



IEEE

From Idea to Scale

How Hub101 Is Developing Entrepreneurs
and Launching Startups



California Lutheran University

STEVEN DORFMAN CENTER FOR
INNOVATION & ENTREPRENEURSHIP

Hello! Kristin Bell



- **Community & Program Manager, Hub101**
 - Develop educational programs for entrepreneurs
- **Entrepreneurship educator**
 - Oaks Christian School
 - Cal Lutheran's Executive MBA Program
- **Manage portfolio, deal flow, and operations, Santa Barbara Angel Alliance**
- **Mentor** entrepreneurs and early-stage and growth stage ventures in the U.S. and abroad, including in the U.K., Greece, Saudi Arabia, and Austria
- **MBA in Enterprise Innovation & Entrepreneurship** and 10+ years' experience in marketing strategy and implementation

Incredibly passionate about the entrepreneurial ecosystem and supporting entrepreneurs

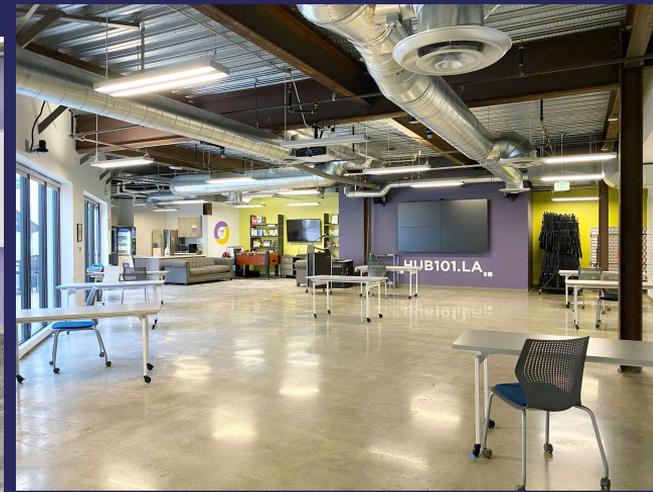
Hub101

Coworking space,
startup incubator,
and community that
helps entrepreneurs
build and grow
sustainable
businesses



California Lutheran University

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INNOVATION & ENTREPRENEURSHIP



Hub101

- Coworking
- Educational Programs
- Mentorship
- Community-Building Events



Goals (Community)

- Establish The Center as the **entrepreneurship hub** in the region
- **Create opportunities** for students (internships, projects, launching startups)
- Contribute to **regional economic development** through accelerated startup creation





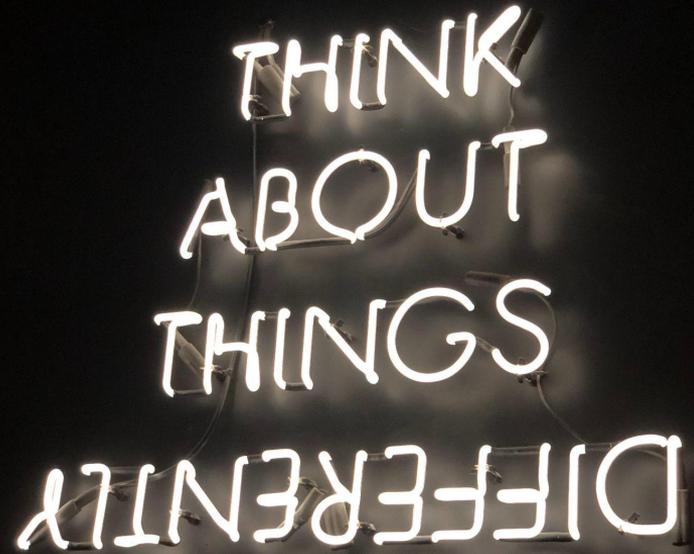
Our philosophy

Anyone can be an entrepreneur and embody an entrepreneurial mindset

Thinks **innovatively** and **creatively** to overcome challenges, solve problems, or enact change

Embraces **critical thinking**, **curiosity**, and **unhindered questioning**

Actively seeks out improvement and **challenges the status quo**



THINK
ABOUT
THINGS
DIFFERENTLY

What is entrepreneurship?

Entrepreneurship is about more than just startups

Anyone can benefit from an entrepreneurial mindset and skill set

Highly **resilient**, **resourceful**, and **solution-oriented** even when resource-constrained and under conditions of uncertainty or adversity



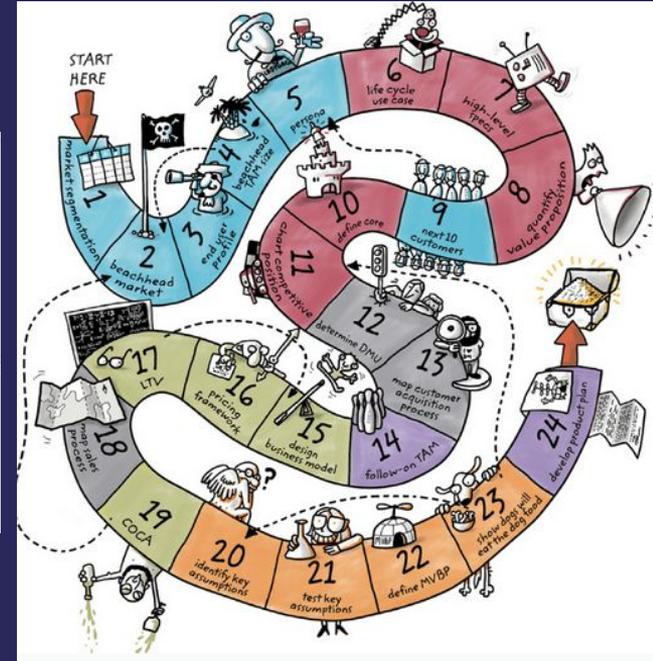
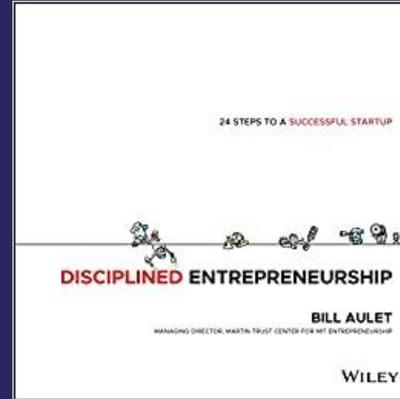
THINK
ABOUT
THINGS
DIFFERENTLY

Learning entrepreneurship as a process...

Learning entrepreneurship **doesn't guarantee** long-term success, but it does provide a framework to **increase the odds and magnitude** of success for a new venture.

How should entrepreneurship be taught?

1. Open (common language & tools)
2. Systems approach (integrated & prescriptive)
3. Rigorous but practical (learn by doing)



Learning entrepreneurship as a process...

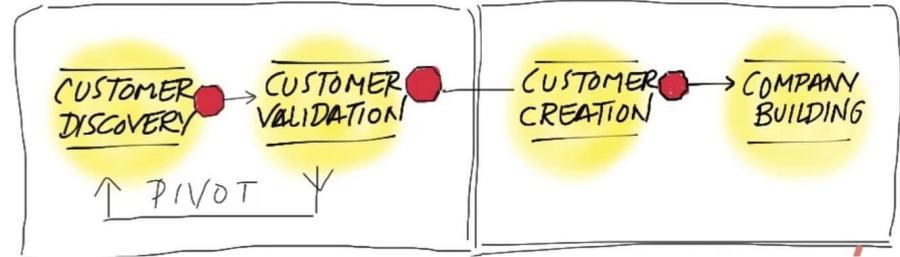
2003:

Steve Blank started thinking about why startups are different from existing companies.

Blank started to outline a process for customer development that became the catalyst of the lean startup movement.

“Get out of the building”

- Lead User Research - Von Hippel
- Crossing the Chasm - Moore
- Entrepreneurial Mindset - McGrath/MacMillan
- Innovators Dilemma - Christensen
- Profitable Value - Lanning
- Lanchester Strategy - Yano
- High Tech Marketing - Davidow
- OODA Loop - Boyd
- Question-based Selling - Freese
- Solution Selling - Bosworth
- Conceptual/Strategic Selling - Heiman
- Spin Selling - Rackham
- US Marine Corps Warfighting Manual
- Tipping Point - Gladwell



Customer Development Process

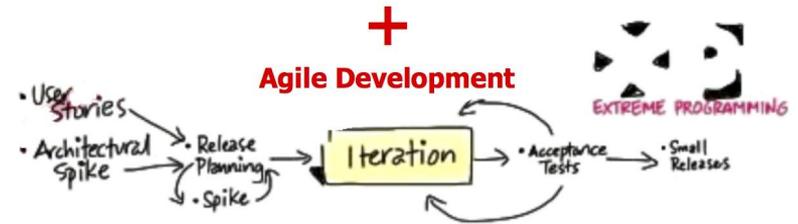
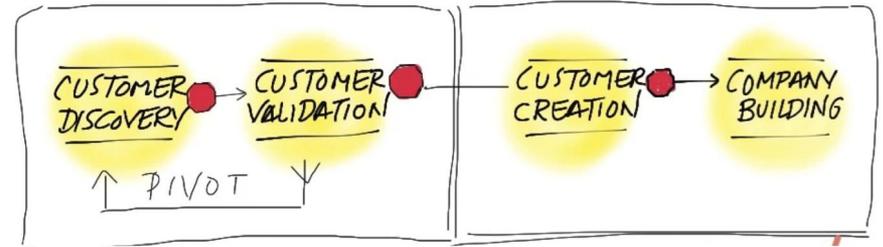
Learning entrepreneurship as a process...

2004:

Eric Ries took Steve Blank's course and noticed similarities between the emerging startup teachings and **Toyota's lean manufacturing.**

Reis dubbed the combination of customer development and agile practices **"the lean startup"** and authored a book by the same name in **2011.**

Which Turned Into A **Better** Model

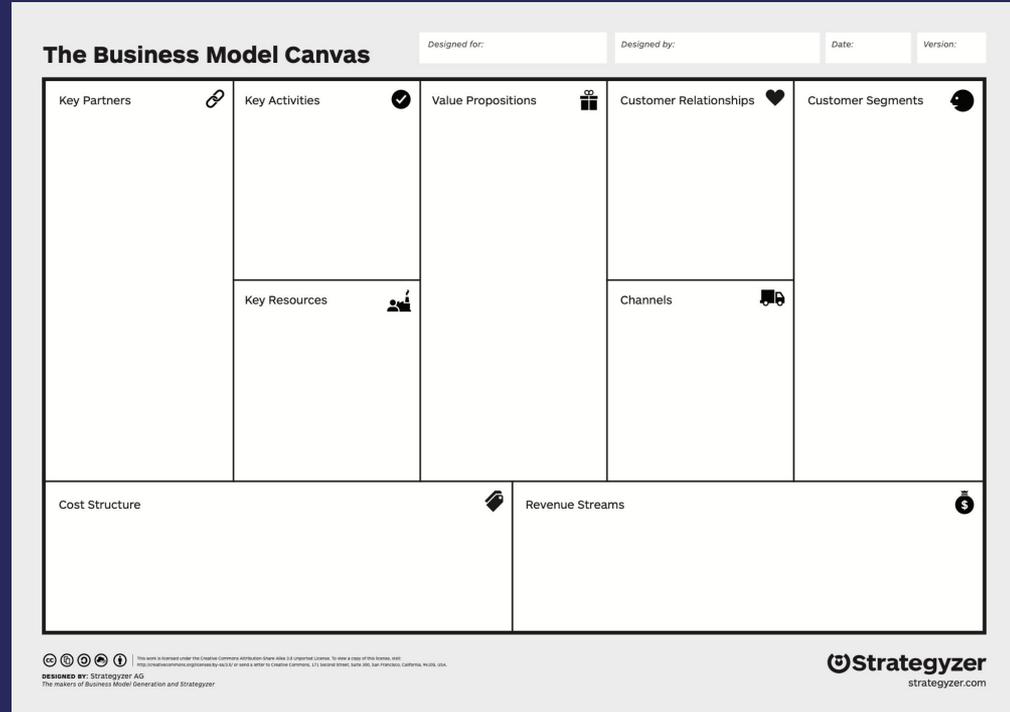


Learning entrepreneurship as a process...

2005:

Alex Osterwalder (under Yves Pigneur) developed and articulated the Business Model Canvas, which is the cornerstones of entrepreneurship today

2010: Published *Business Model Generation*



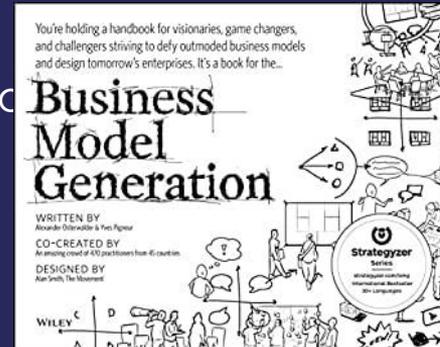
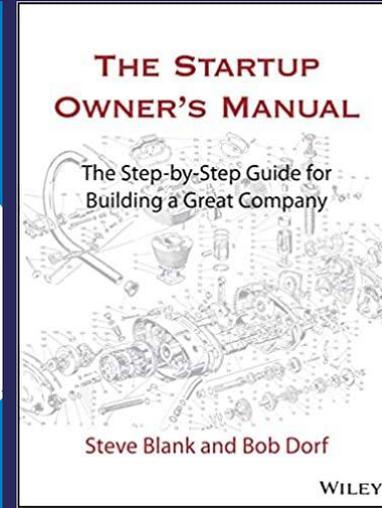
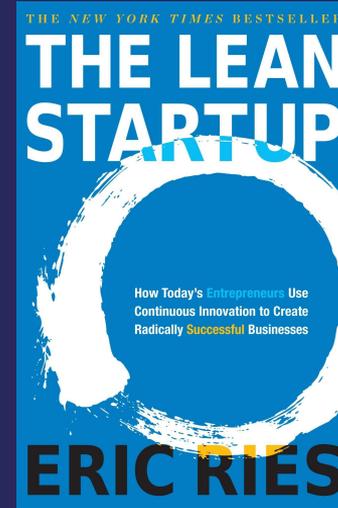
...as a business model search...

No business plan survives first contact with the customer, so:

- Get out of the office/classroom and speak to customers – even before you have a product or service

A startup is not a smaller version of a big company:

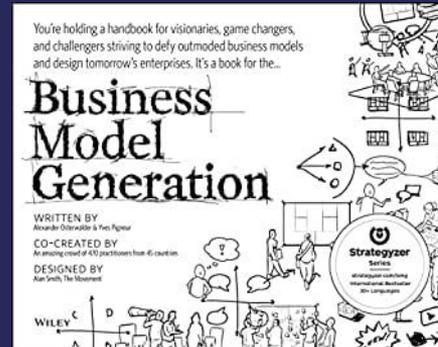
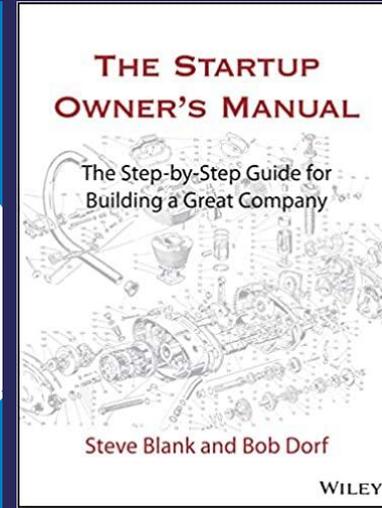
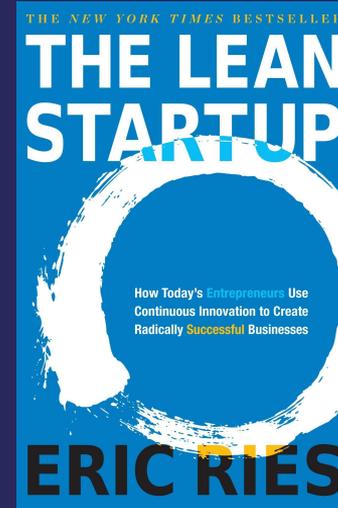
- Customer discovery is exceptionally important
- Search for a repeatable, sustainable business model



...as a business model search...

Approach this search in an iterative fashion:

- If you're going to fail, fail fast
- Experiment with minimum viable product (MVP)



Zappos MVP

MVP: Wanted to test if consumers were willing and happy to buy shoes online (1999)

- Used no inventory
- Local shoe store, took photos of shoes and put the pictures on website
- If customers placed an order, he physically purchased the shoes and mailed them

MVP validated: customers were happy and willing to purchase shoes online

Amazon acquired Zappos in 2009 for \$1.2 billion



Zappos the world's largest shoe store!

free shipping & no sales tax.

customer service shopping bag account & register

women's men's

dress casual athletic dress casual athletic kids

Pick a category to shop from:
Category: [dropdown]

Register now & Save Money

registered customers
username [input]
password [input]
login

Measure Your Foot

The world's largest shoe store!
WHAT WE'RE HEARING!
Welcome to Zappos.com - the shoe store! We have a selection of over 100 brands to shop from! We offer FREE SHIPPING (U.S. orders only) and NO SALES TAX.

Live Customer Service!
Mon - Fri, 10am-6pm PST
Sat, 10am-5pm PST
Click here!

Free Shoes!
Congratulations to the November 24 winner, Adriana Rodriguez of Oakland, CA
We will be giving away a FREE PAIR OF SHOES (up to \$100 in store credit) every Wednesday until the year 2000!
To enter become a registered user or send an email to freshshoes@zappos.com with your name and email address. A winner will be notified by email every Wednesday!

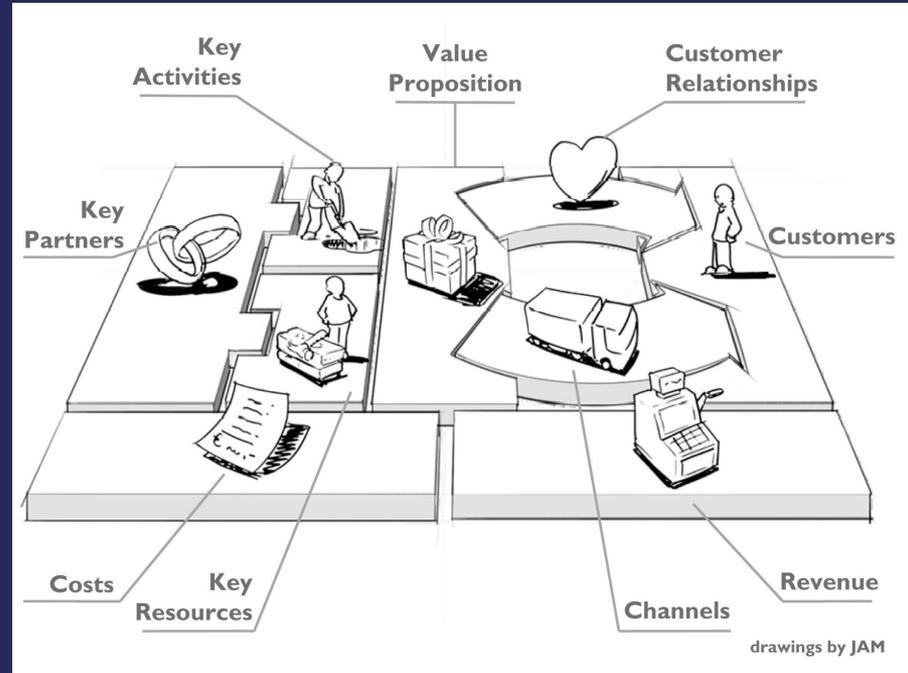
featured brands.
BOSTONIAN
Sudini
reker ANTI-WEAR
L.B. Evans Men's Comfort

Zappos Special:
Free Shipping & No Sales Tax

home women's dress women's casual women's athletic men's dress men's casual men's athletic kids

...and as business model innovation

Business model innovation is **designing a new, or modifying the firm's extant activity system, and is important for startups wanting to scale as well as for incumbents looking for new growth opportunities.**



...and as business model innovation

Business model patterns describe proven solutions to recurring problems during business model design.

90% of all business model innovations are a recombination of existing business model patterns.



Business Model Pattern

Razor and Blade:

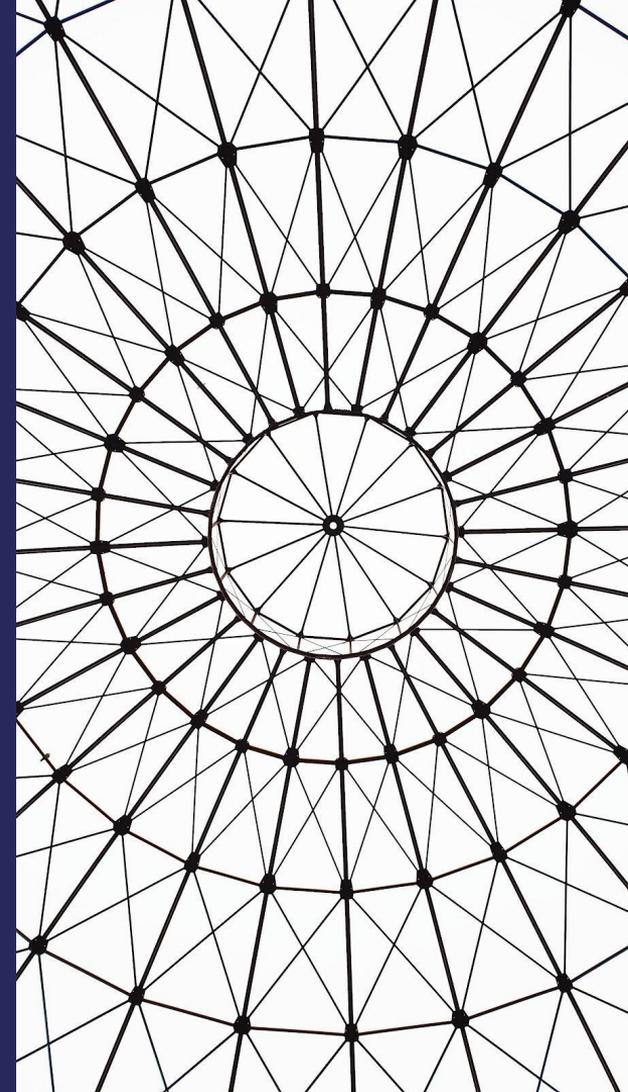
The basic product is cheap or given away for free.

The consumables that are needed to use or operate it, on the other hand, are expensive and sold at high margins.

The initial product's price lowers customers' barriers to purchase, while the recurring sales of the complements subsidize the basic product.

Innovative BMC Building Blocks:

Customer Segments, Value Proposition, Key Activities, Revenue Streams



Razor & Blades

1904: Gillette moved to give the base product (the razor) away at a low price, earning money through higher-priced consumables (the blades).

Since then, several companies have innovated their business models by adopting the razors/blades pattern.



\$75

\$58

Entrepreneurship education

Cal Lutheran offers

- Undergraduate minor in Entrepreneurship
- MBA in Enterprise Innovation and Entrepreneurship
- Entrepreneurship Club
- New Venture Competition



"My minor in Entrepreneurship has been vital to my post-graduation success. I have spent the last few years in a multitude of aviation startups, including Surfair & ICON Aircraft. In these startups, I've been able to put into practice what I learned in the classroom—how to discover and understand meaningful problems, finding the first users for a new product and overcoming objections to lead to a sale."

Yannis Moore '15
Former Sales Executive, VistaJet



"I have always wanted to run my own business and this program introduced me to the entrepreneur mindset. I learned how to create innovative solutions and even met my first business partners while in the program! This minor gives you access to a co-working space to meet other entrepreneurs, networking events to hear from successful business owners, and mentors to guide you along the way of launching your own business."

Alexis Schomer '16
CEO, Simply Branded

New Venture Competition

A competition for students to promote their innovative, student-led startups

Learn how to use foundational principles and tools to innovate and create value for customers



Young Entrepreneurs

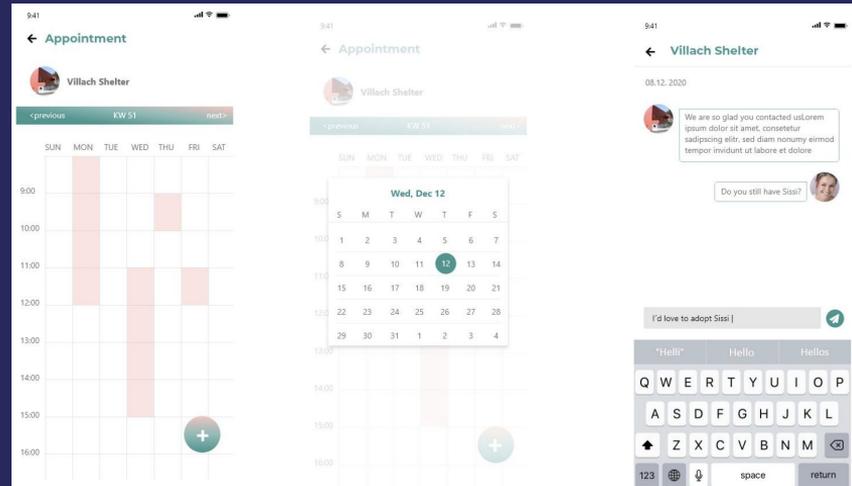
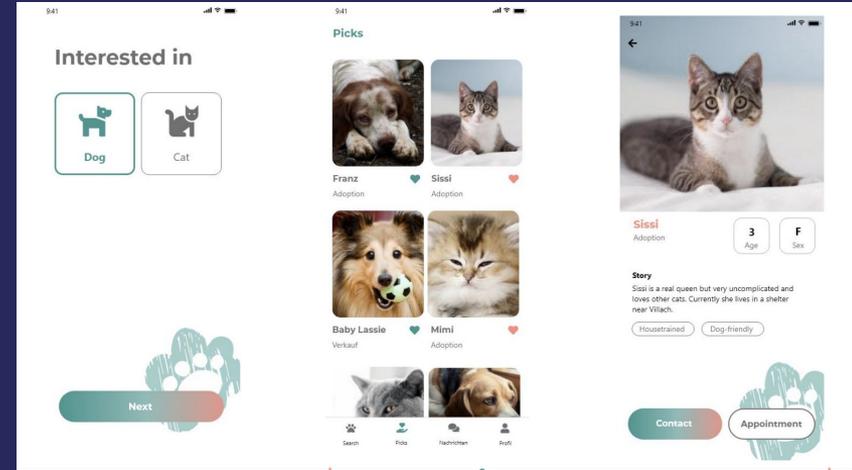
- **Startup Kids:** teaches entrepreneurship in elementary schools
- **Oaks Christian School:** a year-long entrepreneurship program for its high school students
 - Students who complete the program are eligible to receive course credit from Cal Lutheran



Student Entrepreneurs Adoptimal

A tinder-style platform that connects pets from various shelters with their future owners.

- Participated in New Venture Competition
 - Won Best Startup in its pool
 - Won Judges Choice Overall



Student Entrepreneurs Instasmile

Provides state of the art production for clear dental aligners, including ductil, biocompatible resin for direct 3D printing of aligners. Eliminates the need for the production of positive molds and the thermoforming process.

- Participated in New Venture Competition
 - Won Best Startup in its pool



Hub101 programs

Provide the space, education, resources, and mentorship for entrepreneurs to bring ideas to life and build and scale businesses.

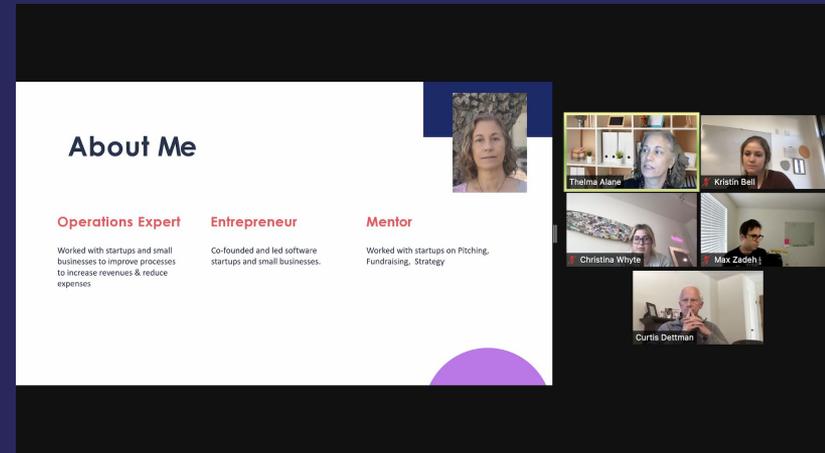
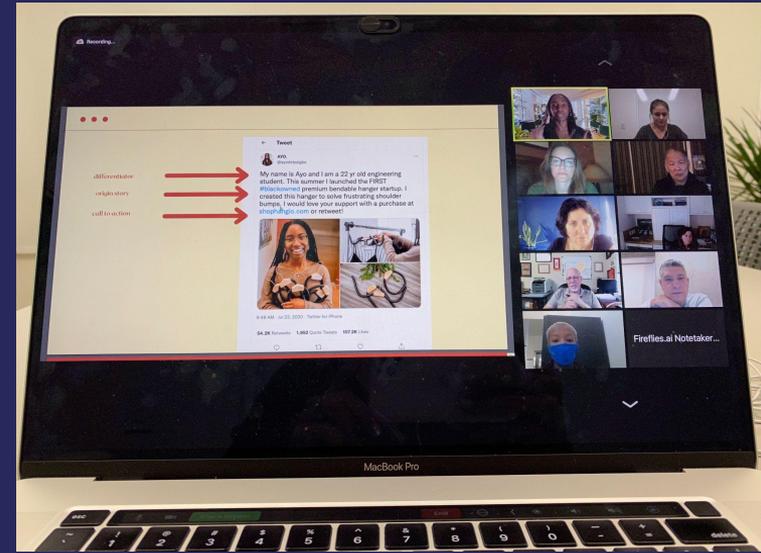
Immersive education and a period of intense, focused attention provides founders an opportunity to learn at a rapid pace



This Week At Hub101

Free, weekly, interactive workshops open to students, Hub101 members, and the broader community to learn, collaborate, and create.

Each workshop is taught by experts to help you explore, learn, and build new skills.



IdeaToDo

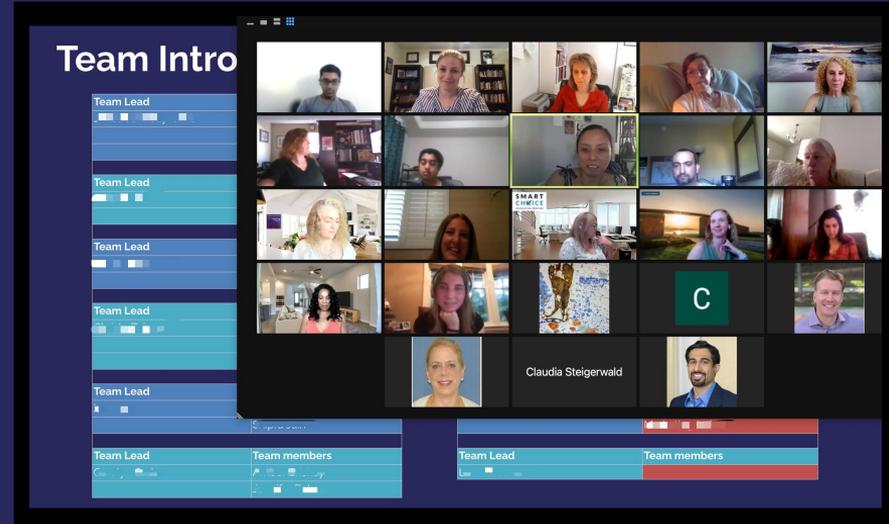
A cohort-based, three-month program for accelerating startups, including instruction, mentorship, and a Demo Day/pitch competition.

Provides **entrepreneurship framework**, **connections** for founders to find co-founders, **resources** to build a tech startup, and work with **mentors** to accelerate growth.



Business Barn Raising

An 8-week program for the community to collaborate to solve business challenges, launch entrepreneurial ventures, and gain practical experience.



- **Established organizations** submit challenges they're facing, and get matched with a team to develop solutions.
- **Startups**, with long to-do lists and limited resources, are assigned additional team members to drive their business forward.
- **Individual participants** submit their skills, interests, and goals, and get assigned a project they'll enjoy.

Hub101 program participants

Sage Start

A zero-waste subscription box offering carefully curated, award-winning books for kids.

- 25 families signed up to subscription service
- Participated in New Venture Competition
 - Won Best Startup for Good
- Participating in Business Barn Raising

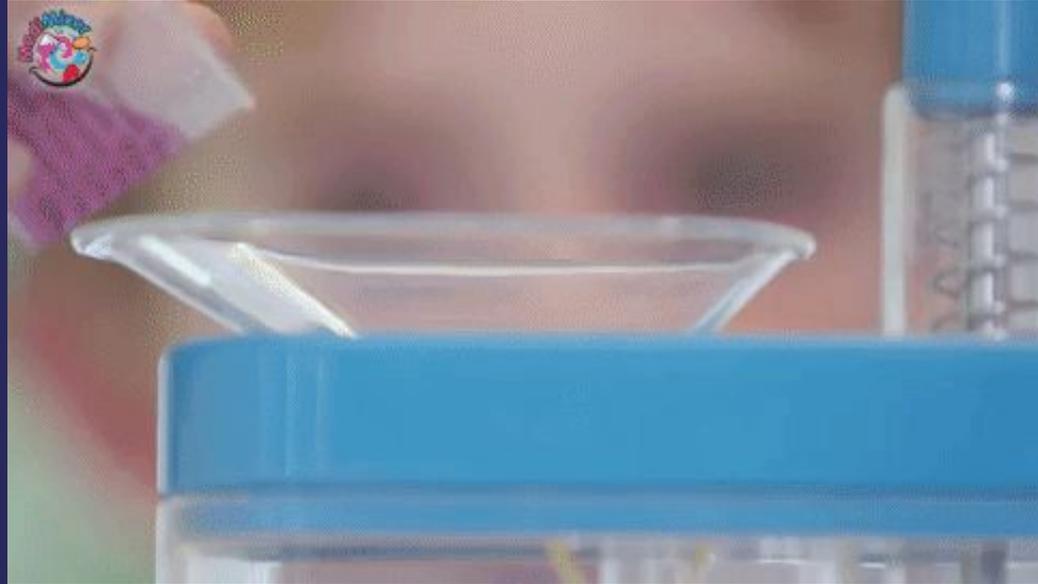


Hub101 program participants

MediMixer

Gamification device designed to help children take medicine

- Participated in IdeaToDo
- Network connections & mentorship



Goals (Community)

- Establish The Center as the **entrepreneurship hub** in the region
- **Create opportunities** for students (internships, projects, launching startups)
- Contribute to **regional economic development** through accelerated startup creation

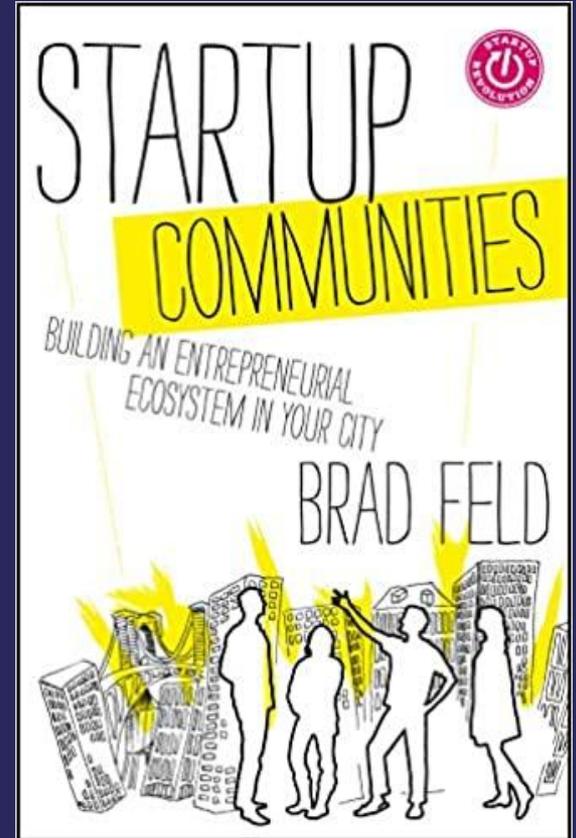


Community building is critical

Hub101 has been a key force in building a startup community in the region

Modified Boulder Thesis

1. Leaders must start things
2. Long-term commitment
3. All inclusive to anyone who wants to participate in it
4. Continuous engagement
5. Give first
6. Embrace weirdness/start traditions (especially weird ones)



Community engagement

On average, Hub101 hosts 8-10 events that attract 100-200 guests per month

- Entrepreneur Speaker Series
- Pitch days / Demo Day
- Startup Weekends
- Hackathons
- Pitch trainings
- Socials & mixers
- Fireside chats
- Workshops
- Roundtables



Entrepreneur Speaker Series

Speakers share their entrepreneurial experiences, including challenges, successes, and learnings

Passionate, like-minded individuals come together to share their ideas, tell their stories, and build relationships



Startup Weekends & Hackathons



Accelerator microcosms

Participants collaborate to develop innovative solutions to various industry challenges

- Hacks4Health (USDA)
- Hackathon By The Sea (VCOE)
- Global Game Jam
- TitanHacks
- Code Day LA



Partnerships

We are connected to a network of investment funds, financial institutions, design agencies, local colleges and universities, accelerators, coworking spaces, nonprofits, etc.

- International footprint: connected to startup communities globally



IEEE

IEEE Buenaventura Chapter regularly hosts events at Hub101, provides mentorship and technical expertise to startups, and makes occasional gifts to Hub101.



Community Leaders/Mentors

Provide entrepreneurs with the perspective, mentorship, and tools that help these entrepreneurs create value and build sustainable startup businesses.

- Office hours
- 1:1 mentor matching during programs
- Judges for startup events and competitions
- Connections



Give first

Each community member helps others whenever they can without the expectation of receiving something in return

Builds a powerful network of caring people, all flourishing and growing **because they are all giving to each other**

There's no need to wait until you are "successful" to Give First.

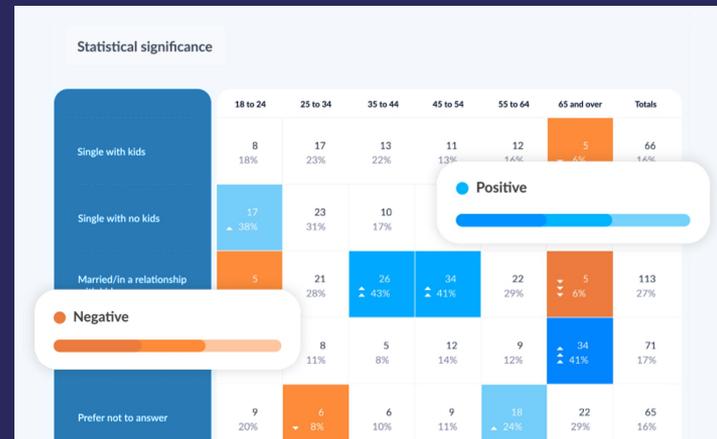
Includes mentoring, attending events, volunteering, giving advice, and making connections to potential customers and investors.



Hub101 Entrepreneurs PureSpectrum

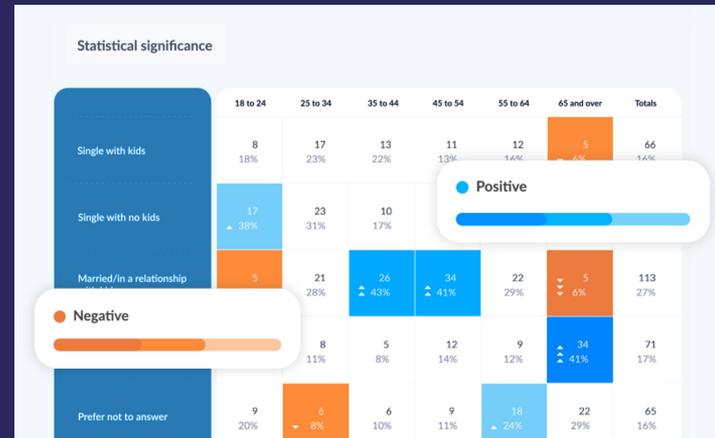
PureSpectrum is a market research and insights platform that brings technological advances to the market research industry.

- Grew out of Hub101 in 2016
- 100 team members around the world
- Raised \$17 million Series B in April 2021
- Has hired dozens of Cal Lutheran students and alum as interns, entry-level employees, and senior level executives
- Given back to Hub101 - ESS and PIVOT



Hub101 Entrepreneurs PureSpectrum

“Crazy to think that a little over five years ago, I was coworking at Hub101 happy that I wasn't getting charged rent for five months, and now here we are with 100 employees around the world. I didn't realize [back then] what Hub101 would become. I have a vision and a dream that Hub101 will be **the tech hub of SoCal.**”



Hub101 Entrepreneurs

Baby Barista

A Nespresso-like machine that makes the perfect bottle in under 30 seconds, and an accompanying ecosystem that revolutionizes the infant formula feeding experience.

- Grew from Hub101 network connections (investors, mentors, prototype design agency)
- ESS speaker
- Named a Most Fundable company in 2020



Hub101 Entrepreneurs Baby Barista

“Being connected to Cal Lutheran and Hub101 and having **access to the incredible resources** offered is such a gift.”



Hub101 Entrepreneurs

Pray.com

Faith-based app that provides daily prayer, inspirational audio content, and a private social network

- Ideated at and launched out of Hub101 in 2016
- Cofounders met and came together at Hub101
- One of the top grossing apps in Apple app store
- Closed \$14 million Series A in 2018



Hub101 Entrepreneurs Pray.com

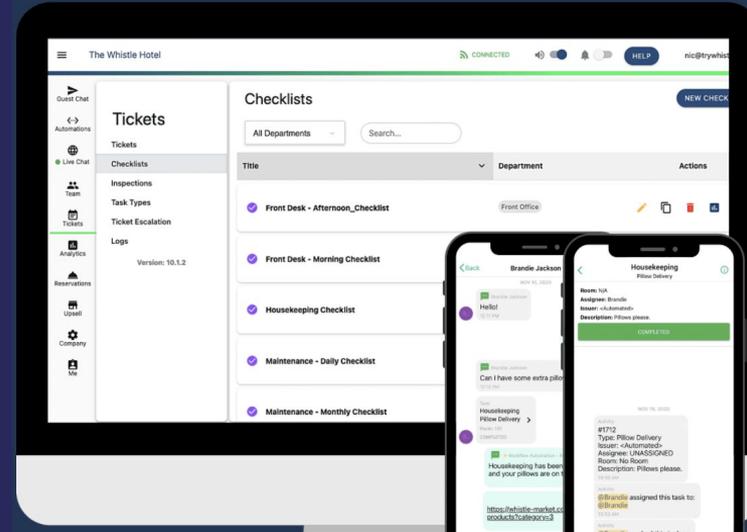
“I am grateful for the **space** Hub101 has provided for local entrepreneurs, **the encouragement** their team offers, and the **connections** the Cal Lutheran staff has made. If it wasn't for Hub101 being there and being so welcoming, the four of us could have never gotten together,”



Hub101 Entrepreneurs Whistle

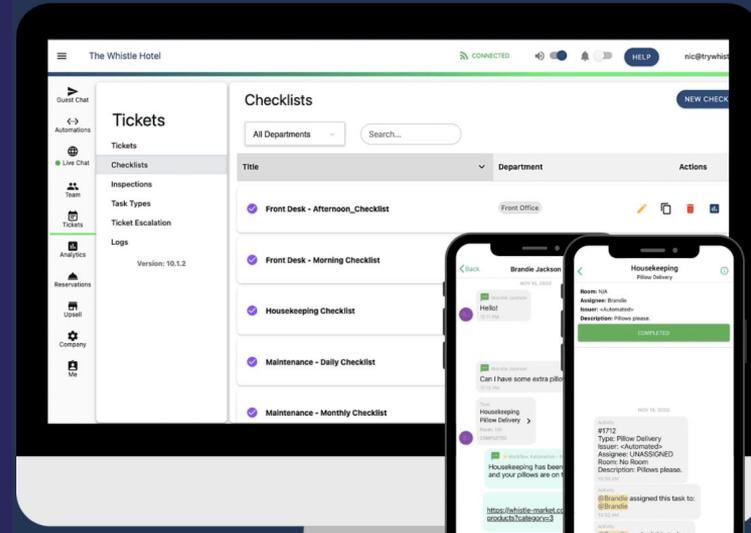
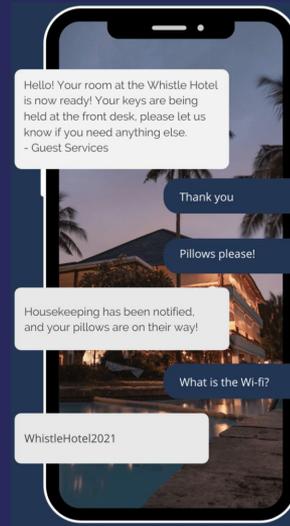
Hospitality guest messaging software that unites all touchpoints and communication between guests and staff.

- Grew out of Hub101 (coworking, mentorship, investors, talent)
- In about 800 hotels in the U.S. and Canada
- Named Best Guest Messaging Software four years in a row by HotelTechAwards



Hub101 Entrepreneurs Whistle

“The best thing about Hub101 is these connections that you make, there seems to be this **unnatural want to help each other** there. Without even asking, people will put you in touch with others, and I haven't seen anything like it anywhere else.”



There's no magic bullet for entrepreneurship.
It can be a messy process.

Our community's give first mentality plays an integral role in developing entrepreneurs.

And having **structure**, a **place to start**, and access to **education**, **resources**, and **mentorship** help provide direction in an otherwise very ambiguous environment.

