



CAL POLY CIE

ANNUAL REPORT

JULY 2021-JUNE 2022



CAL POLY
Center for Innovation
& Entrepreneurship

A NOTE FROM THE CIE



Cory Karpin
Interim Co-Executive Director
Senior Director of Development

We're excited to share our annual report and the impact you've enabled through your time, experience and philanthropy!

This report covers the work of the CIE from July 2021 - June 2022. Throughout that time the CIE was fortunate to be under the leadership of CIE Executive Director, John Townsend. John retired on June 30, 2022 and left behind a wonderful legacy and a strong organization well positioned to meet the growing demand of Cal Poly students and our regional community. Thank you, John!

As you'll see in the pages that follow, our 2021-22 year was exceptional. Our students returned to campus grateful to be back in person and ready to work. By the end of the fall quarter we had 84 student startup teams working out of the Hatchery, our on-campus incubator. That's twice as many as the year before! And that trend continued throughout the year with awesome participation across all of the CIE's programs and competitions. The community side of our work was no different. The CIE's Small Business Development Center provided free consulting services to 642 local businesses and our Incubator program grew to include 19 cutting-edge startups.

We also doubled down on our efforts to provide faculty with the time and resources needed to develop new, innovative and entrepreneurial programming in each of the six colleges. After piloting a faculty release time program in the College of Liberal Arts, we expanded it into the College of Science and Math. Thanks to a generous donor, Dr. Erik Sapper is now able to

allocate one-third of his time to partner with the CIE in order to engage more Science and Math Students in our entrepreneurship programs.

But, what we really want to share is the impact you (our alumni and friends) have had on our students and startups. In the period covered by this annual report, you contributed over 1,000 hours of mentoring, advising, encouraging our students and startups and donated generously to provide the resources needed to bring these programs to life. We had 36 alumni and friends spend a full day with us as visiting Entrepreneurs in Residence. You spoke in classes, hosted student roundtables, met one-on-one and shared a lifetime of experience. And many others, who were not able to join us in person, spent hundreds of hours doing the same through the magic of virtual meetings. You made all the difference and we can't thank you enough.

And to our donors: none of this would be possible without you. Your generosity is what brings these programs to life and allows our students and startups to change the world. It is your support that makes Cal Poly the special place you know and love and brings Learn by Doing to the next level.

We hope you enjoy this year's Annual Report and look forward to seeing you in SLO soon!

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On the cover: Team Quickie, Matthew Menno (left) and William Tregenza (right) meet a community member at the CIE's May Forum, May 12, 2022. Photo by Ruby Wallau for Cal Poly CIE.

PROGRAM BREAKDOWN

INNOVATION SANDBOX

Dedicated to the development of student projects and ideation, this space offers free 3-D printing to all Cal Poly students as well as CNC routers, laser and vinyl cutters, hand tools and VR headsets.

CAL POLY ENTREPRENEURS

A student-run club that unifies entrepreneurs on campus. CPE hosts dozens of entrepreneurial events, activities and special guests every year.

SUMMER ACCELERATOR

A 13-week summer program that provides select students and recent graduates with \$10k in seed funding and guidance to launch a successful startup.

THE INCUBATOR

Open to the business community, this two-year program includes everything needed for early-stage companies to develop into financially stable, high-growth enterprises.

THE HATCHERY

An on-campus incubator program that provides guidance and resources for students who want to take their business ideas to the next level.

THE ANNEX

This space serves as a regional entrepreneurial ecosystem, including a lab, for product development, that allows for prototyping and early-stage manufacturing.

HOTHOUSE COWORKING

Provides affordable coworking space designed to enhance productivity and collaboration among entrepreneurs, startups and innovators.

SMALL BUSINESS DEVELOPMENT CENTER

Promotes the development of technology-focused ventures by providing high-quality business assistance to startups and established companies in the SLO County community.

EVENTS & COMPETITIONS

Forums | *VARIES*

Open to students and community members. Our forums are social, educational and communal events that foster information exchange and collaboration.

Demo Day | *END OF SUMMER*

A showcase opportunity for the Summer Accelerator teams. Teams have the opportunity to give their culminating pitch at the end of the summer.

Elevator Pitch Competition | *FALL*

Gives students 90 seconds to pitch their product ideas, innovative services or startups to a panel of judges for the chance to win \$1,000.

Innovation Quest (iQ) | *SPRING*

An annual competition that grants a total of \$30,000 in funding and coaching to student-run startups.

AngelCon | *SPRING*

A program that teaches potential investors how to invest in startups through an event-driven competition that ends with a live investment in a startup of \$100,000.

OUR YEAR IN REVIEW

SEPT. 2021

A new resource and outreach center for the Cal Poly CIE Small Business Development Center (SBDC) and the Incubator program opens at THE SANDBOX Paso Robles. [READ MORE](#)

Demo Day is hybrid at SLO Brew Rock, in San Luis Obispo, with 9 teams presenting. [WATCH HERE](#)

The first Patiño scholarship award recipients start at Cal Poly San Luis Obispo.



NOV. 2021

12th annual Elevator Pitch Competition, with student competitors from Cal Poly, Cuesta and Allan Hancock Colleges. [READ MORE](#)

Startup Launch Weekend, is hosted by Cal Poly Entrepreneurs (CPE). Eighty participants had 54 hours to build a startup and with the winners taking home \$2k.



FEB. 2022

Third MedTech Speaker event is hosted on Cal Poly's campus with Trey Lauderdale as the guest speaker.



MARCH 2022

Camp PolyHacks hosts annual event at the CIE HotHouse. The event is a student-run, two-day, multidisciplinary hackathon.

Fourth and final MedTech Speaker event also serves as the kickoff for Cal Poly's BMED Make-A-Thon, with Mike Strasser as the guest speaker.

MAY 2022

New Summer Accelerator teams are introduced at May Forum, with Cal Poly alumnus Scott Edwards as the guest speaker. [READ MORE](#)

New Aerospace/Aeronautics vertical location opens at The Launch Pad in Grover Beach. This will also serve as an SBDC outreach center.



OCT. 2021

Two startups (Armadillo Designs and Trees) graduate from the CIE Incubator, with nearly \$300,000 in combined funding. [READ MORE](#)

Launch of our 4-part MedTech Speaker Series where leaders within the MedTech startup space share their stories and advice with students. First 2 speakers are Sean Saint and the Alydia Health team. [READ MORE](#)



DEC. 2021

Former CIE Incubator company Gamerspeak is acquired by game developer Netmarble F&C Inc. [READ MORE](#)

APRIL 2022

SBDC's AngelCon is hosted at SLO Brew Rock as a hybrid event, with AcreCloud winning the top prize of \$135k in equity-backed funding. [WATCH HERE](#)

Innovation Quest (iQ) is hosted on Cal Poly's campus and SLO Brew Rock. Over \$30k is awarded in prize money to 3 winning teams. [READ MORE](#)



JUNE 2022

Biomedical Engineering Clinical Immersion Program launches in partnership with Tenet Health. [READ MORE](#)

The 13-week Summer Accelerator begins at the CIE HotHouse with 7 teams participating in person.



SENIOR SEQUENCE: BUILDING A STARTUP

WRITTEN BY MIRANDA KNIGHT (JOURNALISM, '20) FORMER CIE INTERN
CURRENT BRAND MANAGER, PASHION FOOTWEAR

Senior projects are a norm across Cal Poly's campus. Within the realm of entrepreneurship, students are able to choose from one of two "senior sequences" where they can either work with a San Luis Obispo-based startup or start building their own company.

The latter sequence, referred to as "Experience Building a Startup," most directly involves engineering students and business students concentrating in entrepreneurship, but students from all six colleges are welcome to take the course with their respective department's permission.

For engineering students, the three-quarter Learn by Doing project acts in-totality as their senior project. For non-engineering students, the sequence involves three, four-unit classes, in which one counts as their senior project credit.

"The course is ideal for anyone who thinks they want to start their own venture and wants to see what that's like, and it's great for people who want to be a product manager," explained one of the two course professors, Dr. Tom Katona. "The top feedback I get on why students choose this sequence, though, is that they want to take classes with people they haven't been taking classes with for the last three years."

The interdisciplinary nature of the course is what makes building a startup possible.

Over the course of the sequence, students form company teams to practice problem-solution tactics, ideation, customer development, competitive research, prototyping and user testing — all accomplished by having a range of skill sets and backgrounds.

And while some students come into the course with an idea for a startup or product, Dr. Katona says there isn't a guarantee that a whole team will want to work on it, nor is it as simple as having a cool idea.

"I tend to tell students who say they have an idea of what they want to make that I'm far more interested in hearing about the problem that they want to solve," he said. "Then we'll let the time in class help them figure out what the right solution to that is."

While students can continue to build their startups post-graduation, that isn't always the outcome — but second sequence professor, and CIE Entrepreneur-in-Residence, Dan Weeks says that continuing on with the company students built isn't the whole point.



"I think 5% of students will continue on with their created companies and 95% we're teaching an entrepreneurial mindset to," Weeks explained. "If you go through a 9-month program with all of the detail we offer, no matter where you work after college, you're going to look at things differently."

This is exactly the reason mechanical engineering senior George Luebke chose this sequence.

"As an ME student, this option sounded like an excellent way to learn the fundamentals of entrepreneurship, which really sets me apart from other applicants for jobs I am applying to," he said. "Having a Cal Poly engineering education paired with this entrepreneurship experience makes one a prime candidate for small, disruptive tech companies."

Similarly, electrical engineering senior Russell Caletena says this senior project was one he couldn't pass up.

"[The course has] taught me to prioritize empathy, creative thinking and perseverance when working with others for a shared common goal," he said. "The skills gained, challenges faced and people I've networked with are all valuable experiences I'll not only cherish, but also apply to my post-grad plans."

Luebke and Caletena are students who plan to utilize their entrepreneurial mindset within already-established organizations in the future — often called "intrapreneurs."

Business administration senior Kasey Moffitt, however, plans to take the knowledge she learns in this sequence to one day build her own company.

CONTINUED →

ABOVE: Russell Caletena (right) poses with his senior project teammates during the Summer Accelerator 2021. Photo courtesy of Joe Johnston for Cal Poly.



ABOVE: Russell Caletena works with his senior project team during the 2021 Summer Accelerator. Photo courtesy of Joe Johnston for Cal Poly.

RIGHT: Dr. Thomas Katona chats with students at SLO Brew Rock during Demo Day 2022. Photo courtesy of Ruby Wallau for Cal Poly CIE.



LEFT: Lecturer Dan Weeks speaks with student startup members at Demo Day 2022. Photo courtesy of Ruby Wallau for Cal Poly CIE.

“As an entrepreneur, my ultimate goal is to one day start my own business,” she explained. “My entrepreneurship courses have given me a glimpse into how to start a business. However, this course is giving me the hands-on experience that you can’t get from a textbook.”

Regardless of students’ post-grad game plans, this senior sequence provides them with endless experiential knowledge and the ability to mold the course to their needs.

“This is the good and the bad: there’s a lot of ambiguity in the class,” Dr. Katona said. “We can’t tell these innovative students exactly what to do, but we do understand the process by which these things get off the ground and that’s what [Weeks and I] help with.”

And as daunting as it may sound to build a startup versus taking a more typical senior project, course professors and students alike advocate for the course as the ultimate “Learn by Doing” experience within the safety net of school.

“Our whole attitude here is to fail often, but fail early,” Weeks explained. “You don’t know what you don’t know until you do things. That’s what Cal Poly is all about.”

Through this hands-on senior project, Caletena’s biggest takeaways have been to “think bigger,” “be bold” and “explore beyond your comfort zone.”

“For me, senior project means a lot more to me than a grade on paper,” said Caletena. “The sky is not the limit; the limit is whatever you set it to be and I strongly believe that ideas, no matter how small or big, can truly make a difference in people’s lives as long as we continue to pursue them wholeheartedly to bring them to reality.”

Ultimately, that is the essence of this entrepreneurial senior sequence: setting future intrapreneurs and entrepreneurs up for success and apart from others to make a difference in the real world. ■

ACADEMICS

Entrepreneurial careers transcend specific job titles, career paths and industries. The CIE has dozens of programs designed to help students across the university foster an entrepreneurial mindset and acquire the tools and skills to be a successful entrepreneur. Through our unique blend of class instruction and project-based activities, we develop an entrepreneurial spirit that fits a variety of career paths.

“In most of my biology classes, information is super black-or-white and there's not a lot of room for creativity and working with other people. I have so many random interests that I want to play off of in my career and the entrepreneurship minor has encouraged me to explore these interests rather than stick to one specific path.”

MADDIE ALEXANDER
Biology, '20
Entrepreneurship Minor

The CIE Faculty Fellows are growing the entrepreneurship culture at Cal Poly. Within each of the university's six colleges, CIE Faculty Fellows incorporate innovation and entrepreneurship into their coursework, serve as CIE ambassadors within the college they represent and help guide students through various entrepreneurial career paths.

FOR MORE INFORMATION

To see our entrepreneurship concentration course catalog, go [here](#).
To see our entrepreneurship minor course catalog, please go [here](#).
To see more information on each faculty fellows member, go [here](#).

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FACULTY FELLOWS

20

ENTREPRENEURSHIP
COURSES OFFERED

84

STUDENT TEAMS
ENROLLED IN THE
Hatchery on campus

96 STUDENTS

FROM THE COLLEGE OF
BUSINESS, ENROLLED IN THE
*Entrepreneurship
Concentration*

126 STUDENTS

FROM REMAINING
COLLEGES ENROLLED IN THE
Entrepreneurship Minor

ONLY U.S. UNIVERSITY

IN THE eBRIDGE ALLIANCE
PARTNER PROGRAM

*(a network of international universities
and university-linked entrepreneurship
located in worldwide startup hotspots.)*



ABOVE AND RIGHT: All of Cal Poly CIE's Faculty Fellows and Cal Poly entrepreneurship faculty.

MEET THE PROFESSOR BRINGING ENTREPRENEURSHIP TO CAL POLY'S COLLEGE OF SCIENCE AND MATH

WRITTEN BY ALYSON SMITH (JOURNALISM, '23), CIE MARKETING INTERN

Biochemistry professor Erik Sapper is on a mission to introduce entrepreneurship to Cal Poly's College of Science and Math (CSM).

The mission began when Sapper was working with a chemistry student who expressed an interest in starting her own materials design company, but didn't have the resources to do so — or rather, didn't know the resources available to her. Sapper, still new to his role at Cal Poly, also didn't know the resources the university offered for students interested in entrepreneurship.

"I was frustrated because I was a new faculty member at the time and I did not know how I could support a student like this," Sapper said. "I didn't know anything about starting a company from scratch. I also did not know about resources on campus, so the opportunity with this student was unfortunately wasted."

Sapper's student eventually found a job at a local chemical company, and according to Sapper is happy with her profession, but Sapper said that he felt like he had missed an opportunity to help foster his student's "entrepreneurial spirit."

He began to look into entrepreneurship opportunities at Cal Poly so that he could help future CSM students with an interest in

entrepreneurship. He discovered the Cal Poly Center for Innovation and Entrepreneurship (CIE), and applied to become a CIE Faculty Fellow.

Faculty Fellows are Cal Poly instructors from across campus who incorporate entrepreneurship into their coursework, and introduce students to entrepreneurial opportunities.

Sapper incorporated entrepreneurship and innovation into his chemistry classes by utilizing concepts of design thinking, which allows "students to think about problems in interesting and different ways that they might not have been exposed to in the past," according to Sapper.

"Scientists typically think about the scientific method," he said. "They don't think about design elements that might not be relevant to a scientific solution, but are very relevant to business solutions."

Sapper was recently appointed as the first ever Innovation Lead within CSM, which will allow him to introduce CSM students and



faculty to the principles of entrepreneurship, as well as entrepreneurial resources on Cal Poly's campus. The CSM Innovation Lead role was made possible with a donation from Tim Geistlinger, a CSM alumnus and the founding scientist behind Beyond Meat.

"My number one objective as Innovation Lead is to get the message out that science and math majors can participate in entrepreneurship," Sapper said. "Entrepreneurship is a method of problem-solving, and scientists and mathematicians are really good at solving problems."

One of his first endeavors as Innovation Lead was to create an Innovation Summer Camp, a program offered to CSM undergraduate students conducting summer research.

The summer camp was a crash course in innovation and design thinking. Students read and discussed a book about how design shapes the world; toured Cal Poly's Innovation Sandbox, an on-campus lab of prototyping and ideation tools; and sat in on the CIE Summer Accelerator's guest speaker series at their downtown HotHouse.

"We learned a lot in the summer camp that you don't really think about in science and math classes," said biology senior Paul Kim, who participated in the summer camp. "It opens you up to new ways of thinking."

Sapper intends to hold another Innovation Summer Camp in the summer of 2023. ■

ABOVE: Dylan DeFazio (left) talks with Professor Erik Sapper about his startup during the 2022 May Forum. Photo by Ruby Wallau for Cal Poly CIE.

ACCELERATOR TEAMS

Cheekies

Cheekies is a period apparel company striving to create more comfortable, safe and working solutions for women during their period.



Grip Safe is a patented firearm safety device that makes AR-15-style rifles secure for storage, transportation and handling all through an interchangeable grip attachment.

Quickie

Quickie is a mobile delivery service providing instant needs and convenience essentials to college students fast, affordably and sustainably.

Ryde

Ryde is a social carpooling marketplace for college students to personalize long distance travel and buy and sell empty seats in each other's cars.



Sustainamade is using technology that reduces the amount of water, waste, transportation and labor needed to grow high-quality, locally-grown strawberries.



venture.rent is a software that connects outdoor equipment rental shops to consumers.

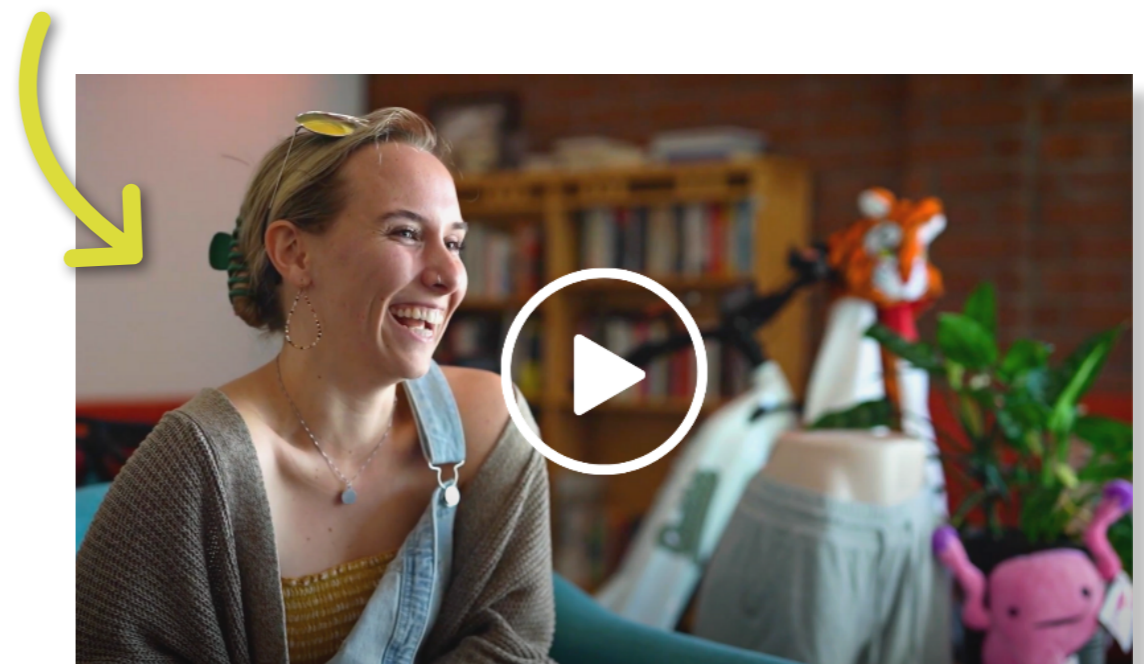
X-ADAPT

X-Adapt is a startup creating a compact, capable and intuitive mobility device from commercially available electric unicycles for people with disabilities.



ABOVE: The 2022 Summer Accelerator cohort at SLO Brew Rock during Demo Day 2022. Photo by Ruby Wallau for Cal Poly CIE.

As the Summer Accelerator came to a close, we sat down with our 2022 cohort one last time to reflect on their experience in the program.



ACCELERATOR EIRS & LEAD MENTORS

Our Entrepreneurs-in-Residence (EIRs) and Lead Mentors provide invaluable experience and guidance to our Summer Accelerator teams.

EIRs are accomplished business leaders who meet weekly with each team to perfect their pitch for Demo Day.

Lead Mentors are business experts who provide the teams with one-on-one advising throughout the program. They are hand-picked to match their wealth of experience and industry knowledge specific to each team's unique startup position.

2022 EIRs



BARRY LIEBERMAN



DAN WEEKS



JIM ELLISTON



JIM FINWICK



LAURIE JORDAN

2022 LEAD MENTORS



BARRY LIEBERMAN



CHRIS LOWE



KELSIE COSTA



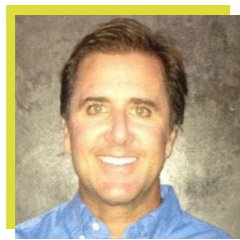
MARK VRANESH



MORNAY
VAN DER WALT



RENÉ BONVANIE



SCOTT
VANDERRIPE

Thank you to all of our EIRs and lead mentors for giving so much time and support to our student entrepreneurs.

Q & A

Q How is the mentor-mentee relationship with a Summer Accelerator team valuable to you?

A [The relationship] provides an opportunity to give back in a meaningful way. I also enjoy the interaction and the chance to use knowledge gained over 20 to 30 years that can help the team members who are just starting off their careers — essentially in their year one! Finally, it captures some of the excitement of being back in a startup and having to problem solve and think about issues that you may not have come across before.

Mark Vranesh, Lead Mentor of Quickie

Q What do you enjoy most about working with student entrepreneurs?

A Most of the projects coming out of the CIE are new and innovative, with creative approaches to business. I like working with the students to try to blend revolutionary new ideas with traditional business practices. The end results continue to evolve into great new businesses.

Scott VanDerripe, Lead Mentor of X-Adapt

Q What do you enjoy most about working with your mentee(s), specifically?

A It's great to work with engineers who have a heart for the societal impact of growing a very popular but fickle product... Solving that puzzle is complex and if done well, can have a significant impact on the well-being of everyone involved.

[Also,] I am so impressed with Corinne, the female founder, who has that perfect combo of drive, passion, and purpose.

René Bonvanie, Lead Mentor of Sustainamade

ACCELERATOR TEAM SPOTLIGHT: QUICKIE

WRITTEN BY ALYSON SMITH (JOURNALISM, '23), CIE MARKETING INTERN

Damn that's fast: Cal Poly juniors William Tregenza and Matthew Menno create a speedy delivery service tailored for college students.

Business administration junior William Tregenza lived on the Cal Poly campus during his freshman year — and during the height of the COVID-19 pandemic.

On-campus dining options were scarce during his first year due to staffing shortages and restricted hours induced by the pandemic. Tregenza, like most 2020-2021 freshmen, relied primarily on the Vista Grande dining complex for most meals, but the complex was limited in variety of products and hours of operation.

Tregenza did not have access to a car, so most off-campus stores were inaccessible. “The only options I had were what Cal Poly had to offer,” he said.

The lack of variety in on-campus dining facilities, as well as their limited product selection made it difficult for Tregenza to access certain “college essentials.”

“If I needed solo cups for my dorm, I couldn't get them unless I went [shopping off-campus] earlier that week,” he said. “If Friday night comes and I don't have them, that's a problem because there's no way to get them on-campus.”

Tregenza raised the issue with Matthew Menno, also a business administration junior, and they began to devise a solution in the form of Quickie, a delivery service that

would increase the variety and accessibility of essentials like snacks, energy drinks and frozen meals to college students.

Quickie currently offers around 300 “convenience store items,” according to Menno. Cal Poly students who live on-campus or within a two-mile radius of campus can order online through Quickie's website, and their products will be delivered in 10 minutes via electric scooter or bicycle.

Quickie first soft-launched in November of 2021, operating four days per week for about a month. The soft-launch was successful, and the startup officially launched in January of 2022. With their launch, they increased their hours of operations from four to six days per week, 6 p.m. to 12 a.m. on Mondays through Thursdays and 8 p.m. to 1 a.m. on Fridays and Saturdays.

Quickie extended their services to seven days per week when Cal Poly's 2022-2023 school year began in September. They also hope to expand their product selection to include healthier options, Menno said.

Over the summer, the Quickie team participated in the Cal Poly Center for Innovation and Entrepreneurship (CIE) Summer Accelerator program.

CONTINUED →



The Summer Accelerator is an intensive, 13-week program that provides Cal Poly students and recent graduates with the resources needed to build a business — including mentorship, networking opportunities and \$10,000 in funding.

“Of course there's the \$10,000, which is going to help any business, but the leadership and the mentors that you can gain from the Accelerator are just invaluable,” Menno said.

Quickie's involvement with the CIE began with the Hatchery, an on-campus CIE program that helps Cal Poly students build their own businesses.

“We went to the Hatchery, and the Hatchery was closed,” Tregenza said. “I couldn't get in, but on the door, it said ‘Jose Huitron: schedule a meeting.’”

They reached out to Huitron, the Director of Student Innovation Programs, and began working with the Hatchery — and working on their application for the Summer Accelerator.

The 2022 Summer Accelerator began in June, and allowed the Quickie team to dive headfirst into building their business, leveraging the program's resources along the way.

“We're sophomore business majors, going into our third year now,” Tregenza said. “Our scope of the business world is pretty limited, but there's a lot of people here who have years and years of experience. Bouncing ideas off those people, having them look over our budget — it's super helpful because they have a perspective [shaped by] experience, whereas we're still fresh and still learning.” ■

INCUBATOR PROGRAM

Our experience in the incubator program has been nothing but fun, challenging, motivating and opportunistic. It has taught us the principles of providing value, communicating effectively with our audience and being able to hold our own confidently and professionally. We'd like to thank the CIE and SBDC for allowing us to not only grow as a company, but as founders over the past couple years.

FABIAN ARAUJO

COO & Co-Founder, Armadillo Designs | Incubator graduate, '21
Business administration, '20

2021-2022 HIGHLIGHTS



ACTIVE COMPANIES

19



NEW VERTICAL LOCATIONS ADDED
(AGTECH + AEROSPACE)



WORKSHOP & COACHING SESSIONS

15



JOBS CREATED

29

\$5M

TOTAL FUNDING
(LOANS & EQUITY)



GRADUATED COMPANIES

2

2021-2022 STARTUPS



AcreCloud's farm-management platform offers growers and contractors customized control over their operations and extensive auditing capabilities.



Armadillo Designs is creating custom shell designs for pickup trucks to maximize efficiency, productivity, and security.

ARTIFEX

ARTIFEX is expediting the as-built drawing process for construction professionals.

BlendKraft is helping winemakers eliminate redundant and non-creative work so the winemaker can focus on the art of blending wines.



Blueline Robotics is working to save lives by providing first responders with cost-effective tactical robotic solutions.



Brunch is a recipe app that allows you to connect with recipe creators, find new recipes to cook and plan and shop for the week.



DCubED develops mass-customized, export restriction free Actuators and Deployable Structures.



DEMO is two-way marketplace in which artists can "go public" like a company would and sell tokens ("NFTs") that represent shares in their art.



Enduro Campers builds off-road campertrucks that combine the comfort and convenience of a campervan with the off-road capabilities of a pickup truck.



FIG is a comprehensive sustainability-centric community and marketplace.



For Mom Care is a web-based platform that helps physicians support new moms through their postpartum recovery.



HILITE (High Intensity Low Impact training Exercise) helps women live more fulfilled lives by providing them with a joint-safe workout solution that reverses muscle loss and allows them to fall in love with exercise again.



Novocuff is a medical device company developing a device to prevent preterm labor and improve outcomes for infants and families.



Tallyfor enhances online accounting software with the ability to complete business taxes by helping owners move data from source transactions to IRS filing.



TractorCloud is an end-to-end heavy machinery diagnostic, management and predictive maintenance cloud platform.



Trees has built the platform and machine learning, for freshman students, for new moms, for PTSD and for wellness.



TRIC Robotics provides farmers with an alternative to pesticides by combining ultraviolet light with automation.



Zeste Farms is an indoor vertical farm producing living greens like kale, arugula, cilantro, parsley, basil, dill, dandelion, etc.



Zoetic Motion improves patient adherence through gamifying the process and rewarding our users, while equipping physical therapists with the ability to maximize patient progress.

SBDC

The Cal Poly CIE Small Business Development Center (SBDC) helps small business owners and entrepreneurs thrive in San Luis Obispo County by providing high-quality business assistance at no cost. It helps entrepreneurs launch companies, create and retain jobs, and attract capital investment.

With a specific focus on high growth and technology business opportunities, the SBDC helps develop businesses by utilizing:

- Experienced consultants offering free and confidential services.
- Practical, cutting-edge workshops that inspire innovation.
- Open office hours for confidential walk-in expert consultation.
- An atmosphere filled with entrepreneurial spirit and support.

To learn more about the Cal Poly CIE SBDC, check out the website [here](#).

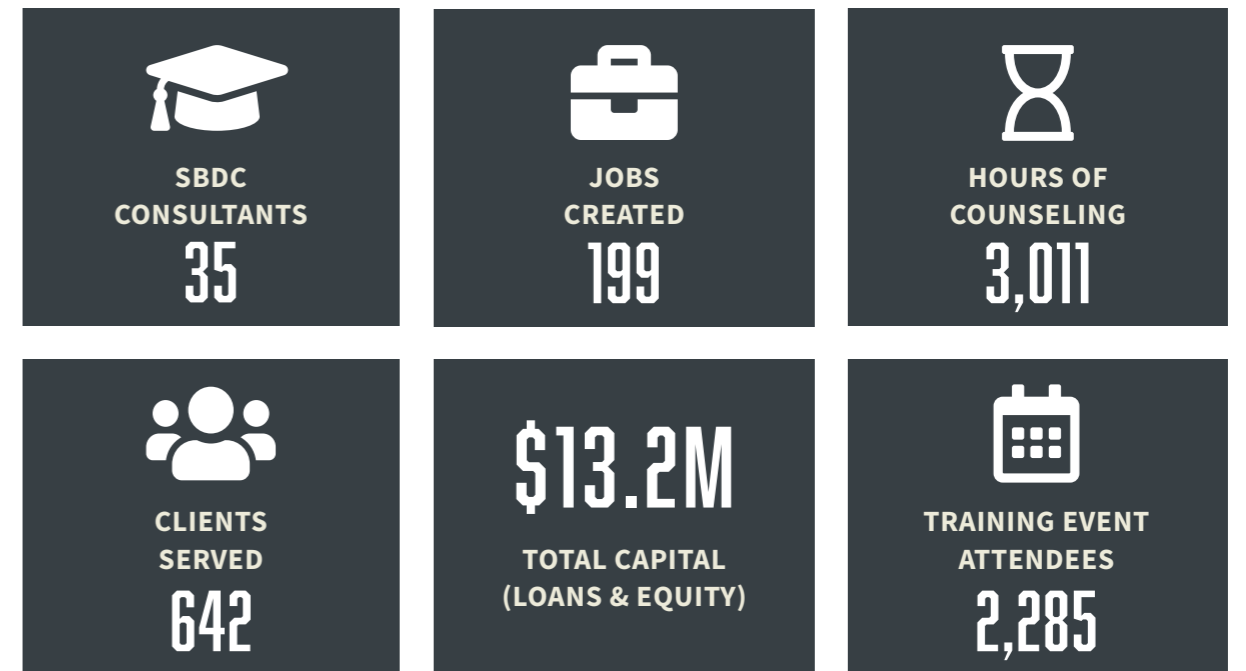
We needed a partner to help steward our efforts building a board of directors with relevant experience and business acumen. Like many start-ups, we need to pull on our partners and allies in doing so. The Cal Poly CIE Small Business Development Center was crucial in this effort!

JENNY FILBEY
Co-Founder & CEO, Mazen Animal Health

The SBDC is proud to support clients through various milestones, including capital funding. Read about Mazen Animal Health's success after working with the the SBDC.



2021-2022 HIGHLIGHTS



FINANCIALS

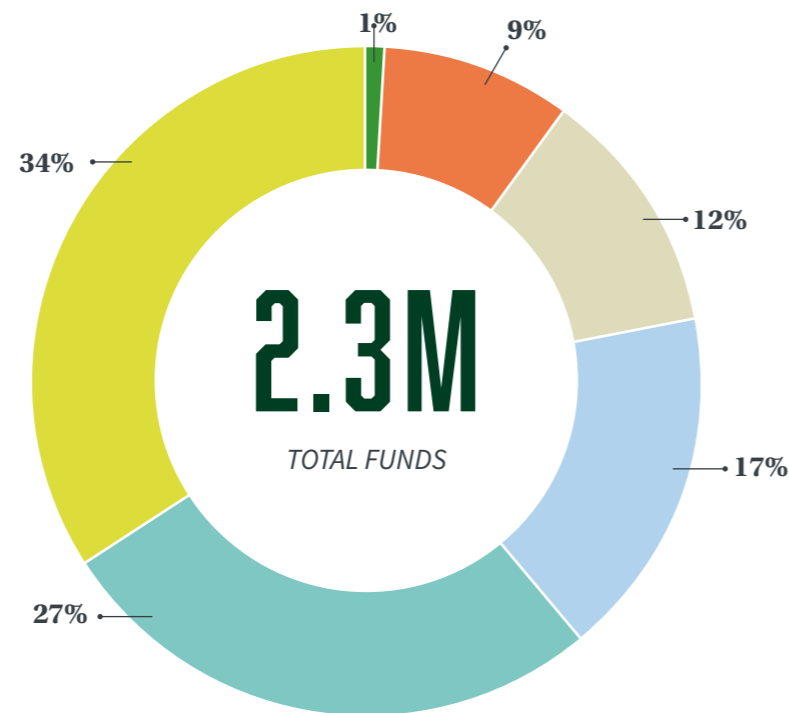


As a longtime donor to the CIE, I am very pleased with the cost-effectiveness of this organization — the large number of programs that support the entrepreneurial ecosystems of both Cal Poly and the larger San Luis Obispo county community. The CIE uses the same 'lean start-up' method that they teach and I know that my money is being used wisely.

JO ANNE MILLER

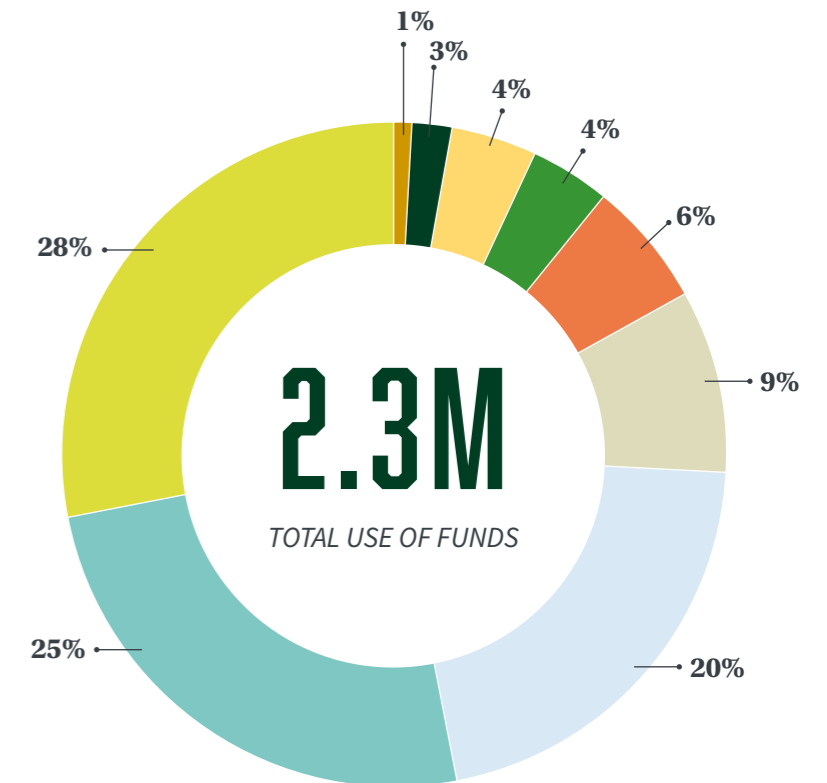
SOURCE OF FUNDS

- DONORS | \$787,000
- SBDC GRANTS | \$635,000
- CAL POLY SLO | \$400,000
- COWORKING INCOME | \$265,000
- COUNTY OF SLO | \$200,000
- CITY OF SLO | \$30,000



USE OF FUNDS

- SBDC STAFF & FREE CONSULTING SERVICES | \$640,000
- HOTHOUSE & ANNEX | \$584,000
- CIE PROGRAM MANAGEMENT & ADMINISTRATION | \$470,000
- SUMMER ACCELERATOR | \$221,000
- STUDENT INTERNS | \$140,000
- HATCHERY | \$95,000
- FACULTY & CIE FACULTY FELLOWS | \$90,000
- INNOVATION QUEST | \$58,000
- ENTREPRENEURSHIP FORUMS | \$20,000



THANK YOU CORPORATE PARTNERS

The CIE works closely with students from the Cal Poly's six colleges, as well as the business community, to provide programs and mentorship that cultivate an entrepreneurial mindset.

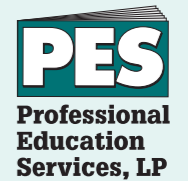
Our Corporate Partnerships play a critical role in building the businesses of tomorrow. Their sponsorship and expertise help shape the ventures that will change lives locally, nationally and throughout the world.

The most important thing for any business leader to do is to constantly be nurturing the next generation of people that will be working at your companies. [As a donor], you're getting access to some of the very best, most talented entrepreneurs, thinkers and problem solvers coming out of Cal Poly... You get a chance to build relationships with them and cultivate that next generation of people.

CHRIS HICKEN
President & CEO, 'nuffsaid
Computer science, '03



Membership in the Corporate Partners begins at \$30,000, payable over five years. For more information, please contact Cory Karpin, CIE senior director of development, at 805-660-0985 or ckarpin@calpoly.edu.



THANK YOU FOUNDERS CIRCLE

The CIE has dozens of programs designed to help students across the university foster an entrepreneurial mindset and acquire the tools and skills to be a successful entrepreneur.

Founders Circle members are the backbone of the CIE, providing the financial support needed to empower our aspiring entrepreneurial students to change the world.

I'd encourage you to give back to Cal Poly because you may think that you're doing it for the students, but ultimately, it's so rewarding. To see what comes out of being involved with these students is something that really ends up being your gift. It works both ways. It's really a win-win.

Kerrie Kelly
Interior Design, '94
Founder & CEO, Kerrie Kelly Design Lab



Membership in the Founders Circle begins at \$25,000, payable over five years. For more information, please contact Cory Karpin, CIE senior director of development, at 805-660-0985 or ckarpin@calpoly.edu.

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THANK YOU SLO COMMUNITY

We're proud to support and partner with the Center for Innovation and Entrepreneurship. It's exciting to see so many homegrown companies scaling in SLO County and all of the jobs they're creating.




WADE HORTON
Administrative Officer, San Luis Obispo County

The City of San Luis Obispo has been a supporter of the CIE since its earliest days. Together we've built something that is a hallmark of collaboration, innovation and entrepreneurship to help drive new ideas and opportunities for our city and region. It's a partnership that has helped to launch and grow dozens of new businesses that are firmly rooted in their commitment to our community.

DEREK JOHNSON
City Manager, San Luis Obispo



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