

Meeting Minutes: October 16, 2008

Fourth meeting – Entrepreneurship

Upcoming events:

- The David Friedman Lecture will take place on November 4th from 7:00pm-8:30pm in the MU Pima room. He will be talking about his new book Future Imperfect as well as the current economic climate.
- The ALPFA Career-Fashion Show will take place on November 21st starting at 7:00pm at the Tempe Four Points Hotel.

The speaker for this meeting was Scott Perkofski from SkySong, and he talked about entrepreneurship programs at ASU.

- SkySong is ASU's entrepreneurship center and has two programs available to help students start their own venture.
- The first program is the Entrepreneur Advantage Project
 - It gives up to \$2,000 for market research costs or start up costs
 - The deadline to apply is November 1st
 - Applicants submit a project proposal
 - More information at http://entrepreneurship.asu.edu/entrepreneur_advantage_project
- The second program is the Edson Student Entrepreneur Initiative
 - It gives up to \$20,000 and provides office space, training, and networking help at the SkySong center.
 - Apply at <http://www.studentventures.asu.edu/>
- Scott Perkofski pointed out that students own their businesses, started with help from these entrepreneurship programs, 100%. ASU does not have any ownership.
- One pitfall students sometimes fall into when starting their venture is making their objective too broad. They need to stay close to their core competency and find the competitive advantage that makes their company different than those that already exist.

ABLA's next meeting is on October 31st from 5:00pm-6:00pm in the MU room 228. The speaker will be from Northwestern Mutual Funds. This meeting concluded with ABLA pizza time.