

## FOUR NEW E-SCHOLAR DESIGNED VENTURES TESTED

Experiencing entrepreneurship is a core part of the E-Scholars program. One major way that happens is when a student takes their venture plan and tries it out. Four E-Scholar ventures designed by students in the sixth and seventh E-Scholar cohorts moved to the testing stage during 2010-11.

**Campus2Canvas:** Four students who were seniors in 2010-2011 from the sixth cohort of E-Scholars started this new venture in the spring of 2010. Ben Crist, Jungkun Li, Ben McDermott, and David Forster were the students leading this new venture. While on the tour of China the team visited a business neighborhood featuring oil painters. There they found a talented artist interested in creating individual oil paintings for them based on photographs. The team built an inventory of original oil paintings that are available at their website and the SJU and CSB bookstores. They also manage the commissioning of individual orders. By spring 2011, sales had surpassed their expectations, their McNeely Student Loan was repaid and another web-based sales strategy was launched capitalizing on the interest in pet portraits. The four continue to work on the venture after their May 2011 graduation.



Campus2Canvas Leadership Team

**Student Art Store (SAS):** Lauren Witt from the seventh cohort decided to tackle the problem faced by student artists and crafters — no place to sell their creations. Lauren designed a venture that sells the arts and crafts on consignment in a space on Main Street of St. Joseph, Minn., adjacent to the College of Saint Benedict. Invited by founders of two retail ventures opening a food coop and a second-hand store, Lauren's store will provide a variety of artwork and crafts from over 20 artists and crafters. She opened SAS fall 2011.

**Campus Rent by the Hour Cars:** Jessey Niyongabo also from the seventh cohort was determined to help students without cars expand their ability to venture off-campus. During his research he discovered that Enterprise Rent-A-Car was offering a car-sharing program to colleges and businesses. Jessey organized meetings between Enterprise and the administration of Saint John's and Saint Ben's. The results were agreements by each college to start in the fall of 2011 with one on each campus. Jessey returned this fall to the challenge of marketing the hourly rental car service to reach 100 hours per month of rentals. He is excited about the opportunity.

**Global Internships:** Dan Jaeger and Gerald LeGarde also from the seventh cohort believed that management internships in China were needed to strengthen the global education of students at CSB and SJU. Their research uncovered a range of barriers from Visas, lack of English language skills by many potential Chinese intern hosts, lack of housing and no on-going connections to colleges for interns. These barriers have kept Chinese businesses from considering American student interns. Dan and Gerald designed a venture that would take over negotiating those barriers for future intern hosts. The two registered for fall 2011 study abroad program in China and plan to create the pilot internships for students during the summer 2012.

## STUDENT/FACULTY VENTURE USES MCNEELY CENTER AS HOME BASE — YAMBIRO PROJECT

Each June students and faculty from CSB/SJU travel to Yambiro, Ecuador, for three weeks of classes, service projects and cultural immersion. The founder of the program, Dr. Patricia Bolaños, partnered with the McNeely Center to expand the impact of this program by adding venture development for women in Yambiro. Beginning in June 2010, a student project manager traveled with the group and engaged with a women's embroidery collective in Yambiro. This is now repeated each year.

In June 2011 Lauren Witt traveled with the class to Yambiro. She worked with the women in the collective to create embroidered tote bags for a second year. In addition, she brought along a new product idea, headbands. Excess revenue generated from product sales is used for scholarships for Yambiro young women to attend a local private high school. During their visit the students managed a scholarship application and selection process using proceeds from donations and sales of the previous year. Witt will be the sales and marketing intern during 2011-12 for this project. The McNeely Student Venture Hatchery office and the Student Venture Loan Fund both support the venture.



Yambiro Project embroiderers

# STUDENT STARTED-STUDENT OPERATED VENTURES THRIVE ON CAMPUS

## SPECIAL COFFEE PLEASE!

Two coffee shops, one on each campus, were started by students linked to the McNeely Center. They are now operated by student management teams coached by staff and volunteers of the center.

**Clemens Perk** is in the library on the campus of the College of Saint Benedict. It was started in 2005 by four of the first group of E-Scholars. Open late nights to match student's study schedules, Clemens Perk has been very successful. Each year a new group of students steps into leadership roles and runs the venture successfully. It began with a large loan from the College of Saint Benedict for equipment and space renovation needed for the coffee shop. In July 2010 the coffee shop made the last payment on their loan. Per the recommendation of the founding students, Clemens Perk is now a contributing sponsor of the E-Scholars program. This past year's leadership team was: John Neitzke, Chloe Briggs, Matthew Pickle, Danika Lindquist, Molly Deml, and Kara Ehlert.

**Johnnie Java** completed its second full year of operations in Sexton Commons on the campus of Saint John's University. The coffee shop expanded offerings, increased hours for football games, found effective ways to encourage repeat customers and expanded their sustainability strategies. It too began with a loan, this one from Saint John's University. Payments will begin in the coming year as business has grown. The 2010-11 leadership team included: Matt Melsen, Brian Skluzacek, Andrew Enzler and Paul McDivitt.



## EXTENDING THE LINK: DOCUMENTARY PRODUCTION VENTURE FINISHES FOURTH YEAR



Extending the LINK leaders can't stop smiling

**Extending the LINK** was founded in 2007 by three students on a service learning project in Guatemala. The students saw first-hand the social and economic importance of fair trade coffee as they volunteered with a fair-trade cooperative named Kuchabá'l. The students realized that not only had they become advocates of the fair-trade concept, but they needed to teach others about its significance. A new campus venture began as the students returned to Guatemala to complete a documentary, "Somos de Café," showing it on campus and getting others to change their awareness about coffee choices.

Each year a team of students, always with at least 50 percent new members, determine a topic, raise all the needed funds, video tape interviews and site visits in a country that has a success story, complete a documentary and show it on our campuses and other

- "Del Micro Al Cambio:" Produced in Chile in 2008-09, the documentary focuses on the importance of micro loans to women entrepreneurs.
- "Essubi: Growing Up With Hope:" Produced in Uganda in 2009-10, focuses on parentless children living at Hope Academy run by the Uganda Rural Fund (URF).

- "Pragati (Progress) Nepal;" In 2010-11 a new team traveled to Nepal to focus on the issue of human trafficking and Pahdma Creations, a program founded by a CSB alum that is helping women change their lives.

Student leaders this past year were: Tom Hoffman, Emily Bina, Jocelyn Sullivan, Sarah Schwalback, Nathan Meyer and Tim Bungum.

Grants from Target Corporation helped support the documentary work of the students in 2008-09, 2009-10 and 2010-11. In 2010-11 additional funds from CSB/SJU Undergraduate Research Fund, CSB Student Senate, SJU Student Senate, an anonymous donor, DoSomething.org, and many individual donors made this possible.

## T-SPOT DOES T-SHIRTS GALORE

T-Spot is a screen printing business started by E-Scholars and run by a new student management team every year. T-Spot has printed over 22,000 shirts since it began in the fall of 2007. It just finished its fourth full year of operations. It faced a major move of operations and developed new vendor relations with great success. T-Spot expanded its reach to campus-based student clubs, significantly revised its customer service strategy and tested an expanded product line. Many student clubs turn to T-Spot first for their shirts. The leadership team included: Aaron Doyle, Patrick Schroeder, Martha Rathmanner, Nick Stackenwalt, and Eric Glorvigen.



New T-Spot leadership team ready for fall