

Resource Partner Capacity : Organizational Background:

The Bucknell University Small Business Development Center (SBDC) provides entrepreneurs with the education, information, and consulting services they need to build successful businesses. As one of the original members of the one of the first SBDC programs in the country, Bucknell's center has been helping businesses start, grow, and prosper for over 35 years in six counties in central Pennsylvania. In 2015, the SBDC guided 37 clients who started their own business and engaged over 400 individuals via educational programs and events. The Bucknell SBDC was the first center in the country to be hosted by a College of Engineering, and through its partnership with engineering faculty and students, provides distinctive specialty services to clients seeking to bring innovative new products to market, ranging from the outdoor gear of www.gorunlites.com (an InnovateHer semi-finalist) and www.vargooutdoors.com, to the technology accessory products of www.upperdesk.com. It is part of an integrated network of 18 SBDCs in Pennsylvania which received renewed accreditation in 2015, and was one of only 12 programs nationally to attain supplemental accreditation for its Technology Services. The SBDC receives support from Pennsylvania's Department of Community and Economic Development (DCED) and collaborates actively with numerous local development agencies and organizations through DCED's Partnership for Regional Economic Performance (PREP) program. Bucknell's SBDC is directed by Steven Stumbri, who can be contacted at 570-577-3791 or sstumbri@bucknell.edu.

Background of Representatives for I-Corps training:

The Bucknell SBDC proposes to involve Director Steven Stumbri in the program, and he would not only bring these materials directly to clients in consulting activity, but be able to serve more broadly as a champion for lean startup ideology at Bucknell University across its diverse entrepreneurship programming and initiatives. Steve brings expertise in product development, engineering, and innovation to his role of Director of the Bucknell SBDC. He has design and manufacturing experience ranging across industries such as electronics, wood specialties, and plastics. He chairs the business innovation committee for the Lewisburg Downtown Partnership, one of many Main Street programs that collaborate with Bucknell SBDC; and founded Tech Meetup Lewisburg, a networking forum for technology entrepreneurs. He was honored as a Pennsylvania State Star in 2008 by the Association of Small Business Development Centers as a member of the PASBDC network's Technology Commercialization team. He holds a Master of Professional Studies in Community and Economic Development from Penn State University and a Bachelor of Science in Mechanical Engineering from Cornell University.

Additionally, the SBDC will engage one of its business consultants, Reed Byrum in the Lean Startup for Main Street program. Reed shares decades of experience with companies ranging from Fortune 100 and 500 corporations to Silicon Valley and Austin start-ups in his consulting work at the center and he helps clients grow from concept to reality by focusing on the development of their knowledge. A former president and CEO of the 28,000-member Public Relations Society of America, Reed has served as a corporate executive for companies ranging from small technology firms like Trilogy and RightNow Technologies to the Fortune 100 including EDS and GE Capital. Businesses, professionals and non-profits from the West Coast to the Southeast have benefitted from his professional expertise in reputation management, marketing, operations, and governance in industries such as high-tech, financial services, manufacturing and higher education. He received his A.B. from Washington and Lee University and has taught strategy at the University of Texas at Austin.

Lean Startup on Main Street: Launching Millennial Startups on Market Street in Downtown Lewisburg, PA

Rationale for I-Corps Training: Interest in I-Corps and Lean Methodology:

Steve, Reed, and the rest of the SBDC are keenly aware of the benefit that is being derived from the publications and methodology of Steve Blank and Eric Ries. Clients have expressed interest in tools, like the Business Model Canvas, that help them quickly focus their energies as efficiently as possible. Through these tools, we intend that clients engaged in this programming will **build something that customers want**, that they will **bring the right people and resources** to their startup teams, and that they will **focus on their goals**. We closely identify with the overarching theme of the I-corps program: that we should be guiding our clients to identify and validate problems or need in the market that enough people care about.

Target Audience for Adapted I-Corps Curriculum:

Recent [research](#) from the SBA has found that millennials have substantially lower start-up rates than previous generations, a troubling prospect for our nation's long-term economic health.. The target audience will be millennial entrepreneurs, including Bucknell University students inspired in part by the Bucknell SBDC's recent [BizPitch Competition](#) <http://www.bucknell.edu/news-and-media/2015/banner-year-for-bizpitch.html>, who are planning to or who have recently launched startups. Bucknell's SBDC serves as a focal point for the university's thriving entrepreneurial ecosystem, and is the pioneer for student entrepreneurship competitions and programs at the university. In its fourth year, the BizPitch competition attracted 72 student entrepreneurs in 2015, and helped several student launch firms. Students presented their business concepts to a panel of judges in a high profile Shark Tank style event. Additionally, the SBDC hopes to reach a more diverse population through this project: in Union county, only 9.2% of residents were identified in the most recent census as non-White, while Bucknell's student body is comprised of over 17% non-White individuals.



Bucknell BizPitch15 competition winner Trey Johnson

Bucknell University is a premiere national university where liberal arts and professional programs complement each other. Its commitment to continued intellectual exploration, creativity, and imagination makes it a vital and important place for entrepreneurial development. Bucknell's recent commitment to the establishment of an incubator for entrepreneurs in downtown Lewisburg indicates its interest and capability to nurture the entrepreneurial and economic leaders of tomorrow. Through this project, Bucknell's SBDC will develop and deliver programming for startups housed in and associated with this incubator. Lessons learned during the project period will be synthesized and reported back not only to the SBA, but also to SBDC in the robust statewide Pennsylvania program and to the national ASBDC conference. Three members of the Bucknell SBDC presented at the national conference in 2015, and four plan sessions for 2016, included Steven Stumbris and Reed Byrum, who have proposed a session on engaging millennial entrepreneurs through accelerated startup competitions.

Description of Intended Activities : Implementation Plan:

After participation in the I-Corps workshops, the SBDC will create the Bucknell SBDC Accelerator Program, enrolling four to six startups and pre-venture firms in a series of educational programs based on the Lean for Main Street content. Programs will consist of interactive workshops facilitated by Reed Byrum, who will bring high caliber business communication skills and a deep experience as a corporate executive to the program. The SBDC will develop a lean-based curriculum for a six week entrepreneurs “Boot Camp” program, based in the Bucknell University Entrepreneurs Incubator in downtown Lewisburg. This program will bridge the gap between learning styles, needs, and interests of millennial entrepreneurs and the historical methodology of the SBDC program. The Lean Startup for Main Street” program would bolster our center’s capability to serve this new demographic of highly aspirational and high potential startup clients using methodologies attractive and specifically designed for the learning style of these individuals. This project’s unique value proposition is the way in which the programming and location will weave our young entrepreneurs into the fabric of a rural Main Street environment. Additionally, work by Steven Stumbris to align this project with the Lewisburg Downtown Partnership, the town’s accredited Main Street Program, will provide critical economic diversity and opportunities for job growth that are inherently integrated into this rural community. The I-Corps program concepts and Lean Startup tools align well with attitudes and values <http://finance.youngmoney.com/careers/boomers-to-millennials-generational-attitudes/> espoused by millennial generation: that they value community and meaningful work, that they need the structure of accountability but are open to change; and importantly: that they are curious to know, “How do we build it?”. This program will give them the community, structure, and tools for them to find community and build meaningful firms and products. Bucknell University has a strong record of collaboration with its local Main Street Program, the Lewisburg Downtown Partnership through the Small business Development Center and other initiatives. The Lean for Main Street Program as realized through the Bucknell SBDC Accelerator Program will extend this partnership into highly impactful millennial startups, and will be conducted as a program that can be codified and translated to other SBA affiliates serving rural communities and Main Streets throughout the country.

Assessment Plan and Project Metrics

1. Engage 7 entrepreneurs: Program participants may be solo founders, aspirational pre-venture entrepreneurs, or founding teams of new firms. Bucknell’s incubator membership currently includes two firms with co-founders less than two years out of college, and five firms founded by current undergraduate students. Each of these firms may be program candidates.
2. Financial outcomes and economic impact: We will report on specific economic impacts attained by this unique subset of SBDC clients, including investments secured, jobs created, and new sales generated.
3. Participant survey data and analysis: The SBDC will design and administer surveys to program participants assessing their familiarity with Lean Startup principles before and after the program period to assess their learning outcomes.
4. Narrative synthesis of interviews with program graduates: The SBDC will include in its summary report excerpts from program participants interviews and a narrative synthesis of feedback obtained in this fashion. Interviews participants allows for a deeper, richer
5. Recommendations to SBA and NSF: The SBDC will share recommendations and suggestions on how to introduce Lean Startup processes and adapt I-Corps methodologies to millennial entrepreneurs in rural regions and small downtown communities.