



TRINITY UNIVERSITY

*Center for Innovation and Entrepreneurship*

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Prepared for

**Mr.** [REDACTED]

September 2019

September 9, 2019

[REDACTED]

Dear [REDACTED]:

I am so pleased to have you on the Trinity University Board. Your fresh insights and enthusiasm provide a welcome spark to our deliberations.

I wanted to follow up on your comments to [REDACTED] at the August Board meeting. Trustees are seen as the foundation for such fundraising initiatives, both with their confidence and with their financial commitment. Your thought to possibly remember Herb's father, Louis Stumberg, with a gift to the Entrepreneurship program is an inspired one and indeed targets an area we will be supporting in the new \$300 million campaign. Mr. Stumberg was an entrepreneur before that term became popular and had the vision and ability to create successful new companies. I wish I had known him personally as you did.

[REDACTED], as you contemplate on your best and most strategic campaign giving, I hope you realize that a gift to any of Trinity's programs, departments, and initiatives will be appreciated and important to our ultimate success.

We suggest two opportunities to meet your interests in Trinity's distinguished entrepreneurship program: The [REDACTED] Summer Accelerator and The [REDACTED] Entrepreneur-in-Residence. The University would be honored to include the [REDACTED] family name, or a name of your choice, on one of these programs.

I deeply appreciate your long-term support of your alma mater, as well as work on the Board of Visitors and your new role on the Board of Trustees. Alumni who understand the value of a Trinity education remain our most important supporters and ambassadors and allow us to continue to successfully achieve our education mission.

Please feel free to call me at any time. I look forward to helping you turn your campaign thoughts into a strategy that will bring you great satisfaction and benefit your alma mater at this important time in our history.

Sincerely,

[REDACTED]  
President

## A Proposal to

## to Fund Trinity Entrepreneurship Programs

As a proud alumnus and a member of the Board of Trustees, you understand that perpetual discovery is at the heart of the University's values. Through Trinity's entrepreneurship program, the next generation of real-world problem solvers embark on creative adventures. Whether they are making their business pitch before a panel of judges in the Stumberg Prize Competition, exploring a promising idea with the hope of developing a startup, or just eager to learn more about the way companies are built from concept to completion, students from all majors find Trinity's Center for Innovation and Entrepreneurship one of the University's most challenging and exciting opportunities for experiential learning.

We have identified two opportunities in the entrepreneurship program for your consideration.

- **Entrepreneurship**
  - **Summer Accelerator - \$1 Million**
  - **Entrepreneur-In-Residence - \$1 Million**

The University would be honored to include the [REDACTED] family name, or a name of your choice, on these programs. These partnership opportunities have been tailored to honor your interests in supporting Trinity students and your dedication to the Trinity community as a successful business alumnus and role model.



## ENTREPRENEURSHIP

*The [REDACTED] Summer Accelerator* A critical component of the Stumberg Prize Competition, the Summer Accelerator is an intensive, dynamic experience that gives five startup finalists the opportunity to finalize their business proposals in a 10-week period of coursework, guided instruction, and networking opportunities. Each of these five budding companies earn \$5,000 in seed money as well as campus housing, where students have the advantage of 24/7 immersion into their ideas with their team. Team members also receive \$10 per hour pay for up to 40 hours per week while they learn accounting skills, website design, marketing and management issues, financial planning, and other skills. They also have the additional opportunity to interview more than 100 potential stakeholders, meet with San Antonio and Austin alumni, and hear from experts in the fields of legal, intellectual property, sales strategy, and branding.

The Accelerator includes workshops that help finalists practice their business pitch prior to the final competition. Students receive a membership in Geekdom—San Antonio’s local co-working space—and participate in LaunchSA’s programming, which serves San Antonio idea creators, entrepreneurs, and small business owners who seek advice on the road to success.

Entrepreneurs learn by doing, and every student in the Summer Accelerator program finishes with a wealth of new knowledge. While not every startup proves to be viable, Trinity has established a strong track record. The average failure rates for our accelerator participants are all well below the national average for startups (1 year-0%, 2 year-27%, 3 year-20%).

Annually, the Summer Accelerator Program costs approximately \$130,000 to execute. The [REDACTED] Summer Accelerator Fund will support critical portions of the operational costs of the Summer Accelerator including, but not limited to, workshop instructor stipends, Geekdom memberships for all Stumberg Prize Finalists, accounting/financial projection software, and materials and supplies. The [REDACTED] Summer Accelerator Fund will help ensure that this proven program will continue for the generations of Trinity entrepreneurship students ahead.





Chikanma Ibeh '22 pitches her startup Storyspread at the Stumberg Prize Seed Competition.

### *Entrepreneur Chikanma Ibeh '22 on the Summer Accelerator*

Chikanma Ibeh originally designed Storyspread as an online platform to help encourage children to express their creativity through digital comic making, with no drawing skills required. But the feedback she received during the Summer Accelerator program inspired her to pivot to a more ambitious plan—pitching the Storyspread platform to school districts for entire classrooms to use:



I'm a completely different person now versus two or three months ago because the accelerator develops you as a person and as an entrepreneur. This is an experience you can't get anywhere else. You have business classes where you learn new concepts; how to get your business off the ground, how to prepare for the long run. But it's also about the experience: we get to meet other entrepreneurs, explore the 'landscape' of San Antonio, and discover how this place can benefit you as an entrepreneur.

The Summer Accelerator is hard: that's why they use the word 'accelerator.' But it's meant to be hard because you're not just changing your business—you're transitioning to this different, improved version of yourself. We're not here to win Stumberg: we're here to build a business. And I know this business model works. So that prize money is great, but it's not going to change my business: it will just make my next milestone that much easier."

**THE [REDACTED] ENTREPRENEUR-IN-RESIDENCE** The Entrepreneur-In-Residence (EIR) program was started in 2014 with an experienced entrepreneur who committed to coach student ventures and engage more fully with Trinity. The EIR's primary responsibilities are to instruct the introductory entrepreneurship course sequence, coach student ventures, direct programming events for Entrepreneurship Hall, and coach our five Stumberg Team Finalists for their Final Competition round. Every Stumberg Prize applicant team works directly with our EIR as a mentor and coach. This program has brought to campus four Trinity alumni [REDACTED] who have also served as advocates, ambassadors, and representatives of Trinity Entrepreneurship to alumni, the San Antonio community, and global representatives of the entrepreneurial ecosystem. The funds will support the salary for the EIR for this part-time position.

In 2018-2019, Trinity struggled to secure an EIR in part because of the lack of sufficient funding to attract an experienced entrepreneur who could devote the time required for the program. A \$1 million endowment would support in perpetuity the EIR program and ensure Trinity can make the position compelling to candidates.

**TRINITY ENTREPRENEURS-IN-RESIDENCE (EIR)** Each visiting EIR teaches Introduction to Entrepreneurship I. Unlike many colleges and universities, Trinity offers this entry-level course open to students of all majors and class years and requires no prior business experience or previous coursework in business. This is distinctly Trinity to start with Entrepreneurship classes on day one for any student who is interested.



**DAVID GIRAULT '91**

Girault brought his experience as a finance executive, attorney, business leader, and faculty member at UT-Rio Grande Valley to Trinity as its fourth and most recent EIR in 2017-18. His company, B2B CFO® won the 2018 Forbes Small Giants Award. He summed up his position this way: "With students, I am open

about both my successes and my 'less-than-successes' as a business owner and especially in my start-up experience. If the only thing entrepreneurship students learn from me—or really from the whole program—is that failure doesn't happen when you stumble but only when you don't get up and try again, then I will consider my term as EIR a success."



### **DR. MICHELLE MUDGE-RILEY '99**

The third EIR for Trinity's Center for Innovation and Entrepreneurship in 2016-17, Mudge-Riley made a point to spend several evenings a week in the Entrepreneurship Hall with food on hand so that students could chat with her informally outside of office hours—a strategy she referred to as her

"startup experiment!" Mudge-Riley is the founder of two businesses: Physicians Helping Physicians, designed to reinvigorate doctors with purpose, and DocRD, a company meant to combine the knowledge of doctors and dietitians to best serve their patients.



### **MARK HILL '77**

Hill joined the Trinity faculty and the Center for Innovation and Entrepreneurship as the EIR for the 2015-16 academic year. A product developer, multimedia producer, and technology manager, Hill has worked everywhere from Quadrant Productions to Datapoint to world-famous Apple. As EIR, he

taught an entry-level course that familiarized students with what it takes to start a business or turn an idea—specifically a business idea—into reality.



### **CHRIS WARREN '78**

The University's first EIR, Warren joined director Luis Martinez in Trinity's Center for Innovation and Entrepreneurship for the 2014-2015 academic year. Along with teaching and helping to raise funds for the Center, Warren mentored 70 budding entrepreneurs in an effort to make entrepreneurship accessible to

students of every major. From his careers at IBM and Frito-Lay to his own startup ventures, Warren's experiences include manufacturing, education, consulting, nonprofit leadership, and public service.



**LUIS E. MARTINEZ, Ph.D. '91**

*Director, Entrepreneurship*

Martínez is the Director of the Center for Innovation and Entrepreneurship where he teaches courses in entrepreneurship and innovation; mentors student startups; and facilitates connecting Trinity students and faculty with entrepreneurs and accredited

investors. He is responsible for all aspects of Trinity's Entrepreneurship program, Trinity's Technology and Licensing efforts, and helping make every student, faculty, staff and alumni become more innovative and entrepreneurial. Over the past five years, he has facilitated the launch of over 30 Trinity student ventures.

Martínez is sought by early stage investors and senior management in private and public companies for his startup expertise in business strategy, new product and business development, customer acquisition, corporate positioning, corporate communications and investor relations, and competitive technology analysis. He serves as a startup mentor with Geekdom, the Break Fast & Launch Culinary Business Accelerator, and the RealCo Seed Fund Program in San Antonio, TX.

**INVITATION**

We invite your consideration to support the Entrepreneurship Program at Trinity through the [REDACTED] Summer Accelerator program or the [REDACTED] Entrepreneur-In-Residence program, either of which you may choose to fund at the \$1 million level. This invitation is designed to honor your dedication to the Trinity community and further your legacy as a Trinity alumnus. Your entrepreneurial spirit, as demonstrated in your business success, as well as your faithful giving through the years, continues to fuel bold, exciting additions to the already-rich Trinity experience.