



# Laurence A. Baiada Center for Entrepreneurship in Technology

**The Laurence A. Baiada Center for Entrepreneurship in Technology is a full-service entrepreneurial program run by the LeBow College of Business for the Drexel University community.**

The Baiada Center provides an innovative and unique approach to entrepreneurial development, offering interdisciplinary academic instruction, real-world resources, and a physical environment for accelerated business creation. The center creates a culture of entrepreneurship by focusing the vast resources of Drexel University and the region's business community to help young entrepreneurs realize their dreams.

## Incubating Ideas, Entrepreneurs, and Companies

The Baiada Center's mission is to develop entrepreneurial leaders and foster the creation of successful technology ventures within the Drexel University community. The center was founded by a generous gift from technology entrepreneur and alumnus Paul "Mel" Baiada ('82, '85) and set into motion through a significant gift from an anonymous alumni donor. By linking research, coursework, and entrepreneurial thinking with practical guidance for budding entrepreneurs, the Baiada Center connects education to entrepreneurship and provides students exposure to valuable real-world experiences in the classroom.

Students who experience the Baiada Center's holistic approach to entrepreneurship are provided with practical business tools that complement their other academic coursework and make them outstanding candidates for new business creation. These capabilities serve them well, either as start-up entrepreneurs or as "intrapreneurs" within a larger organization.

## What Makes It Unique

The Laurence A. Baiada Center for Entrepreneurship distinguishes itself from traditional university entrepreneurship programs through the combination of entrepreneurial education, professional mentoring, practical experience, and executive leadership. The Baiada team of mentors share their time, knowledge, and expertise with student entrepreneurial teams and/or individuals and provide valuable encouragement and leadership.

## Strong Support for Students

The Baiada Center combines a dedicated, state-of-the-art space with the intellectual activities that lead to business ideas — forums, business plan competitions, programs, speakers, and mixers. The Baiada Center supports students with:

- Cross-disciplinary courses, across all departments, that focus on developing technology-related new businesses
- A network of students, faculty members, and researchers who have shared goals and diverse talents
- On-site leadership by successful and experienced entrepreneurs
- Mentors who are alumni, business leaders in the community, and faculty members
- Efficient access to business services
- Management support
- Top-of-the-line computer networking and productivity-enhancing facilities
- Technical specialists and support
- Talks by guest speakers, workshops, conferences, panels, and round-table discussions

Other benefits include:

- A community of students drawn from all disciplines of the University
- Assistance with business planning and evaluating business ideas
- Access to financial investment professionals who help transform great ideas into great businesses

## Programs and Services

The Baiada Center offers significant programs and opportunities to foster and support entrepreneurial excellence and innovation in the Drexel community. Some of these opportunities include:

- *Drexel Business Plan Competition*: Student teams participate in three competitive phases between January and May — an initial business proposal, a complete business plan, and finalist presentations. The competition creates three opportunities for formal feedback to participating students, and three chances for cash prizes. The process culminates in the opportunity for finalists to present their business plan to a panel of judges at the annual Entrepreneur Conference.

- *Entrepreneurial Workshop Series*: The Baiada Center's Entrepreneurial Workshop Series supports students through seminars and workshops on the many facets of developing a business and/or a business plan. The series draws on the talents and leadership of business executives and entrepreneurs in the region and offers insight into various aspects of entrepreneurship.
- *Entrepreneurial Breakfast Series*: The Baiada Center's Entrepreneurial Breakfast Series is Philadelphia's first and only quarterly entrepreneurial forum for regional development initiatives that links companies, institutional and private investors, and research institutions with the Drexel community. Panel discussions and guest speakers provide thought leadership in best practices of entrepreneurship for experienced entrepreneurs.
- *Faculty Workshops*: Faculty workshops are held for Drexel University faculty members to develop the best practices in teaching and research in entrepreneurship. Guest speakers are selected from a global pool of experts.
- *Annual Entrepreneur Conference*: The Annual Entrepreneur Conference presents an integrated day of entrepreneurial events at Drexel. The conference is the culmination of the building and learning process for the year. Features include a panel discussion on entrepreneurship, a keynote address from a visionary entrepreneur, and the presentation of Business Plan Competition finalists' plans to a panel of judges.
- *Certificate Program in Entrepreneurship*: In response to the need for professionals with an entrepreneurial knowledge base, LeBow College's Laurence A. Baiada Center for Entrepreneurship in Technology offers a certificate program in Entrepreneurial Studies designed to complement students' current majors. Students learn about launching new products and businesses and explore topics such as valuation and financing and intellectual property. The certificate program is designed to develop skills and abilities in teamwork, networking, negotiating, and pitching. Even if students are not interested in starting their own businesses, they will benefit from the thought processes and tools taught in this program to advance their ideas in a business setting for any size organization.
- *FlexSpace*: This area is designed to foster synergistic opportunities among non-resident entrepreneurs and student teams with 12 flexible workstations.
- *The Wedge*: A presentation room with seating for up to 60 people, the Wedge is the venue for the Baiada Center's entrepreneurial workshops, classes, and other events.
- *The Cybercafé*: A central gathering place for students and entrepreneurs.
- *Mentoring Rooms and Conference Rooms*: Space is available for private meetings with mentors as well as student/faculty conferences.
- *"Victory Bell"*: Engraved with, "A ship is safe in the harbor, but ships were not made to stay in the harbor," the "Victory Bell" is the Baiada entrepreneur's song for accomplishments both great and small.

The Baiada Center is continually increasing resources, enabling it to provide a significant package of services to entrepreneurial teams who demonstrate sustained promise and real progress in the creation of a successful business.

## About Drexel University

In 1891, near the end of a long and prosperous life, Philadelphia financier and philanthropist Anthony J. Drexel founded the Drexel Institute of Art, Science and Industry. As society's need for technically proficient leaders grew, so did Mr. Drexel's institution, becoming the Drexel Institute of Technology in 1936 and Drexel University in 1970. In 1998, Drexel assumed the management of MCP Hahnemann University, which officially merged with Drexel in 2002. Today, Drexel enrolls approximately 4,370 graduate students and 11,600 undergraduates.

## For More Information

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For Drexel University admission information, please call 1-800-2-DREXEL or visit [www.drexel.edu/em](http://www.drexel.edu/em).

## Baiada Center Facilities

The Laurence A. Baiada Center for Entrepreneurship in Technology consolidates Drexel University's entrepreneurial offerings into a sleek, sophisticated workspace designed to facilitate collaboration, creative thinking, and innovative technology application. The state-of-the-art entrepreneurial environment is located at 3225 Arch Street and includes:

- *Entrepreneurial Space*: Private, dedicated workstations are awarded to teams that have won the Business Plan Competition and/or have shown exceptional merit and progress in turning ventures into realities. Up to eight entrepreneurial companies can be accommodated in this space. Services provided to teams in the entrepreneurial space include, but are not limited to, dedicated phones, voicemail, and Internet access.