



LEHIGH
UNIVERSITY®

BAKER INSTITUTE
ENTREPRENEURSHIP • CREATIVITY • INNOVATION

Thalheimer Enterprise Alliance: supporting real companies in real time, powered by the Baker Institute

The Baker Institute gives students at Lehigh the support and opportunities they need to become creative, innovative, and entrepreneurial thinkers who know how to create value in the world. Now in its 10th year, the Institute is recognized among higher education institutions for cross-disciplinary, award-winning programming that educates students in essentials such as design thinking, entrepreneurial mindset, and the process of how to take a fledgling idea forward to launch.

Our accomplishments are many. We have grown steadily, expanding our footprint and core programs, and currently engage more than 700 students a year. We have succeeded at launching and maturing programs such as the Technical Entrepreneurship Master's Program and Lehigh@NasdaqCenter. We have broadened our community of entrepreneurial thinkers on the Lehigh campus to include more faculty, staff, and alumni. We have taken our programs around the world, partnering to offer efforts such as the International Sustainability Entrepreneurship in Kenya program and the Global Entrepreneurial Fellowship program with the Office of International Affairs and Lehigh@NasdaqCenter.

Dexter Baker liked to say his dream was to “vaccinate” all students with the ethos of entrepreneurship. We can proudly say his intentions are being fulfilled, as today's Baker Institute truly crosses boundaries within and beyond Lehigh, exposing all to an entrepreneurial mindset along with the skills needed to succeed.

John Thalheimer originally believed -- unlike Dexter -- that entrepreneurship couldn't be taught. But he was passionate about creating a platform for those eager to create and launch ventures as he later would say, IS the way to teach entrepreneurship! He envisioned a fertile environment where ventures could grow, and where promising ideas could be taken forward to fruition.

The Thalheimer Enterprise Alliance will be the embodiment of John's vision. As a platform for full-time founders who are ready to build sustainable enterprises, the Alliance extends the range of opportunities for serious student entrepreneurs far beyond entrepreneurial education.

Specifically, the Alliance will support students during the later stages in the idea-to-enterprise continuum, elevating and expanding the scope of entrepreneurial endeavors at Lehigh. As usual, we are thinking big! Imagine, with the Thalheimer Enterprise Alliance in place, Lehigh will be able to actively grow, incubate, and launch startups in ways far beyond what's possible today. Imagine robust and innovative products and services being brought to market in

sustainable and scalable ways. Imagine the number of launched Lehigh startups jumping from a handful to dozens each year. Imagine inspiring and fueling Lehigh entrepreneurs in the thick of creating their latest ventures. Imagine being the spark that sets even more promising new endeavors on the path toward becoming viable, sustainable businesses.

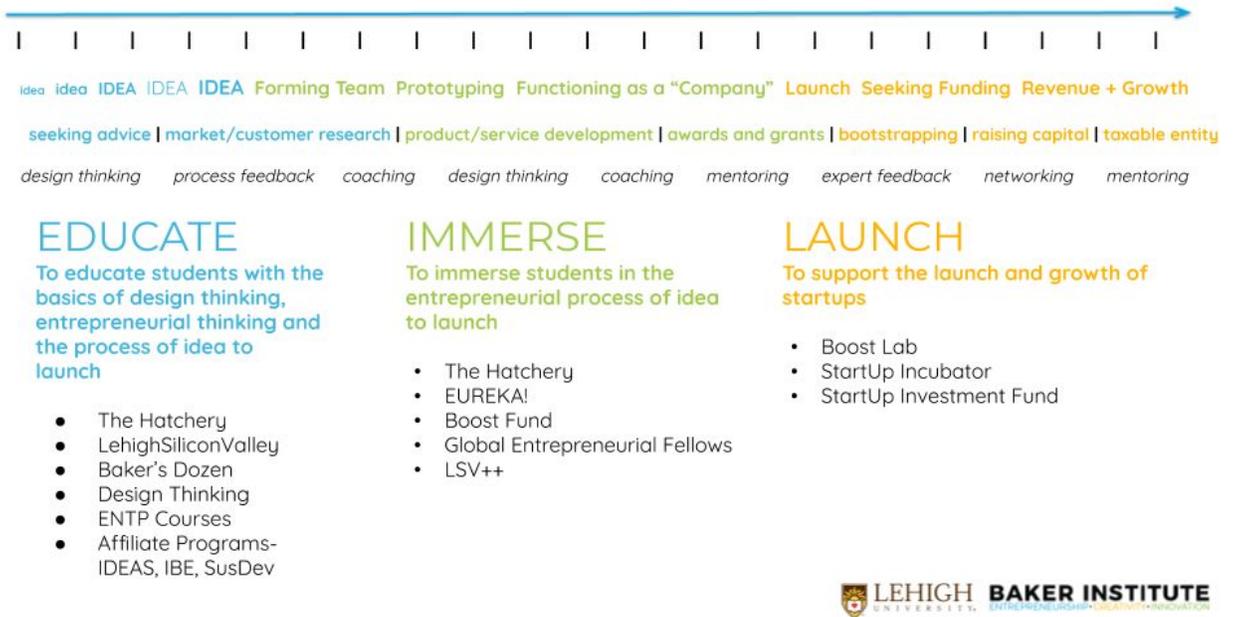
The new Thalheimer Enterprise Alliance will move the most promising of these venture projects to the next stage in the growth of their venture. With Alliance programs, full-time students will be further educated, coached, and provided with a structure to address the marketing, legal, financial, and other business issues they'll need to launch. There are currently around five venture project teams per year that would be appropriate for this opportunity. We expect that number to grow steadily once the Alliance is established.

The new Enterprise Alliance will also plan to raise a Boost Fund to support these more advanced venture projects. Because these students have already fully engaged in and utilized the Thalheimer EUREKA! Ventures programs including competitions and coaching, they have reached the stage where they need a level of support well beyond the exploration of product/service feasibility that focuses on the building of the enterprise itself.

The Enterprise Alliance and Boost Fund will help students bridge the gap between being an outstanding entrepreneurial student to being a real, full-time founder. The Thalheimer Enterprise Alliance will work with these fledgling founders to build the business and get their products and services out into the world. They will be able to work adjacent to full-time founders in the Lehigh Business and Baker Institute's Startup Business Incubator, opening in Fall 2021, to gain a greater sense of the entrepreneurial culture in which they can thrive. We expect them to develop plans for sourcing, manufacturing, and marketing their new products, as well as to build new and iterative prototypes and financial models. This combination of enterprise development programming, real-time coaching, and access to funding will enhance the pipeline of products, services and the enterprises that bring them to market. Ultimately, it will pave the way for student founders to successfully contend for a place in the Startup Business Incubator upon graduation as full time founders or to launch independently.

To create the Thalheimer Enterprise Alliance, we will bring on board a talented managing director of entrepreneurial services to develop and drive its programs including the alumni facing Startup Business Incubator. The managing director will also oversee a volunteer staff of alumni coaches and an elite cadre of students who spend dedicated time supporting the nascent entrepreneurs.

The idea to enterprise continuum that will be more strengthened by the Thalheimer Enterprise Alliance:



The Baker Institute for Entrepreneurship, Creativity and Innovation bridges the gap between knowledge and practice, idea and action, and research and impact through education, partnerships, and new venture creation.