



# 10

**YEARS**

## A DECADE OF IMPACT



10  
YEARS

**BAKER** LEHIGH  
UNIVERSITY  
**INSTITUTE**

ENTREPRENEURSHIP ■ CREATIVITY ■ INNOVATION



# 10 YEARS

## A DECADE OF IMPACT

### CURRICULUM

Baker Institute has established and supported the development of an **entrepreneurship curriculum** available to Lehigh students **in every discipline**.

### MINDSET

By embracing and cultivating the value of an **entrepreneurial mindset as a transformative asset**, Lehigh students can discover their own personal and professional entrepreneurial talents, their place in the world, and the confidence to act on their ideas.

*"Entrepreneurship developed a way of thinking that ignited a passion in me. I don't look at things anymore and think 'Well, this is a problem someone should do something about.' It's now 'Here's a problem, I should do something about it. I can solve it and I don't need to wait around for someone else to do it.'"*

— Hanna Brosky '18

### REACH

We are bringing entrepreneurial thinking and doing opportunities to students with different yet **aligned mindsets** through partnerships established with Lehigh Athletics and Office of International Affairs.

*"We are grateful to learn from and with the Baker Institute as we collaborate to provide student-athletes a fantastic developmental opportunity. **Competitiveness lends itself well to entrepreneurship** and we jumped on board when Baker pitched this partnership. Our student-athletes demonstrated tangible learning and growth."*

— Julie Ammary '07  
Director of Athletics  
Leadership Development

### EUREKA!

By using a robust **Idea to Launch pipeline** and set of resources, **student ventures** develop, grow, thrive, and take off.

*"Eureka played an integral part in me fully stepping into entrepreneurship. Eureka opened many doors for me as apart of my entrepreneurial journey. In addition to the financial resources, I was able to **build lasting connections with alumni who became mentors, investors and supporters**. Without the feedback and mentorship I got from Eureka I don't think I would have been able to have such exponential progress in my business."*

— Nazr M. El-Scari '21

### ECOSYSTEM

Baker Institute continues to be the driving force in the creation and sustainability of Lehigh's growing **entrepreneurial ecosystem**, connecting innovative campus partners, engaged students, and a thriving alumni network.

### MENTORSHIP

By leveraging the talent and experiences of Lehigh alumni, we created a meaningful **alumni coaching and mentorship program** that provides budding student entrepreneurs with the external perspective and expertise they need to move their venture projects forward successfully while also providing value to our alumni volunteers.

*"Coaching students is both fun and interesting, but selfishly, I also gain by just being around their high-intensity and fast-learning energy. I feel their learning, pivots, and questions come so fast that it keeps me on my toes, and I feel smarter and stronger from my interactions with the students."*

— Jamie Flinchbaugh '94

### DESIGN THINKING

With the help of expert facilitators a **Design Thinking practice** is provided to students, staff, faculty, departments, colleges, and stems across the university by offering workshops, courses, tools, and tactics to help participants create innovative solutions to challenging issues.

### GROWTH

Baker Institute **pioneered progressive university initiatives** such as Lehigh@NasdaqCenter and partnered with colleges to launch and spin out new programs such as the Technical Entrepreneurship Master's Degree.

### IMMERSION

To develop entrepreneurial talent across disciplines, we have created programmatic learning opportunities that model the integration of **external expertise, immersive learning, and self-driven exploration**.

*"Baker taught me not only how to communicate ideas but how to cultivate them. Learning that creativity can still have a process gave me a framework of thinking that I'm now able to apply to almost any problem I am trying to solve. **Being able to frame a problem, solve for solutions, and effectively communicate them** is a skill that a lot of young college graduates do not yet have - Baker teaches you that and so much more."*

— Eliza Wastcoat '19

### DIVERSITY, EQUITY & INCLUSION

With the foundational belief that an entrepreneurial mindset is best learned and practiced in a **diverse and inclusive environment**, Baker Institute provides the opportunity for creativity, innovation and entrepreneurial action by offering consistent and ongoing inclusive and equitable opportunities for student access to our programs.

*"Baker intentionally strives to **make programs and create teams that represent our nation**. In doing so, the interaction I had with my team and with speakers who had different backgrounds from my own, benefitted not only myself but the companies that we pitched ideas to."*

— Princess Scott '20



## FIRSTen - where we started

From the seed of an idea through the launch of an enterprise, by turning problems into opportunities, and vision into reality, students at Lehigh University have multiple opportunities to be immersed in the processes of **creativity, innovation, and entrepreneurial action.**

Entrepreneurs change the world. Some start companies or organizations, while others work to bring change within existing companies or organizations. In either context, they apply creativity, innovative thinking, and an entrepreneurial mindset. They **create value through change.**

For more than a decade the Baker Institute has harnessed the resources to design and support courses, programs, and immersive opportunities that **deeply engage students** in the process of entrepreneurial thinking and doing. The dedication to that work — and the nearly two decades of groundwork that preceded it — set the stage for an educational landscape at Lehigh that includes curricular, co-curricular, domestic, and international inclusive opportunities and partnerships



**“When you wake up in the morning, it’s a new day, a new opportunity, to look around yourself and ask, ‘What can I do today that has the potential of making a lasting difference for the future?’”**

— Dexter Baker, '50, '57G, '81H

with the embedded core values of creativity, innovation and entrepreneurship.

The Institute’s flagship program, LehighSiliconValley, played a key role in growing Lehigh’s west coast presence. Throughout its first decade, the program has provided students with a **transformational learning experience.** This model is an inspiration for the Baker team when designing the experiences, learning environments, and desired outcomes for other programs.

This model of learning is gaining a stronghold at Lehigh. Baker Institute is connected with other programs across the university that **embrace a shared vision for transformational student learning:** experiences that provide relevance to their lives, a personal connection to the people and work they are doing, and meaningful application of new knowledge.

## FLAGSHIP PROGRAMS



### LehighSiliconValley

LehighSiliconValley brings Lehigh students together with alumni entrepreneurs, funders, and founders in Silicon Valley — the hub of entrepreneurship — for a week-long immersion into new-venture creation. Students focus on real companies, real players, and real situations in real time.



### EUREKA! Ventures

Featuring a series of live competitions, coaching and mentoring, and opportunities to gain resources, the EUREKA! program offers a platform for students, faculty, and alumni to work creatively towards developing their own ventures.



### Hatchery

The Hatchery: Student Idea Accelerator is an immersive full-time summer learning experience where participants apply design thinking and learn startup methods to develop solutions and test potential business ideas.

## NEXTen - where we are headed

The **Rightful Inclusive Student Entrepreneurship (RISE)** initiative and fund provides access, financial resources, and opportunities to students who otherwise might not be able to participate in Baker Institute programs due to financial or social constraints. The RISE initiative and fund will ensure that the Institute’s valuable, transformational experiences are inclusive, equitable, and welcoming to students of diverse identities and backgrounds.

Launching in 2022, **The Thalheimer Enterprise Alliance**, in partnership with **Lehigh Business**, will operate a **university-centric incubator** with a mission to cultivate, support, and fund Lehigh-related entrepreneurs to build high-growth enterprises. As part of the Alliance, the Boost Lab will be supportive of student founders running their company while completing their degrees. The addition of both will result in growth of the entrepreneurial ecosystem at Lehigh University, in the Lehigh Valley, and beyond.

**We need your  
EXPERTISE.  
INSIGHTS.  
FINANCIAL  
SUPPORT.**

### JOIN FORCES WITH BAKER INSTITUTE.

**Help cultivate entrepreneurial thinkers and doers and make an impact on the next generation of Lehigh students.**

Our ability to expand student opportunities and inclusive access relies on the generosity of alumni and friends like you through your financial support and/or engagement with Baker Institute and Lehigh students. Your commitment and involvement will make a difference.

**The Baker Institute’s core programming and staff are supported through dedicated endowment funds.**



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Visit our website throughout the year and watch for updates in your email and on social media to learn more about Baker Institute’s history, vision for the future, and events to celebrate our **Decade of Impact.**