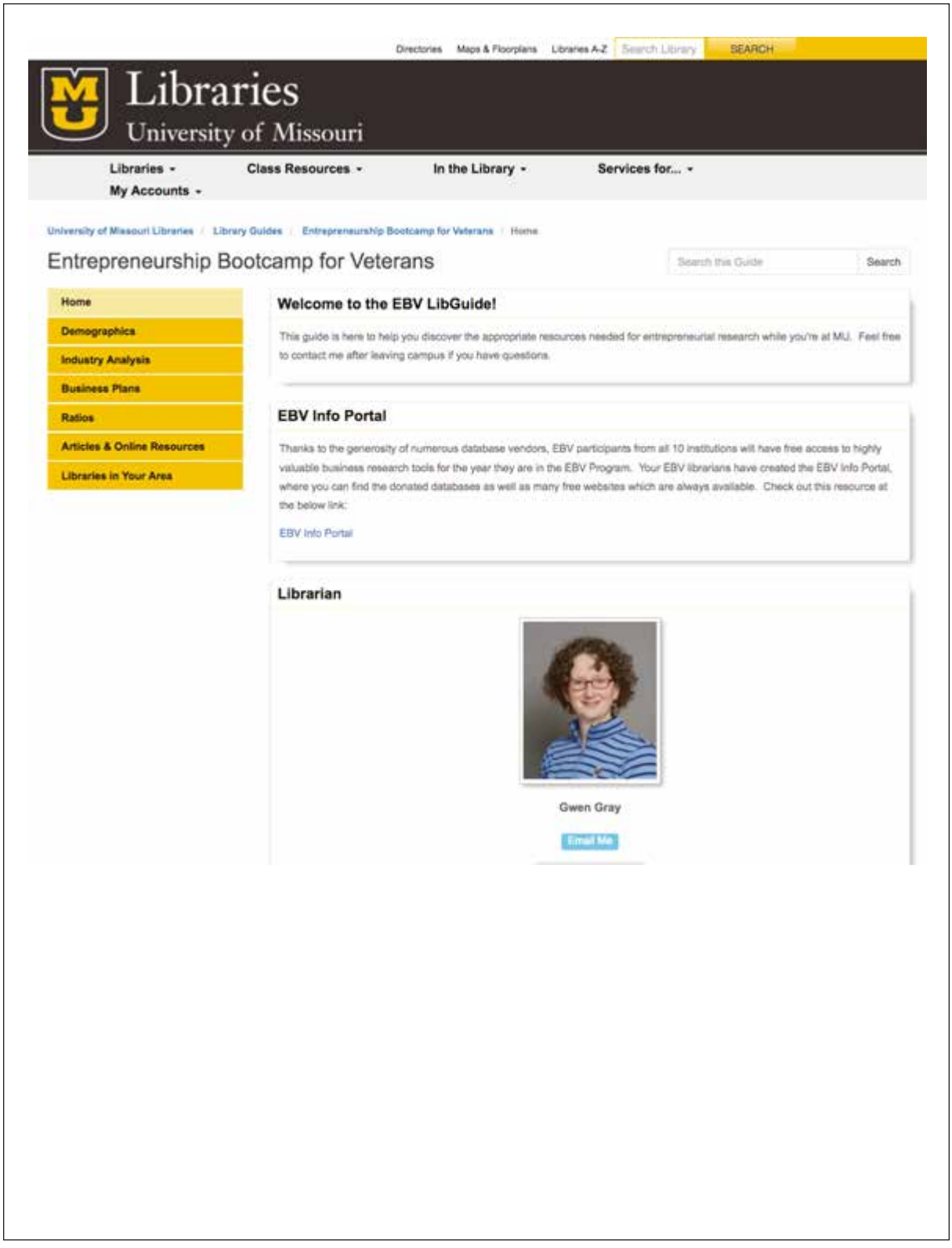

BMC w/ Library Resources
srds
Bizminer


MSU Library Resources for BMC Building Blocks
Customer Channels & Relationships
Revenue (Pricing)
Key Activities
Key Resources
Key Partners (Suppliers)
Costs

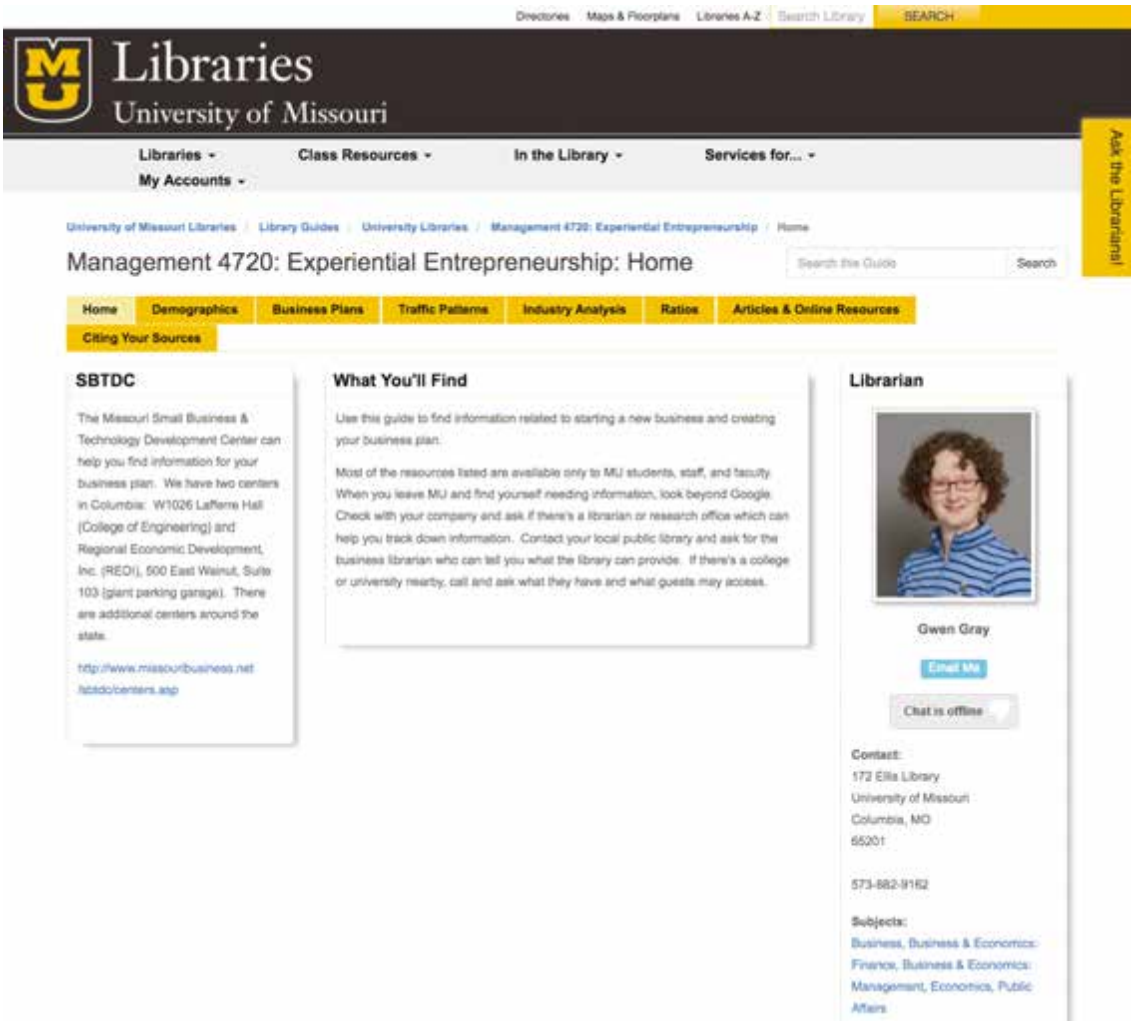
Need more help?
Entrepreneurship & Small Biz
Online Research Guide
http://libguides.lib.msu.edu/entrepreneur
Contact me!
Laura Leavitt
leavitt9@msu.edu
517-355-4647

3

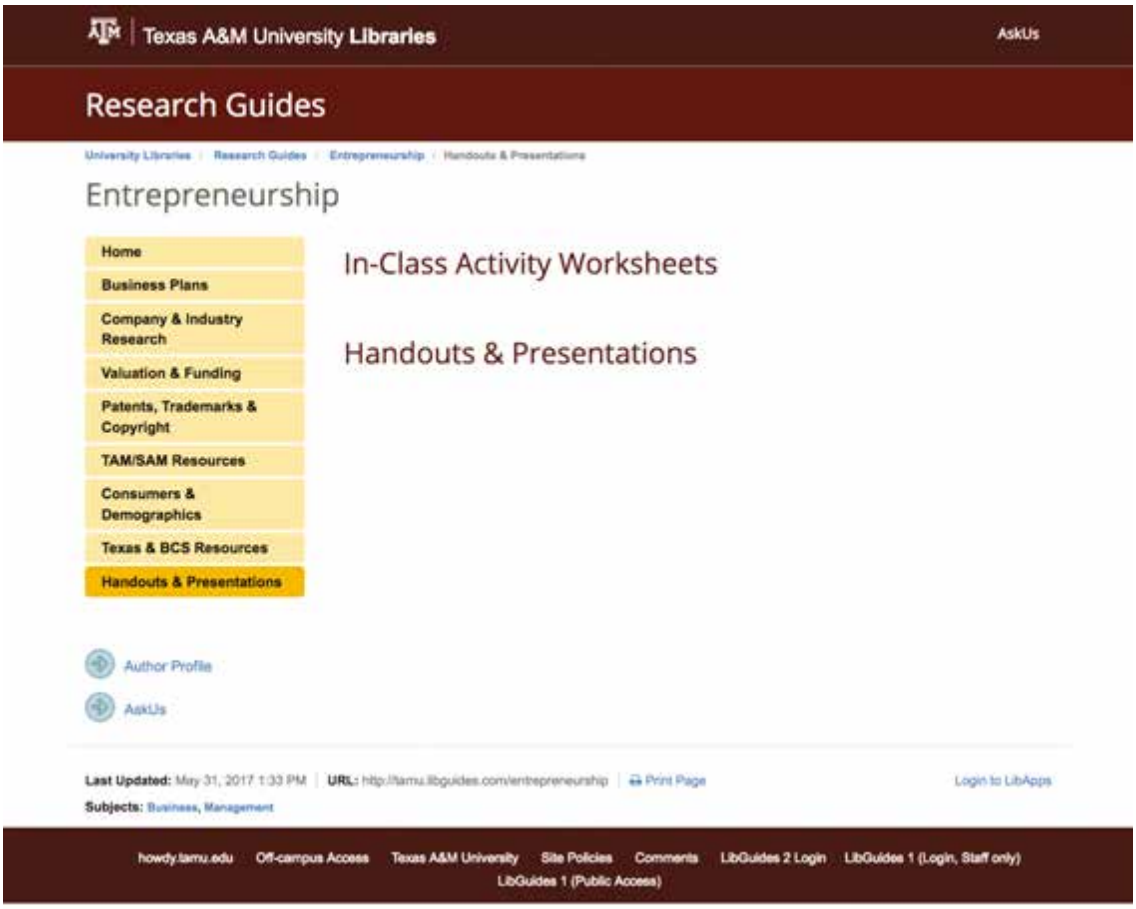
UNIVERSITY OF MISSOURI-COLUMBIA LIBRARIES
Entrepreneurship Bootcamp for Veterans
http://libraryguides.missouri.edu/ebv



UNIVERSITY OF MISSOURI-COLUMBIA LIBRARIES
Management 4720: Experiential Entrepreneurship: Home
http://libraryguides.missouri.edu/management4720



TEXAS A&M UNIVERSITY LIBRARIES
Entrepreneurship
http://tamu.libguides.com/c.php?g=582592&p=4316515



# Outreach Materials

GEORGETOWN UNIVERSITY LIBRARY
Maker Hub Newsletter
http://us3.campaign-archive2.com/?u=8bf0b3f570812e98243fc2c09&id=62db9c774e&e=

Subscribe Past Issues Translate RSS

The Maker Hub newsletter keeps you up-to-date on the latest events, opportunities, and requests from our maker community at Georgetown University.

Welcome to the second Maker Hub Newsletter! In this issue we're excited to be announcing new tools, new initiatives, and new ways to get making in the Maker Hub.

## New Tools

Thanks to the generosity of the Ethics Lab (Kennedy School of Ethics) and professor Arjun Dhillon, the Maker Hub has a new suite of tools for Woodworking and Printmaking.

The woodworking and power tools station is equipped with the Festools modular power tool system and a large collection of quality hand tools.

The new print station has a range of paper cutters, corner rounders, and bookbinding materials.

We're still organizing all this new awesomeness, but drop by to take a look and consider the possibilities!

### Contents

New Tools
Weekly Jam Sessions
Google Group
Now on Facebook!
Volunteer
Donate

### Help us expand our Open Hours!

Wish we were open different hours? Fill out our "Open Hours Wishlist Survey!"

### Now on Facebook!

Join our new Facebook Group to follow all the awesomeness and connect with your fellow makers!

GEORGETOWN UNIVERSITY LIBRARY
Maker Hub Newsletter
http://us3.campaign-archive2.com/?u=8bf0b3f570812e98243fc2c09&id=62db9c774e&e=

Subscribe Past Issues Translate RSS

## Introducing Weekly Jam Sessions

**We learn best when we learn together!**

Join your like-minded makers at our new weekly "Jam Sessions," two-hour blocks set aside for focusing on a particular aspect of making.

While we may sometimes run structured workshops in this time period, usually Jam Sessions are casual, peer-to-peer learning events. You can get an introduction to the topic, learn a new skill, get help on a project, and connect with fellow makers to come up with new ideas and bring them to life in the Maker Hub. Makers of all skill levels are welcome; Jam Sessions work best when the group has beginners, journeymen, and experts all hanging out together.

**Note:** During Jam sessions, the Maker Hub remains open to all other activity. You can still sew during Arduino Thursday, or 3D print on Woodshop Wednesday.

### Jam Session Schedule

**CNC Fabrication: Tuesdays 5-7pm.** Work with Vinyl cutters, the laser cutter and 3D printers. Share techniques for designing with software like Tinkercad, Adobe Illustrator, Fusion 360, and more. Show off your work and brainstorm new ideas with other CNC enthusiasts.

**Woodshop: Wednesdays 5-7pm.** Learn how to use the Maker Hub's power tools and hand tools. Learn and share techniques for working with wood and other traditional construction materials.

Turn old comics, magazines, and newspapers into instant flair with the Maker Hub's button makers!

### Be a Maker Hub Volunteer

Help us build our community of Makers at Georgetown and expand our impact on campus by becoming a Maker Hub Volunteer Monitor! Volunteers get access to the space during non-open hours in return for working at least 2 hours per week in the Maker Hub.
*Click here for details!*

### Tell Your Friends!

Please support the Maker Hub by spreading the word. Forward this email to friends, classmates, professors and casual acquaintances that might be interested. They will thank you later!

GEORGETOWN UNIVERSITY LIBRARY
Maker Hub Newsletter
http://us3.campaign-archive2.com/?u=8bf0b3f570812e98243fc2c09&id=62db9c774e&e=

Subscribe Past Issues Translate RSS

Get help on your projects, partner with other makers, and come up with new ideas.

**Arduinos, Pis, and Electronics: Thursday 3-7pm.** Dive into the world of physical computing with platforms like Arduino and Raspberry Pi. Learn the basics of electronics and how to connect analog and digital worlds together. Get help with your projects, or get an introduction to a new tool or technology.

**Textiles: Fridays 3-5pm**. Learn how to knit, crochet, sew, weave, and more. Bring some jeans to repair, a pattern to make from scratch, or work with others to come up with new designs.

## Join our Google Group!

Share ideas, find collaborators, ask questions, and keep up with all the goings-on in the Hub by joining our google group. *Note: emails to the google group may be more frequent than our newsletter, but you can subscribe to a daily or weekly digest.*

## We Take Donations!

Cleaning out the garage or closet? The Maker Hub is accepting donations of any any tools, electronics, equipment, and supplies. It need not be working, but if the donation is large, let us know in advance. In particular we need:

- Lab coats, aprons, utility vests
- Vintage AV Gear
- Projectors, cameras, and anythings with lenses
- Old video game systems
- Legos and other construction kits
- Thread, fabric, and sewing supplies
- Woodworking tools
- Scrap acrylic sheets and wood for the laser cutter

## Contact

Website
Email
Now on Facebook!

## Location

First Floor, Lauinger Library
Georgetown University

## Open Hours

Mon, Fri, Sat: 10-5pm
Tue, Wed, Thu: 5-8pm

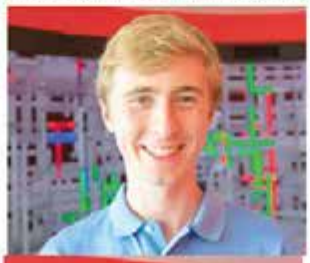
MAKER HUB

NORTH CAROLINA STATE UNIVERSITY LIBRARIES
Code+Art Visualization Contest
http://www.lib.ncsu.edu/codeart

Home
Rules and Regulations
Get Started
Resources
Submit Entry

## Code+Art Visualization Contest

**ANNOUNCING THE WINNERS OF THE 2017 CODE+ART STUDENT VISUALIZATION CONTEST!**



- Grand prize: Nathaniel Brooks, "Burst of Color" (top left)
- Second: Tyler Mayberry, "Carnival Claw" (top right)
- Third: Simon Park, Julia Lineberry, Hilary Smith, Lucas Gargano, Conor Shipway, Nattanun Sumpunkulpak, & Monica Nguyen, "PaperTownVR" (lower left)
- Honorable mention: Nicholas Beam and Matthew Meeks, "On the Origin of Fishies" (lower right)

Read about the winning pieces in our news article!

NORTH CAROLINA STATE UNIVERSITY LIBRARIES
Code+Art Visualization Contest
http://www.lib.ncsu.edu/codeart

## What is it?

The NCSU Libraries is pleased to announce its third-annual Code+Art Student Visualization Contest. Students are invited to create visualizations that may be data art pieces, procedural environments, or virtual reality experiences. Entries will compete for cash prizes and winners will be announced April 26, 2017.

## Purpose

Libraries have long been places where people have explored new ways of interacting with information. We invite students to create visualizations that give visitors a taste of the possibilities that await them inside our Libraries.

## What are we looking for?

We are looking for attractive visualizations that are created with a computer. Submissions in the following categories will be accepted:

- Data visualization / data art
- Generative art
- Procedurally generated environments (game environments, for example)
- Virtual or augmented reality experiences

Note: We are especially interested in "massively responsive" web-based work that could be displayed on the Hunt Library video walls.

## Prizes

- First - $400
- Second - $200
- Third - $100

Winners are responsible for any tax implications. There is a greater impact on nonresident aliens who are subject to US tax of 30% for prizes and awards and additional State of North Carolina taxes. There are also several pieces of legal documentation required in order to process the payment for nonresident aliens (W-8BEN, visa, passport, I-94).

## Who is eligible?

Any NC State undergraduate or graduate student enrolled during Spring 2017 is eligible to enter. Students may enter either individually or in groups. Groups may have both undergraduates and graduates within the same group. Students from all departments in the university are encouraged to enter. Students who graduated in December 2016 are ineligible.

## Timeline

April 10, 2017 - Final deadline for entries

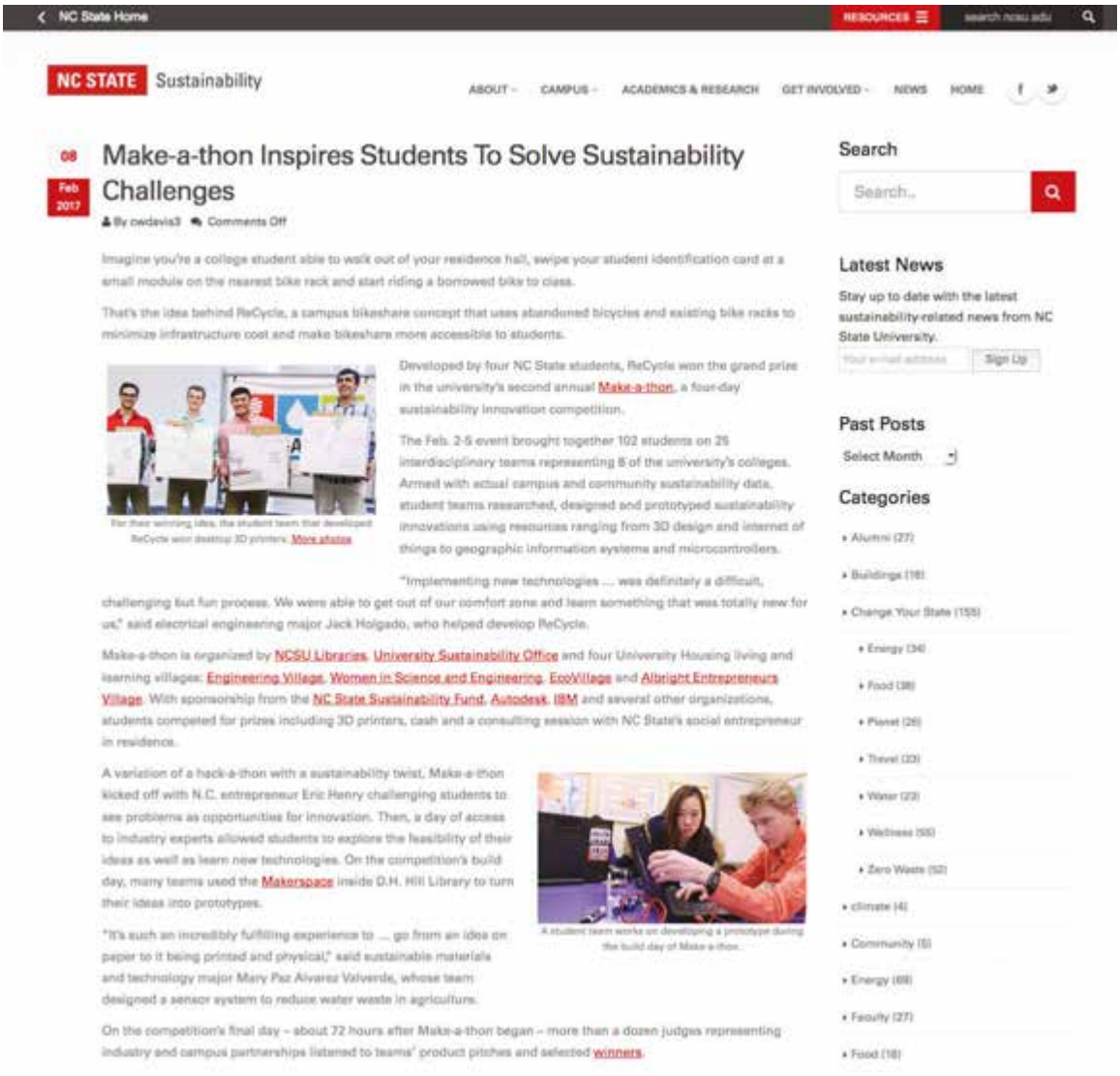
April 26, 2017 - Winners notified

Submit your entry

## Need Help?

If you have any questions about the contest, available technology, resources, or making visualizations, contact Alison at ablaine@ncsu.edu.

NORTH CAROLINA STATE UNIVERSITY LIBRARIES
Make-a-thon
https://sustainability.ncsu.edu/nc-state-make-a-thon-inspires-sustainability-solutions/



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08 Feb 2017

# Make-a-thon Inspires Students To Solve Sustainability Challenges

By owdavis3 · Comments Off

Imagine you're a college student able to walk out of your residence hall, swipe your student identification card at a small module on the nearest bike rack and start riding a borrowed bike to class.

That's the idea behind ReCycle, a campus bikeshare concept that uses abandoned bicycles and existing bike racks to minimize infrastructure cost and make bikeshare more accessible to students.



For their winning idea, the student team that developed ReCycle won desktop 3D printers. More photos

Developed by four NC State students, ReCycle won the grand prize in the university's second annual Make-a-thon, a four-day sustainability innovation competition.

The Feb. 2-5 event brought together 102 students on 25 interdisciplinary teams representing 8 of the university's colleges. Armed with actual campus and community sustainability data, student teams researched, designed and prototyped sustainability innovations using resources ranging from 3D design and internet of things to geographic information systems and microcontrollers.

"Implementing new technologies … was definitely a difficult, challenging but fun process. We were able to get out of our comfort zone and learn something that was totally new for us," said electrical engineering major Jack Holgado, who helped develop ReCycle.

Make-a-thon is organized by NCSU Libraries, University Sustainability Office and four University Housing living and learning villages: Engineering Village, Women in Science and Engineering, EcoVillage and Albright Entrepreneurs Village. With sponsorship from the NC State Sustainability Fund, Autodesk, IBM and several other organizations, students competed for prizes including 3D printers, cash and a consulting session with NC State's social entrepreneur in residence.

A variation of a hack-a-thon with a sustainability twist, Make-a-thon kicked off with N.C. entrepreneur Eric Henry challenging students to see problems as opportunities for innovation. Then, a day of access to industry experts allowed students to explore the feasibility of their ideas as well as learn new technologies. On the competition's build day, many teams used the Makerspace inside D.H. Hill Library to turn their ideas into prototypes.



A student team works on developing a prototype during the build day of Make-a-thon.

"It's such an incredibly fulfilling experience to … go from an idea on paper to it being printed and physical," said sustainable materials and technology major Mary Paz Alvarez Valverde, whose team designed a sensor system to reduce water waste in agriculture.

On the competition's final day – about 72 hours after Make-a-thon began – more than a dozen judges representing industry and campus partnerships listened to teams' product pitches and selected winners.

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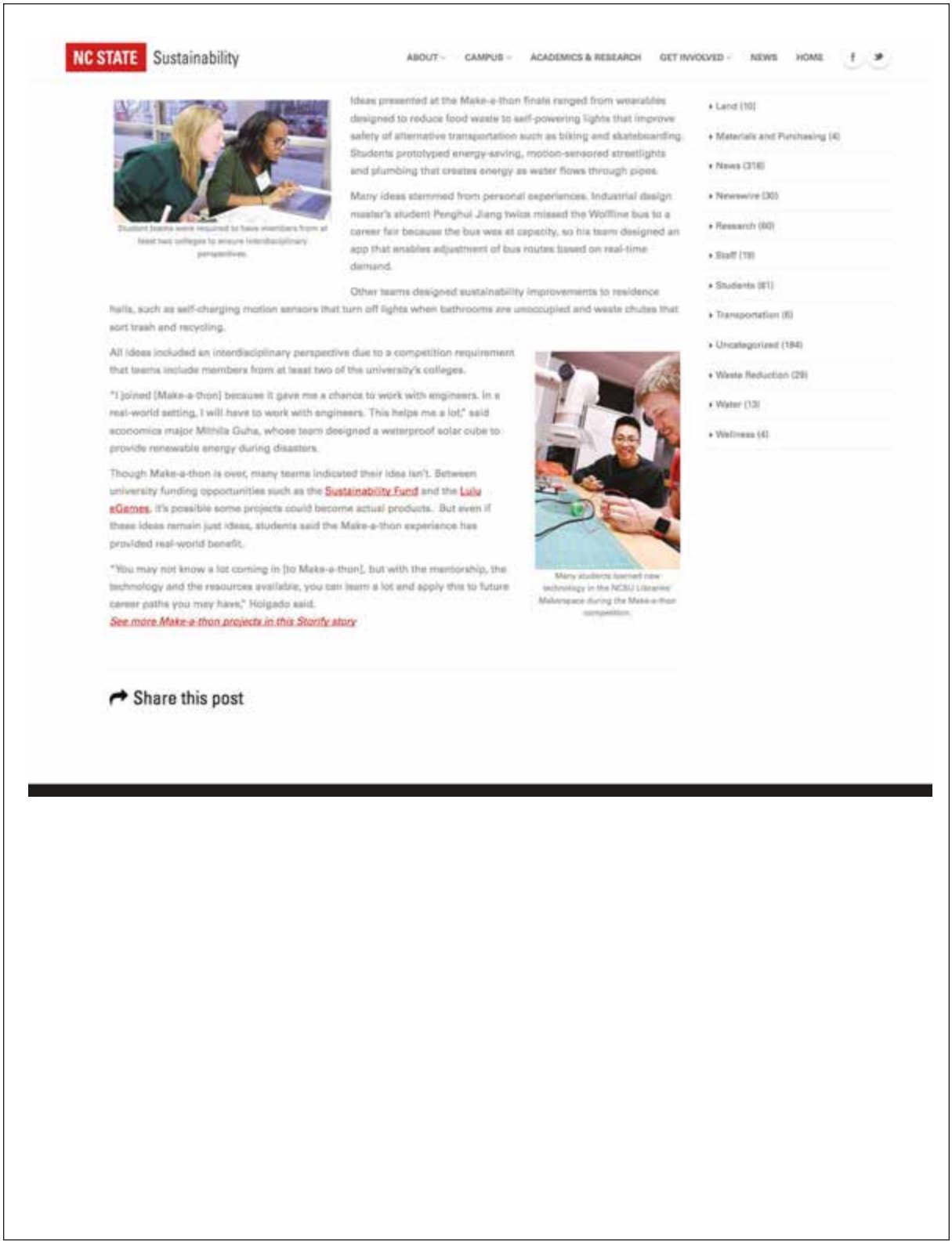

NC STATE Sustainability

ABOUT CAMPUS ACADEMICS & RESEARCH GET INVOLVED NEWS HOME



Student teams were required to have members from at least two colleges to ensure interdisciplinary perspectives.

Ideas presented at the Make-a-thon finale ranged from wearables designed to reduce food waste to self-powering lights that improve safety of alternative transportation such as biking and skateboarding. Students prototyped energy-saving, motion-sensored streetlights and plumbing that creates energy as water flows through pipes.

Many ideas stemmed from personal experiences. Industrial design master's student Penghui Jiang twice missed the Wolfline bus to a career fair because the bus was at capacity, so his team designed an app that enables adjustment of bus routes based on real-time demand.

Other teams designed sustainability improvements to residence halls, such as self-charging motion sensors that turn off lights when bathrooms are unoccupied and waste chutes that sort trash and recycling.

All ideas included an interdisciplinary perspective due to a competition requirement that teams include members from at least two of the university's colleges.

"I joined [Make-a-thon] because it gave me a chance to work with engineers. In a real-world setting, I will have to work with engineers. This helps me a lot," said economics major Mithila Guha, whose team designed a waterproof solar cube to provide renewable energy during disasters.

Though Make-a-thon is over, many teams indicated their idea isn't. Between university funding opportunities such as the Sustainability Fund and the Lulu eGames, it's possible some projects could become actual products. But even if these ideas remain just ideas, students said the Make-a-thon experience has provided real-world benefit.

"You may not know a lot coming in [to Make-a-thon], but with the mentorship, the technology and the resources available, you can learn a lot and apply this to future career paths you may have," Holgado said.

*See more Make-a-thon projects in this Storify story*



Many students learned new technology in the NCSU Libraries' Makerspace during the Make-a-thon competition.

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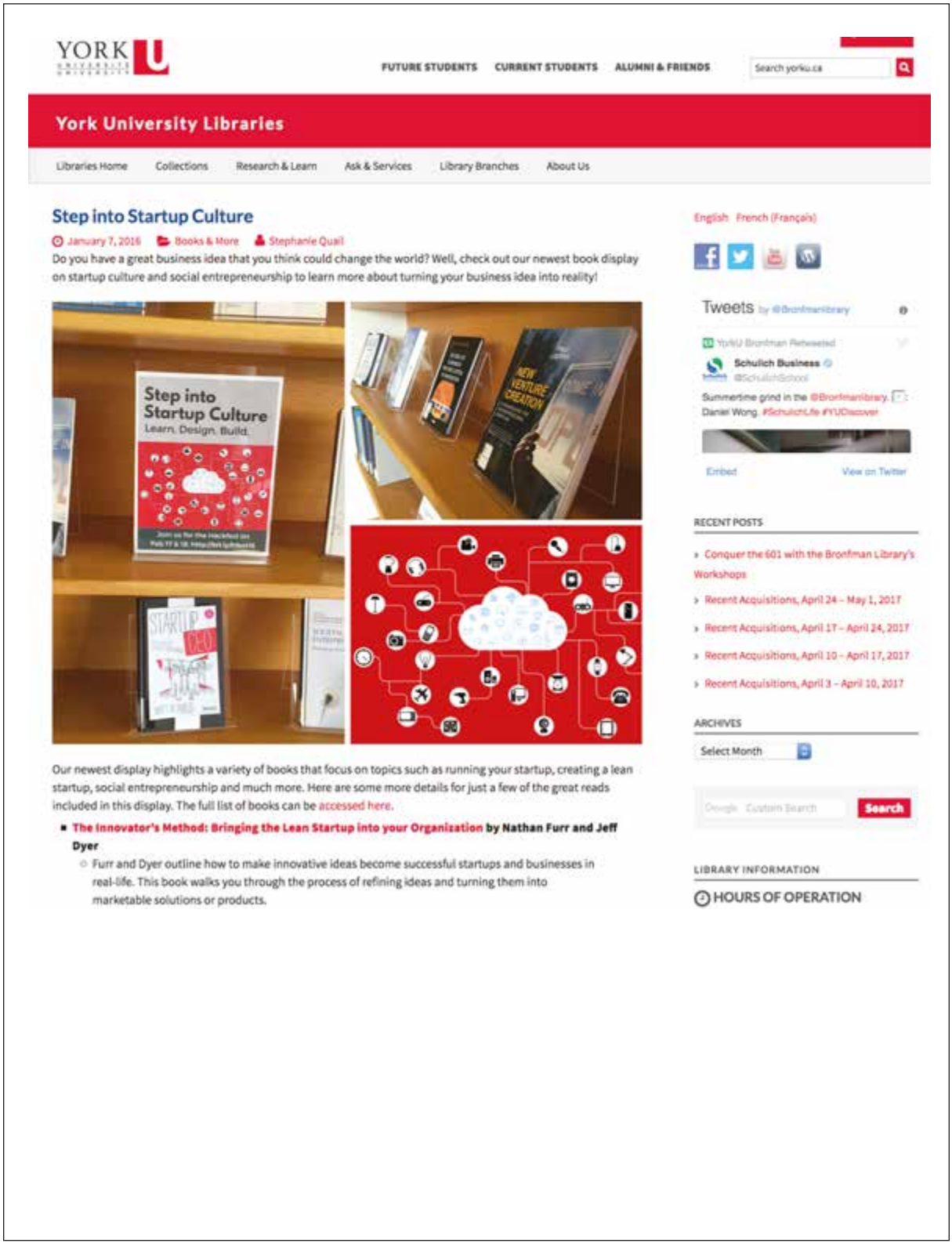

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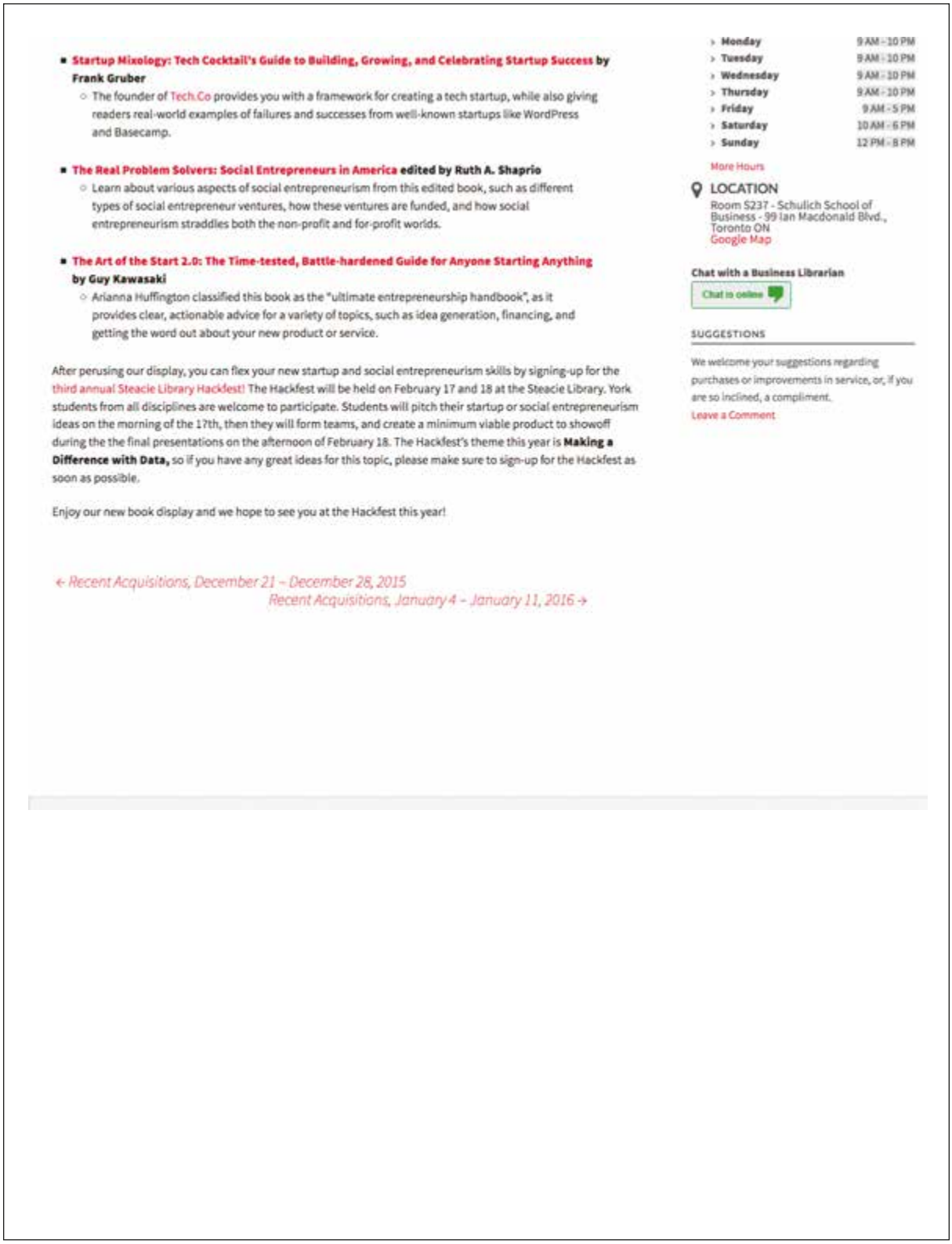

- **Startup Mixology: Tech Cocktail's Guide to Building, Growing, and Celebrating Startup Success by Frank Gruber**
  - The founder of Tech.Co provides you with a framework for creating a tech startup, while also giving readers real-world examples of failures and successes from well-known startups like WordPress and Basecamp.

- **The Real Problem Solvers: Social Entrepreneurs in America edited by Ruth A. Shaprio**
  - Learn about various aspects of social entrepreneurism from this edited book, such as different types of social entrepreneur ventures, how these ventures are funded, and how social entrepreneurism straddles both the non-profit and for-profit worlds.

- **The Art of the Start 2.0: The Time-tested, Battle-hardened Guide for Anyone Starting Anything by Guy Kawasaki**
  - Arianna Huffington classified this book as the "ultimate entrepreneurship handbook", as it provides clear, actionable advice for a variety of topics, such as idea generation, financing, and getting the word out about your new product or service.

After perusing our display, you can flex your new startup and social entrepreneurism skills by signing-up for the third annual Steacie Library Hackfest! The Hackfest will be held on February 17 and 18 at the Steacie Library. York students from all disciplines are welcome to participate. Students will pitch their startup or social entrepreneurism ideas on the morning of the 17th, then they will form teams, and create a minimum viable product to showoff during the the final presentations on the afternoon of February 18. The Hackfest's theme this year is **Making a Difference with Data,** so if you have any great ideas for this topic, please make sure to sign-up for the Hackfest as soon as possible.

Enjoy our new book display and we hope to see you at the Hackfest this year!

← Recent Acquisitions, December 21 – December 28, 2015
Recent Acquisitions, January 4 – January 11, 2016 →

| | |
|---|---|
| Monday | 9 AM - 10 PM |
| Tuesday | 9 AM - 10 PM |
| Wednesday | 9 AM - 10 PM |
| Thursday | 9 AM - 10 PM |
| Friday | 9 AM - 5 PM |
| Saturday | 10 AM - 6 PM |
| Sunday | 12 PM - 8 PM |

More Hours

LOCATION
Room S237 - Schulich School of Business - 99 Ian Macdonald Blvd., Toronto ON
Google Map

Chat with a Business Librarian
Chat is online

SUGGESTIONS
We welcome your suggestions regarding purchases or improvements in service, or, if you are so inclined, a compliment.
Leave a Comment

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Steacie Library Hackfest 2017
http://hackfest.library.yorku.ca/2017/

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Steacie Library Hackfest 2017
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# Steacie Library Dungeon Hackfest 2017

By York University Libraries

Date: **February 22nd – 23rd 2017**

Time: **9:00am Feb 22nd – 5:00pm Feb 23rd**

Location: **Steacie Science and Engineering Library.**

Do you love crunching data? Creating breathtaking visualization? Or do want to learn how to do those things? Do you have a brilliant business involving data idea but you are not sure how to build it? Do you think that there's some wisdom hidden in someone else's data that can help us understand the world better? Are you a go-getter who will hack your way to your goals?

If you answered "Yes" to any of these questions, we invite you to participate in the Third Steacie Library Hackfest!

What is a Hackfest? If you haven't been to one, it is about spending two days collaborating with your fellow students on a particular project, and bringing the project to reality! Students from disciplines such as Computer Science and Engineering, Fine Arts, Business, Digital Media, and Health will work together to share ideas and create solutions.

If you want to gain experience bringing an idea to life, or just want to participate in a fun collaborative environment, mark your calendar for the Annual Steacie Library Hackfest supported by LaunchYU, on **February 22nd-23rd, 2017**. We look forward to seeing you there!

Breakfast, lunch, and caffeine provided!

# Job Descriptions

| GEORGETOWN UNIVERSITY<br>POSITION DESCRIPTION (Staff & AAP)<br>Section I | | | | Position Number | P76140 |
|---|---|---|---|---|---|
| | | | | Effective Date | 1/30/2017 |
| **A. General Information** | | | | | |
| Name of Incumbent (if any): | | | | | |
| Business Title: | Maker Hub Manager | | | | |
| Current Job Profile (if any): | Program Analyst 1 | | | | |
| Manager Name: | | | | | |
| Manager Title: | Head, Gelardin New Media Center | | | | |
| Manager Contact Info: | Phone: | | Email: | | |
| Supervisory Organization Name and Number: | Gelardin New Media Center #0119 | | | | |
| Type of Position: | Ongoing (Regular) | | | | |
| Term Position: | No | Term End Date: | | | |
| FTE: | 75% | | | | |
| Emergency Position: | No | | | | |

**B. Job Description**

*Please complete the Job Overview, Work Interactions and Requirements and Qualifications specific for this position. The information in this section will be entered in the Position Description for the position in GMS. The Position Description is also used to populate the job posting details from the Job Requisition.*

**Job Overview**

The Georgetown University Library's Maker Hub initiative provides a creative gathering place connecting Georgetown researchers, makers and entrepreneurs from across campus with specialized equipment and a collaborative atmosphere to design, solve problems and innovate. The Maker Hub Manager will help chart the direction of the Maker Hub initiative and will oversee the daily operations by coordinating instructional activities, supervising a team of student peer mentors and maintaining safe, organized work areas with fully functional equipment.

This position provides support to individual students or interdisciplinary teams working on independent projects or course assignments that enhance classroom-learning experiences and contribute towards educating the whole person. The manager inspires discovery and experimentation, connecting Georgetown's art, technology and business communities with new models of innovation in a low-stakes environment where they can work together to solve problems and learn from each other. A critical aspect of this position involves collaboration with makers from all areas of the University, including academic units, student groups and individual faculty, students and staff.

The Maker Hub Manager will be expected to have or develop expertise with all of the equipment offered, including 3D printers and scanners, a laser cutter, sewing machine, vinyl cutter, and electronics, in addition to a wide variety of tools for fabrication.

**Work Interactions**

Reporting to the Director of the Gelardin New Media Center, the Maker Hub Manager will work closely with New Media Center staff to expand and enhance our current focus on digital media to physical making tools and resources.

**Requirements and Qualifications**

Bachelor's Degree

Practical Experience:

- 5 years experience working in a Maker Space or organization that connects art, technology and business communities.
- 2 years experience teaching.

Technical Qualifications or Specialized Certification:

- A background in the visual arts or the maker movement and the ability to use a variety of tools, including 3d printers and scanners, sewing machines, and laser cutters.
- Demonstrated experience using digital media and graphic design software.
- Experience with electronics and programming microcontrollers, including Raspberry pi and Arduino.

| C. Responsibilities<br>*This section allows you to describe the specific duties performed by the employee in this position. This section should provide detailed tasks tied directly to the summarized duties found in the Job Description above. Effectively used, each section will serve as a space to enumerate the duties grouped within functional categories. List the responsibilities in descending order of importance, and indicate percentage of time required to compete the tasks. Percentages must total 100%. You must indicate whether a responsibility is Essential (E) or Non-Essential (NE) in order to comply with the Americans with Disabilities Act.* | | |
|---|---|---|
| **1.** | Percentage: **25%**<br>E/NE: **Essential** | **Maker Hub Management**<br>• Develops policies and procedures to ensure a safe, productive environment.<br>• Manages opening and closing the Maker Hub as scheduled to secure library materials and University property.<br>• Maintains organized, tidy work areas; troubleshoots, maintains and resolves equipment, hardware and software problems as needed and refers issues appropriately.<br>• Communicates and enforces policies and procedures; refers patrons to other campus units or outside vendors when necessary.<br>• Monitors and requests any needed supplies and equipment.<br>• Researches and recommends improvements and enhancements to services.<br>• Develops metrics, tracks and assesses activity. |
| **2.** | Percentage: **25%**<br>E/NE: **Essential** | **Instruction and Consultation**<br>• Through one-on-one consultations, group workshops and other specialized training, instructs and advises users and staff on the design and production of projects using the tools and equipment available in the Maker Hub.<br>• Creates effective instructional materials to educate patrons and staff on the safe and appropriate use of resources and equipment in the Maker Hub. |
| **3.** | Percentage: **20%**<br>E/NE: **Essential** | **Student Personnel Management**<br>• Recruits qualified students and trains them to safely use all of equipment and tools in order to provide peer-to-peer support and instruction.<br>• Mentors student staff and assigns relevant projects.<br>• Coordinates activities and monitors the overall pace and direction of work.<br>• Schedules staff to monitor the Maker Hub during all open hours; ensures coverage for holidays, finals, snow days and other emergencies.<br>• Evaluates each student every semester to ensure quality work is maintained and ensures correct placement in the appropriate student job tier.<br>• Ensures proper processing of termination paperwork. |
| **4.** | Percentage: **20%**<br>E/NE: **Essential** | **Community Building**<br>• Promotes Maker Hub services and resources through tours, outreach, demonstrations, talks, and displays.<br>• Monitors all forms of online communication with the Maker Hub, including emails, submissions of requests for services (3D printing, etc.) and listservs appropriate to job tasks.<br>• Communicates and coordinates regularly with campus partners in other Maker facilities and units, for instance, Garage Physics @ Reiss, CCT Lab, Carbarn Labs, the Napolitano Lab in Walsh, EthicsLab in Healy, the Film and Media Studies program, the GU Computer and Electronics Club, Performing Arts/Costume and Scene Shop Studios, and the McDonough School of Business.<br>• Develops and maintains the website to highlight resources, services and the community of users. |
| **5.** | Percentage: **10%**<br>E/NE: **Essential** | **Professional Development**<br>• Serves on departmental, library and/or university-wide committees and task forces; as required participates in local consortia and regional and national associations.<br>• Participates in achieving library-wide priorities. |

| D. Working Conditions and Physical Demands<br>*In this section, please describe the physical environment in which the incumbent will be working (e.g., outdoors, office setting, mechanical shop, etc.) You may also note any other conditions of the work environment (e.g., odors or lighting) material to the position. Additionally, please select a designation from the following list.* | |
|---|---|
| Choose an item | |
| **E. Staff Supervision** | |
| Indicate the number of staff this position will supervise. If none, please select "0." | 0 |
| Indicate the number of student employees this position will supervise. If none, please select "0." | >10 |
| Will this position be solely responsible for making hiring and firing decisions of the positions it supervises? | Yes |
| **F. Budgetary Responsibility** | |
| If this position is responsible for developing/creating a budget, what is the total revenue for which the position is accountable? If not applicable, please leave the default "0"? | 0 |
| If this position is responsible for developing/creating a budget, what is the total expenditure for which the position is accountable? If not applicable, please leave the default "0"? | 0 |
| Will this position be solely responsible for making hiring and firing decisions of the positions it supervises? | Yes |
| Will this position manage sponsored funds (i.e. grants)? | No |
| **G. Employment Screening**<br>*GU requires pre-hire background checks for most administrative positions. Additional checks may be warranted for certain positions.* | |
| Does this position direct, manage, or oversee a program(s) that serves minors? | Yes |
| Do the job responsibilities include, staying overnight with minors in properties owned or operated by GU? | ~~Yes~~ No |
| Do the job responsibilities involve regularly spending time alone with minors (individually or in groups)? | No |
| Is there another reason for requiring a background check for this position? | No |

Business Researcher Position

The UK Libraries Reference Department has a student position available as a Business researcher. The position is funded by the Kentucky Small Business Development Center and would consist of doing secondary market research for KSBDC counselors to use with their entrepreneurial clients. KSBDC is a non-profit organization that helps entrepreneurs start businesses or change existing ones.

The research usually involves searching in UK's business databases and other resources for articles and reports that would help the entrepreneurs. The researcher would then write up a short synopsis of what he or she found for the counselor to use with the client. The topics vary widely -- from very high tech -- like nanotechnology companies – to very mundane -- like a bicycle shop or a liquor store. It's usually pretty interesting and the researcher would get a lot of experience working with business databases -- which is very helpful if you want to work in an academic or corporate library.

The person filling this position does not necessarily need to have a business background – just good researching and writing skills, an ability to work independently, and a willingness to learn. Creativity, flexibility, and persistence would also be good qualities to have. The position is for 20 hours per week and pays $8.80 per hour. Though the pay is low, it is great experience and looks good on a resume. Several people who have had this position in the past are working as Academic Librarians at research universities.

**UMass Amherst PTRC / Job Description / March 2017**

- Serves as Patent & Trademark Resource Center Representative; attends annual training seminars conducted by the US Patent and Trademark Office; when possible attends webinars conducted by other offices such as the World Intellectual Property Organization (WIPO) and European Patent Office.

- Conducts training seminars on patents and trademarks for; assists with patent and trademark portions of academic class instruction.

- Provides information and reference service to patent and trademark patrons - students, faculty, staff and community patrons.

- Outreach to the community – on campus and beyond – for patent and trademark education.

Entrepreneurship Librarian / Librarian I
Michigan State University
Gast Business Library
2016-2017

JOB DESCRIPTION:

Reporting to the Head of the Gast Business Library, the Entrepreneurship Librarian / Librarian I is a member of the team that plans and delivers the full range of reference, instruction and liaison services to the patrons of the business library.

The specific responsibilities of the Entrepreneurship Librarian/Librarian I include the following:

- Offers a full range of general business reference and instructional services, including weekly on-site reference office hours and e-mail reference services. Provides in-depth, specialized service in the assigned subject areas of entrepreneurship and small business development, supply chain management and corporate social responsibility.
- Maintains effective liaison relationships with faculty active in assigned departments and subject areas (as listed above) and communicates with the same faculty on a regular basis.
- Leads efforts to integrate business library services into a growing number of campus programs and university initiatives in the area of entrepreneurship, including the new campus-wide minor in entrepreneurship.
- Co-teaches and provides embedded instruction to entrepreneurship classes offered through the Broad College of Business. Explores opportunities to teach to entrepreneurship classes in other colleges.
- Develops and markets specialized services to local businesses, economic development agencies and related community groups and presents programs on business library resources and services to these groups.
- Provides oversight and guidance to the library's makerspace and represents the library in campus-wide initiatives in this area, including 3-D printing and modeling. Supervises one Librarian assigned to the makerspace as a secondary assignment and develops library programs and workshops that highlight the library's makerspace and related services.
- Strategically selects appropriate business content for the library collection that meets the needs of faculty, staff, students and community members in the assigned areas of responsibility. Communicates the appropriate use of library subscription databases to a wide range of audiences with varying levels of access.
- Provides assistance in using library resources through the development and implementation of orientation and instructional sessions, online research guides and web-based tutorials.
- Participates in relevant library and business professional organizations, and takes an active role in state-wide library initiatives in the area of entrepreneurship.
- Pursues research and publication opportunities or other scholarly activities.
- Other appropriate duties as assigned.

## Librarian for NYU School of Professional Studies Graduate Programs

New York University – Division of Libraries in New York City

**Description:**

The New York University Division of Libraries is seeking a librarian to serve as liaison to the faculty, graduate students, and administrators in the NYU School of Professional Studies. Librarians play a key role in the educational mission of NYU by establishing strong relationships with faculty and students, and connecting them to the services, content, and tools that meet their research, teaching, and learning needs.

The NYU School of Professional Studies offers master's degree programs and graduate certificates in a wide range of professionally oriented areas of study. The School's graduate programs reflect the emerging trends, opportunities and innovative business strategies in each respective field that they represent, and include programs in the Schack Institute of Real Estate and the Center for Global Affairs. Graduate students at the School of Professional Studies include full-time and part-time students, working professionals, and individuals returning to the academic world after pursuing other pathways. Classes are held in the Washington Square area, the Woolworth Building, the Midtown Graduate Center, days and evenings, and online. School of Professional Studies graduate programs are served by the NYU Bobst and Brause Libraries.

**Responsibilities:**

Working in a collaborative environment this tenure-track position is responsible for building a program of extensive instructional, consultation, and research support services; developing responsive and innovative information services; and extensive outreach to faculty and administrators in the School of Professional Studies. The School of Professional Studies Graduate Librarian will create and deliver outreach methods to students (such as consultation hours, social networking forums, and in-library/online services development); develop information literacy and research proficiencies programming; and engage students and faculty as active users of NYU Libraries services and collections.

This position is a member of the business team and reports to the Head of Business and Government Information Services in the Public Services Division of NYU Libraries. The position is engaged in and contributes to the highly collaborative work of the department and the NYU Libraries. The School of Professional Studies Graduate Librarian works with colleagues at the Bobst and Brause Libraries to implement and enhance programs and services, deliver physical and virtual research and reference services, and take a leadership role on projects and initiatives as appropriate.

**Qualifications:**

Required: ALA accredited MLS and subject Master's degree required for tenure. Experience in library instruction, reference, and outreach in an academic setting. Candidates should exhibit a strong public service orientation, a high degree of facility with technologies germane to the 21st century library and today's learners.

Preference will be given to candidates with demonstrated business experience in an academic library environment; or an advanced degree in business, real estate, economics or related discipline.

Professional contributions beyond the primary job, such as publications, leadership in professional organizations, and other research and creative activity, are required for tenure.

**Salary/Benefits:** Faculty status, attractive benefits package including five weeks annual vacation. Salary commensurate with experience and background.

**To Apply:** To ensure consideration, send resume and letter of application, including the name, address, and telephone number of three references to: Enrique Yanez, Assistant Dean for Human Resources, New York University Libraries, 70 Washington Square South, New York, NY 10012 or via email to libraries.careers@nyu.edu. Resumes will be considered until the position is filled.

*NYU's Division of Libraries embraces diversity and is committed to attracting qualified candidates who also embrace and value diversity and inclusivity.*

*EOE/AA/Minorities/Females/Vet/Disabled/Sexual Orientation/Gender Identity*

**Librarian for Business and Economics**

**Description:**

NYU Libraries seeks a subject specialist in business and economics to support the research and teaching programs of faculty, graduate and undergraduate students in the FAS Department of Economics, the Stern School of Business and other departments and programs across the university. The librarian serves as a library liaison with special emphases on building and curating collections in all formats; developing a program of extensive outreach, instruction, consultation, and research support services; and delivering responsive and innovative information services. The Librarian for Business and Economics supports faculty and student data research needs and makes effective use of statistical methods, system and tools. Librarians play a key role in the educational mission of NYU by establishing strong collaborative relationships with faculty and students and connecting them to the services, content, and tools that meet their research, teaching and learning needs.

The Librarian for Business and Economics is a tenure track position based in the Research Commons, and a member of the Business and Government Information Services group in the Public Services Division, NYU Libraries. The successful candidate works collaboratively with other social science librarians, the Data Services team and colleagues at NYU Abu Dhabi and NYU Shanghai to deliver statistical and numerical services related to business and economics, and takes a leadership role on selected projects and initiatives. Librarians at NYU participate in Library-wide committees and professional activities outside of NYU; and monitor developments and best practices to help ensure the excellence of the NYU collections and research support services.

New York University Libraries: Library facilities at New York University serve the school's 40,000 students and faculty and contain more than 4 million volumes. New York University is a member of the Association of Research Libraries, the Research Libraries Group, the Digital Library Federation; serves as the administrative headquarters of the Research Library Association of South Manhattan, a consortium that includes three academic institutions; and is affiliated with The New-York Historical Society. For the NYU Libraries Mission and Strategic Plan go to http://library.nyu.edu/about/Strategic_Plan.pdf

**Qualifications**:

Required:

- -ALA-accredited master's degree; a second master's degree will be required for tenure
- -Undergraduate or graduate degree in economics or business or related social science discipline
- -Public service experience in an academic library, including reference, instruction, or collection development
- -Demonstrated public service orientation and knowledge of user needs for teaching, learning, and research

- -Demonstrated experience working with statistical datasets and the ability to effectively communicate with faculty, students and staff about textural, numerical and spatial data resources
- -Strong interpersonal, written and verbal communication skills
- -Demonstrated ability to work independently and collaboratively in a complex organization
- -Creative, service-oriented approach to problem solving
- -High degree of facility with technologies and systems germane to the 21st century library
- -Knowledgeable in the issues surrounding scholarly communications

Preferred:

- -Advanced degree in economics
- -Experience with quantitative or qualitative packages for statistical analysis, e.g., Stats, SPSS, SAS, Atlas.ti
- -Record of professional activities, including research and engagement in professional organizations

**Salary/Benefits:**

Faculty status, attractive benefits package including five weeks annual vacation. Salary commensurate with experience and background.

**New York University Libraries:**

Libraries at New York University serve the school's 40,000 students and faculty and contain more than 5 million volumes. The Libraries supports NYU's vision to become the first true Global Network University by collaborating and providing services to our 11 global academic centers and our first "portal campus", in NYU Abu Dhabi. New York University Libraries is a member of the Association of Research Libraries and the OCLC Research Library Partnership. The Libraries participates in a variety of consortia and collaborates closely with the New-York Historical Society and the Brooklyn Historical Society. For the NYU Libraries Mission and Strategic Plan go to http://library.nyu.edu/about/Strategic_Plan.pdf.

**Title: 3D Design Studio Manager & Renovations Support Specialist**

**Position Summary**
The 3D Design Studio Manager and Renovations Support Specialist provides leadership and coordination for the University Libraries' 3D Design Studio. The position oversees the daily operations of the Studio, monitors its technology and equipment, operationalizes Studio policies and programs, and supervises student staff. Additional responsibilities include participating in the Libraries' broader learning environments initiatives, including its Learning Commons, and working collaboratively with the Libraries' Facilities unit to support new and ongoing library renovation projects.

**Required Qualifications**
- Strong record of experience working with 3D printing technology, modelling software, and related applications.
- Demonstrable knowledge of 3D printing trends and best practices.
- Minimum two years of supervisory experience.
- Experience with physical space management and facilities development.
- Evidence of creativity and project management skills.
- Experience collaborating across library units and with campus partners.
- Strong interpersonal and communication skills.

**Preferred Qualifications**
- Knowledge of research library learning environments.
- Background in design, architecture, or engineering.
- Experience with outreach in a university setting.

**Duties**
**65% Manage 3D Design Studio**
- Oversees daily operations of the Studio.
- Trains student staff in use of Studio printers and related services.
- Produces and regularly updates student staff training documentation.
- Coordinates student staff schedules.
- Maintains and monitors use of Studio materials and supplies.
- Provides project assistance and user-end troubleshooting
- Monitors Studio compliance of hazardous materials use and other safety standards.
- Ensures that equipment is operational and repairs are made as needed in a timely fashion.
- Communicates Studio-related information (e.g., changes to operating hours, ) to library as needed.
- Collections statistics and other evaluative information about the Studio

**15% Support Learning Commons Projects & Programs**

- Works with other Learning Environments service point coordinators to strategize effective delivery of services within the University Libraries learning spaces.
- Contributes progressive, original approaches and ideas for the development and implementation of the Newman Library learning commons.
- Collaborates within the Learning division, other University Libraries departments and units, and other campus partners on commons-related initiatives.

**15% Support Library Renovation Projects**

- Assists with remodeling and reconstruction projects, working with the University Physical Plant and Renovations Departments.
- Supports Director of Library Facilities and is in contact with Project Managers, contractors, vendors, and Library personnel. Schedules meetings and maintains communication to see renovation projects through to completion.
- Contacts vendors to procure furniture and other items needed for Library renovation projects. Schedules installation of furniture and/or other services from vendors. Works with Learning Division and other Library departments as needed to schedule vendor services.

**5% Contribute to the Mission of the University Libraries**

- Participates in various continuing education and professional development opportunities in order to continually professional practice and philosophies.
- Maintains current awareness in the library profession and related fields.
- Provides quality services in a professional manner with a demonstrated commitment to team efforts, service excellence, and diversity and inclusion.
- Performs other duties as assigned.

Virginia Tech

**Virginia Polytechnic Institute and State University**

**POSITION DESCRIPTION**
**Used to establish new positions, fill existing positions, and make role changes**

**REASON FOR SUBMISSION (check appropriate blocks):**

☒ Request to Fill Vacancy ☐ New Position ☐ Job Description Update
☐ Role Change* ☐ Change % Time (e.g. P/T to F/T)
*Requested Role Title: _____ Date Prepared: _____

**POSITION IDENTIFICATION INFORMATION**

| | |
|---|---|
| Position Number: | Department Name: **University Libraries** |
| Current or Last Incumbent: | Department Number: **0024100** |
| Role Title: **Project Studio Coordinator & Outreach Librarian** | Work Location (for off-campus only): |
| Work Title: **Fusion Studio Manager and Learning Space Assessment Coordinator** | Hours Per Week: **40** |
| Pay Band: | Type of Appointment: ☐ CY Salary ☐ AY Salary ☐ Wage |
| Supervisor's Name: | Renewed Yearly: (for sponsored accounts only) ☐ Yes ☐ No |
| Supervisor's Title **Associate Director of Learning Environments** | End Date (If restricted or AY): |
| Supervisor's Position Number: **015** | Funding (% for each): |

**Personnel Services use only:**

ROLE CODE: _____ SOC CODE: _____ FLSA Status: ☐ Exempt ☐ Non-Exempt

Job Group _____ EEO Category _____ Date Effective: _____

Level: ☐ Employee ☐ Supervisor ☐ Manager Approved By: _____

**JOB SUMMARY AND QUALIFICATIONS**

**Chief Objective of Position:**

This position oversees the development and management of the University Libraries' Fusion Studio. Chief objectives of the position include coordination of the daily operations of the studio as well as the organization of programmatic events related to Studio activities. This position also works to design and implement a commons assessment program using ethnographic and user experience methodologies, with the aim of better understanding the interactions occurring within library spaces and optimizing the Libraries' learning environment for effective collaboration and learning.

The Fusion Studio Manager and Learning Space Assessment Coordinator contributes to the development of the Learning Environments unit by providing insight into current and emerging library practices in project management, interdisciplinary research practices, and user experience studies. The position applies creative problem-solving skills to meet the needs of the changing academic learning environment and works cooperatively with other units throughout the library system. This position represents the unit with external partners when necessary.

**Qualifications:**

**Required Qualifications**

- Master's degree or higher.
- Demonstrated evidence of interdisciplinary collaboration.
- Strong communication and interpersonal skills, including the ability to work collaboratively with individuals and groups.
- Evidence of successful project management and outreach skills.
- Ability to work as part of a team in order to accomplish institutional goals in a fast-paced, energetic environment.

**Preferred Qualifications**

- Experience with strategic planning, program assessment, and project management.
- Experience in core library liaison activities, including reference, instruction, and collection development.
- Familiarity with interdisciplinary research methodologies.
- Evidence of creativity, innovation, and scholarship.
- Experience with space management.
- Experience with ethnographic methodologies.
- Evidence of cross-campus collaboration.
- Grant writing experience.

Education, Licensure, Certification required for entry into position:

Does the employee supervise 2 or more Full Time Equivalent employees: ☐ Yes ☒ No

Which of the following are required to meet legal and policy requirements?

| | | |
|---|---|---|
| ☐ Commercial Driver's License (CDL) | ☐ Criminal History check | ☐ Driver's license |
| ☐ Drug screening | ☐ Medical exam | ☐ Other, specify: |

**PHYSICAL REQUIREMENTS**

Check the physical activities required to perform the **essential** functions of the position:

| | | | |
|---|---|---|---|
| ☒ Light lifting (<20 lbs.) | ☒ Standing | ☒ Sitting | ☒ Bending |
| ☒ Moderate lifting (20-50 lbs.) | ☒ Lifting | ☒ Walking | ☒ Climbing |
| ☐ Heavy lifting (>50 lbs.) | ☒ Reaching | ☒ Repetitive motion | ☒ Pushing/pulling |
| ☐ Other, specify: | | | |

**CORE RESPONSIBILITIES**

| % | Describe major responsibilities in each functional area of responsibility. |
|---|---|
| % 60 | **Manages daily operations of the Fusion Studio**<br>● Coordinates facilities management.<br>● Actively identifies, cultivates, and maintains partnerships with university academic programs, students, faculty and staff to facilitate collaborative projects and promote awareness of Fusion Studio and other library services.<br>● Arranges scheduling of studio participants and provides project support services.<br>● Provides technology training and support.<br>● Organizes programmatic events involving studio participants.<br>● Regularly assesses and documents campus use of studios. |

| | |
|---|---|
| % 25 | **Coordinates assessment of University Libraries learning spaces**<br>• Works collaboratively with partners in Learning Division and other library units to design and implement a commons assessment program using ethnographic and user experience methodologies.<br>• Analyzes and reports quantitative or qualitative data gathered from various sources including library systems, observations, surveys, web analytics, interviews, and focus groups.<br>• Investigates and communicates new methods for data collection, analysis, and documentation for learning spaces assessment.<br>• Communicates and publishes findings, datasets, and reports to library in support of decision-making; reports data and findings to external audiences as appropriate. |
| % 10 | **Participate as a leader in the Learning Environments Team**<br>• Works collaboratively with Learning Environments service point coordinators to strategize effective delivery of services within the learning spaces of the University Libraries.<br>• Contributes progressive, original approaches and ideas for the development and implementation of learning environments at University Libraries.<br>• Collaborates within the Learning division, other University Libraries departments and units, and other campus partners on learning-related activities.<br>• Conducts research and produces scholarship as appropriate. |
| % 5 | **Contribute to the mission of the University Libraries**<br>• Participates in continuing education and professional development opportunities in order to continually professional practice and philosophies.<br>• Maintains current awareness in the library profession and related fields.<br>• Serves actively on appropriate Departmental, Library, University, and professional committees.<br>• Provides quality services in a professional manner with a demonstrated commitment to team efforts, service excellence, and diversity and inclusion.<br>• Performs other duties as assigned. |

**APPROVALS**

Supervisor's Name: _____ _____ Signature: _____ Date: _____
Position Number
#Number

Reviewer's Name: _____ _____ Signature: _____ Date: _____
Position Number