

Jim Moran School of Entrepreneurship
Center for Student Engagement
2016 – 2017 Student Technology Fee Proposal

**Jim Moran School of Entrepreneurship's
Downtown Student Incubator**



JIM MORAN SCHOOL
OF ENTREPRENEURSHIP

Project Description

The Jim Moran School of Entrepreneurship will be moving to a new building at 111 South Monroe Street in downtown Tallahassee which will include a 1,150 square foot incubator/co-working space for students starting a new venture. This will be for students working on all stages of business development from ideation to validation, launching and scaling a business.

We want to provide technology that will allow student entrepreneurs to visualize, experiment, design and create a prototype or mock-up of their ideas. We also want to give them the hardware and software tools necessary to create logos, marketing materials, videos and other digital and print media to communicate their brand and value proposition to potential customers or investors. Our goal is to create an environment that inspires and nurtures new ideas and provides the resources, advice and guidance to translate these into realities. The hardware needed to support this high-tech new venture studio is a 3D printer, a large touchscreen, and two computers capable of rendering 3D images, large virtual realities, store video files and photoshop files, and more. Other smaller costs are virtual reality headsets, green screens, headphones, a 360-degree camera, and a laser color printer.

3D printers allow students to create a design for a product, test the results, and eventually be able to manufacture said product. The necessary items needed to print are filament (ABS or PLA filament) and tools to remove the rafts (supports of prints) and any design flaws. These tools include an X-acto knife, blue painters tape (to keep the print from moving from the platform), spatulas (to carefully remove the print from the platform, and more. Most 3D printer companies sell kits or recommend products to help with these prints. Some of the software needed for these items are 3D printing design software where students can build a prototype and virtual reality software to build their own realities or view them. The color printer will allow student entrepreneurs to produce their own marketing materials, and it will need to have replacement toner and different types of paper such as gloss, matte, cardstock and more.

Project Impact

It is anticipated that the new Jim Moran School of Entrepreneurship will grow to include 500 majors and minors. The incubator space will be available to students in the school as well as other students from disciplines across campus who have indicated their desire to seriously explore creating a new venture. There will be an application process for students to gain regular access to the space, equipment and support services provided by the incubator staff, mentors and subject matter experts. 40 first year

students in the proposed Entrepreneurship and Innovation Living Learning Community will be allowed special access to the incubator in conjunction with the community's programming. Other students who indicate an interest will also be allowed access to the technology on an as-needed temporary basis.

Having dedicated, high-tech space for Florida State's student entrepreneurs will attract more students to the Jim Moran School of Entrepreneurship who are drawn to the ability to utilize state-of-the-art equipment while creating and scaling their business ideas. It will also make FSU a more attractive option for potential students interested in exploring new ventures.

The Jim Moran School is also requesting a graduate student that will be in the incubator for at least 20 hours a week for training and helping students use the equipment. This student will be a huge resource to ensure that students are fully utilizing these requested items and software. After the initial year of requested funding, the Jim Moran School will have the budget to continue to have a graduate student working in the incubator to assist and support students with building and prototyping their designs.

Project Plan

The building renovation at 111 South Monroe is scheduled to be completed in November, 2017, and the Jim Moran School of Entrepreneurship will move into the space by January, 2018. At this time, the downtown student incubator will be fully functional and ready for students to begin utilizing the co-working space and technology equipment. All hardware and software requested in this proposal will be ordered in the summer and installed upon the building's completion. Workshops to train student entrepreneurs on the use of the equipment will be scheduled and held in the Spring 2018 semester, and these will be repeated in the Fall 2018 and ongoing semesters for new entrepreneurship students.

Relationship to Other Florida State University Activities

The first pillar of the university's new strategic plan is to deepen the university's commitment to continuous innovation, and the new Jim Moran School of Entrepreneurship is a primary vehicle to expand FSU's capacity for innovation. Providing cutting-edge technology for ideating, designing and creating new ventures will support the development of the new Jim Moran School into a "nationally recognized center for the study and practice of innovation and entrepreneurship across the academic disciplines and in the private, public, and nonprofit sectors." (FSU Strategic Plan, Goal I, 1.)

A new Entrepreneurship and Innovation Living Learning Community (EILLC) has been proposed to start in the Fall of 2018. First year students will be provided with experiences to develop their interests and skills in innovation and entrepreneurial activity and prepare them for exploring their ideas. These students will be introduced to the technology and resources in the incubator and allowed special access in conjunction with the EILLC's programming.

The Jim Moran School sponsors many registered student organizations such as Young Entrepreneurs Society (YES), Society for Advancement of Management (SAM), Collegiate Entrepreneurs Organization (CEO), HackFSU, Office of Entrepreneurship and Innovation (OEI), and Seminole Creative who all have access to the student business incubator. These clubs need resources to design, print, and prototype. The Jim Moran School (previously as the Jim Moran Institute) has sponsored many of these organizations for years and will continue to sponsor them in the future, so having these tools will only increase what they can accomplish at FSU.

Ongoing Support Plan and Costs

The Jim Moran School of Entrepreneurship's Center for Student Engagement will budget \$4,000 annually for maintenance of the equipment and consumables for operations. The Jim Moran Institute for Global Entrepreneurship (JMI) will be sharing the building with the Jim Moran School of Entrepreneurship and also sharing technical support for the building. The plan is to hire a full-time technical support/facilities staff person to assist with maintenance and repairs. We will coordinate with JMI to ensure that support of the technology in the student incubator is included in the responsibilities of this technical support staff member. The ongoing cost of the stipend for the Graduate Assistant will be provided through the Jim Moran School of Entrepreneurship.

Project Team

- Dr. Susan S. Fiorito is the Director of the Jim Moran School of Entrepreneurship.
- Wendy Plant, Director of the Center for Student Engagement, will manage the student incubator space. She will develop and implement workshops on 3-D printing, prototyping and effective marketing communications so that students can maximize the benefits of the technology.
- McKenzie Fitzpatrick, Student Engagement Coordinator, has a Master's Degree in Integrated Marketing Communications, and she is very well versed in using the creative suites software

that will be used for graphic design and other marketing projects. She has also become proficient in operating the 3-D printer that is housed in the InNOLEvation Center, RBB 117.

- Ron Frazier is a faculty member in the Jim Moran School of Entrepreneurship. Mr. Frazier has extensive experience using the Virtual Reality equipment and software requested. He will also present training sessions for student entrepreneurs to utilize the requested technology.

Budget

The new building that will house the Jim Moran School of Entrepreneurship will be completed in the Fall of 2017. There will be a student business incubator in this building that will need software and hardware for students to use to validate or grow their businesses. These students range from concept stage to full-fledged businesses ready to scale.

Hardware/Software	Price	Expense Justification
15 Google VR cardboard headsets	\$300	Students will be able to use Google Tilt Brush and other online Virtual Reality's to view through the headset. This will give them a general understanding of Virtual Reality
2 Computers	\$5000	We are in need of two computers for the incubator. One will be running VR and 3D printing software. The other will be for graphic designing, creating pitch decks, video creation and more. These computers need to have high quality graphics, large storage, and run high powered software.
High Quality VR headset	\$850	These are the best Virtual Reality glasses on the market and will allow students to see both large screen and small screen visuals of virtual reality
Theatrical Lighting Stands	\$700	A couple of theatrical lighting stands are needed for each high end VR system. The base stations have to be mounted at least six and a half feet in the air. You can permanently mount them or use lighting stands.
360 degree camera	\$500	
3D printer and Filament for a year	\$10000	A 3D printer will be used to prototype products and learn to design. This 3D printer is accessible to all students in the incubator and will be open to others after they have been trained on how to

		use it. This cost also includes filament for it for 2017. After that, the Center for Student Engagement will be funding more filament.
70in Touchscreen	\$8000	The touchscreen will be used for rendering virtual reality designs, viewing high quality virtual reality sets, practicing business pitches, for roundtable speakers, video conferencing, and more.
Laser Color Printer with Toner	\$1000	A color printer is needed to print up to 50 copies of color brochures, color business cards, and marketing flyers that students design. Future funding of toner will be covered by the Center for Student Engagement
Headphones	\$500 \$25 per/20 headsets	Students that are working on their businesses do not want to be disturbed by students working on the computers so we need headsets for the incubator
Wide angle camera and microphone	\$300 \$150 for each	Students need to be able to video conference and work remotely so a wide angle camera and microphone are needed for the touchscreen and computer