

Leveraging University Entrepreneurship Programs

# **Military 2 Market Program**

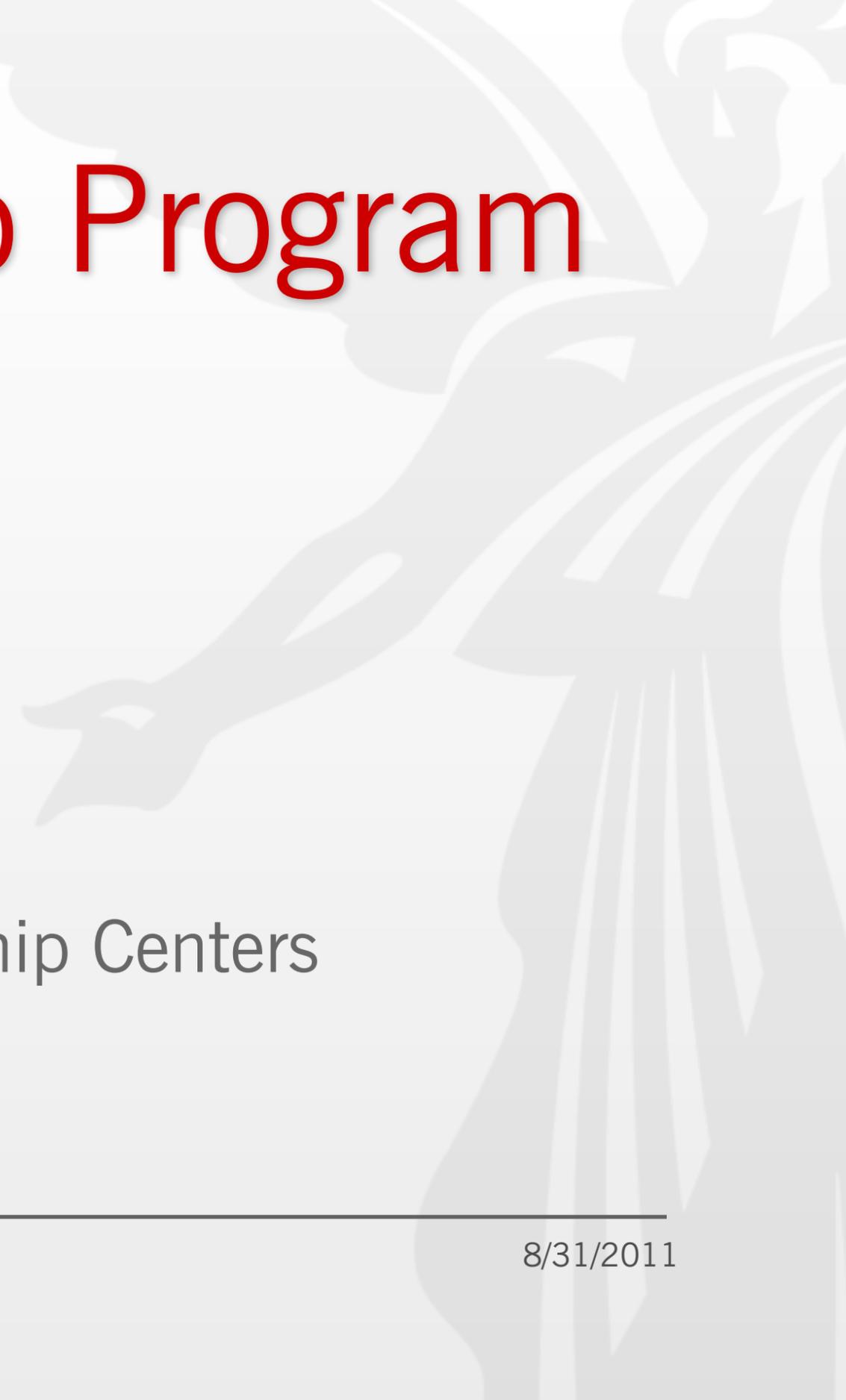
Michael G. Goldsby, PhD

Stoops Distinguished Professor of Entrepreneurship  
and Executive Director of the Entrepreneurship Center  
Miller College of Business, Ball State University

Brian K. Geiselhart, MBA

Center Coordinator & Instructor of Entrepreneurship  
Miller College of Business, Ball State University

# About Entrepreneurship Program



Started in 1983

Over 200 businesses launched

Capstone “A” or “F” business plan class

Founder of Global Consortium of Entrepreneurship Centers

# 28 Years of Entrepreneurial Excellence... Top 10 since 1999



# Mission

“To deliver the best educational experience in entrepreneurship in the nation through teaching, research, and service activities”

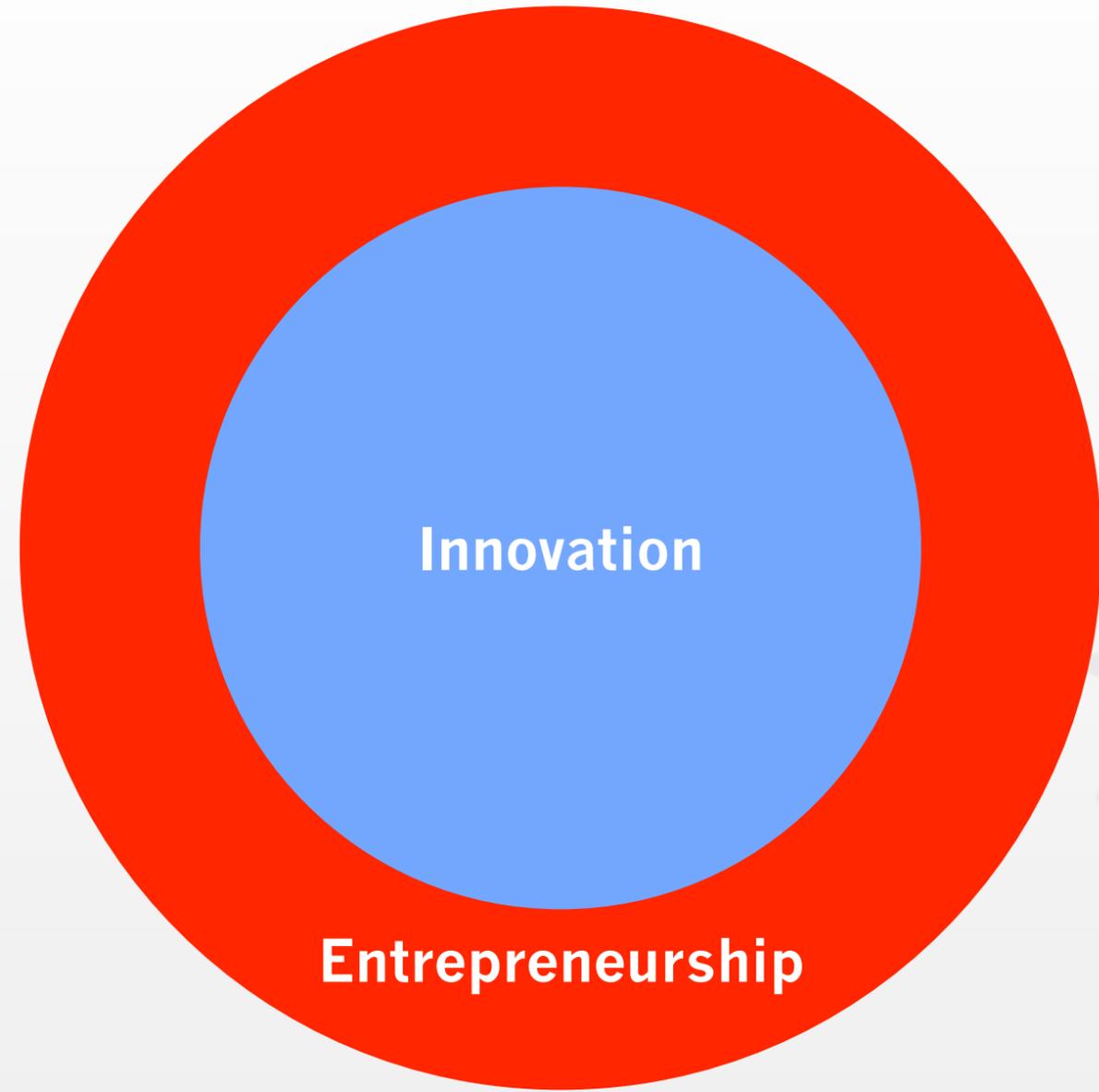
# Industrial Economy to Creative Economy

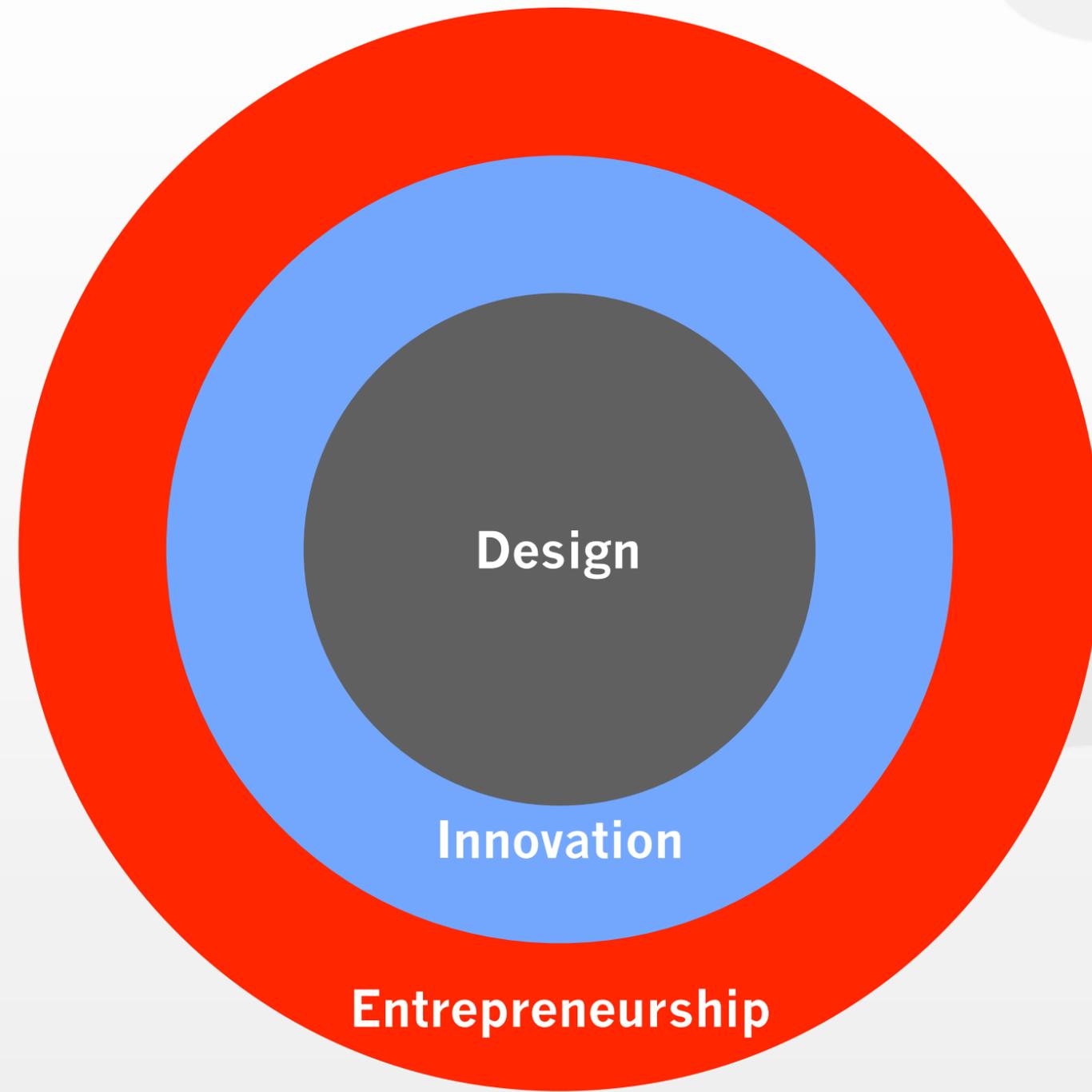




**Entrepreneurship**

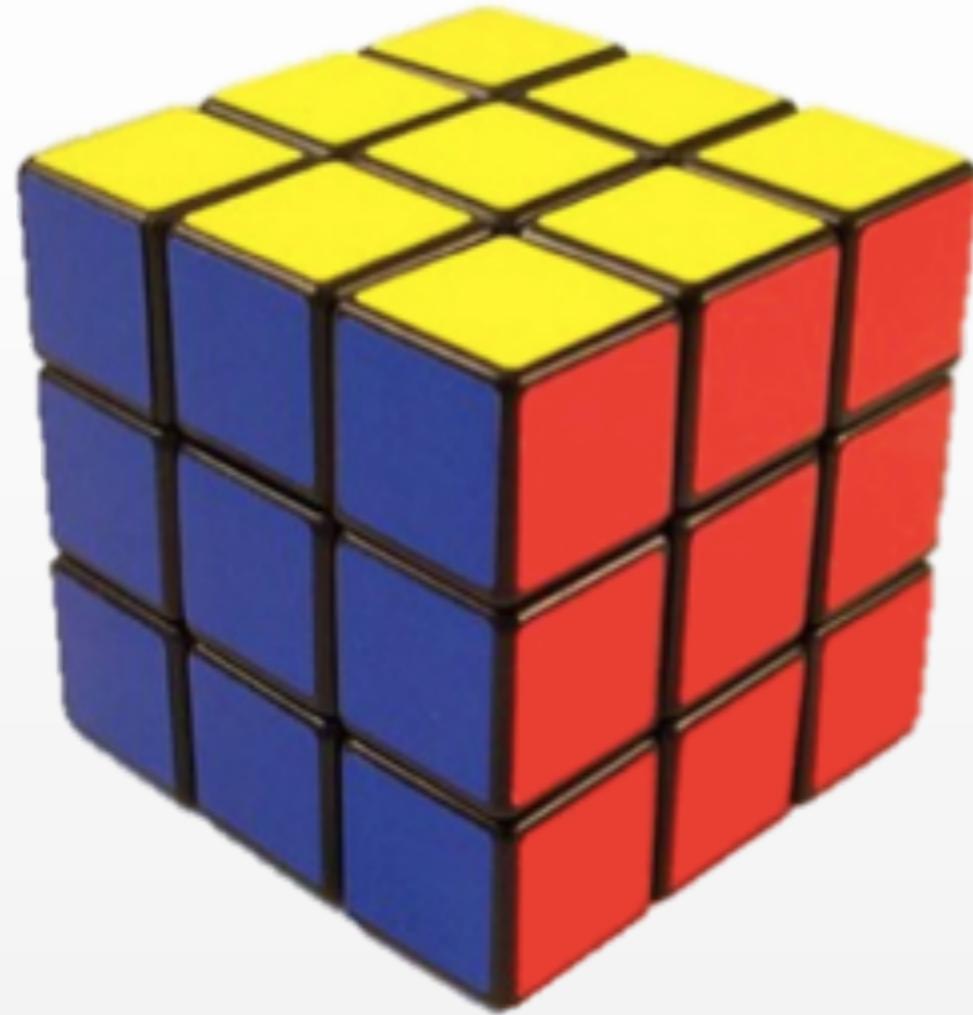








Bad Design = Difficult Business Plan



Good Design = Effective Business Plan

# Reese's



# The Entrepreneurship Channel

## INPUTS

Department of Defense

Clarion Health

BSU Innovation Corp.

Innovation Connector

### Junior

Spring

DESIGN

Product Concept  
& Business Model

Summer

REFINE

Field Research

### Senior

Fall

PROVE

Busines Plan  
Draft &  
Conceptual  
Prototype

Spring

REFINE &  
PITCH

E-Day Excellence

## OUTPUTS

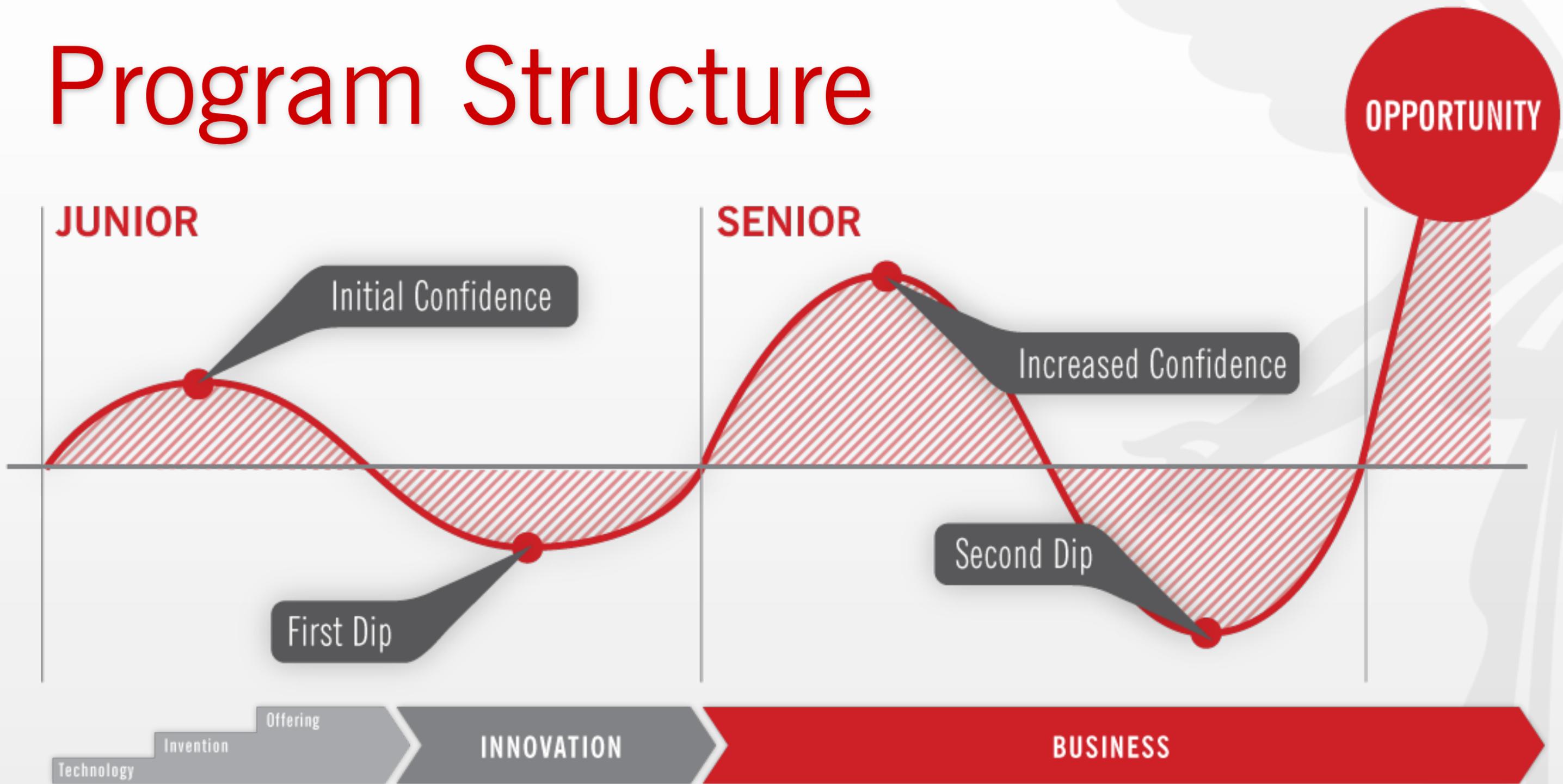
Graduate

Launch

License

Incubate

# Program Structure





# Munitions Testing = Medical Training



# Military Communication = School Safety



# Aircraft Protection = Vehicle Extrication



# US News & World Report (April 18, 2011): 10 College Classes That Impact the Outside World

1. Military 2 Market: Ball State University

(5. PR Lab: Arizona State University, 9. Information Systems  
Application: Carnegie Mellon University)

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