



MONDAY MORNING MEMO

from Dean Avi Mukherjee

March 9, 2020 | Volume 3, Issue 17

West Virginia Innovation and Business Model Competition 2020



The West Virginia Innovation and Business Model Competition (WVIBMC) is a statewide intercollegiate business model competition, conceived and launched by Marshall University's iCenter (Center for Entrepreneurship and Business Innovation) in 2019. After a very successful first year in 2019, this year's competition has added a new format, Innovation Weekend, and has generated a strong response from West Virginia college/university students.

The WVIBMC 2020 is a two-stage competition. All students who entered WVIBMC attended and competed at the Innovation Weekend on Marshall University's Campus on March 6 and 7. Innovation Weekend culminated on Saturday with each team presenting their business model to a panel of judges. The top five teams chosen from the semi-final at Marshall will now advance to the Statewide Finals on Thursday, April 2 in Charleston, WV. The WVIBMC 2020 champion will receive a \$5,000 grand prize, go on an all-expenses paid expedition to Silicon Valley, and will advance to the Business Model Competition Global Final at Brigham Young University in Provo, UT. The first runner-up team will receive a cash prize of \$3,000 and a trip to Silicon Valley. The third place winner will receive a \$1,000 cash prize. Each remaining team will receive \$500.

WVIBMC focuses on helping college students in West Virginia find a wicked problem that they can apply their skills and strengths to solve. Using Design for Delight (D4D), Intuit's approach to design thinking, students create game-changing solutions and develop business models by testing their assumptions on real customers. They take what they learn and either validate key assumptions or pivot and change course.

At the two-day Innovation Weekend, students formed teams within and across universities based on their personal strengths, skills, and passions. Participants had the opportunity to learn and apply Design for Delight (D4D), Intuit's approach to design thinking, to a problem chosen by their team. Teams got a chance to practice customer driven innovation using real customers in downtown Huntington to develop a solution to their problem. Competitors then turned their solution into a business using the business model canvas and refined their business model in the remaining time through prototyping and testing. Food was provided to all participants and lodging was provided for students who live more than an hour away from Huntington.



Eleven student teams presented their business ideas at the semi-final round of the West Virginia Innovation and Business Model Competition (WVIMC). The teams, in order of presentation, were: H.E.R.E. (Madison Lilly & Hannah Lawrence), Breadcrumbs (Kelly Leonard & Paige Leonard), The Archers (Mary Griffith, Zach Preston & K. Graff Shariff), Gain Train (Caleb Ward), Safesteps (McKenna Sunderland, Thomas Smith & Matthew Moore), Eco-Fristic (Shazbeen Shahid), Mountain Co-op (Taylor Lewis), Culture Corner (Christabel Ofofodile), Sleep Remedy (Reagan Papdatos), The Houses to Home (Ethan Lane & Harrison Letchford), and LyveLyfe (Alexander Sybolt).

The judging panel included Collin Meadows (Start-Up Technical Consultant), Dr. Ed Aractigi (Chief Information Officer, Marshall University), Jeremy Turner (Managing Director, EPIC Mission), Kim Scott (Start-Up & Non-Profit Consultant), and Tyler Brandstetter (Entrepreneurial Services Coordinator, RCBI).

Congratulations to our top five Finalists: Breadcrumbs from Marshall University, HERE (Help, Emergency, Response for Everyone) from Concord University, LyveLyfe from University of Charleston, Sleep Remedy from Marshall University, and The Archers from Alderson Broaddus University & Marshall University. These five teams will now proceed to the WVIMC Finals in Charleston.

The iCenter was founded in 2018 to power prosperity across the state of West Virginia and the Appalachian region. The center works closely with the college, campus and community, and seeks to inspire the inner-entrepreneur in everyone by empowering them with the innovation knowledge they need to reframe the future of our state and region. The iCenter is led by Ben Eng (Co-Founder & Executive Director), Olen York (Co-Founder & Director) and Tricia Ball (Associate Director), and is supported by Student Innovation Fellows, Entrepreneurs in Residence, and a Board of Advisors.

The WVIMC is passionate about giving students the mindset and tools they need to innovate high-impact businesses that will change their lives and the lives of those in the state and beyond. The WVIMC fosters the development of real, innovative, and sustainable business models. The WVIMC is made possible due to the generosity of the Robert E. Yancey, Sr. Entrepreneurship Endowment and Intuit.



Lewis College of Business faculty invited to speak at WVU Law Symposium



Ralph E. McKinney, Jr., PhD, Assistant Professor of Management, and Casey Baker, JD, Assistant Professor of Legal Environment, participated in the 2020 West Virginia Law Review Education Law Symposium: Home Rule. The event took place on February 27-28. McKinney and Baker were invited as expert panelists on the Home Rule and Criminal Justice Reform: Examining the potential for localities to implement criminal justice reform with a specific focus on the West Virginia public defender system. This panel was moderated by Hope DeLap, the 2018-2020 Franklin D. Cleckley Fellow in WVU Law's West Virginia Innocence Project Law Clinic.

In West Virginia, the Legislature allows municipalities to govern with some powers traditionally exclusive to the State under Home Rule. Home Rule came into effect in 2007 with four municipalities (including the City of Huntington) to pilot this program. McKinney and Baker answered questions focusing on how municipalities can help effectively manage resources and improve the quality of legal representation under the U.S. Constitution's Right to Council. Under Home Rule, municipalities can quickly address local issues of interest such as the economy, the opioid epidemic, local criminal activities, as well as numerous other issues.

Additionally, McKinney and Baker have a forthcoming article entitled "Indigent defense in West Virginia: A historical look at Public Defender Services" that will be published in the 122nd volume of the West Virginia Law Review. The WVU Law Review is the fourth oldest Law Review journal in the Country.



Celebrating LCOB Alumna on International Women's Day 2020



In celebration of International Women's Day, we are proud to have so many amazing current and future business women among our faculty, staff, students and alumni at the Brad D. Smith Schools of Business.

Four of many highly successful women alumna of the Lewis College of Business who broke glass ceilings are: L-R: Verna Gibson - first woman CEO of a Fortune 500 company; Phyllis Arnold - president of BB&T WV; Cathy Eddy - second woman Chair of AICPA; Izzie Rogner - rising star at Intuit. Here are their bios.

Verna Gibson

Verna LeMasters Gibson, a native of Elkview in Kanawha County, broke the ultimate corporate "glass ceiling" in 1985 when she became the first woman CEO to earn the top spot at a Fortune 500 company, The Limited Stores. She ran The Limited for six years and during that time it became the nation's first billion dollar specialty retailing chain. Gibson was also a director of Chico's FAS, a fashion retailing company, where she was brought in twice to turn failing divisions around (and she succeeded). She was also the Chair of the Board of Governors at Marshall University. Verna and her husband Jim have served the university and students in various ways.

Phyllis Arnold

Lewis College of Business alumna, 1997 Hall of Fame recipient, and Marshall Board of Governors member Phyllis Arnold was recently named one of "West Virginia's Favorite Daughters" by The Journal. Ms. Arnold earned an MBA from Marshall University in 1976 and a BS degree from West Virginia University. A native of Parkersburg, she stands out among business executives in our state, having served as CEO of One Valley Bank and after their merger with BB&T, as the State President of BB&T West Virginia and Regional President of BB&T West Virginia Central Region. She has been a director of NTELOS, and has served as Director of One Valley Bancorp, Inc., Member of Board of Trustees of CAM CARE Regional Health System, Director at Blanchette Rockefeller Neurosciences Institute, Member of West Virginia Roundtable and Business Industrial Development Co, and Director of Discover the Real West Virginia Foundation.



Kathy G. Eddy

Kathy is the daughter of the late Glen E. and Mildred Eddy from Harrisville, West Virginia and the first in her family to receive a college degree. Kathy graduated with a BBA in Accounting from Marshall University in 1972 and began her professional career as a CPA. From humble beginnings, through a combination of dedication to her profession and contributions to her community, Kathy's horizons were continually expanded through interaction with peers and fellow volunteers and ultimately led to her selection to serve as Chairman of the American Institute of Certified Public Accountants (the world's largest association of accounting professionals) from 2000-2001, being the second woman and only the second person from the State of West Virginia to serve in that capacity in the organization's 125 year history. She was the recipient of the AICPA's Gold Medal for Distinguished Service (the AICPA's highest award). Kathy is also a recipient of the Marshall University Distinguished Alumni Award and a member of the Lewis College of Business Hall of Fame.

Isabelle "Izzy" Rogner

Isabelle "Izzy" Rogner graduated from the Lewis College of Business in 2016 with majors in international business and economics, and minors in political science and marketing. In a very short period of time, Izzy has grown to become Product Manager II at Intuit. She leads her teams through the creation of software products that help those who use the QuickBooks Self-Employed product offered by Intuit. Prior to that Isabelle worked on an internal startup within Intuit as well as business operations for the QuickBooks team. She helped shape the iCenter for the College of Business, and serves as a member of its Board of Advisors. She is also an Advisory Board member for CreateWV, whose mission is to support the development of creative communities, companies, and centers of learning that thrive in the global innovation economy. Izzy was the Vice President of the Student Government Association at Marshall University.