



BABSON COLLEGE

The Arthur M. Blank Center for  
Entrepreneurship | At Babson

# IMPACT REPORT

2019–2020



## »» LETTER FROM THE EXECUTIVE DIRECTOR



### This was a year like no other.

Last fall, as Babson marked its Centennial year, we set to work, iterating and expanding our programming to serve more entrepreneurs in deeper and more meaningful ways. We welcomed notable entrepreneurs and investors to campus to meet with our community members and we celebrated some very important milestones: the 20th anniversary of Rocket Pitch and the 20th anniversary of the Global Entrepreneurship Monitor.

This spring, as you all know, we faced new challenges and embraced new opportunities as the COVID-19 outbreak radically changed the way we live and work. This upheaval happened practically overnight, and its effects and implications were far-reaching. The Babson community came together in new ways to support each other, and we pivoted quickly in order to bring the B.E.T.A. Challenge online, connect our entrepreneurs with resources through the Butler Launch Pad, and create Summer Catalyst, our new virtual accelerator program.

The good news is that we were able to reach and work with more student and alumni entrepreneurs and ventures than ever before. Even more good news: these entrepreneurs are resilient, creative, and motivated, and they are the ones that will innovate and help us all to navigate through our new reality.

In these pages, you will read their stories. You will learn about what motivates them, what inspires them, what they hope to build, and why.

And with your support, they will succeed in bringing their ideas to life, creating economic and social value.

Best,

**Debi Kleiman**  
Executive Director  
The Arthur M. Blank Center for Entrepreneurship

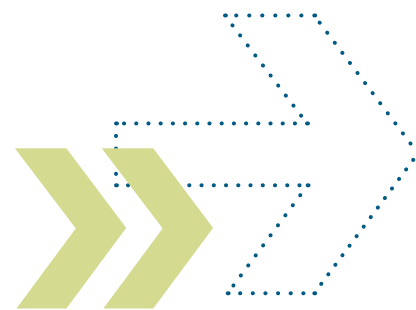
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# Our Mission

We accelerate new ventures of all kinds by providing Babson's emerging entrepreneurs access to the opportunities, community, and critical resources that they need. We ignite the exchange of innovative ideas that will shape the future of entrepreneurship through our research and thought leadership.



## »» OUR IMPACT AT A GLANCE

We engaged over

**215**

Babson alumni and friends who contributed their time and expertise to our community

Worked with

**400+**

entrepreneurs representing

**380**

businesses and business concepts

Held

**100+**

events serving student and alumni entrepreneurs

Awarded nearly

**\$400,000**

in funding and in-kind services

### The Butler Launch Pad



BUSINESSES  
BY STAGE

**29%**

Explore

**28%**

Early Pursue

**25%**

Advanced Pursue

**18%**

Launch & Grow

BUSINESSES  
BY PROGRAM

**44%**

Undergraduate

**31%**

Graduate

**24%**

Alumni

**1%**

Other

# BUILDING BUSINESSES

We welcomed Babson students and alumni to a busy fall full of events, programs, and opportunities designed to help them make connections, access resources, take action on their ideas, and move their ventures forward. Through the John E. and Alice L. Butler Launch Pad, they lived and breathed entrepreneurship. Then, through our exciting signature events, they put their entrepreneurial skills to the test.

## CollegeSpot Founder: Alisson Amaral '21



When Alisson Amaral '21 became a resident of eTower, Babson's living-learning community for student entrepreneurs, he tapped into Babson's rich entrepreneurial ecosystem, accessing the eTower network and learning about the many resources of the Blank Center. To grow his venture CollegeSpot, a platform that connects colleges and prospective students through online communities, Alisson joined the Butler Launch Pad and pursued intensive opportunities like the Fast Track Cohort, Summer Venture Program, and the Hatcheries.

One of Alisson's favorite resources is the How 2 Tuesdays series. He said, "It is always amazing to have different entrepreneurs coming to teach us skills that go beyond the classroom and help us to improve our businesses." He names these entrepreneurs, his Summer Venture Program advisor, the Blank Center team, and his peers as some of the greatest assets in his journey.

CollegeSpot was born out of Alisson's own experience applying to college. As a high school student in Brazil, Alisson only had two friends who were applying, and information about U.S. colleges was not as available as it could be. Coming to Babson, Alisson began working on ways to ease the college application process for other students. As he looks ahead, he is conscious of the impact that COVID-19 has had and will have on higher education and he is motivated to build tools that are relevant and meaningful.



# ENTREPRENEUR STORIES



## Hoamsy

Founder: Richard O'Brien MBA'20

When Richard O'Brien MBA'20 moved to Boston, he quickly realized how hard it was to find an apartment and to find a roommate. And to find both at the same time was impossible. But, what if there was a platform that made it easy? Motivated to fix the apartment rental process, Richard took his idea to the Blank Center and leveraged all of the resources of the Butler Launch Pad, going to How 2 Tuesdays, meeting with experts in office hours, and participating in the Fast Track Cohort, to build Hoamsy. He took his venture through the Summer Venture Program, was awarded private office space in the Hatcheries, and competed as a finalist in the B.E.T.A. Challenge.

When he thinks back on his time at Babson, he highlights Butler Launch Pad office hours as one of the resources that was most significant to his business. Meeting with Blank Center Entrepreneurs in Residence and Babson Alumni Supporting Entrepreneurs (B.A.S.E.) consultants gave Richard important insights and "perspective from 1,000 feet up that we wouldn't get otherwise." Post graduation, Richard is setting ambitious goals for the Hoamsy platform. In the next few months, the team plans to launch the apartment rental side of the platform and begin fundraising for a seed round.



## Dottie

Founder: Meagan Priest MSEL'19

When Meagan Priest started the Master of Science in Management in Entrepreneurial Leadership (MSEL) program at Babson, she was amazed by all that the program had to offer: "There were so many new topics to learn, opportunities available, people to meet, and programs to join." One of these new connections was the Blank Center.

Meagan brought her idea for Dottie, a technology that could support seniors coping with memory loss and their caregivers, to the Blank Center and there she found a springboard. She pitched for the first time at Babson during Rocket Pitch, found her technical partner at our Mega Mentoring event in the spring of 2019, and quickly built the momentum to go all the way to the final round of the B.E.T.A. Challenge. After graduating, the Summer Venture Program was her next step. "Having a place to physically meet with other entrepreneurs trying to get their ventures off the ground—as well as mentors from the Blank Center dedicated to my business for the summer—really accelerated my development timeline," said Meagan. She dug into testing with the support and guidance of her advisor, seeking small and usable pieces of feedback to quickly iterate and improve her product and completing her third prototype.

Meagan further accelerated her business with the help of the Women Innovating Now (WIN) Lab® at Babson's Center for Women's Entrepreneurial Leadership (CWEL). Just recently, she spun off her technology to create Spottie, a product that gives updates to dog owners while their dogs are at daycare.



# John E. and Alice L. Butler Launch Pad

The John E. and Alice L. Butler Launch Pad is the nexus of our entrepreneurial ecosystem, offering meaningful opportunities for Babson students and alumni to develop their founder skills and the resources to move their businesses forward. Through our weekly How 2 Tuesday series and office hours with experts, our entrepreneurs gain practical knowledge and insightful advising. In our co-working space, they meet, collaborate, work, and share ideas. And in our community, they find inspiration and support.

Entrepreneurs who are motivated and ready to take the next step can apply for intensive opportunities. In the Fast Track Cohort, they meet weekly to receive coaching, support each other, hold each other accountable, and take action against their ventures. The Hatcheries provide undergraduate and graduate student entrepreneurs private and semiprivate workspace to grow their businesses, acting like an incubator. And seed funding grants help our entrepreneurs to meet critical funding needs and achieve their next milestones.

Led by Senior Lecturer Caroline Daniels, the Fashion Entrepreneurial Initiative (FEI) at the Butler Launch Pad provides a forum for Fashion Entrepreneurs of All Kinds to shape the fashion industry. FEI provides opportunities for fashion entrepreneurs to build economic, social, and environmental value everywhere, bringing together stakeholders to create, innovate, and share best practices. FEI makes impact in multiple ways, developing undergraduate curriculum, leading fashion table discussions and events for the Babson community, and conducting and sharing research on fashion business model innovation, industry action, and impact on the environment.

## ALUMNI ENGAGEMENT WITH THE BUTLER LAUNCH PAD:

**25+** alumni advised members in office hours

**15+** alumni shared their expertise in How 2 Tuesdays and other speaker events

“The structure, mentorship, and funding that the Blank Center provided has had a profoundly positive impact on our venture. These resources enabled our team to facilitate meaningful growth while remaining consistent in our messaging and mission.”

– Ryan Parcels '20, co-founder of Starling Organics

“The Fast Track Cohort has been one of the highlights of my Babson undergraduate experience. Being in a small group of like-minded entrepreneurs ranging from undergraduate first-years to MBA students and even alumni taught me things I couldn't have imagined before. Seeing how we all supported one another and gave each other constant feedback to help grow our businesses made the Cohort group feel like a supportive family, the way the Blank Center always felt!”

– Ernie Valladares '20, co-founder of The Lucrative Youth

“As an MBA alumni, having my startup, Ultimately, in the Fast Track Cohort was a unique opportunity to be a part of a vibrant and supportive entrepreneurial community. The insights we took from the coaching sessions, educational resources, and inspired events have proven invaluable as we begin to scale our platform.”

– Scott Kirker MBA'12, founder of Ultimately

## Our Experts

Through the Butler Launch Pad, students and alumni receive valuable expert advising specific to their business stage, from validating their business ideas to starting a venture to scaling a business. We offer extensive office hours with our faculty advisors, Global Entrepreneurs in Residence, and Entrepreneurs in Residence. As well, many alumni entrepreneurs and partners of the Blank Center share their time and expertise in office hours.

“The Blank Center has always been available for support while we were pursuing Know Waste. The Seed Fund, meeting fellow entrepreneurs, and mentoring have helped us grow Know Waste while studying at Babson.”

– Nick Bourdon '20, co-founder of Know Waste

### FACULTY ADVISORS:

### GLOBAL ENTREPRENEURS IN RESIDENCE:

### ENTREPRENEURS IN RESIDENCE:



Associate Professor  
Brad George



Joe Zhou  
CEO and founder of FirstBlood



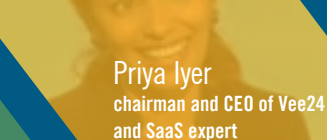
Craig Dubitsky  
consumer products serial entrepreneur and founder of Hello Products



Senior Lecturer  
Caroline Daniels



Akhil Nair MBA'18  
co-founder of Parzenn Partners



Priya Iyer  
chairman and CEO of Vee24 and SaaS expert



Mayuresh Soni MBA'16  
CTO and co-founder of Teplo



John Landry '69, P'08  
software entrepreneur, investor, and serial CTO



Adjunct Lecturer  
John Hallal



Jamie Steenbakkors '18  
CMO and co-founder of Busy Beauty



Derek Schoettle MBA'03  
technology entrepreneur and operating partner of Great Hill Partners

# Rocket Pitch



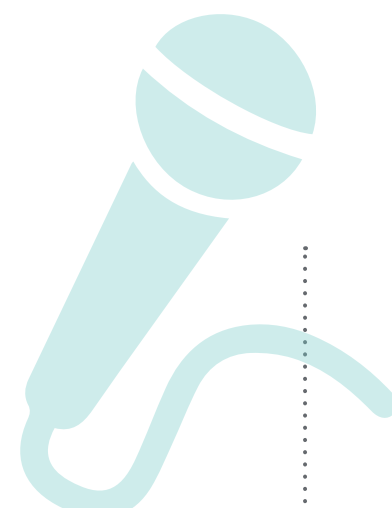
This year, we celebrated the 20th anniversary of one of Babson's most electrifying events: Rocket Pitch! Following a special panel with Jon Feinman MBA'10, founder of Inner City Weightlifting, and Matt Chatham MBA'11, entrepreneur and former New England Patriots player, 48 student and alumni entrepreneurs pitched their ventures in three minutes or less with only three PowerPoint slides. Honing their pitching skills and getting live feedback on the spot from the audience, they walked away with new ideas, connections, and motivation to continue pursuing their ventures.



# Babson ePitch

In celebration of its Centennial year, Babson held its biggest pitch competition yet—Babson ePitch. Three Babson startups—Arist, Gentreo, and TORq Interface Inc.—were chosen to pitch live to an esteemed panel of judges for upwards of \$100,000. In an exciting conclusion, Joanna Geisinger MBA'17, founder of TORq Interface Inc., took home the grand prize, and both Arist and TORq Interface Inc. received investment offers from the judges.

The Blank Center was fortunate to also host a special lunch with one of the judges—Jamie Siminoff '99, founder and chief inventor of Ring. Jamie shared personal stories from his own entrepreneurial journey and offered advice for the group of student entrepreneurs gathered to meet him.



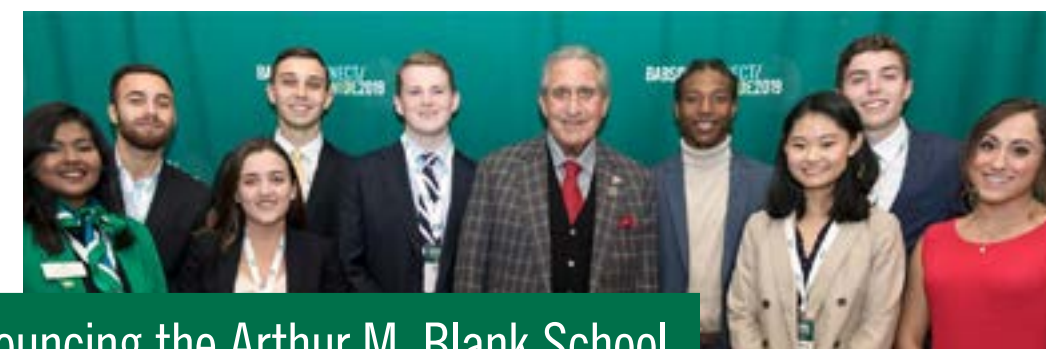
# Fireside Chat with Brad Feld

Venture capitalist, entrepreneur, and author Brad Feld joined us for a fireside chat and shared his perspective on what it takes to build successful startup communities and what he has learned during the course of his career. After the fireside chat, a small group of Babson and Wellesley College student entrepreneurs had the opportunity to pitch their ventures to him and receive insightful feedback.



# Announcing the Arthur M. Blank School for Entrepreneurial Leadership

In November, Babson announced a transformational \$50 million gift from the Arthur M. Blank Family Foundation to establish the Arthur M. Blank School for Entrepreneurial Leadership. The new school will create opportunities for the entire Babson community to lead change, solve global problems, and create sustainable value across business and society through learning, teaching, research, and engagement in entrepreneurial practice.



# ADAPTING & PIVOTING

In response to the spread and global impact of the COVID-19 outbreak, Babson transitioned all classes online in March and students returned home. We all found ourselves in a new situation, facing unforeseen challenges. But with those challenges also came new opportunities to think and act entrepreneurially.

## ENTREPRENEUR STORIES

### Busy Boda

Founder: Vaidehi Tembhekar MBA'21

Vaidehi Tembhekar MBA'21 knew there was a problem—and an opportunity. She saw heavy car traffic on the streets of Nairobi, but motorcycle drivers were sitting and idling. Commuters needed a faster way to get around, but they were hesitant to take rides with motorcycles because the drivers were usually untrained. Making a connection between supply and demand, Vaidehi and her brother, Atharva, created Busy Boda, offering training to the drivers, empowering them as micro-entrepreneurs, and connecting them via an app to commuters looking for rides.

Winning the 2020 B.E.T.A. Challenge and receiving the High Impact Female Founder Award came as a great surprise, and a great motivator, for Vaidehi. The prize money will allow them to hire an operations manager, strengthen their marketing team, and conduct market research in rural areas. They hope to build out their base of corporate clients and expand into other Kenyan counties. When Vaidehi returns to Babson for the second year of her MBA program, she will continue to take advantage of all that Babson's ecosystem has to offer. She plans to engage with the Institute for Family Entrepreneurship (IFE), apply to our Summer Venture Program, and keep participating in Butler Launch Pad programming.







## Goba Tea

Founder: Noah Doris '20

When Noah Doris '20 pitched Goba Tea, the first healthy and shelf-stable boba, in the virtual B.E.T.A. Challenge, he did so knowing the stakes were high. The \$20,000 cash grand prize would enable Goba Tea to finally launch e-commerce and support its next production run. Noah logged onto WebEx, explained how his team had prepared for e-commerce, and pitched the judges on Goba Tea's bright future. After deliberations, the judges announced that the undergraduate winner was Goba Tea—and Noah's dream came true.

Noah launched Goba Tea as a sophomore and moved the business forward with resources like Butler Launch Pad seed funding and opportunities like Rocket Pitch. Winning the B.E.T.A. Challenge was the culmination of his Babson journey. "I've always viewed the B.E.T.A. Challenge as the epitome of entrepreneurship at Babson," said Noah. Since the B.E.T.A. Challenge, Goba Tea has launched e-commerce, with a new fulfillment process and new packaging, and the team is energized and motivated about the path ahead.



## Think Board

Founder: Hanson Grant '16

Think Board was born when Hanson Grant '16 stuck a dry erase film on the walls of a Babson dorm room so he could have a place to write down business ideas. From that moment on, Think Board truly has been a Babson business. As a student, Hanson leveraged countless opportunities, winning the 2015 B.E.T.A. Challenge and participating in the Summer Venture Program. Today, as an alum, he is just as engaged in Babson's entrepreneurial ecosystem.

Hanson regularly mentors Babson students, counts alumni entrepreneurs among his own business mentors, and comes back to campus for events and to speak in classes. When the COVID-19 outbreak changed how and where we work, Hanson shared his knowledge and expertise about working from home and managing a remote team with Butler Launch Pad entrepreneurs in a How 2 Tuesday session. He also partnered with the Blank Center and the Design Thinking Club to host a design thinking challenge. Think Board switched its production to face shields, intubation boxes, and sneeze guards in response to COVID-19, but this came with distribution and cost issues. In the challenge, students ideated using the principles of design thinking to help solve Think Board's problem.

Not only is it meaningful to Hanson to stay engaged and to give back to the Babson community, but this involvement also gives him new insights and new connections as he seeks to grow Think Board: "All of these events wind up teaching me more about the business."



# Virtual B.E.T.A. Challenge

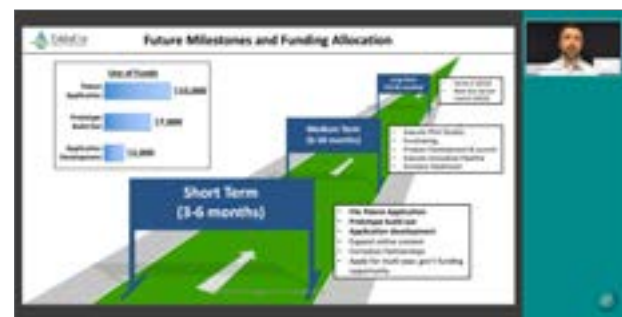
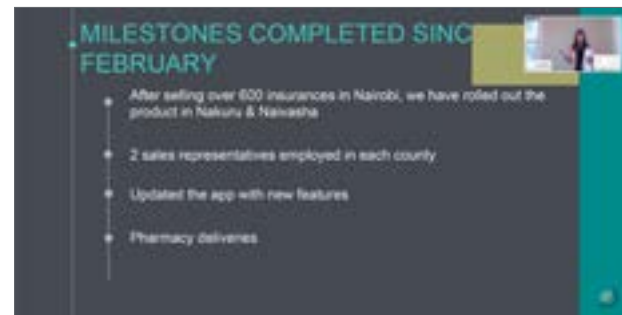
In the face of the COVID-19 outbreak, the Blank Center team committed to bringing the B.E.T.A. Challenge to life and we quickly pivoted the competition. Nearly 300 members of the Babson community tuned in to watch the 18 alumni, graduate, and undergraduate semifinalists, representing some of the very best talent in our ecosystem, pitch their ventures virtually. They were narrowed down to nine ventures, who competed in the virtual finale for over \$350,000 in cash and in-kind services from corporate sponsors. **Noah Doris '20** of Goba Tea, **Vaidehi Tembhekar MBA'21** of Busy Boda, and **Aakaanksh Pothukutchi '13** of Dash Beyond were the 2020 winners.

Also unique to this year were two special awards, both sponsored by David Ragins '94: the High Impact Female Founder Award given to Vaidehi Tembhekar MBA'21 and the Pivot for Impact Award given to the Arist team.

## ALUMNI SUPPORT OF THE B.E.T.A. CHALLENGE:

**114** alumni volunteered their time to evaluate B.E.T.A. Challenge applications

**17** alumni acted as judges in the semifinal and final rounds



## THE B.E.T.A. CHALLENGE 2020 WINNERS



Noah Doris '20  
Goba Tea



Vaidehi Tembhekar MBA'21  
Busy Boda



Aakaanksh Pothukutchi '13  
Dash Beyond

## BUTLER LAUNCH PAD PIVOTS

Within days of Babson transitioning online, the Butler Launch Pad pivoted and made its extensive programming—from How 2 Tuesdays to office hours—virtual. We also created Peer 2 Peer Connect virtual working sessions, giving our student and alumni entrepreneurs an opportunity to get feedback on a business concept or work through a business challenge.

We continued to support and engage the Fast Track Cohort entrepreneurs with weekly virtual meetups and small group breakouts. At the end of the program, we presented an interactive showcase, so that the Babson community could watch the entrepreneurs' pitch videos, provide feedback, and celebrate their progress.



# TAKING IT TO THE NEXT LEVEL

Babson entrepreneurs don't stop working on their ventures at the end of the academic year—so neither do we. This summer, we introduced new, intensive virtual programs and opportunities for our entrepreneurs to work hard, dig deep, and move their businesses forward exponentially.

## Mai Soli Foundation

Founder: Aria Mustary '21

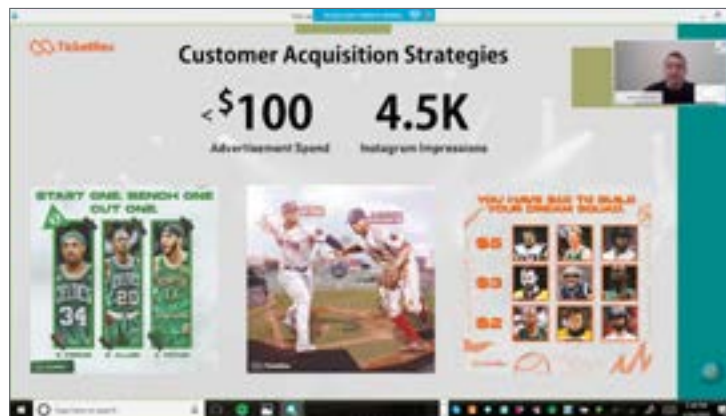
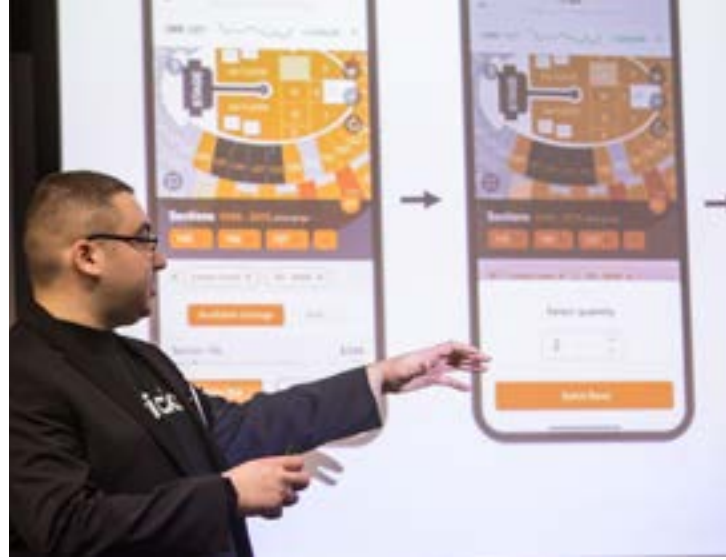
Inspired by her mother's life story and own entrepreneurial experiences, Aria Mustary '21 wanted to find a solution to the cycle of gender inequality in developing countries—and she believed that entrepreneurship education was it. But she needed help to develop Mai Soli Foundation:

*"Before the Blank Center, my ideas for tackling child marriage and gender inequality in my family's country were very abstract. I was not sure how it would be structured, let alone how it would consider carrying out its mission. I came to the program with questions. What kind of social venture would it be? How can I truly address the root causes of child marriage?"*

Where she found the answers was in the Fast Track Cohort program, where she developed the idea, conducted customer discovery, made connections, and evolved her strategy. She has since put partnerships in place and is running a pilot program in Bangladesh, serving 200 girls. During our Summer Catalyst program, Aria worked closely with her advisor as she hired five new team members, applied and was accepted to an incubator program for nonprofits, and began the process of building an advisory board.



# ENTREPRENEUR STORIES



## TicketRev

Founder: Jason Shatsky '21

When Jason Shatsky '21 found out that former NBA star and Miami Heat player Dwyane Wade was playing his last basketball game against the Golden State Warriors the same week Jason happened to be in San Francisco for a tech conference, he knew he had to find a way to be at that game. But tickets were sold out. He looked online, but had no luck—tickets were overpriced and there was no ability to make offers or negotiate. Frustrated, Jason thought to himself that there had to be a better way of buying and selling tickets. On that day, an idea was born.

Today, Jason is the co-founder of TicketRev, the first reverse marketplace for event tickets. A buyer will go on TicketRev, select their preferred seating location, and state what they are willing to pay. When a potential seller enters the location of their tickets, TicketRev will notify them of the highest bid.

Jason had hoped to launch the platform this summer but has delayed the launch due to the COVID-19 outbreak. In the meantime, he took full advantage of the Summer Catalyst program to hone his pitch and storytelling ability and to drive awareness of TicketRev. This approach is emblematic of how Jason has built his venture, fully engaging with Babson's entrepreneurial ecosystem and the Blank Center's programs and events. Never passing up an opportunity, Jason joined eTower, pitched at Rocket Pitch, competed in the B.E.T.A. Challenge, and much more.

Jason is confident that there is incredible potential ahead for his venture: When fans can safely return to event arenas, he believes live music and sports events will be exciting and absolutely instrumental in bringing people together.



## Unruly Studios

Founder: Bryanne Leeming MBA'16

In response to the COVID-19 outbreak, Bryanne Leeming MBA'16 and her team at Unruly Studios jumped into action to support educators. They launched a COVID-19 Grant Program and gave away 500 packs of Splats, a device that helps students learn STEM skills through active, physical play, to educators across the U.S. and Canada. They opened up their virtual platform to provide online training programs for educators to teach remotely and shared ongoing resources for virtual learning. They are currently planning for Fall 2020 and working to ensure that STEM education and play continue to happen.

This commitment to delivering value is a cornerstone of Bryanne's journey, all the way from her time at Babson. In the Summer Venture Program, her advisor encouraged her to speak to customers and understand their needs. Her first school visit and conversation with a principal gave her important insight that she never forgot and an understanding of where she could add value. Not only that, but her advisor connected her with Amon Millner, an Olin College professor, who is still part of her team today and helped her to build an initial network.

From there, Bryanne purposefully sought out programs like the WIN Lab and classes like Entrepreneurial Finance to help her on her journey. As an alumna, she has been active and engaged, giving her time and expertise to the Babson community. Recently, she joined other Babson alumni entrepreneurs and investors for our How 2 Be a Resilient Entrepreneur panel and shared her stories of persevering and pivoting during the pandemic.



## ENTREPRENEUR STORIES



### UNfabricated

Founder: Prabaarja Bedi MBA'20

Prabaarja Bedi MBA'20 knew she wanted to pursue entrepreneurship and was searching for her passion. In her time at Babson, she found it. Inspired by a conversation with Sinan Erzurumlu, associate professor of operations management, she began to see an incredible opportunity in waste. She came up with the idea for UNfabricated, a socially and environmentally responsible brand that produces apparel out of leftover materials from her family's textile business in India.

To move forward, Prabaarja leveraged many Butler Launch Pad opportunities, including the Fast Track Cohort and the Hatcheries, worked with the Fashion Entrepreneurial Initiative (FEI) and The Lewis Institute, and participated in the WIN Lab. As she explained, "I realized early on the importance of networking and connecting dots within the college."



Prabaarja's approach brought her a lot of success in her last semester at Babson: She was a B.E.T.A. Challenge semifinalist, honored as one of Poets & Quants Best & Brightest MBAs of 2020, and accepted into our 2020 Summer Catalyst program. As she sets new goals, she will continue to network in order to find the advisors and industry experts who can guide her team and product development.

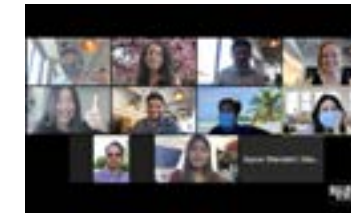


## Summer Catalyst

We care passionately about giving our student entrepreneurs an opportunity to accelerate their businesses and develop their founder skills each summer. But we knew that we couldn't be together in person this year. So, we created Summer Catalyst, a 10-week virtual accelerator, drawing upon our deep knowledge and expertise running Summer Venture Program for over a decade.

Summer Catalyst blended many elements of SVP, including dedicated advisors, and programming including Hot Seat pitching sessions, Lunch and Learns, expert speakers, and office hours, with an online delivery format. We worked with 16 graduate and undergraduate student venture teams, representing some of Babson's most promising entrepreneurial talent. At the end of the summer, supporters and startup enthusiasts from around the world tuned into a Facebook Live broadcast to see the entrepreneurs pitch.

We were so fortunate to be joined by an experienced and talented delivery team. Startup and leadership expert and angel investor Bob Stringer directed the program and veteran Summer Venture Program advisors Eric Braun, David Chang, and Beth Goldstein comprised our advisor team.



### SUMMER RESOURCES FROM THE BUTLER LAUNCH PAD

We focused on connecting our Butler Launch Pad student and alumni entrepreneurs with expert advising, helpful content, and community. We built out an incredibly robust schedule of office hours with entrepreneurs, experts, and our Butler Launch Pad faculty advisor. We thoughtfully curated content, diving deep into topics like customer discovery and marketing, to provide our entrepreneurs practical, actionable information and resources for their ventures. Finally, we invested in online platforms and ways to stay connected and for our entrepreneurs to give and get help.

# SHARING IDEAS

The Blank Center is home to the world's largest dedicated entrepreneurship faculty and to research initiatives and conferences that advance our understanding of entrepreneurship through new ideas and meaningful insights.

## Babson College Entrepreneurship Research Conference (BCERC)

Founded by Babson nearly 20 years ago, BCERC is considered to be the premier entrepreneurship research conference in the world. Each year, the conference attracts more than 350 entrepreneurial scholars. A Doctoral Consortium is held simultaneously, to bring together future entrepreneurship educators and scholars with established leaders and researchers in the field.

This year, in lieu of an in-person event, BCERC presented an online site hosting the research summaries and inviting accepted authors to read, review, provide feedback, and participate in discussion.

Also new this year, the BCERC team partnered with the Kauffman Foundation to bring forth 25 short articles from the best and brightest PhD students from around the world and to feature them in an online doctoral showcase. These articles highlighted key research findings and then interpreted those findings into strategies and actionable recommendations for entrepreneurs. Topics ranged from how to manage work/life balance, split equity among a founding team, and raise capital to many other pertinent issues for practicing entrepreneurs.



# 2021

The 2021 BCERC Conference will be hosted by the Technical University of Munich in **Munich, Germany**.



# Global Entrepreneurship Monitor

The past year was an incredibly exciting one for the Global Entrepreneurship Monitor (GEM), the largest and most developed research program on entrepreneurship in the world, and for the Babson faculty researchers that contribute to the research.

To celebrate 20 years of GEM, Babson Associate Professor Julian Lange and the U.S. GEM team hosted a panel and retrospective last fall, with special guest Bill Bygrave, Babson professor emeritus and one of the original co-founders of GEM. The panel discussion was a unique opportunity to reflect on all of Babson's significant contributions to the research.

In March, the Babson team joined GEM scholars from around the world at the Annual Meeting in Miami to launch the 2019/2020 Global Report. The meeting highlighted the 2018/2019 Women's Entrepreneurship Report as well.

The annual meeting was also an opportunity to explore ecosystems at work and the entrepreneurs they create. Babson Miami Director Gustavo Trindade MBA'17 moderated a panel discussion with Miami

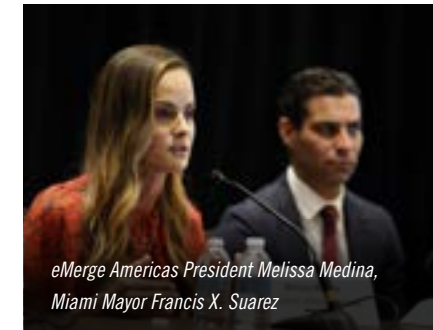
Mayor Francis X. Suarez, Knight Foundation Director Raul Moas, eMerge Americas President Melissa Medina, and Gallant CEO and Founder Aaron Hirschhorn. And our executive director Debi Kleiman held a fireside chat with Alberto Perlman '98, co-founder and CEO of Zumba.

## Introducing The Butler Institute for Free Enterprise through Entrepreneurship

Looking ahead, Babson will find new and exciting ways to apply insights from GEM research. The Butler Institute for Free Enterprise through Entrepreneurship, newly established through the incredible generosity of the John E. Butler family, will provide a new home for the U.S. GEM team and foster opportunities to leverage the research.

The new institute will look at entrepreneurship from a macro level, examining how government, business, and society can foster entrepreneurship and exploring the role of entrepreneurship in creating economic and social value.

## GEM ANNUAL MEETING MIAMI, FL



eMerge Americas President Melissa Medina, Miami Mayor Francis X. Suarez



Miami Mayor Francis X. Suarez, Knight Foundation Director Raul Moas



Babson Professor Donna Kelley



Babson Miami Director Gustavo Trindade MBA'17, eMerge Americas President Melissa Medina, Miami Mayor Francis X. Suarez, Knight Foundation Director Raul Moas, Gallant CEO and Founder Aaron Hirschhorn



Alberto Perlman '98, co-founder and CEO of Zumba

## BUTLER INSTITUTE FOR FREE ENTERPRISE THROUGH ENTREPRENEURSHIP



Andrew Butler '84, John Butler '52



President Stephen Spinelli Jr. MBA'92, PhD, Professor Andrew Corbett, Andrew Butler '84, John Butler '52, and Debi Kleiman, executive director of the Blank Center for Entrepreneurship



From left to right: Heidi Neck, Julian Lange, Bill Bygrave, Andrew Zacharakis, Mahdi Majbouri, and Donna Kelley. All are current Babson professors except for Bygrave, who is a professor emeritus.





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