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The culminating event of the University's Business and Entrepreneurship course, the Pom
JUNE 16, 2021

By Abby Murphy '24, Ana Guillet '24, Andrew Haller '24, and Megan Bodmer '24

"Talos Headphones" pitched wireless headphone charging.

Students in the University of New Haven's "Business and Entrepreneurship" class (BUSA

The teams, which included students from all sections of the class, presented ideas such a

"This spring's BUSA1000 students certainly leaned into the entrepreneurial mindset and c

Abby Murphy '24

"Business and Entrepreneurship" (BUSA) is an amazing course run by a group of terrific p

Abby Murphy '24, a business management major.

The concept includes a hotline, Yale "Good Life" lectures, lectures from other Connecticu

Toward the end of the semester, my team pitched our business to a group of "investors."

I learned how to develop a startup business and pitch it to possible investors, which is valuable. I'd like to thank all the professors who made this event possible, including Dr. Kosmidou, Ana Guillet '24

Being enrolled in "Business and Entrepreneurship" and attending the Pompea Business Plan Competition. While my team was not in the finals, I still took advantage of being an active and excited participant. Ana Guillet '24 and her teammates developed a business called "Bodies on Track."

In addition to improving physical health, our business was centered on improving mental health. I would like to recognize my professor, Dr. Marks, for not just an exciting class, but also for his support. Andrew Haller '24

If you had told me at the start of this class that I would end up being a project leader, conducting research, and presenting at the EXPO, I would not have believed it. Andrew Haller '24, a computer science major.

The product our "company," "Talos Headphones" would sell is a bundle that comes with a pair of headphones and a charging pad. I came up with the idea of induction charging headphones while talking with a classmate. After doing some research, I discovered there are few induction charging headphones on the market. Being a part of the EXPO, while a little stressful, was a lot of fun. As team leader, I was in charge of the presentation. Overall, the EXPO event was a blast. Seeing the ideas that each team came up with was really inspiring. Megan Bodmer '24

This semester, I had the honor of serving as project manager for my group, "The Golden Plate." Megan Bodmer '24, a music industry major.

One of my biggest takeaways from the "Business and Entrepreneurship" course is how to develop a business plan. During each stage, I applied the knowledge I learned from class to build the business model. The problem we focused on was food insecurity. This broad concept meant that we had to address a wide range of issues. Our business was inspired by our desire to "feed people how they deserve to be fed." This was our mission statement. "The Golden Plate" would provide healthy food options at affordable prices to low-income families. After we finished presenting during the Pompea Business Plan EXPO and Competition, I felt a sense of accomplishment. By taking this course, I have been able to develop valuable skills that I will definitely be able to use in the future.

As a first-year student, I took this course with the intention of learning the ins and out of
Abby Murphy '24 is a business management major at the University of New Haven. Ana C

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