



**LEWIS COLLEGE OF BUSINESS
BRAD D. SMITH SCHOOLS OF BUSINESS
MONDAY MORNING MEMO**
from Associate Dean Nancy Lankton

July 10, 2023

Lewis College of Business Concludes 2023 West Virginia Governor's School of Entrepreneurship Program with Demo Day

The Lewis College of Business concluded another successful summer hosting WV Governor's School of Entrepreneurship (WVGSE) with its Demonstration Day pitch event on Friday, July 7th. Four teams pitched their entrepreneurial journey to a panel of distinguished judges for the opportunity to earn "Best Demonstration" at Demo Day.

With approximately 60 guests in attendance in the Don Morris Room of the Memorial Student Center, four WVGSE student-teams identified significant problems and plausible solutions to a judging panel consisting of: Alissa Stewart-Sparks (Goodwill of Huntington), Steven Burdette (Putnam Co. Schools), Liz Alexander (Lewis College of Business – Dept. Chair), Xavier Staggs (Steptoe + Johnson and Fuel Counter), and Amy White (Marshall University – Sustainability Manager).

Leading off, Team Tropofi identified underserved wifi markets as a target for their concept and technology to improve connectivity in these areas. Tropofi included Alvaro Yemba and Reed Little (St. Joseph's HS – Huntington), and Dylan Liang (Morgantown HS).

Rewew Flow presented second, offering an ecologically improved

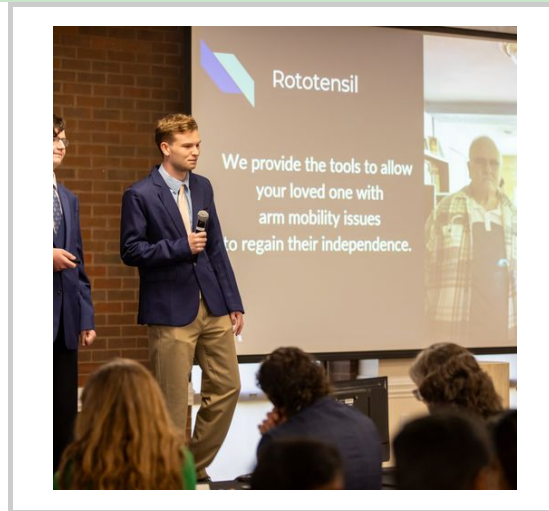
tampon. Renew Flow consisted of Madeline Snyder (Charleston Catholic HS) and Lanier Fussell (Oak Hill HS).

Rototensil presented third, pitching a tremor-reducing eating utensil to combat the neurological tremors caused by Parkinson's and other related diseases and illnesses. Rototensil included Nathan Baldwin (Huntington HS) and Christopher Spurlock (Logan HS).

The final team to pitch was Creebly, a concept that includes using mushrooms and other organic matter to more quickly breakdown biodegradable plastics. Creebly included Danielle Scantlin (Ripley HS) and Ram Balasubramanian (Cabell-Midland HS – Ona, WV).

At the end of the evening, the judging panel concluded (in a close vote) that Creebly was worthy of the "Best Demonstration" prize.

WVGSE is open to West Virginia students in ninth, tenth, and eleventh grades. Since 2021, the faculty and staff of Marshall's Lewis College of Business have hosted the WVGSE, helping high school students engage in creativity, critical thinking, problem-solving, and calculated risk-taking in pursuit of solving a difficult problem. Participants develop a business model, build prototypes, and engage potential customers to test assumptions. Marshall University is looking forward to hosting WVGSE again in Summer 2024.



Innovation for Impact Videos

In April 2023, the AACSB International (AACSB)—the world's largest business education alliance—announced the Lewis College of Business among 25

business schools highlighted in its Innovations that Inspire member spotlight program. Dr. Ben Eng, Executive Director of the Lewis College of Business iCenter, submitted the entry that received the award. He discussed the iCenter and its role in using innovation, business development, and human capital to power West Virginia forward.. Its mission is to inspire innovation across the college of business, campus of Marshall, and community of West Virginia by diffusing cutting-edge best practices in innovation through education and training.

We would like to share the videos that were produced from the AACSB ICAM conference that highlighted the award winners. Dr. Ben Eng attended the conference to receive the award and participate in the video production. Dr. Ben Eng appears in two of the videos: the “Culture of Continuous Innovation” and the “Learning to Fail Forward” videos.

- [Instilling an Innovative Mindset in Students](#)
- [A Culture of Continuous Innovation](#)
- [The Transformative Force of Innovation](#)
- [Learning to Fail Forward](#)



For more information contact [Nancy Lankton](#)

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