



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

April 3, 2023

**West Virginia Innovation and Business Model Competition –
Marshall Qualifier**

Marshall University's Lewis College of Business and Brad D. Smith Schools of Business hosted the initial phase of the fifth annual West Virginia Innovation and Business Model Competition (WVIMC) on Wednesday, March 22. The statewide competition is open to all students enrolled in a two- or four- year institution of higher education in West Virginia. This unique and exciting endeavor was conceived as a collaborative effort between business school deans and heads of four-year colleges and universities in West Virginia in 2018 to foster innovation and entrepreneurship across the state. This student competition is modeled after the Global Business Model Competition started by BYU and the Design-for-Delight Challenge that took place at Marshall University in Spring 2017.

The focus of the competition is designing desirable and workable business models that are attractive to investors. Students learn and apply a blend of entrepreneurial best practices like design thinking, business model canvas, and lean startup to identify problems, create game-changing solutions, and develop business models by testing their assumptions on real customers. The WVIMC is enthusiastic 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 West Virginia and beyond.

Lewis College of Business faculty member, Olen York worked with entrepreneurship faculty from business schools around West Virginia, who in turn, trained their student entrepreneurs to create new business ideas. Marshall University hosted its qualifier in Foundation Hall showcasing the final eight teams, winnowed down from approximately 18 teams that have continued to work through the fall and spring semesters. The eight new ventures included:

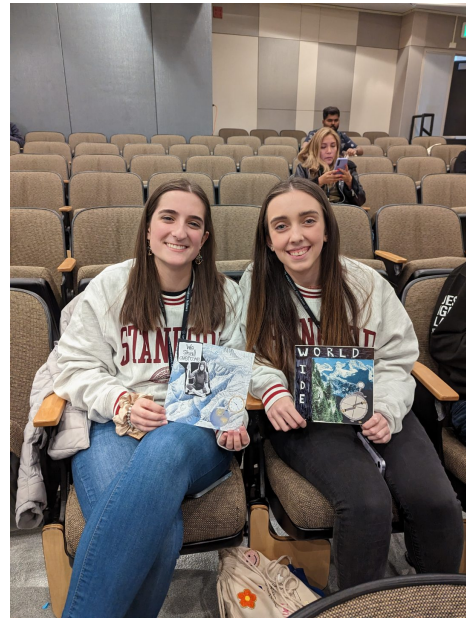
- • The Mobile Dentist by Abbigael Seidler
- • Momentivity Events by Shelby Blackburn
- • Kickture by Heaven Toombs
- • Dynamic Customs by Lee Blake
- • GreenSpree by Isabella Schrader
- • Cave Run Boat Tours by Cameron Parsons
- • Musling Inc. by Jacob Dunanc, Jacob Kirby, & Josh Pratt
- • Cannabis Catfe by Katie Reffitt & Sydni Smith

The winner of the Marshall University Qualifying Event was GreenSpree. GreenSpree and Isabella Schrader advances to the WVIBMC Finals Event with a guarantee of \$500 and the opportunity to win up to \$3,000. Judges were professors from the Lewis College of Business and included Dr. Nabaneeta Biswas, assistant professor of economics; Dr. Susan Lanham, associate professor of accounting; Dr. Monisha Gupta, assistant professor of marketing; and Dr. Kevin Knotts, assistant professor of management. Kevin Levine, assistant professor in music and business served as emcee for the event.

The competition was made possible by the generosity of the Robert E. Yancey, Sr. Entrepreneurship Endowment, and Intuit. It was coordinated by Olen York, assistant professor of entrepreneurship.

Contributed by Olen York.

University Innovation Fellows Travel to Silicon Valley



On March 24-25, Marshall's University Innovation Fellows and Lewis College of Business students traveled to Silicon Valley for Stanford University's University Innovation Fellows Meetup. The students enjoyed three-full days of meeting students from across the globe, including Turkey, Japan, and India. In addition, they participated in multiple workshops learning more about human-centered design, leadership, and collaboration.

Among various highlights from the trip, students said collaborating with other students, touring Stanford University, hearing from Google's Director of Innovation, and having a dance party with other Fellows were favorite moments.

The students would like to thank Mr. Dick Jackson and his family for helping fund their involvement in the University Innovation Fellows Program. They made wonderful memories and connections that will last a lifetime.

Contributed by Paige Leonard.

Financial Management Association Students Travel to New York City



A group of Financial Management Association – Marshall University (FMA-MU) students from the Lewis College of Business, along with club advisor Dr. Mohammad Uddin traveled to New York City on March 30 and 31 to attend the Quinnipiac Global Asset Management Education (GAME) Forum. Apart from career networking, the group attended multiple keynote sessions, panels and workshops conducted by leading practitioners from Wall Street on various topics, including asset allocation, portfolio management, FinTech, macro outlook, hedge funds, and student managed investment funds. The group also took a Wall Street tour to learn more about the biggest financial district in the world and the 2008 financial crisis. Student participants were Nathan Surber, Joshua Dauber, Ben Adkins, and Nick Smith.

Contributed by Dr. Mohammad Uddin.

Lewis College of Business Teaching and Learning Conference

On March 24, the third annual Teaching and Learning Conference presented by the Brad D. Smith Schools of Business, Lewis College of Business Teaching and Learning Committee was held in Drinko Library. This year's conference featured dual themes of teaching ethics and moving forward from the college's AACSB reaccreditation. The conference consisted of a keynote speaker from Southern Illinois University, panels on various teaching topics, individual presentations from faculty, and student experiences. The keynote speaker was Dr. John Fraedrich, a renowned educator in business ethics.

There were multiple panels on relevant teaching topics, such as student research in teaching, micro credentialing, and teaching diversity, equity, and inclusion. These panels included faculty members from the college and from the Marshall University community. Individual presentations came from faculty members across the college on relevant topics such as teaching ethics in various disciplines, community-based learning, and ChatGPT. The conference

wrapped up with three students speaking about their learning experiences within the college.

Overall, the conference was well attended with close to 30 individuals attending at points throughout the day. These individuals included participants from the Lewis College of Business, Marshall University, and external to Marshall University. We look forward to next year's conference and thank everyone for their continued support in our efforts to enhance teaching and learning.

Contributed by Dr. Kevin Knotts.

For more information contact **Nancy Lankton**



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