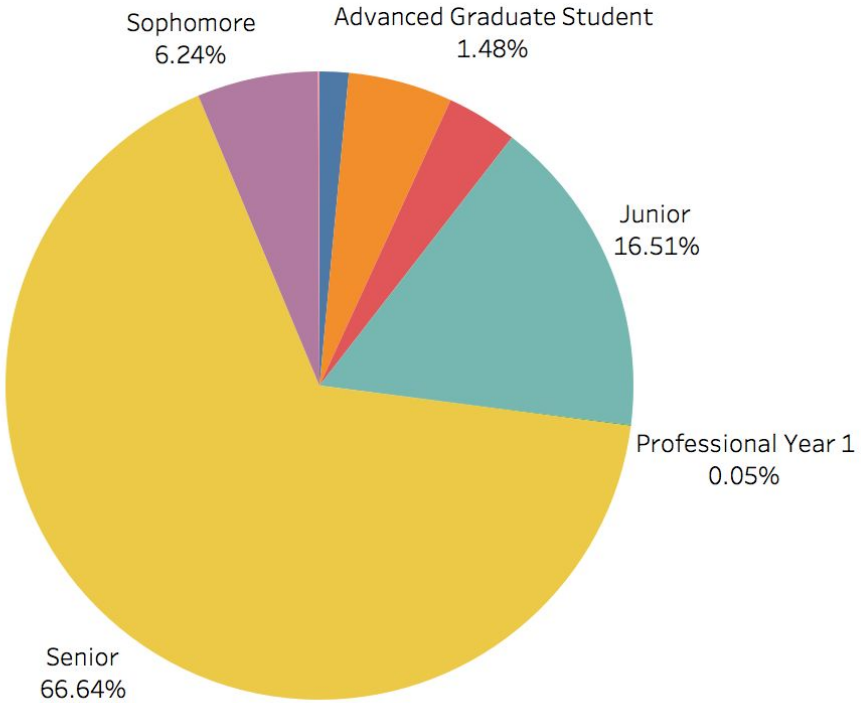
Data Insights

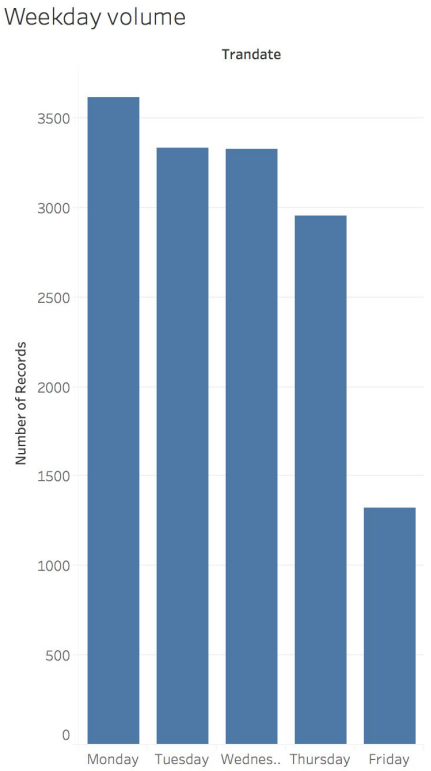
FRONT DESK SIGN-IN DATA

66.64%

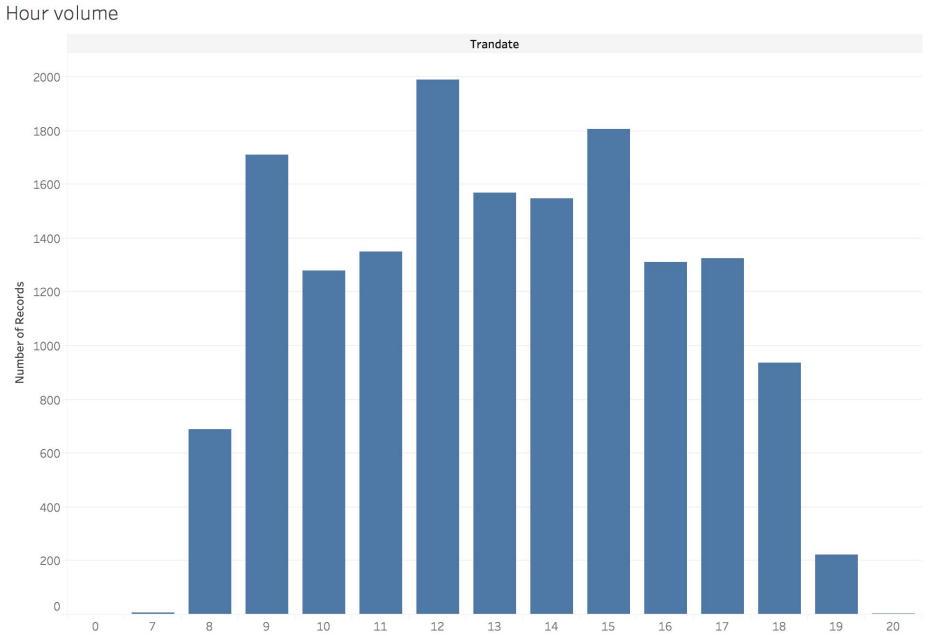
OF THE VOLUME OF STUDENTS WHO ENTER OUR SPACE ARE SENIORS.


Sophomore
6.24%
Advanced Graduate Student
1.48%
Junior
16.51%
Professional Year 1
0.05%
Senior
66.64%

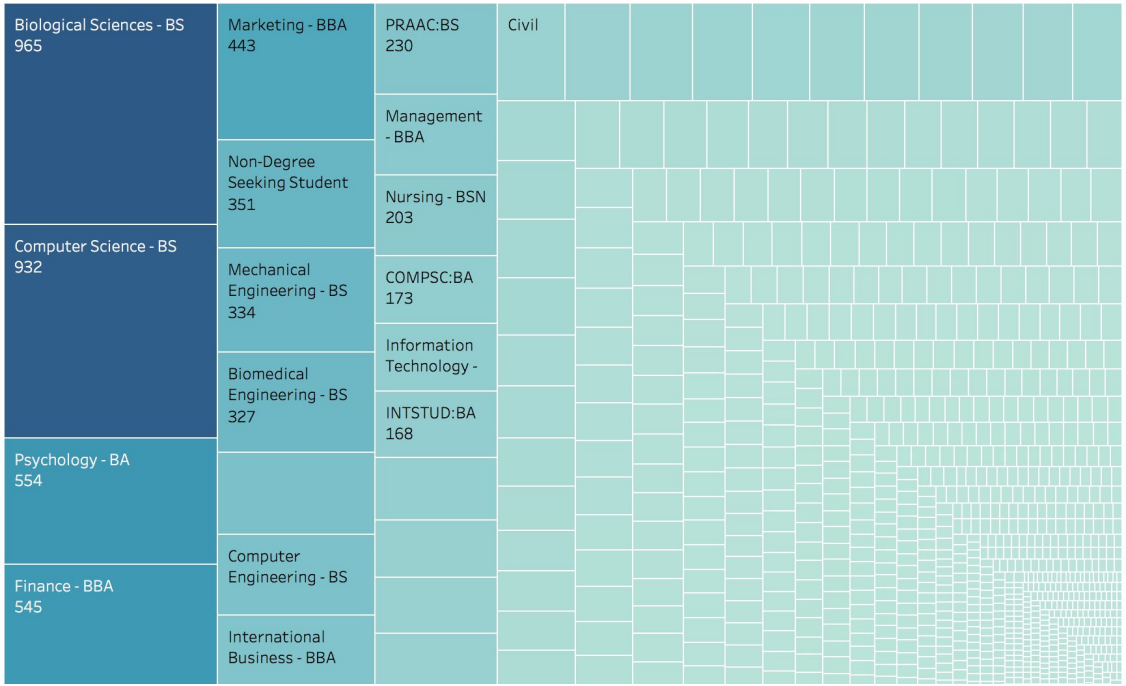
ON AVERAGE, MONDAYS HAVE THE HIGHEST TRAFFIC



THE TIMES OF DAY WITH THE HIGHEST VOLUME ARE 9AM, 12PM, AND 3PM

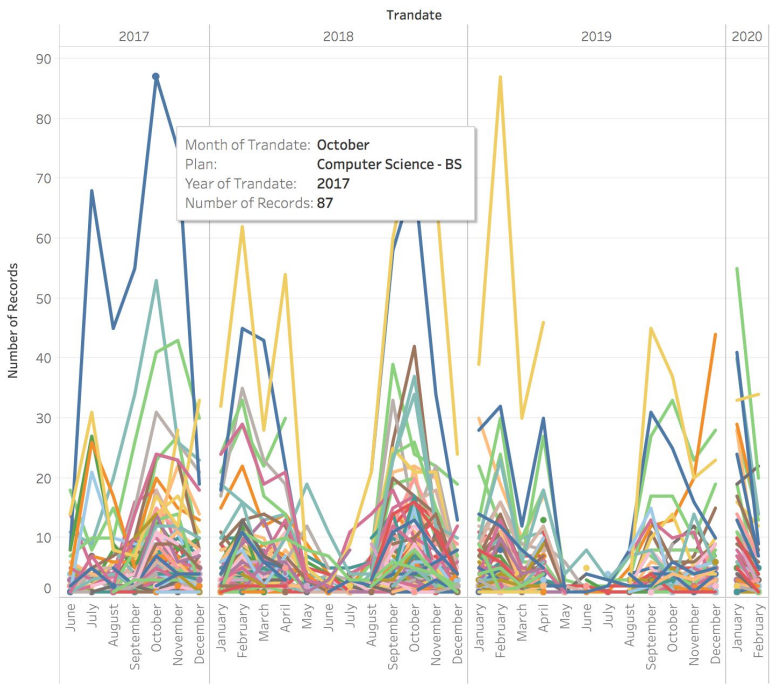


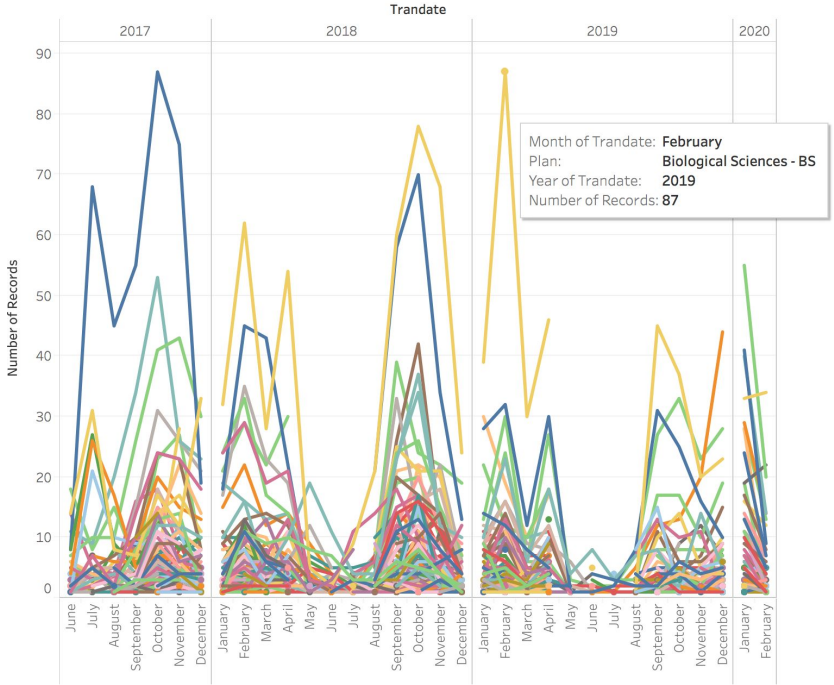
THE MAJORITY OF STUDENTS THAT UTILIZE OUR SPACE ARE BIO STUDENTS



THERE WAS A SPIKE IN BIO STUDENTS IN FEBRUARY OF 2019

Volume overview





TOP 10 STUDENTS BASED ON NUMBER OF SIGN-INS

KEVIN LOUIS-JEAN	Computer Science - BS	109
JEVON HOWELL	Marketing - BBA	101
ARI-BEN CATA	FIN:BBA_IESCM:CFI	101
PAULA PEREZ ARIZA	Mechanical Engineering - BS	88
ARQUIMIDES PEREZ-LEYVA	AGROG:CFI_COMPSC:BA_XECON:MN	82
JULIO LEONPENATE	INTBS:BBA_LOGSCM:SM	79
GUSTAVO CORDIDO ALFONSO	Computer Science - BS	67
EMMANUEL MALAVE-VALENTIN	Non-Degree Seeking Student	66
STEFANO GASPERINI GARCIA	Finance - BBA	64
ANIL JOSEPH	NDUGSTU_PLWSPV:CFI	63

RECOMMENDATIONS

- Host events/workshops earlier in the week and at an earlier time of the day to see if it affects turnout
- Interview Biological Sciences and Computer Science students to understand why they utilize our space and what they like/dislike
- Build awareness of StartUP FIU to more freshmen/sophomores

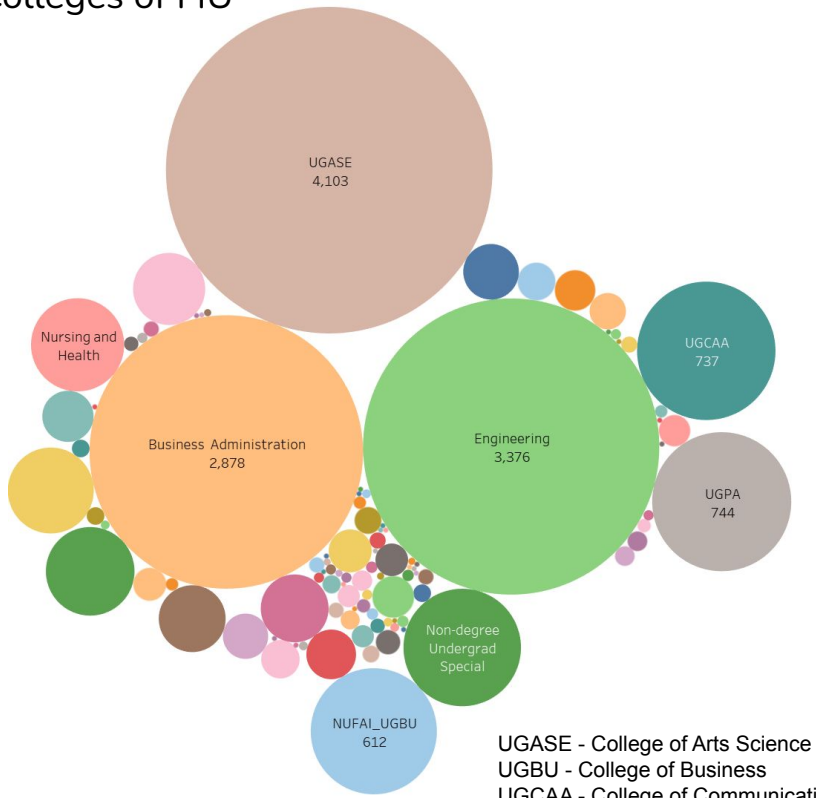
> 15,000 Students

since 2017

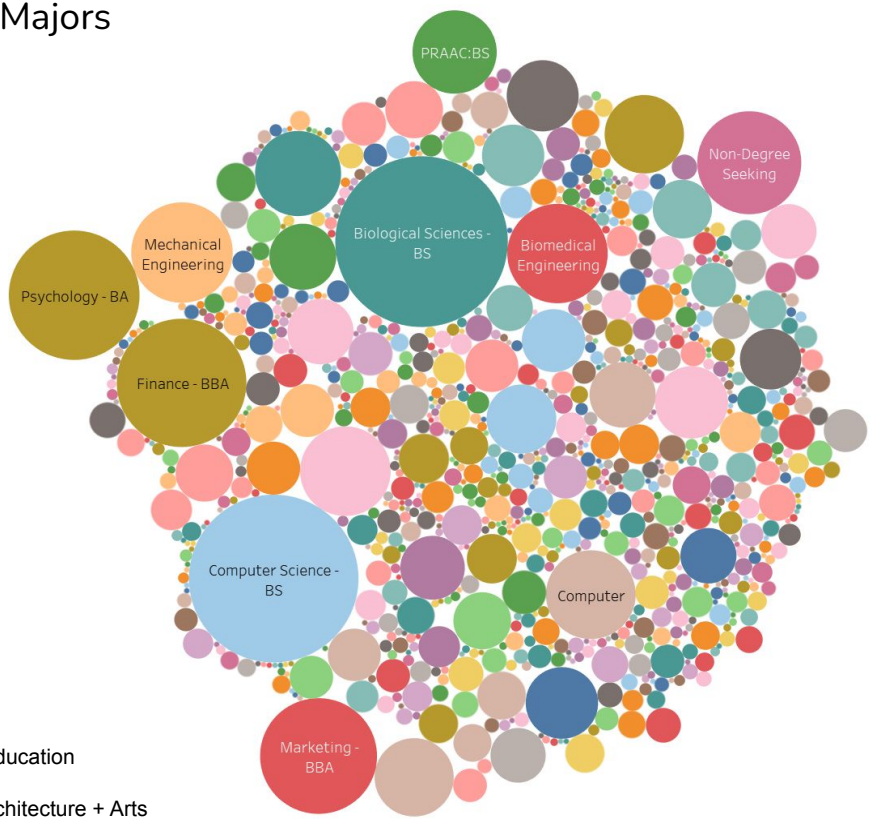
“OUR STUDENTS” DATA

Historical Use of Space

Colleges of FIU



Majors



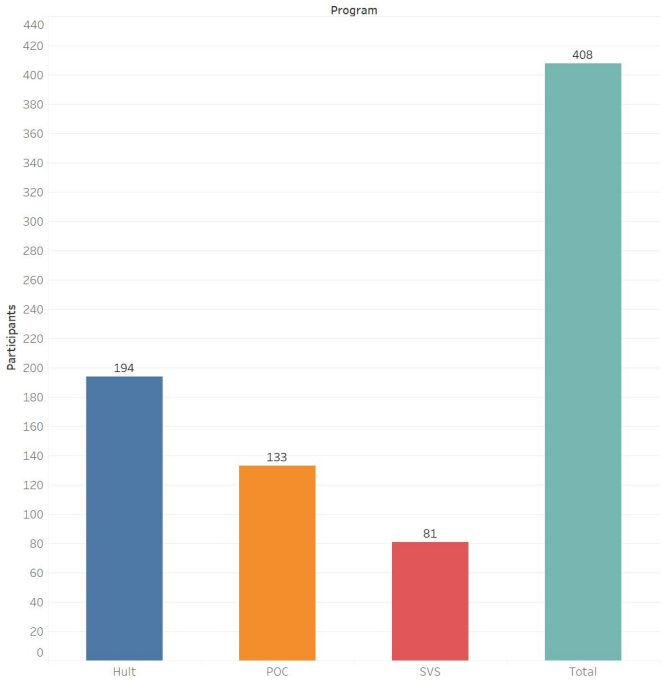
UGASE - College of Arts Science and Education
UGBU - College of Business
UGCAA - College of Communication, Architecture + Arts
PRAAC - Public Relations Advertising and Applied Communications

3 Entrepreneurship Programs Engagement

Total:

408
Participants

Total Program Engagement

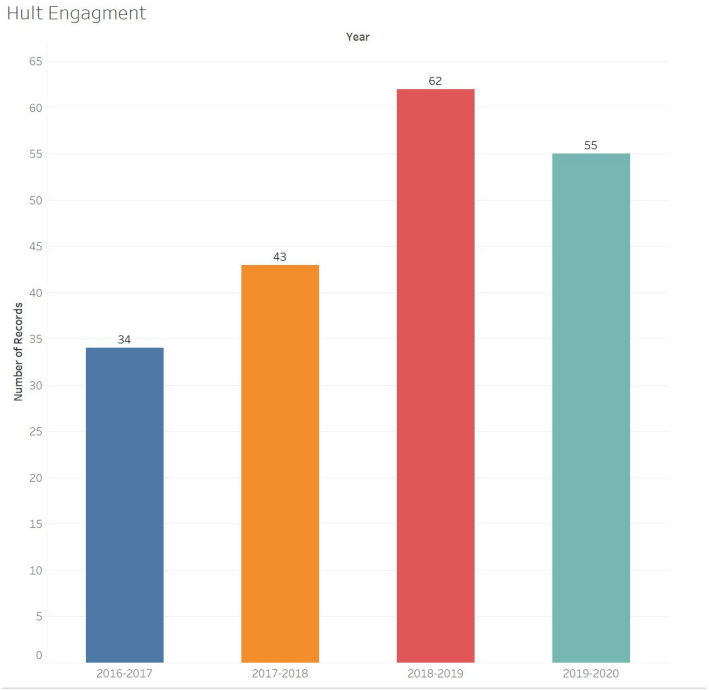


Hult: Engagement

Total:

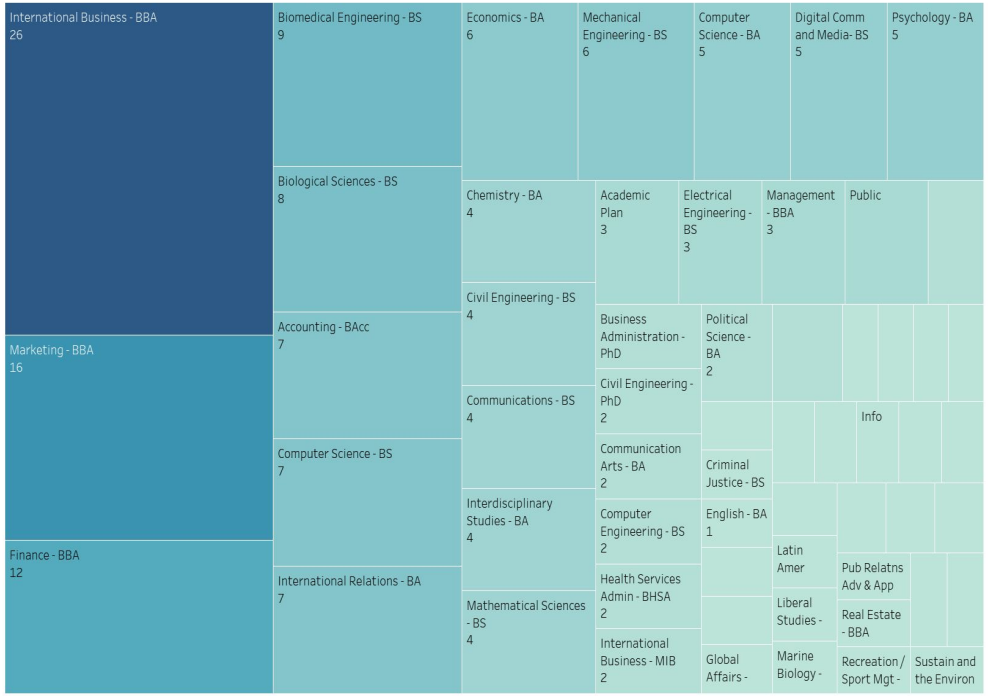
194
Participants

Yearly:

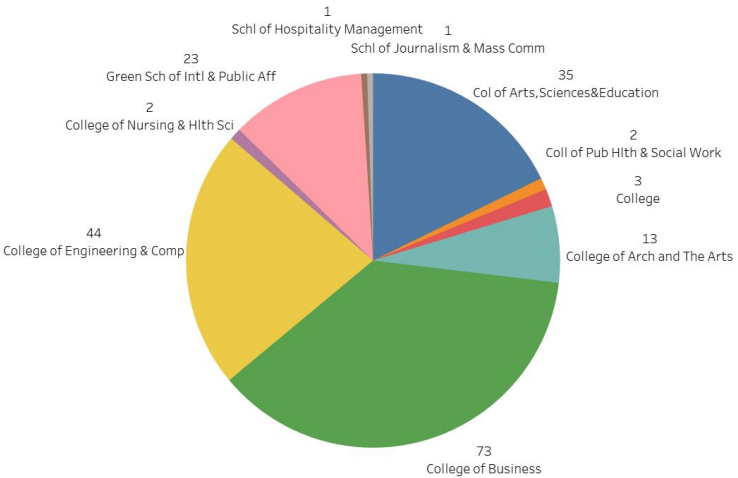


Hult: Data

Hult Particpants Academic Plan (16-20)



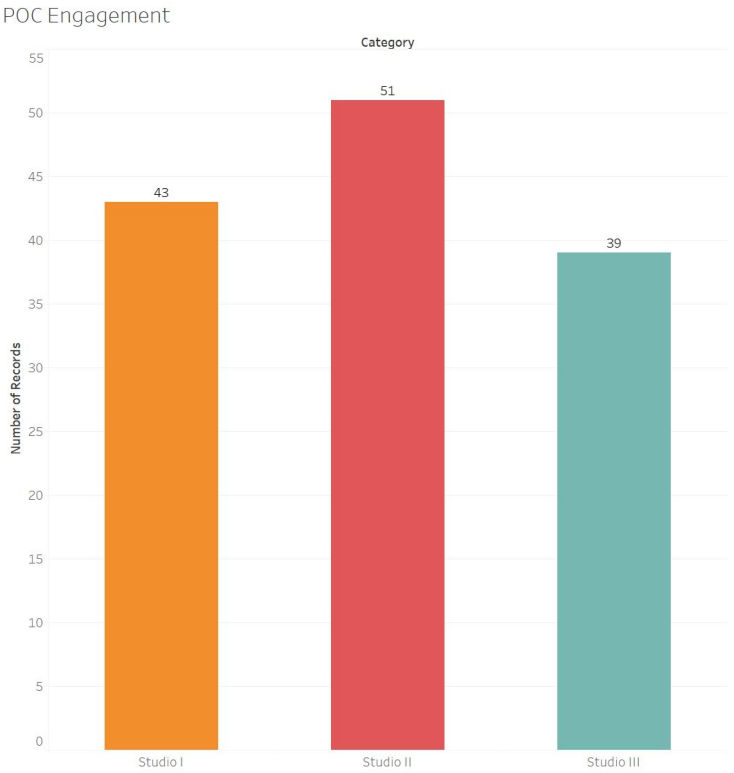
Hult Participants: College Data



Proof of Concept: Engagement

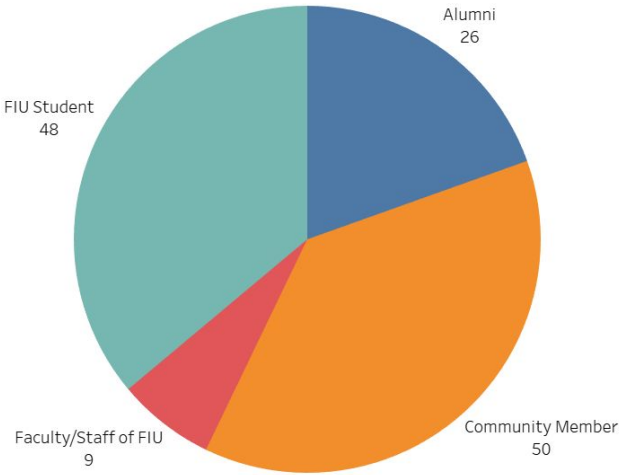
Total:

133
Participants



POC:Data

POC: Relationship to FIU



Studio I	
Applications Submitted	40
Referrals	5
Total Applications	**45**

Studio I - Applicants Breakdown *Individuals who submitted applications*	
FIU Student	14
FIU Graduate Student	6
FIU Alumni	8
Community Member	15
Faculty/Staff of FIU	2
Total	**45**

Relationship to FIU

Studio I - Entrepreneurs *Addmited into our Studio*	
FIU Student	2
FIU Graduate Student	-
FIU Alumni	3
Community Member	9
Faculty/Staff of FIU	-
Total	**14**
12 Companies	

Demographics

Studio I Entrepreneurs	Ethnicity/Race
American Indian or Alaska Native	0
Native Hawaiian or Pacific Islander	0
Asian	2
Black or African American, non-Hispanic	2
Hispanic or Latino	6
Two or more	0
White, non-Hispanic	0
Choose not to respond	4
Total	**14**

Studio I- Entrepreneurs	Gender
Male	3
Female	7
Non-Binary/third gender	0
Gender non-conforming	0
Choose not to respond	4
Total	**14**

Studio II	
Applications Submitted	37
Studio I Applicants	8
Total Applications	**45**

Studio II - Applicants Breakdown *Individuals who submitted applications*	
FIU Student	9
FIU Graduate Student	2
FIU Alumni	11
Community Member	20
Faculty/Staff of FIU	3
Total	**45**

Studio II - Entrepreneurs *Addmited into our Studio*	
FIU Student	3
FIU Graduate Student	2
FIU Alumni	5
Community Member	17
Faculty/Staff of FIU	2
Total	**29**
15 Companies	

Studio II Entrepreneurs	Ethnicity/Race
American Indian or Alaska Native	0
Native Hawaiian or Pacific Islander	0
Asian	1
Black or African American, non-Hispanic	3
Hispanic or Latino	20
Two or more	0
White non-Hispanic	1
Choose not to respond	4
Total	**29**

Studio II- Entrepreneurs	Gender
Male	18
Female	9
Non-Binary/third gender	0
Gender non-conforming	0
Choose not to respond	2
Total	**29**

Studio III	
Applications Submitted	33
Studio II Applicants	0
Total Applications	**33**

Studio III - Applicants Breakdown *Individuals who submitted applications*	
FIU Student	16
FIU Graduate Student	2
FIU Alumni	6
Community Member	13
Faculty/Staff of FIU	2
Total	**39**

Studio III - Entrepreneurs *Addmited into our Studio*	
FIU Student	11
FIU Graduate Student	0
FIU Alumni	5
Community Member	3
Faculty/Staff of FIU	2
Total	**21**
15 Companies	

Studio III Entrepreneurs	Ethnicity/Race
American Indian or Alaska Native	0
Native Hawaiian or Pacific Islander	0
Asian	0
Black or African American, non-Hispanic	2
Hispanic or Latino	14
Two or more	0
White, non-Hispanic	2
Choose not to respond	3
Total	**21**

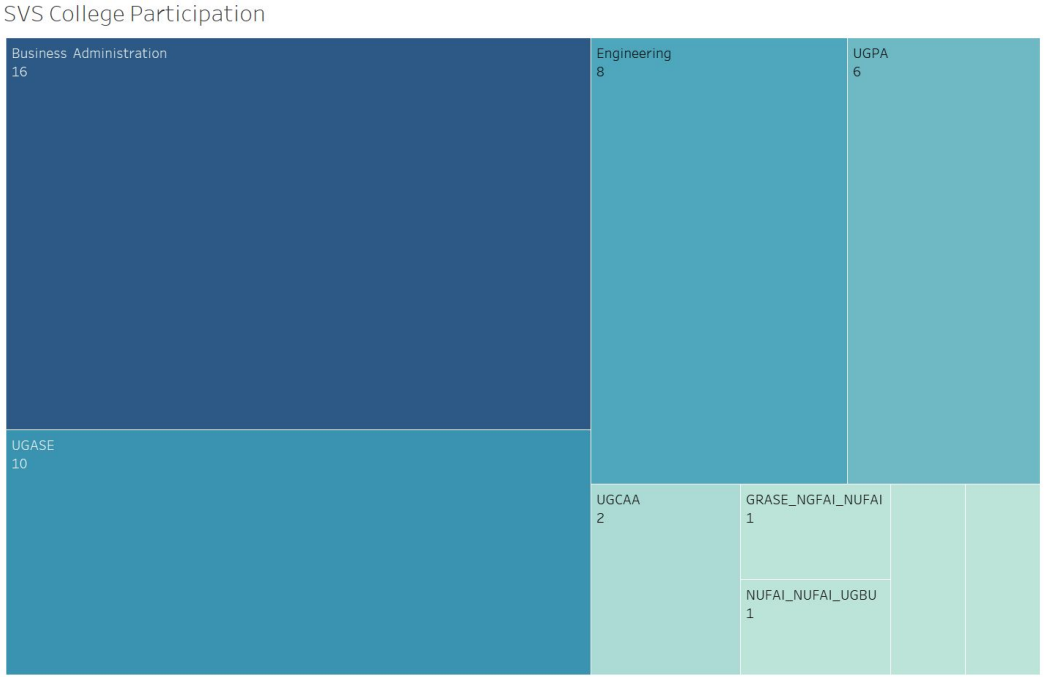
Studio III- Entrepreneurs	Gender
Male	14
Female	7
Non-Binary/third gender	0
Gender non-conforming	0
Choose not to respond	0
Total	**21**

Total Companies Studio 1-3: 42

Social Venture Studio: Engagement

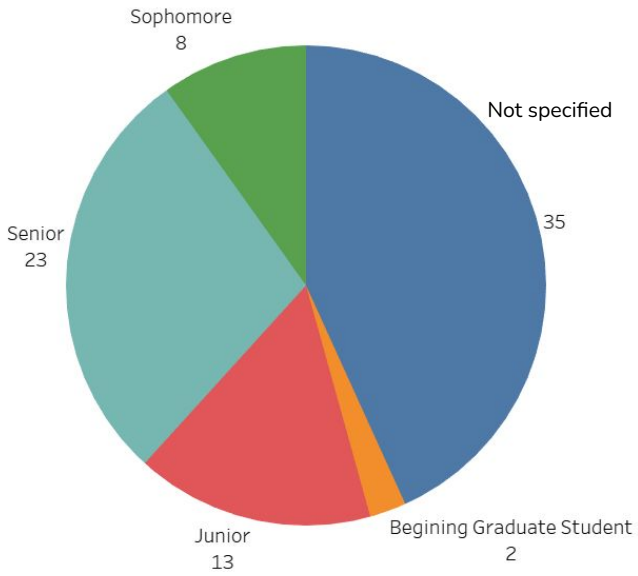
Total:

81
Participants

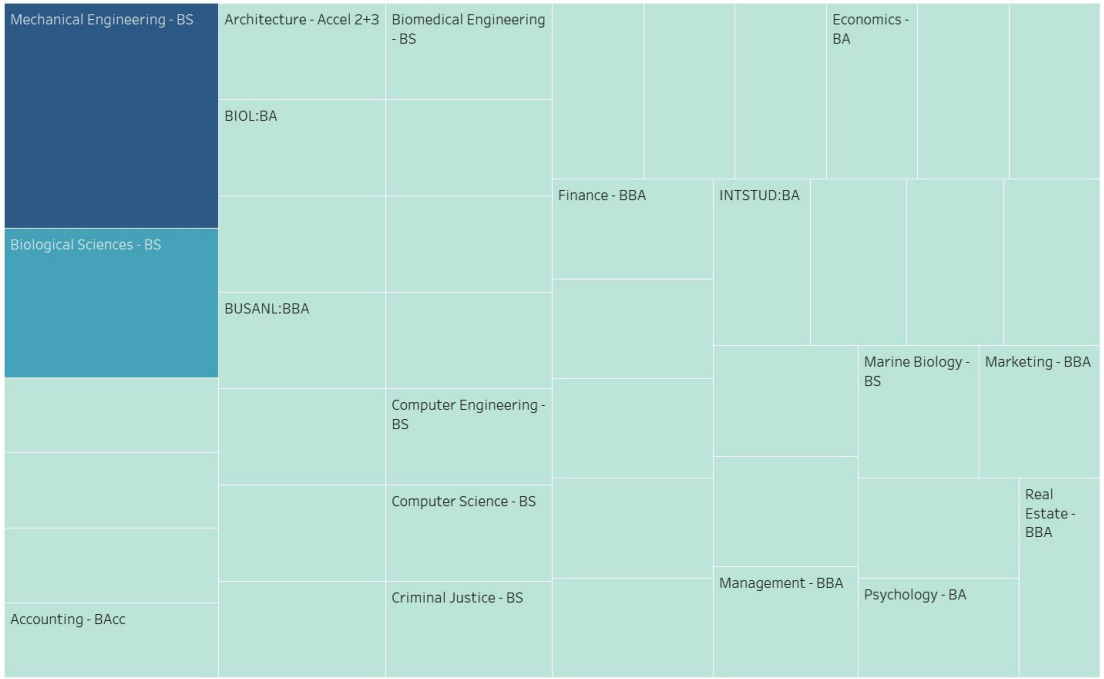


SVS: Data

Class



Majors



Conclusions/Recommendations

Historical Use of Space

- The College of Business has the largest participation in the entrepreneurship programs.
- The College of Arts, Science and Education has the overall greater use of the space.

Entrepreneurship Programs

Each entrepreneurship program has its own unique results:

- Recommendation: interview the most successful participants for each program.to identify majors, colleges, participation, and motive.
- Gather data and create profiles of the most successful students

- Recommendation: Promotion of the programs to the younger students (freshmen, and sophomores) could increase participation by those groups.

EVENT DATA

141 EVENTS

HAVE BEEN HELD BY STARTUP FIU SINCE ITS OPENING IN MAY OF 2016 UNTIL FEBRUARY OF 2020

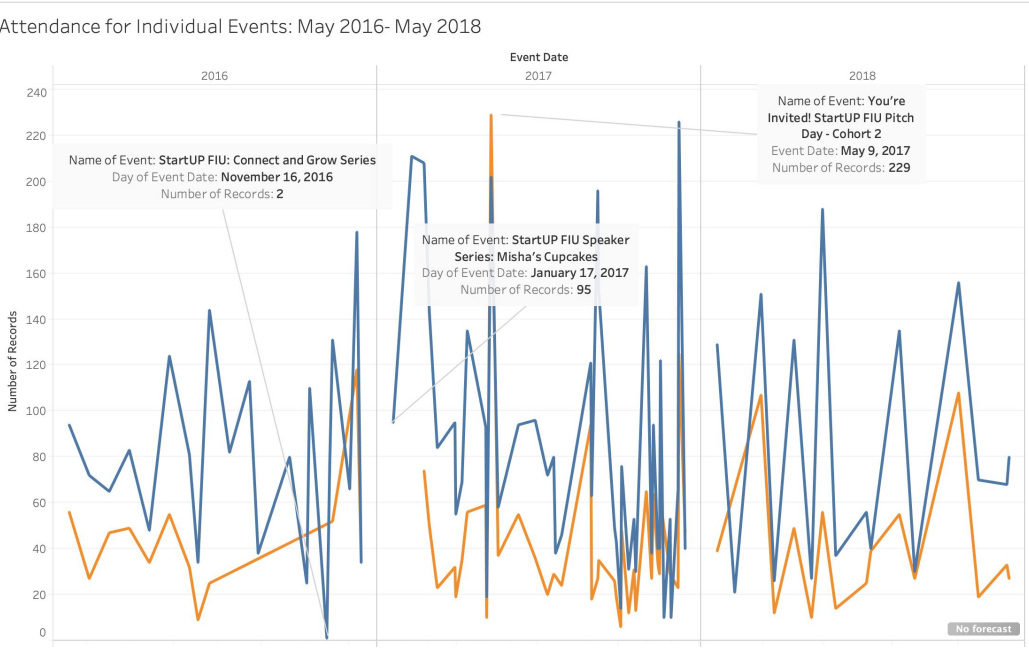
EVENTS

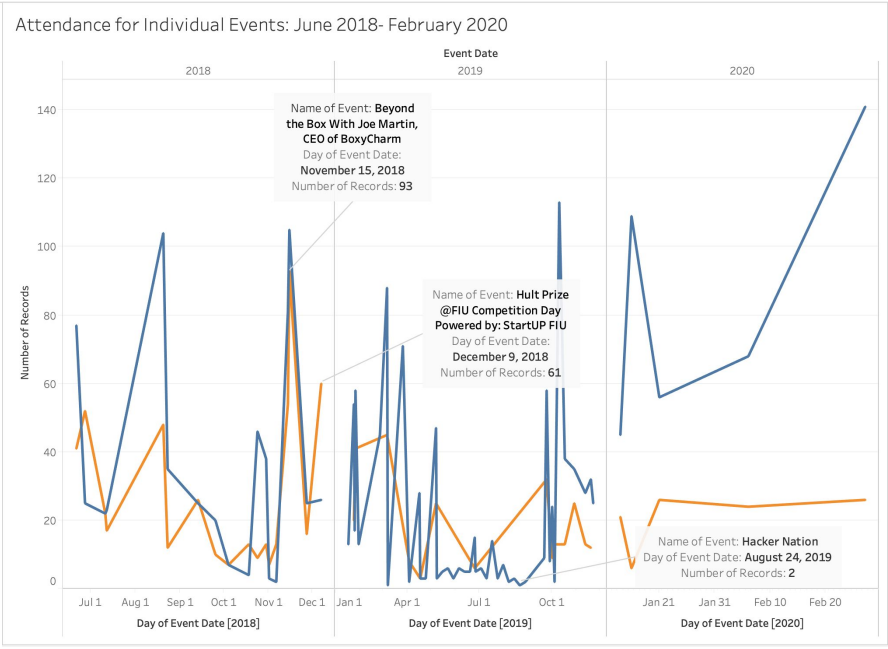
OUTLIER EVENTS

ON AVERAGE,

EVENTS EXPERIENCE A 30% TURNOUT & AUDIENCE SIZE OF 34 ATTENDEES

OUTLIER EVENTS ON AVERAGE ACCOUNT FOR +100 ATTENDEES

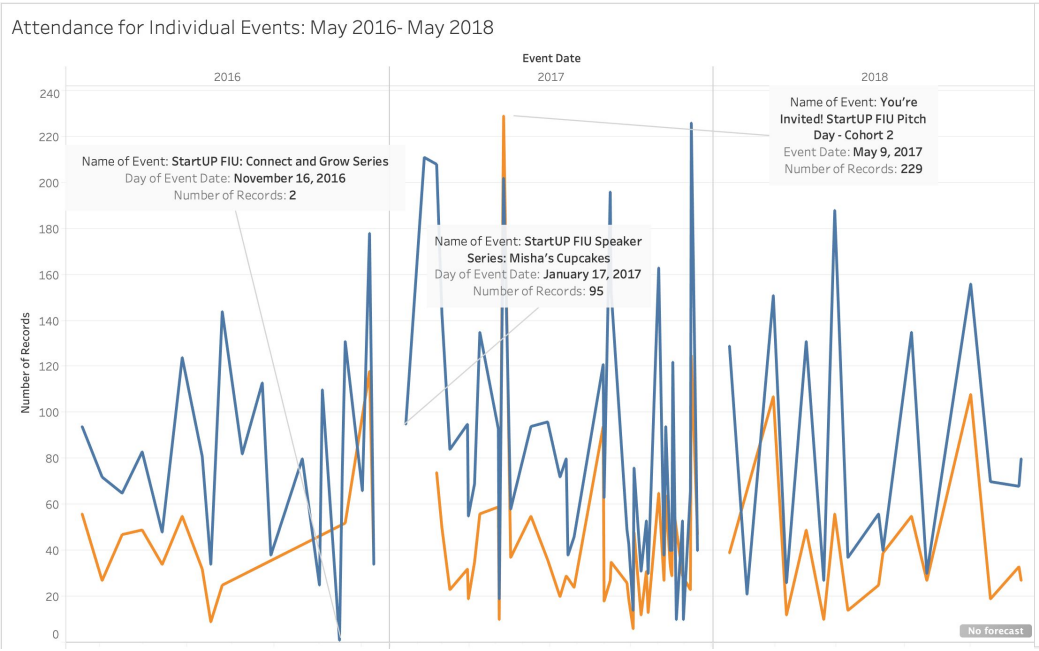


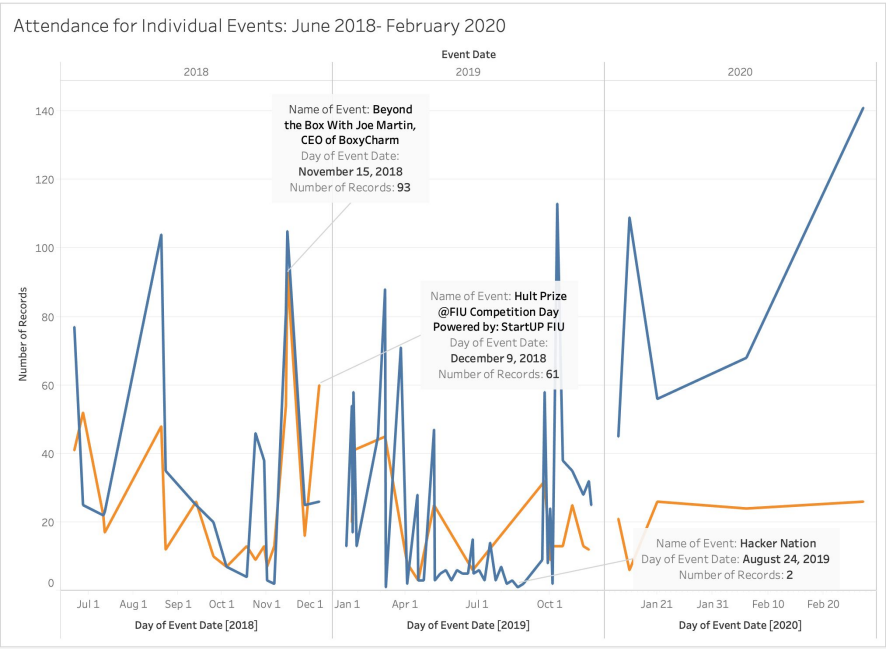


Some events are missing check-in data, or an unusually low "attending" rate

COMPETITIONS AND PITCH DAYS ACCOUNT FOR HIGHEST TURNOUT PERCENTAGE AND HIGHEST NUMBER OF ATTENDEES

Events involving renowned individuals are more inconsistent in turnout and audience size





ON AVERAGE,

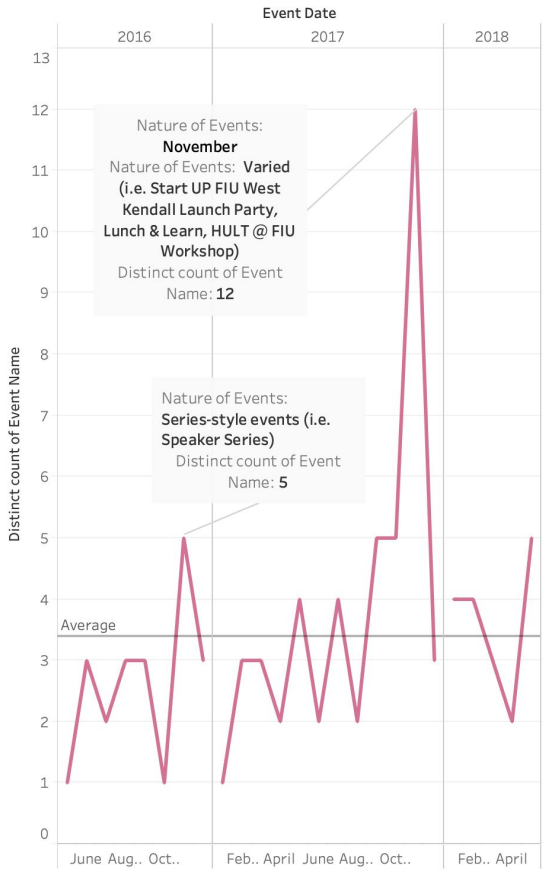
3-4 EVENTS ARE HELD EACH MONTH

THAT RELATE TO STUDENT ENTREPRENEURSHIP

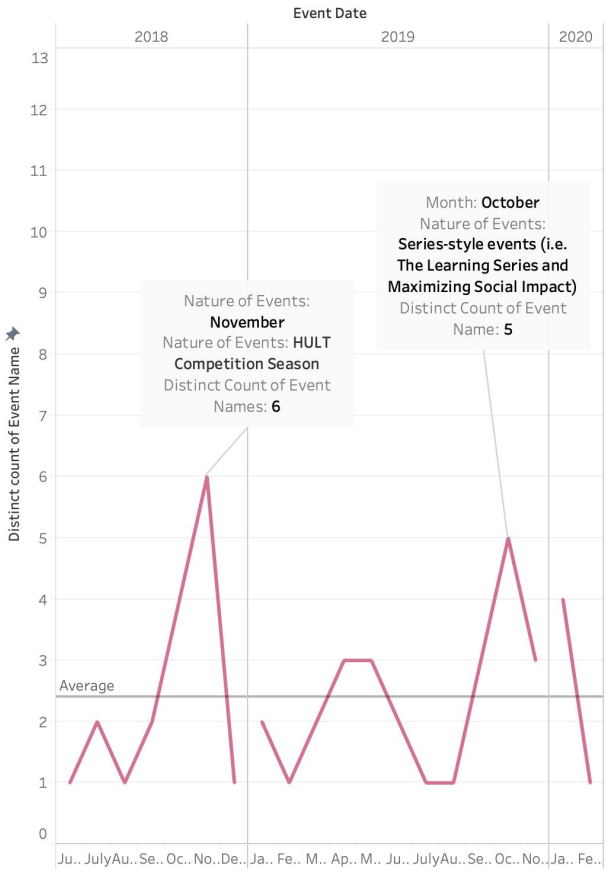
NOVEMBER IS STARTUP FIU'S BUSIEST MONTH

Competitions such as Hult, competition-related events such as workshops, and event series that discuss a central theme (i.e. "Speaker Series") lead to spikes in number of events

May 2016- May 2018



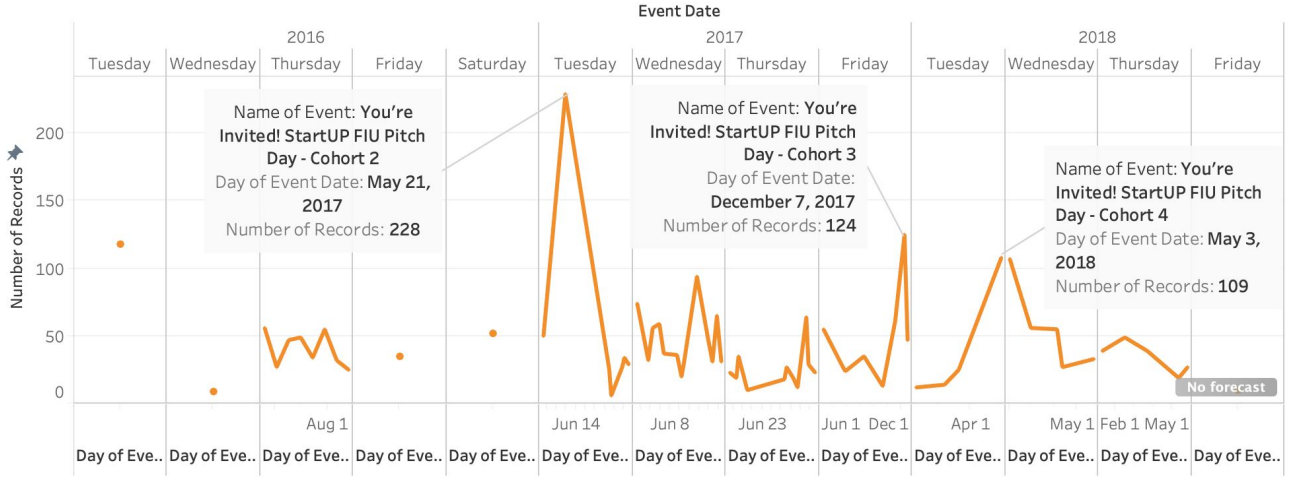
June 2018- February 2020



EVENTS ARE USUALLY HELD ON WEDNESDAYS AND THURSDAYS

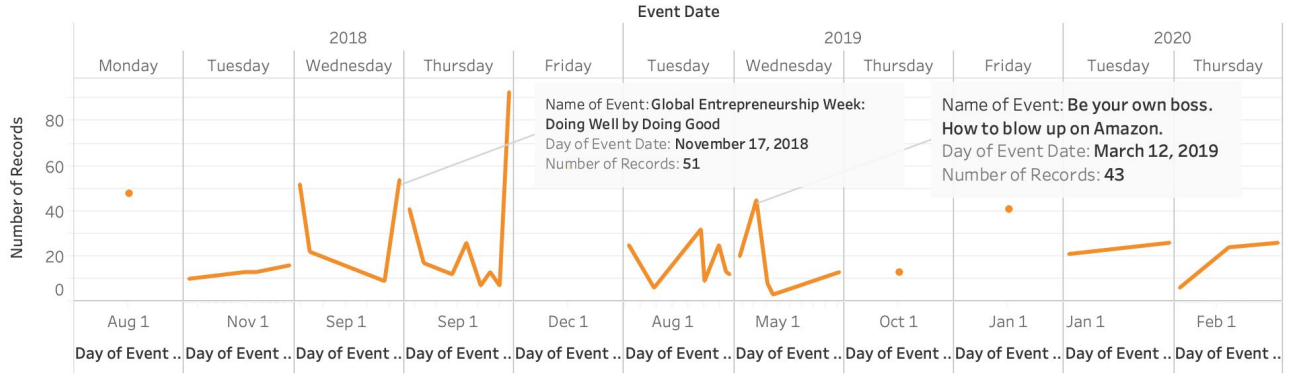
SLIGHTLY HIGHER TURNOUTS ON WEDNESDAY

May 2016- May 2018



OUTLIER EVENTS HAD GREATER TURNOUTS REGARDLESS OF WEEKDAY

June 2018- February 2020



RECOMMENDATIONS

- Establish a standard operating procedure (SOP) for all events
  - Ensure that all events complete a check-in process
  - Update Eventbrite if an event has been cancelled
  - Group event series under Eventbrite
  - Have clear distinction on what team is hosting the event, in order to make data easier to filter
- Host more competition opportunities and related events such as workshops
- Host events on Wednesdays and Thursdays
- Consider other variables, such as exploring if turnout is affected by the nature of events or by other factors such as promotional material

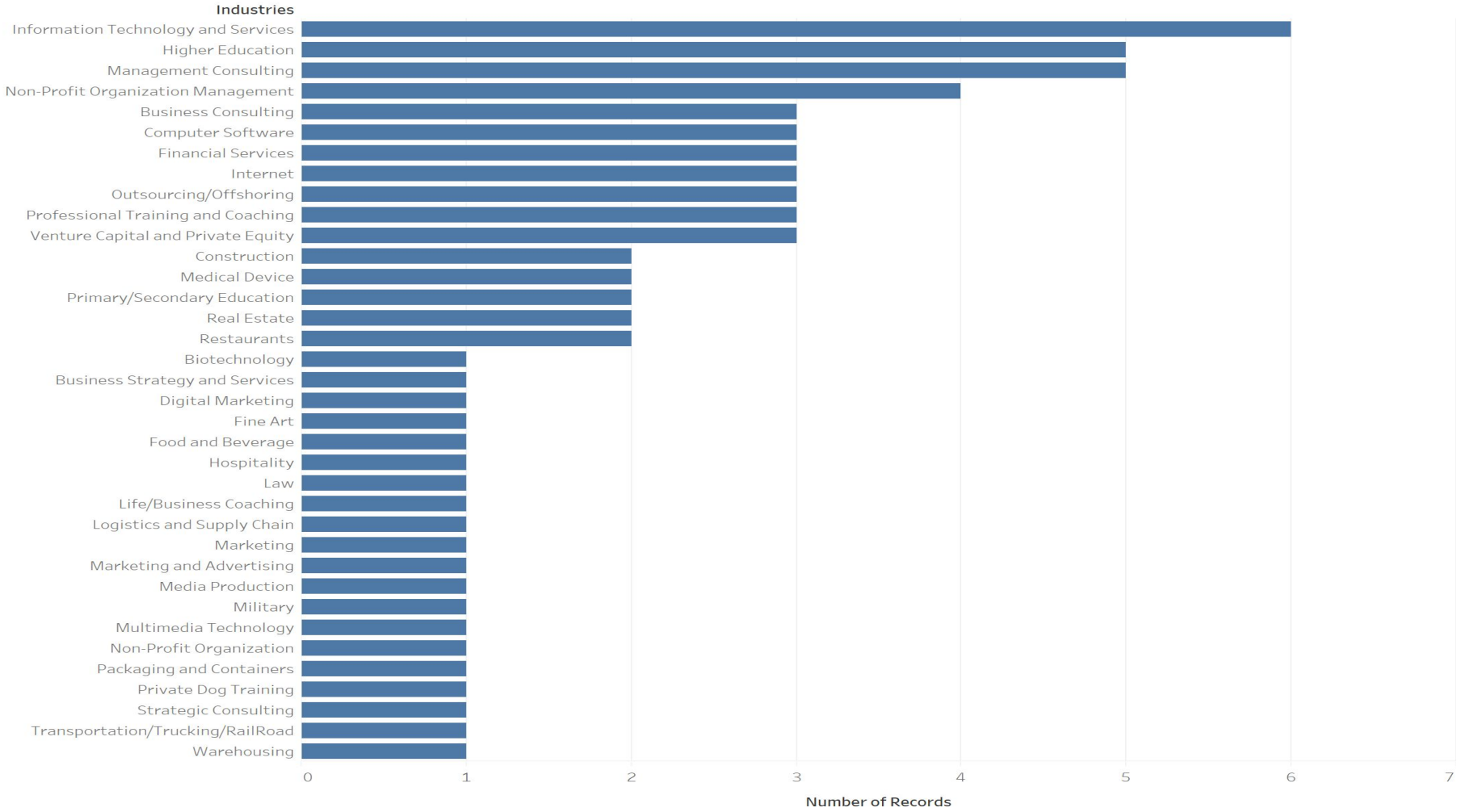
MENTOR DATA

Total of 56 Mentors across Empower and Commercializing Research

Mentors span 36 industries

Top 3 Industries

Industries	
Information Technology and Services	6
Higher Education	5
Management Consulting	5

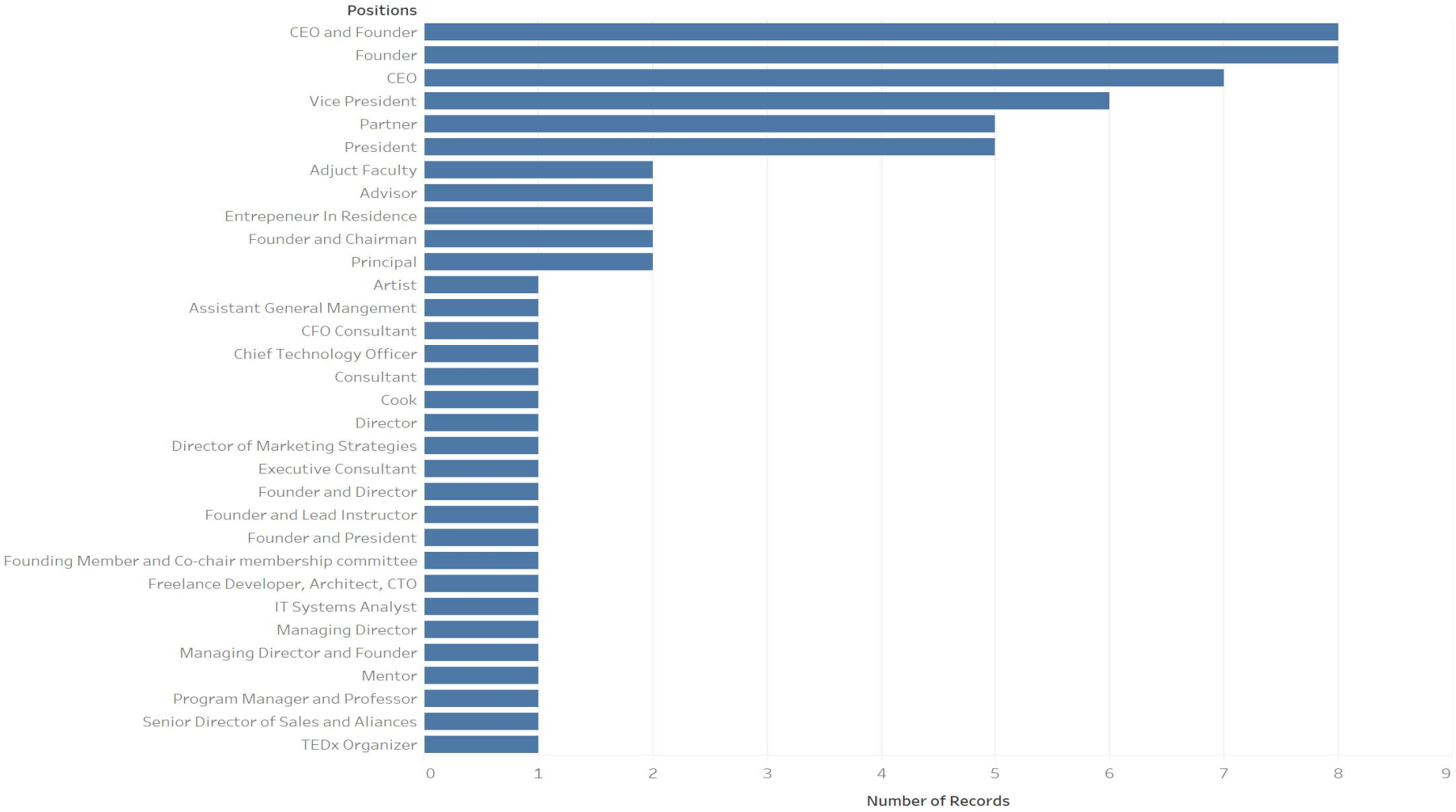

Industries
Information Technology and Services
Higher Education
Management Consulting
Non-Profit Organization Management
Business Consulting
Computer Software
Financial Services
Internet
Outsourcing/Offshoring
Professional Training and Coaching
Venture Capital and Private Equity
Construction
Medical Device
Primary/Secondary Education
Real Estate
Restaurants
Biotechnology
Business Strategy and Services
Digital Marketing
Fine Art
Food and Beverage
Hospitality
Law
Life/Business Coaching
Logistics and Supply Chain
Marketing
Marketing and Advertising
Media Production
Military
Multimedia Technology
Non-Profit Organization
Packaging and Containers
Private Dog Training
Strategic Consulting
Transportation/Trucking/RailRoad
Warehousing
0
1
2
3
4
5
6
7
Number of Records

Mentors hold 31 different positions in various companies

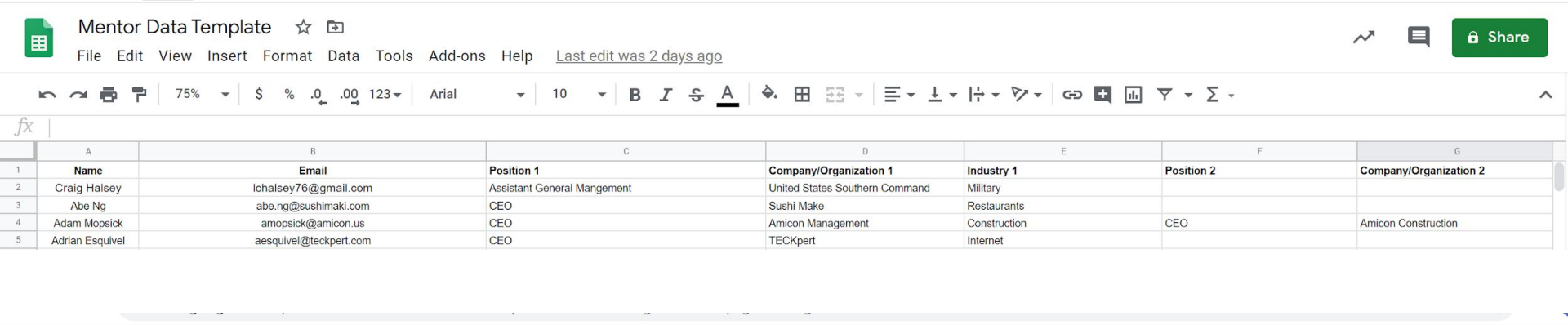
23 Mentors are Founders/Co-founders of a company

23 Mentors hold CEO/President positions in their company

14 Mentors that are Founders and CEO/President


Positions
CEO and Founder
Founder
CEO
Vice President
Partner
President
Adjuct Faculty
Advisor
Entrepeneur In Residence
Founder and Chairman
Principal
Artist
Assistant General Mangement
CFO Consultant
Chief Technology Officer
Consultant
Cook
Director
Director of Marketing Strategies
Executive Consultant
Founder and Director
Founder and Lead Instructor
Founder and President
Founding Member and Co-chair membership committee
Freelance Developer, Architect, CTO
IT Systems Analyst
Managing Director
Managing Director and Founder
Mentor
Program Manager and Professor
Senior Director of Sales and Aliances
TEDx Organizer
0
1
2
3
4
5
6
7
8
9
Number of Records

Proposed template for record keeping

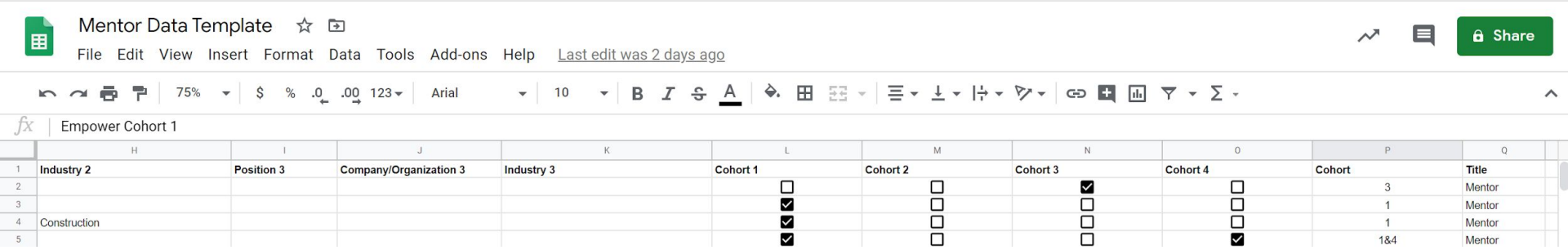


Mentor Data Template

File Edit View Insert Format Data Tools Add-ons Help Last edit was 2 days ago

Share

	A	B	C	D	E	F	G
1	**Name**	**Email**	**Position 1**	**Company/Organization 1**	**Industry 1**	**Position 2**	**Company/Organization 2**
2	Craig Halsey	lchalsey76@gmail.com	Assistant General Mangement	United States Southern Command	Military		
3	Abe Ng	abe.ng@sushimaki.com	CEO	Sushi Make	Restaurants		
4	Adam Mopsick	amopsick@amicon.us	CEO	Amicon Management	Construction	CEO	Amicon Construction
5	Adrian Esquivel	aesquivel@teckpert.com	CEO	TECKpert	Internet		



Mentor Data Template

File Edit View Insert Format Data Tools Add-ons Help Last edit was 2 days ago

Share

Empower Cohort 1

	H	I	J	K	L	M	N	O	P	Q
1	**Industry 2**	**Position 3**	**Company/Organization 3**	**Industry 3**	**Cohort 1**	**Cohort 2**	**Cohort 3**	**Cohort 4**	**Cohort**	**Title**
2					☐	☐	☑	☐	3	Mentor
3					☑	☐	☐	☐	1	Mentor
4	Construction				☑	☐	☐	☐	1	Mentor
5					☑	☐	☐	☑	1&4	Mentor

Proposed template for record keeping

Google Sheet Link:
https://docs.google.com/spreadsheets/d/1QAbS9w8MKDL1qIPSc49LTEKahudQegum-DxdN9pzgfc/edit#gid=0

Proposed Mentor/Advisors SOP

- Share the google sheet with people in charge of mentors/advisors for the respective programs
- New Mentor/Advisor
  - Entered in the google sheet under the program for which they will be participating in
  - All applicable fields must be filled out
  - Their Title will state their role in the program (speaker, mentor, advisor, etc.)