Georgia State University has continuously committed to nourishing an inclusive culture of creativity and innovation that offers its more than 54,000 students access to unique interdisciplinary programs, practical experiences in entrepreneurship and thriving corporate and startup communities. Ranked by U.S. News & World Report in 2020 among the top 10 national universities at advancing social mobility by enrolling and graduating large proportions of students awarded with Pell Grants, we strive to support students of all backgrounds in pursuit of their entrepreneurial endeavors.

Our approach to the acquisition of technical and critical thinking skills through learning, discovery, experimentation, prototyping and execution continues to set our students, faculty and staff apart on the innovation forefront. Entrepreneurship degree programs at Georgia State University have experienced exponential growth in the past five years, with more than 1,200 students currently enrolled in an entrepreneurship-themed major or minor. Programs like the Main Street Entrepreneurs Seed Fund and the LaunchGSU student business incubator provide experiential learning opportunities and immersive environments that better prepare students for their careers and strengthen our workforce.

Innovation is widely viewed as an engine that drives economic growth, but there are discrepancies in who contributes to and benefits from an innovation economy. Georgia State not only enrolls students from diverse racial, ethnic, and socio-economic backgrounds, the university is committed to ensuring that all students succeed. Through research and teaching, we are working to understand and address systemic gaps in our innovation economy, which if overcome, can help address disparities in economic mobility and increase economic growth overall.

We recognize the importance of fostering a culture of innovation, integrating entrepreneurship in the curriculum, and establishing partnerships to further advance the discipline of entrepreneurship within higher education. As a new millennium institution, we are uniquely structured to address the next generation of entrepreneurs through innovation, access and societal impact.

M. Brian Blake, Ph.D.
President of Georgia State University
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VISION
To become a model for inclusive entrepreneurial education and innovation by demonstrating that students from all backgrounds can successfully imagine and develop innovative solutions to problems while creating value and benefit for themselves, their communities, and the global society.

MISSION
Georgia State University is committed to energizing, cultivating and advancing creativity, research discoveries, and innovative ideas for creating new enterprises and social ventures, as well as, the transformation of current businesses and organizations.

OVERALL GOAL
Expand the culture of innovation and entrepreneurship to all students, alumni, faculty and staff at Georgia State University. Energize and advance creativity, innovation and diverse ideas, research discoveries, and dreams for creating new, or transformative commercial and social ventures. Educate for success regardless of background or interest area. Encourage extraordinary entrepreneurs to exceed expectations (E5).

SPECIFIC GOALS
- Increase student interest in/awareness of entrepreneurship and innovation
- Increase skills, knowledge development and experiences in entrepreneurship and innovation
- Positively impact individual participants, student's families, and the community
- Increase startup development and success
ENROLLMENT
For the 2019-2020 Academic Year

284
B.B.A. ENTREPRENEURSHIP MAJORS ENROLLED

79
ENTREPRENEURSHIP MINORS ENROLLED

536
STUDENTS ENROLLED IN AN ENI PREFIXED COURSE

26
MBA CONCENTRATION IN ENTREPRENEURSHIP ENROLLED

13
MIS IN BIOMEDICAL ENTERPRISE ENROLLED

396
B.I.S. MEDIA ENTREPRENEURSHIP MAJORS ENROLLED

57
B.I.S. SOCIAL ENTREPRENEURSHIP MAJORS ENROLLED

269
B.I.S. BIOMEDICAL SCIENCE AND ENTERPRISE MAJORS ENROLLED

This bar graph shows the enrollment growth of the various Entrepreneurship degree programs at Georgia State over the a five year period.
ENI Courses are Interdisciplinary

Home colleges of students enrolled in ENI core courses (BUSA 3090, ENI 3101, ENI 3102 and ENI 3103) for the 2019-2020 academic year.
ECOSYSTEM
The Entrepreneurship and Innovation Institute at Georgia State University fulfills a university-wide mandate to strengthen the entrepreneurial and innovation culture across campus. ENI aims to be a national model for inclusive entrepreneurial education and innovation. Its offerings span academics, co-curricular activities, and community and industry partnerships.

- 63% of students enrolled in ENI core courses are pursuing majors outside of the J. Mack Robinson College of Business
- Hosted 275+ events since inception
- Offers capstone course in startup incubation

The Andrew Young School of Policy Studies is developing a new generation of social entrepreneurs. They empower agents and leaders of social change to transform communities through innovative startups and existing social enterprises. In 2019-2020:

- 104 students enrolled in the Urban Innovation and Entrepreneurship course which provided students an opportunity to define an urban problem and design an innovative solution
- Held the Social Enterprise Concept Competition for 75 aspiring social entrepreneurs and $1,500 was awarded to three winning teams

The Creative Media Industries Institute (CMII) nurtures media entrepreneurs through advanced technology media and arts training and industry collaboration so students and alumni are prepared to start careers in the entertainment and information industries. In 2019-2020:

- Held 14 Media Entrepreneurship Annual Lecture Series events
- Placed 37 media entrepreneurship majors into metro Atlanta internships in fall 2019
- Alumnus Ludacris signed on to be an Artist-in-Residence
The Institute for Biomedical Sciences offers an innovative approach to education that combines studies in biomedical science, business, entrepreneurship and law. Students learn the scientific, legal and commercial aspects of scientific discovery. Programs are available at both the undergraduate and graduate levels.

MBA Concentration in Entrepreneurship

While the MBA program enhances general management abilities, the entrepreneurship concentration focuses on preparing graduates to innovate, lead and execute change. The methods, tools and techniques taught are valuable to those chasing their own entrepreneurial pursuits or taking their talents to a well-established organization.

Biomedical Science and Enterprise

The Institute for Biomedical Sciences offers an innovative approach to education that combines studies in biomedical science, business, entrepreneurship and law. Students learn the scientific, legal and commercial aspects of scientific discovery. Programs are available at both the undergraduate and graduate levels.

Graduate Certificates in Innovation

The Robinson College of Business offers three stand-alone graduate certificate programs that address current and emerging market demand for innovation. Through cutting-edge course work, including an Innovation Studio, students have the opportunity to build a prototype and a bulletproof business plan for bringing it to market. Certificate areas of focus include:
- Artificial Intelligence Business Innovation
- Disruptive Innovation and Entrepreneurship
- Fintech Innovation

Georgia Perimeter College

Ranked among the top 20 two-year colleges in the nation, Georgia State University’s Perimeter College (GPC) is Atlanta’s gateway to higher education. Promoting entrepreneurship is a college-wide initiative for all six campuses and online for students working on their associate degree.

- Concentrated promotion of entrepreneurship college-wide by providing presentations for faculty
- Offered seven one-on-one consulting sessions for budding entrepreneurs
- Hosted weekly meetings for the Clarkston Entrepreneurs Club and the Newton Business Club for 60 members
- Hosted inaugural Perimeter College Business Showcase with over 25 participating students across two campuses

Impact Report 2019-2021
LauchGSU is an incubator open to all students at Georgia State with a business or idea. Students are encouraged to Connect, Collaborate and Create through learning, networking and mentorship opportunities. In the academic year 2019-2020, LauchGSU:

- Received 185 new applications for membership
- Held 47 events for students interested in entrepreneurship
- Provided unique “Taking Your Business Online” training
- Served over 300 students across campus

In the Entrepreneurship House Living Learning Community (E-House LLC), entrepreneurial students have the opportunity to live on campus and participate in a variety of opportunities to connect with like-minded E-House residents. This partnership between Georgia State Housing and the Entrepreneurship and Innovation Institute supports students with facilities and programming to bring their entrepreneurial ideas to fruition.

The Georgia State Chapter of CEO is part of a global community of entrepreneurially motivated students focused on creating connections between each other and establishing a network for the future. In the academic year 2019-2020, the GSU Chapter of CEO:

- Held 21 meetings
- Boasted over 370 members
- Piloted the Interconnect Virtual Conference with 3 other institutions

The Small Business Development Center at Georgia State is a public service unit that provides tools, training and resources to help small businesses grow and succeed. 2020 Impact:

- 470+ small business contact activities over 60 days
- $1.76 million in relief loans and grants secured by small businesses
- 200+ jobs supported by relief loans
- 300+ attendees participated in two relief loan webinars in partnership with Georgia Department of Community Affairs
- 30 outreach webinars and online information sessions

The Georgia State Entrepreneurship Alumni Network is a community for Georgia State alumni interested in startups, entrepreneurship and innovation. The network is a platform for seasoned and aspiring entrepreneurs, intrapreneurs and professionals to reconnect with the university, network with like-minded peers, share expertise and enjoy exclusive in-person and virtual workshops, events, socials and access to an online alumni business directory.

Home to Digital Learners to Leaders (DLL), an experiential learning program with a focus on reaching students from all backgrounds to develop the next generation of digital problem solvers.

- 2019 Campus Technology Impact Award
- 300+ total number of students enrolled in DLL cohorts
- 45+ total number of majors represented in DLL cohorts
The Entrepreneurs’ Organization (EO) Global Student Entrepreneur Awards (GSEA) is the premier global competition for students who own and operate a business. The Atlanta Chapter of EO has partnered with Georgia State’s ENI for the last four years to host a regional competition that qualifies student teams for the GSEA Global Finals. GSEA supports student entrepreneurs who require much-needed mentorship, recognition and connections to take their businesses to the next level of success.

- Georgia State’s ENI is a founding member of this collaborative
- GUEI holds a conference bi-annually to share best practices and connect those leading entrepreneurship programs
- GUEI hosts monthly virtual "coffee chats"

In an effort to spur collaboration across Georgia’s higher education campuses, the Georgia University Entrepreneurship Initiative (GUEI) is for the faculty, staff, program administrators, and ecosystem partners building entrepreneurial programs in universities across the state.

- GSU’s ENI served as co-host 4 years running
- In 2020, $4,000 was awarded to the winning student entrepreneurs

TIE is one of the largest entrepreneurial organizations in the world, and has a very active Atlanta Chapter. They focus on five pillars including mentoring, networking, education, incubating, and funding. TYE University (TYE-U) Entrepreneurship Competition connects student entrepreneurs across 18 Georgia Universities with business leaders from all over Georgia to perfect their companies and ideas. Through this competition students must conceptually develop their product or service and offer a comprehensive business pitch.

- GSU’s ENI served as co-host 5 years running
- In 2020, $20,000 was awarded to the winning student entrepreneurs

ENI, in collaboration with Business RadioX, launched an on-campus radio show which features Georgia State faculty, staff, students and alumni stories showcasing Georgia State’s impact on Atlanta’s business community. Listeners can tune in live or via podcast.

- 80+ Podcasts recorded to date

Impact Report 2019-2021
EXPERIENCES

EO Atlanta Pitch Prize Winners: Lexie Newhouse (B.I.S. '20), Dia Davis (B.B.A. '19) and Robert Hatcher (B.A. '16)
EXPERIENCES

Entrepreneurship Scholarships
The ENI offers the following endowed scholarships for students pursuing entrepreneurship, made possible though generous gifts from alumni and friends.
- The Arasin Entrepreneurship Scholarship
- The Chopra Entrepreneurship Scholarship
- The Frances Wood Wilson Foundation Scholarship
- The Moses Lee Reid Entrepreneurial Award
- The Salamanca Scholarship

Established in 2020, the Entrepreneurship Research Group (ERG) is a group of faculty from academic disciplines university-wide committed to the following:
- Promoting and disseminating entrepreneurship research
- Encouraging interdisciplinary research collaboration
- Connecting faculty with research grants and data access
- Supporting a culture of diverse research perspectives with community events, conferences, roundtables and student engagement

Lecture Series on Emerging Topics in Media and Technology
The Creative Media Industries Institute hosted the following annual lecture series focusing on emerging topics related to media and technology. The lectures featured industry leaders and were open to students, alumni, faculty and staff.
- AI and Creativity (2019)
- Inclusive Media Futures (2020)
- The Metaverse and the Future of Work+Play (2021)

Sheth Lecture on Social Entrepreneurship
The Sheth Lecture on Social Entrepreneurship includes a keynote speech from a distinguished social innovator and/or entrepreneur and provides a forum for sharing ideas and practices of social innovation and social entrepreneurship. In 2019-2021:
- Hosted 3 renowned speakers sharing inspirational messages
- Featured Nobel Laureate Muhammad Yunus in Spring 2021
- A total of 360+ virtual and in-person attendees were impacted

WomenLead in Entrepreneurship & Innovation
This signature course, in partnership with WomenLead, equips undergraduate women to position themselves as founders and leaders of high-growth entrepreneurial ventures. Students learn to lead themselves and their teams through the process of building a profitable and scalable solution to a validated customer problem. Class modules include: developing entrepreneurial identity, understanding overlooked markets, thinking through the financials, rightsizing teams, and practicing entrepreneurial grit.
- 73 undergraduate students have taken this course to date
Main Street Entrepreneurs Seed Fund

Georgia State’s inaugural cohort of the Main Street Entrepreneurs Seed Fund (MSESF) was established with a $300,000 gift from The Marcus Foundation to assist underrepresented student, recent alumni and Georgia State community entrepreneurs with growing new ventures. The term underrepresented includes low socioeconomic status, minorities, women, first-generation college students, veterans, legal immigrants and refugees.

With an emphasis on fostering inclusive entrepreneurship and the goal of eliminating achievement gaps for all entrepreneurs, the MSESF is a six-month business accelerator program that provides seed funding, targeted workshops, networking opportunities and intensive coaching by Entrepreneurs in Residence to help GSU entrepreneurs create and scale new ventures.

Launched with an initial grant from the Marcus Foundation, the program has also been supported with gifts from the Georgia Power Company, Bank of America and alumnus Ahmet Bozer (‘83).

Cohorts 1 and 2 include 34 companies led by 48 underrepresented founders.

The Main Street Entrepreneurs Seed Fund has awarded more than $363,000 in funding to Georgia State students, alumni and community entrepreneurs.
Main Street Entrepreneurs Seed Fund Demo Day 2020

In its inaugural year, the Main Street program concluded with a Demo Day event attended by individuals from across the university, including the President and the Provost, as well as entrepreneurs, investors, and community partners from across Atlanta. Demo Day featured a Pitch Competition, a Business Showcase, a Live Radio Broadcast through Business RadioX, company recognition Awards Ceremony, and a Founder’s Reception for additional networking and celebration.

- companies participated in a **Pitch Competition** where they pitched their businesses to a panel of expert judges
- a **Live Radio Broadcast** was hosted by Business RadioX featuring interviews with university leadership, high-profile guests and the winners of the pitch competition
- the **Business Showcase** provided an avenue for the Main Street founders to share, promote and speak to guests about their businesses, products and services
- additional cash awards in the amount of **$37,500** were presented at the **Awards Ceremony**
- networking is a cornerstone of the program and the **Founders’ Reception** provided access to corporate executives, investors and industry leaders
**EXPERIENCES**

Main Street Entrepreneurs Seed Fund | Cohort 1 Companies & Founders

- ArteHub
  - London Balbosa (B.I.S. '19)
  - Rhythm Varshney (M.S. '19)

- Airlift
  - Sheehan Khan (B.S. '15)

- Angel Assistance*
  - Savannah Samples (B.S. '16)

- ArtzyBella*
  - Ashley Daramola (B.I.S. '10 - Art)

- Beyond the Classroom
  - Balyina Jihad (B.A. '14 - History)

- Bukhari Tutoring & Health
  - Usama Muta-Ali (A.S. '21 & B.S. '21)

- Delivher
  - Chante Knox (Undergraduate)
  - Dia Davis (B.B.A. '19)

- Ecodrop
  - Nicole Toole (Undergraduate)
  - Ishir Vasavada (B.B.A. '19)

- Famous Joint
  - Ishaj Yusuf (B.B.A. '20)
  - Hasim Addow (Undergraduate)

- KemNu*
  - Viraj Patel (MBA '20)
  - Vishwa Mundigonda (B.B.A. '19)

- Natural Leaders Media*
  - Daniel Fitch (B.A. '15)
  - Ron Emile (B.A. '15)

- NspireMe
  - James Okolo (B.B.A. '21)
  - Tim Sok (B.B.A. '21)

- Nutur Skincare
  - Adesuwa Imafidon (B.B.A. '18)

- NVRBEENStandard
  - Micah Ford (A.S. '21)

- Observe
  - Lawrence Chen (B.S. '18)
  - Nishant Sinha (B.S. & M.S. '19)
  - Chi-Chi Nwankwo (B.B.A. '17)

- Psynchronicity
  - Amber Letter (M.S. '10 & Ed.S. '11)

- Quaint Revolt Media
  - Sasha-Gay Trusty (B.A. '19)

- SoundCollide
  - Robert Hatcher (B.A. '16 & MBA '20)

- Students Expressing Life through Fashion (SELF)*
  - Gynella Ngounou (Undergraduate)

- SweatPack*
  - Usama Kibria (B.B.A. '14)

- Totem Agency Co.*
  - Ashley Richardson (B.S. '17)
  - Katherine Shaub (Community Member)

*Seven Main Street Entrepreneurs Seed Fund alumni companies from Cohort 1 were selected to receive follow-on funding, in the form of a $7,500 grant to use in continuing to scale their ventures.
Main Street Entrepreneurs Seed Fund | Cohort 2 Companies & Founders

BUZZ Coffee and Winehouse
Tremayne Perry (Community Member)

ONYX
Darrielle McCray (Undergraduate)

Cxmunity
Ryan Johnson (Graduate)
Chris Peay (M.S. ’17)

Edusophic Curriculum and Development Solutions
Marques Herrington (Graduate)

Eidi
Meraj Ahmed (Undergraduate)
Fatimah Ahmed (Undergraduate)

EKAT Productions
Emily Alice Wilson (B.A. ’21, Minor in Entrepreneurship)

EthioPay
Daniel Hadgu (B.B.A. ’21)
Michael Gizachew (Community Member)

Karaoke Noir
Rejess Marshall (B.B.A. ’10 & MBA ’19)
Frederick Royal (Community Member)

Food Upcycles
Yazdan Navabi (B.B.A. & B.S. ’20)

Meet & Innovation
Jonathan Cornelius (B.S. ’20)
Justin Cornelius (Community Member)

READI Consulting
Elissa Russell (M.Ed. ’20)

The Cheesecake Specialist
Victoria Blount (Undergraduate)

Tikler
Adam Omor (B.B.A. ’17)
Leban Arreh (B.S. ’15 & M.I.B. ’17)
Main Street Entrepreneurs Seed Fund
Cohort 1 Business Performance Summary

11 companies launched their product/service and gained users on their platforms

10 companies grew their businesses as evidenced by increased revenues

20 companies received all funding allocated to them at the beginning of the program

10 MVPs were developed and launched

19 companies exceeded their KPIs

$360,000 combined revenue generated by 21 companies during the program

4 full-time jobs created by the companies during the program

27 part-time jobs
Janessa Hastings is a nontraditional student pursuing a Bachelor of Business Administration after years in the workplace. Hastings is an entrepreneur and was selected as a 2020 Frances Wood Wilson Foundation Scholar.

"Georgia State has allowed me to see my future, tap into my dreams and make them a reality. I waited years to start my college education and Georgia State has given me the opportunity of a lifetime to finish it."

- Janessa Hastings
Economics & Accounting Dual-Major
What attracted you to the Media Entrepreneurship program?
I liked how the program was more hands on. It provided me an outlet for my ideas – not just limiting me to one pigeon hole of film. The Media Entrepreneurship program allowed me to spread my wings and become involved in multiple facets. It allowed me to explore these new topics, like virtual reality (VR) and other emerging technologies, while learning about entrepreneurship along the way.

How would you describe VR as a technology?
The technology takes the experience you would normally have by watching TV, but also allows you to step into that experience and actually feel like you’re in the environment. Right now, it’s just audio and visual, but we hope to add an extra dimension to that with V Air to make it part of the regular VR experience.

Share more about your current venture.
I am the founder and inventor of V Air. We have a patent pending for the system and method for creating an immersive environment through the use of air currents. Take a rollercoaster VR simulation for example. You go through the simulation, and unlike real life where your hair is blowing back, your hair isn’t blown back in the simulation. Our new technology would add that extra dimension to immersive technologies with air.

We see this being adapted to a lot of different things, and we think that the possibilities are endless when it comes to this technology. Whether you wanted to be at the top of Machu Picchu or be on a beach in Hawaii, we provide that nice breeze that adds the extra dimension to that experience.

Monroe Ramsey, Founder of V Air (B.I.S. ’19, Minor in Art)
After an honorable discharge from the Army in 1991, BriGette McCoy found the transition to civilian life difficult. Although the Veterans Administration provides services to former military members, systemic barriers prevent many women from accessing gender-based benefits such as disability compensation due to military sexual trauma, prosthetics designed specifically for the female anatomy, and maternity care.

“The transition is a lifelong process, especially for women who served, because so many resources still aren’t in place,” McCoy said. “The information and training are very male-centered.”

McCoy decided to do something about it. In 2008, she launched Women Veteran Social Justice Network, a nonprofit centered around digital literacy and leadership training as well as human rights and veteran benefits advocacy. McCoy serves as CEO and executive director. Her real-life experience as a data telecommunications systems operator in the Gulf War as well as her undergraduate psychology degree have contributed to the organization’s success. But over time, she realized she needed a formal business education.

McCoy earned an M.S. in instructional design and technology from Georgia State University in May 2020 and is considering a Ph.D. in instructional technology from Georgia State as well. When she heard about Robinson’s new Graduate Certificate in Disruptive Innovation and Entrepreneurship, she jumped at the chance to enroll.

The Innovation Studio class has offered McCoy an opportunity to develop a product that complements her interests. In fact, course instructor Elizabeth Strickler requires all students to pursue projects that actually align with their passions. Not surprisingly, McCoy built the prototype for a platform that provides a virtual mentoring community for women. Through small peer groups, participants can learn concepts and practice those skills in a safe space.

“I create experiences for people to have conversations that get at the deeper root of hurdles to success. Because oftentimes success isn’t a matter of skill, but instead a matter of social or emotional obstacles,” McCoy said. “Healing happens in these types of spaces where people are allowed to share snippets of their narrative in support of the greater good.”
Kibria, participated in the Main Street Entrepreneurs Seed Fund’s inaugural 2019-2020 cohort. Kibria is passionate about connecting people through fitness, and after working out at more than 400 gyms and connecting with over 100,000 people on social media, she started SweatPack in January 2019. SweatPack is a fitness web app that allows people to sign up for sports leagues and fitness classes with groups of friends or strangers.

As a member of the MSESF, Kibria received the business coaching, tools, and seed funding for technology development. When asked to reflect on how Georgia State supported her as an entrepreneur, she shared, “Georgia State was the best investment in my entrepreneurial career. University Services helped connect me with the unique paid internship experiences with startups and sales organizations that laid down the groundwork for my work ethic, determination, and skills. My upper-level business management classes all offered hands-on experiences with running a business. I made key business partner contacts during these exercises.”

During her time in the Main Street Entrepreneurs Seed Fund Program, Kibria earned more than $15,000 in grants and secured over $250,000 from brands and properties like Nike, Adidas, Under Armour, Lululemon, Mercedes-Benz Stadium and the College Football Hall of Fame investing in its nationwide event. In addition to her spot on the Forbes 30 Under 30 list, Kibria is a TEDx speaker and has appeared on Brian Ondrako’s Just Get Started Podcast (Episode 117), during which she shares her journey to entrepreneurship.
Devin McCoy knows what it means to be dependent on pharmaceuticals. Born with a heart condition, she began experiencing palpitations as a child. Later, her cardiologist discovered her heart had grown too big for her body, a condition known as hypertrophic cardiomyopathy.

Still, McCoy thought her medical issues were under control — until her freshman year at Savannah State University when her roommate found her unconscious on the floor of their dorm room. Back home in Powder Springs, Ga., doctors fitted McCoy with a heart monitor. Diagnosed with arrhythmia, or irregular heartbeat, she was told the condition could raise her risk of stroke or heart failure.

McCoy, the first person in her family to attend college, was determined to get her education back on track. In 2014, she transferred to Kennesaw State University, where she majored in biology. She also found a part-time job as a pharmacy tech, and considered applying pharmacy school after graduation. Yet her experience behind the counter often left her feeling disheartened. I told my professor, ‘I care about the product, I care about it being safe, I care about educating patients.’ We literally sat down and started Googling.

They were surprised when a result popped up close to home — the master’s program in biomedical enterprises at Georgia State. McCoy enrolled in Georgia State in fall 2017 and says the program has helped her refine her understanding of the pharmaceutical field — and her career goals. “I finally have a vision of myself in this industry,” says McCoy, who will graduate in December 2018 and recently completed an internship in the regulatory affairs division of UCB, a global biopharmaceutical company. “Without this program, it would have taken me years to figure out that these jobs even existed.”

Now, she has her eye on becoming a pharmaceutical product lawyer, a role she says is aligned with her talents and passions.
Awards & Recognition

Georgia State’s Entrepreneurship and Innovation Institute has received global recognition for its commitment to expanding access to entrepreneurship education, innovative programming, student engagement and support of founders traditionally underrepresented in entrepreneurship.

**Distinction**  Award for Excellence in Specialty Entrepreneurship Education  
**Recipient**  Entrepreneurship and Innovation Institute  
**Sponsoring Organization**  Global Consortium of Entrepreneurship Centers (GCEC)  
**Received**  October 30, 2020

**Distinctions**  Sector-Focused Entrepreneurship Center of the Year Award  
**Recipient(s)**  Entrepreneurship and Innovation Institute  
**Sponsoring Organization**  International Business Innovation Association (InBIA)  
**Received**  April 27, 2021

**Distinction**  Excellence in Student Engagement in Entrepreneurship Award  
**Recipient**  Entrepreneurship and Innovation Institute  
**Sponsoring Organization**  University of Massachusetts Lowell and the Deshpande Foundation, with the Burton D. Morgan Foundation  
**Received**  June 11, 2021
EXPERTS

Entrepreneurship Working Group

Jen Bailey, Ph.D.
Clinical Associate Professor, Entrepreneurship & Innovation

Xiaoou Bai, Ph.D.
Assistant Professor, Entrepreneurship & Innovation

Berkley Baker, DBA
Visiting Professor, Entrepreneurship & Innovation

Erica W. Bracey, MBA
Manager, LaunchGSU

David Cheshier, Ph.D.
Director of Academic Programs, Creative Media Industries Institute

Cynthia Nau, Cornelissen, Ph.D.
Professor, Institute for Biomedical Sciences

Jackie Davis, M.Ed, MBA
Associate Director, Entrepreneurship & Innovation Institute

Maria P Gindhart, Ph.D.
Associate Dean, College of the Arts

Geoffrey Graybeal, Ph.D.
Clinical Assistant Professor, Entrepreneurship & Innovation

Suri Iyer, Ph.D.
Director of Graduate Studies, Chemistry

Ben Lawrence, Ph.D.
Professor, Franchise Entrepreneurship

Isabelle Monlouis, DBA
Professor of Practice, Entrepreneurship & Innovation

Robin Morris, Ph.D.
Regents Professor & Executive Officer, Entrepreneurship

Cynthia S. Searcy, Ph.D.
Associate Dean, Andrew Young School of Policy Studies

Garima Sharma, Ph.D.
Director, Social Entrepreneurship

Jennifer Sherer, Ph.D.
Director Entrepreneurship & Innovation Institute

Jackie Slaton, MPA
Manager, Learning Community Development

Elizabeth Strickler, MFA
Director, Media Entrepreneurship & Innovation Programs

Shirish Sundaresan, Ph.D.
Assistant Professor, Entrepreneurship & Innovation

Karen Wheel-Carter, Ed.D., J.D., MBA
Associate Dean for Strategic Initiatives, Perimeter College

Kyle White
Assistant to the Dean, College of the Arts

Entrepreneurship Faculty, Staff and Instructors
Lyshandra Bennett, MBA
Nate Bennett, Ph.D.
Perry Binder, J.D.
Matt Bramblett, MBA
Charlie Crawford, MBA
Tia Forbes, Ph.D. Candidate
Dave Forquer, MBA
Gregory Gimpel, Ph.D.
Deniece Griffin, MBA
Karen Hunter, MBA
Musaddeq “MK” Khan
Monique Mills, MBA
Jamine Moton, M.Ed
Adolfo Prieto, M.S.
George Rhone, Jr., MHRM
Arthur Stepianvan, M.S.
Thomas Taggart, MBA

Supporting University Leadership
Wendy Hensel, Ph.D.
Bharath Parthasarathy, J.D.
Richard Phillips, Ph.D.
Phil Ventimiglia, MPPM
Publications

Listed is a collection of faculty publications including research broadly related to entrepreneurship and innovation as compiled by the Entrepreneurship Research Group.

IN PRESS


2021


2020

2020 (continued)
Cohen, W., H. Sauermann, and P. Stephan (2020). Not in the job description: The commercial activities of
academic scientists and engineers. Management Science. 66 (9): 4108–4117
Hsu, L., Zhang, JJ., and Lawrence B., (2020): The Moderating Role of Hotel Type on Advertising Expenditure
Liu, Cathy Yang, "Immigrant Entrepreneurship in Cities: Global Perspectives." Springer.
Xiaoou Bai, Eric W.K. Tsang, Wei Xia. (2020). Domestic versus foreign listing: Does a CEO’s educational

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2106.
Massimino B, Lawrence B. Supersize me? Franchisee size and voluntary compliance with corporate brand-
Lawrence, B, and P.J. Kaufmann (2019). Channel Members’ Relationships with the Brands they Sell and the
Organizations that Own them. Industrial Marketing Management. 83. 148-161.
Life-Cycle Perspective to AI-Enabled Learning in Management and Business Education in the time of Artificial
Intelligence, A. Stachowicz Stanusch, W. Amannby (eds.), Information Age Publishing. Charlotte, NC, USA.
Grants

Listed is a collection of grant funding received broadly related to entrepreneurship and innovation as compiled by the Entrepreneurship Working Group.

2021 Association for Public Policy Analysis & Management Entrepreneurship Policy Fellowship Faculty; Amount: TBA; Project Lead: Cathy Liu

2021 Identity Construction and Entrepreneurship Solutions to Slum Dwelling in Bhubaneswar, India Research Impacted by Pandemic GSU’s Internal Grant initiative; Amount: $5,000; Project Lead: Garima Sharma

2020 Affordable Learning Georgia Grant, Entrepreneurship Textbook Transformation Project; Amount: $29,016; Project Lead: Geoffrey Graybeal

2020 ANDE-IDRC Grant on Women-led Ventures in Latin America and Sub-Saharan Africa; Amount: $28,500; Project Lead: Garima Sharma

2020 "Who can help when information is needed? Differential effects of inward, outward, reciprocal and cross-border contacts" won CEIBS Cathay Cross-border Private Equity Research Fund; Amount: $10,000; Project Lead: Xiaoou Bai

2019 A Study of Micro-entrepreneurship in Slums in Bhubaneswar, India; Research Allocation Grant, University of New Mexico; Amount: $10,000; Project Lead: Garima Sharma

2019 "How Network Positions Affect Venture Capital Performance: A Comparison between Cross-border and Domestic Venture Capital Firms in China" won CEIBS Cathay Cross-border Private Equity Research Fund; Amount $10,000; Project Lead: Xiaoou Bai
ENTREPRENEURSHIP AT GEORGIA STATE
Entrepreneurship and Innovation Institute
Georgia State University
P.O. Box 5069
Atlanta, GA 30302-5069