



2018-2019

**CONWAY
INNOVATION &
ENTREPRENEURSHIP
CENTER**

ANNUAL REPORT



*Preparing to Pitch
Smith Prize in Entrepreneurship*

*Caitlin Sutherland '20
Founder, Soul Doula*

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A Word from the Director

Monica Dean, Administrative Director

In 2016 I left Baruch College of the City University of New York, where for 12 years I led entrepreneurship programming, to take the helm of Smith's newly announced Jill Ker Conway Innovation and Entrepreneurship Center. My attraction to Smith was fueled by my desire for a change and a challenge – from a large business school to a small liberal arts college, urban commuter program to small-town residential campus, co-educational to women's education.

President Kathleen McCartney's vision for a center where young women could work collaboratively on entrepreneurial ventures that address real-world problems was exciting, and I wanted to be a part of that journey. Equally attractive was Smith's uniqueness amongst its peers as the only women's college with a center that has entrepreneurial programming at its core, an established entrepreneurship competition for undergraduate women, a robust financial education program, a Design Thinking Initiative, and an engineering program, subject areas which have all been instrumental in my career development.

Over the past three years, with the guidance of faculty leadership provided by **Mahnaz Mahdavi** and **Borjana Mikic**, my team and I have built a unique Center that catalyzes innovative solutions, entrepreneurial activity, and financial education by offering co-curricular programming, academic courses and research supporting these efforts. Our expanded co-curricular programming and engagement with faculty has attracted more than one-third of all on-campus Smith students across all academic divisions to our activities this past academic year. Additionally, we have substantially



increased alumnae engagement and launched a highly successful Alum-in-Residence initiative. Next year, the Conway Center will support the college's efforts around the Year on Climate Change while collaborating further with Smith units, students, faculty, staff, and alumnae.

Our challenge moving forward will be to hone a Theory of Change for the Conway Center. We will examine the relationship between Smith's liberal arts curriculum -- providing our students with the foundation for critical thinking, communication and creativity and preparing them for leadership roles in a dynamic world -- and the Conway Center's innovative and entrepreneurial experiences. We hypothesize that our curricular and co-curricular offerings, delivered in a liberal arts setting, facilitate an entrepreneurial mindset, better problem-solving skills, and more innovation, preparing our students to develop compelling value propositions, execute their visions, and become change agents. Long term it is our hope that Smithies will be more impactful in whatever career path they choose.

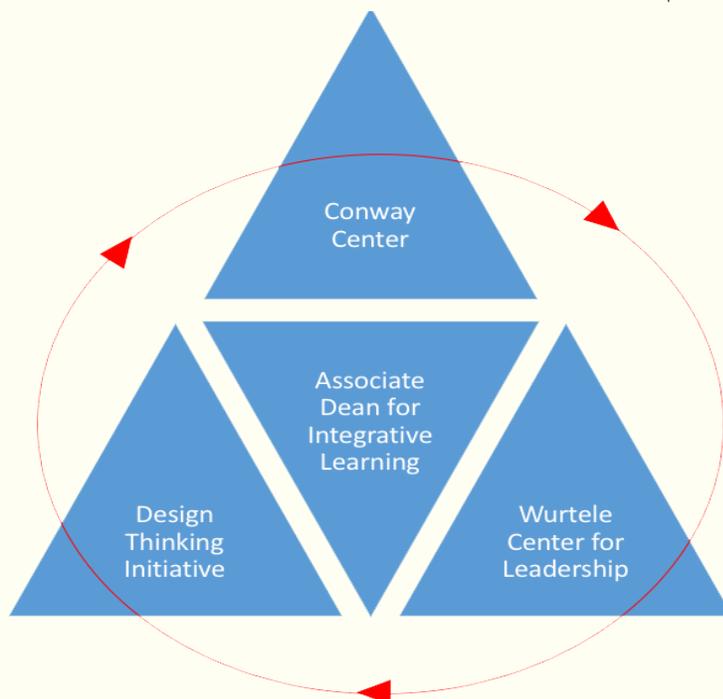
Greetings!

Borjana Mikic, Associate Dean for Integrative Learning

Over the past ten months, I have had the pleasure of working closely with the leadership team of Conway as part of a larger umbrella of administrative units that report to me, including the Conway Innovation and Entrepreneurship Center, The Design Thinking Initiative, and the Wurtele Center for Leadership. Together, this nascent collaborative for engaged leadership and change has spent the year developing a shared understanding of how our work intersects and where each unit brings a different lens to our shared purpose: to develop agency in Smith students and help them transform that agency into informed, purposeful action via the integration of their curricular and co-curricular



experiences. Collectively, we believe that this work is supported by a broader culture of curiosity, humility, and reflection, which we seek to both cultivate at the College and model through our own actions. Because of the liberal arts context within which they live, learn, and work, Smithies are uniquely suited to develop the skills to both engage in a practice and critique that practice, thus preparing them to be different kinds of leaders, innovators, and entrepreneurs when they go out into the world beyond Smith. The CIEC plays an important role in this work, and it has been a delight to work closely with **Monica, René, Jennifer and Jo Ellen** this year.



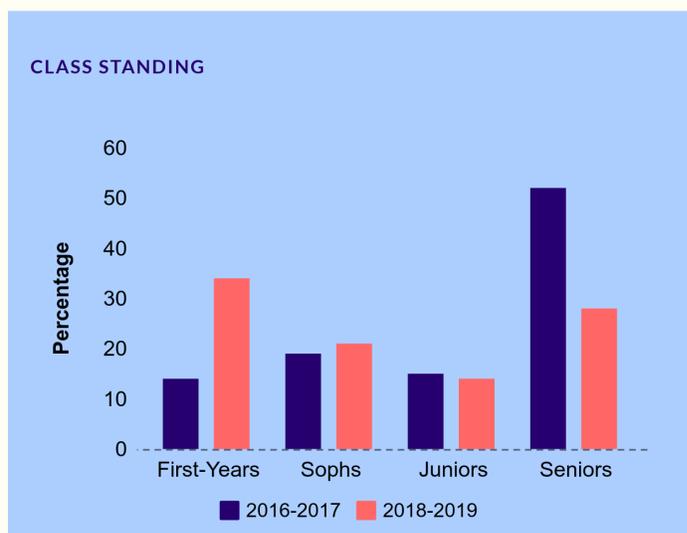
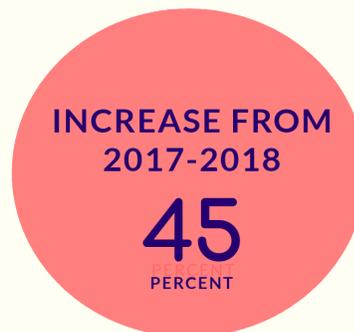
Realizing Big Ideas

The Conway Center's strategic objectives in 2018-2019 included engaging students across all academic divisions, capitalizing on the diverse expertise of alums and improving the applicant pool for our national business model competition by restructuring and enhancing the event. We have made significant progress in achieving these goals. We have also developed meaningful opportunities to collaborate with Smith's other premier assets -- the Design Thinking Initiative (DTI) and the Wurtele Center for Leadership.

Students Engaged

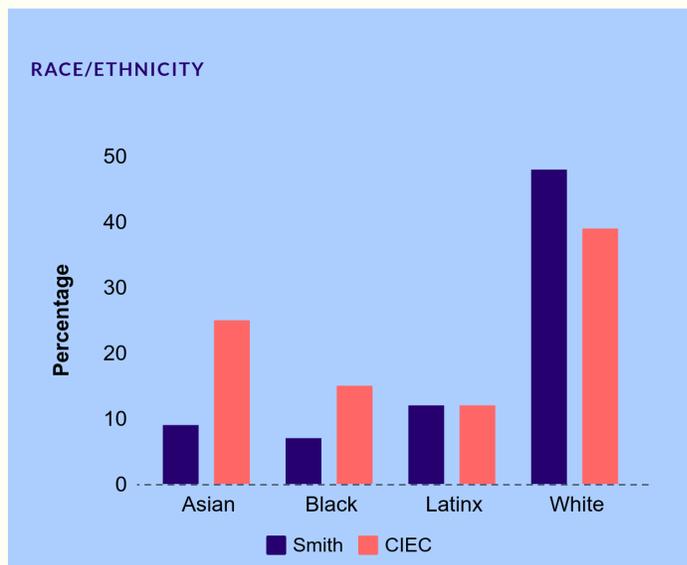
September 2018 - May 2019

GENERAL OVERVIEW



DISTRIBUTION BY DIVISION

Humanities	15%
Social Sciences	32%
Natural Sciences	43%
Interdepartmental	10%



MOST POPULAR MAJORS

- Engineering
- Economics
- Biological Sciences
- Biochemistry
- Government
- Computer Science

Alums Engaged

The Conway Center offered numerous opportunities for alums to get involved in all facets of curricular and co-curricular programming. Five alums led lectures in the introductory course for the Global Financial Institutions Concentration. 13 alums volunteered to mentor teams for a highly challenging entrepreneurship competition season. Another 15 served as members of the selection committee or as judges for the Draper Competition. And **Anika Penn '99** (below) spent six weeks at the Center serving as the inaugural Alum-in-Residence. All enthusiastically shared their time and expertise.



What I did not count on was that I would be inspired...by the sheer creativity of their ideas. These students are the living embodiment of 'Women for the World.' - Anika Penn '99

Draper Expanded

The 2019 Draper Competition was the biggest and best to date. The change in format -- each team presented to a panel of judges with track-specific expertise -- and an increase in awards -- more than \$200,000 in cash, scholarships, and in-kind prizes, resulted in greater participation:

40% increase in eligible team applicants

25% increase in semi-finalist teams

26% increase in the number of team members

53% increase in college/university participation

See page 20 for a complete recap of the competition.

Connections Made

Under the direction of Smith's new Associate Dean for Integrative Learning (ADIL), the Conway Center has two new and valuable thought partners: the Design Thinking Initiative and the Wurtele Center for Leadership.

In 2018-2019, each unit explored ways in which we could support one another. For example, the Design Thinking Initiative offered expertise to Smith teams preparing low-tech prototypes for the Draper Competition, the Wurtele's Narratives Project helped to enhance our courses and Post-Baccalaureate Fellows' experience through iterative reflections, and we offered financial guidance to the Design Immersion Fellows and for the Wurtele Center's podcast.

In the coming year, the ADIL team will continue to explore commonalities and further develop a framework for this unique partnership.

Producing Innovators

The Conway Center supports the Smith community in the development of new ideas by providing experiences, methods and tools that enable Smithies to create durable and valuable solutions to complex problems. Our goal is to cultivate student innovators who embrace risk-taking, experimentation, failure, and improvement. Our programming builds upon the core competencies students develop in and outside of the classroom: curiosity, creativity, resilience, ability to draw upon and convey knowledge, critical and analytical thinking, ability to engage across place, culture and time, and resourcefulness.



Annual Miller Lecture

On October 30, **Busy Burr '83** delivered the **Elizabeth Miller '81** Fund and Innovative Strategies Speakers Series lecture, "Moxie: Fear, Fun and Face Plants in a life of Change." Busy discussed how curating experiences through trial and error, fear and uncertainty, crises in confidence, improvisation and joy have played a role in her varied life.

With every risk there's potential for failure, but the trick is to know that these moments are coming [and prepare for] the times when we need to tap into resilience, accept, learn, and move on.

- Busy Burr '83

Burr believes there are three reasons why taking risks are important and necessary:

Boldness Drives Change. In order to make a change or innovate, "risk isn't just nice to have, it is absolutely vital." Many of the innovations we have now came from one person taking the risk of being bold, or questioning the status quo.

Personal Resilience. We all know change is inevitable, and often it feels like they occur in the moments you're least prepared for them. It's important to continuously take on (and find joy in) uncomfortable changes throughout life

Live Fully, without Regrets. The beauty (and sometimes the curse) of life is that we make decisions that sometimes have poor outcomes - but from these mistakes we learn and grow.

Innovative Strategies

Through a four-part workshop series held last Fall, students were guided in defining a problem and then developing a robust road map leading to an achievable solution in five key areas with startup growth potential: augmented and virtual reality; blockchain; food, health and wellness; green/sustainable energy; and the internet of things.

For each topic, local industry experts briefly touched on the landscape and opportunities and then helped students to brainstorm potential problems on which to begin to conduct research.

Food Innovators' Challenge

The Conway Center partnered with Smith Dining/Catering to host the first annual Food Innovators' Challenge as a way to highlight innovation and changes in the culinary landscape. Smith's executive chef, **Dino Giordano**, and catering and dining manager, **Meghan Garrity**, helped to bring this new component of the Draper Competition to life.

Chef Dino, tasked with developing the competition rules, selecting the protein, and mentoring the chefs, says his primary goal for the competition was "fun, as well as providing an opportunity for the chefs to practice techniques they normally wouldn't and share ideas with one another." Four local culinary experts judged the chefs on the basis of technique, innovative flavor pairings and amount of food waste generated in the creation of their dishes. **Chef James Burbidge** claimed top honors and the \$500 prize.

Post-Bacc Fellows

In Fall 2018, the Conway Center launched a two-year Post-Baccalaureate Fellowship in Innovation program in collaboration with the Art Museum, Botanic Gardens and Institutional Research. The two-fold goals of the program are to offer recent graduates an opportunity to expand their professional skills in the areas of customer development and engagement, operations and impact assessment and connect the Conway Center to Smith's special collections with Fellows serving as intellectual liaisons.

Fellows worked within their respective units to identify areas of need, undertook entrepreneurship and design thinking courses to acquire a problem-solving mindset, and attended events and field trips to enhance their industry knowledge and skills. They learned

- to identify problems, develop potential solutions, articulate clear value propositions, and iterate low-tech prototypes based on customer feedback (Lean Launch methodology).
- to gather information through empathy interviews and observation to pinpoint the root of a problem and center the customer in all steps of the problem-solving process (Design Thinking methodology).
- to create effective assessment tools.

Jessica Bacal, Director of the Narratives Project, also worked with the cohort on creating a digital portfolio through which they reflected on their work and synthesize lessons learned. Through interactive curricula, the Fellows explored their passions and personal capacities and articulated their own values and goals.



As a young person in an ever-changing labor landscape, it was easy to see the value in broadening my museum experience through the cultivation of an entrepreneurial skill set. Aligning that emerging skill set with my humanities-focused work has been a challenging, but ultimately generative experience. The last year has allowed me to ground my learning in a straightforward entrepreneurial mindset. With those skills under my belt, I look forward to using the next year to implement that learning in a more abstract sense that will allow me to develop and encourage new ways of thinking about the programming we offer at the museum.

- Shanice Bailey '16

(l to r): Melissa DiTucci, Lidia Ortiz '17 and Shanice Bailey '16

University Innovation Fellows

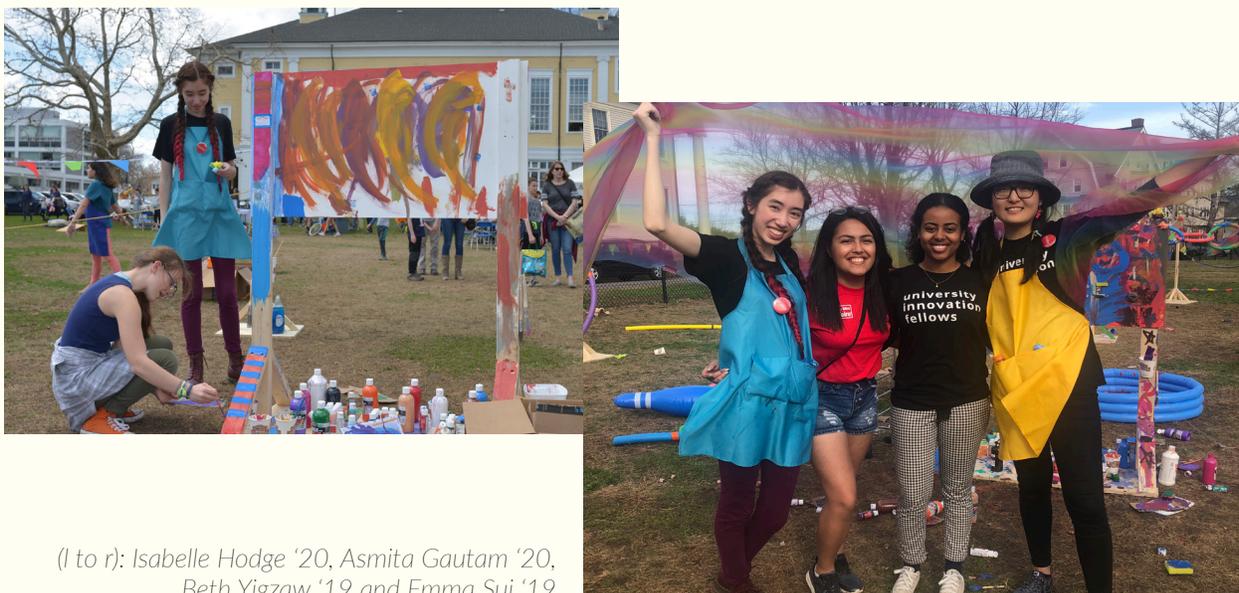
For the third year, the Conway Center and Design Thinking Initiative partnered to support students striving to engage more of their fellow Smithies in innovation and entrepreneurship activities through participation in the **University Innovation Fellows** (UIF) program. Run out of the Hasso Plattner Institute of Design (d.school) at Stanford University, the mission of UIF is to create an innovative, entrepreneurial community amongst students across the globe. Thanks to the generous donation of **Tom and Betsy Brady '68**, fourteen Smithies to date have been able to join this international movement to equip students with the skills and tools needed to be change agents on their campuses and beyond.

Three Smith cohorts have undergone intensive six-week trainings in human-centered design, conducted analyses of the innovation and entrepreneurial landscape at the college and in the Pioneer Valley community, and proposed several projects designed to fill identified gaps using their newly acquired design thinking skills. The Fellows prototyped and iterated their plans based on customer discovery interviews and then presented their final projects to the campus.

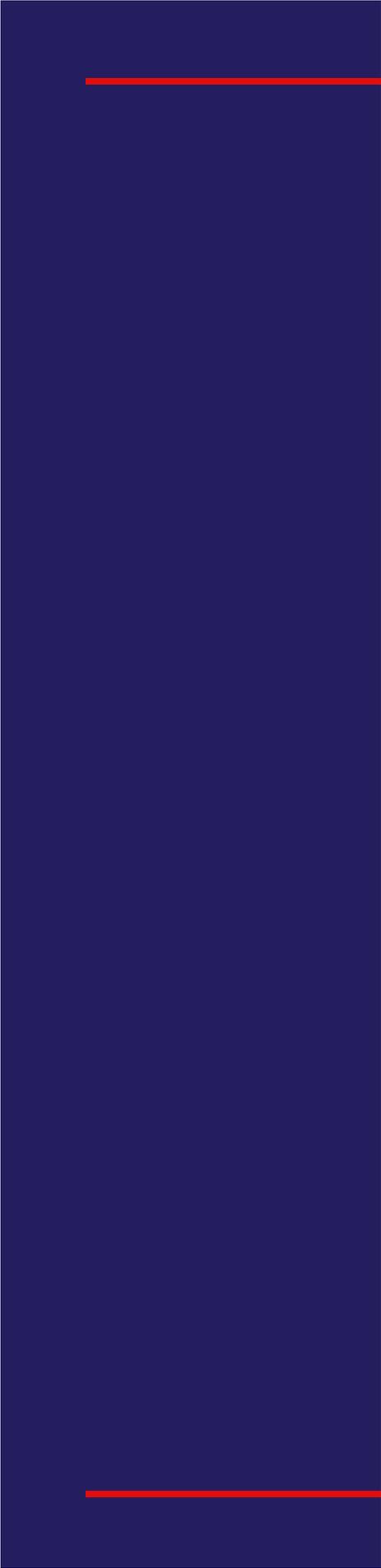
2018-2019 Cohort

- **Asmita Gautam '20** (Computer Science and Engineering Science)
- **Isabelle Hodge '20** (Computer Science and Sociology)
- **Emma Sui '19** (Economics and Anthropology)
- **Bethlehem Yigzaw '19** (Biochemistry)

This cohort's research revealed that Smithies desired more experiences to "make" that would also build community. Fellows chose to create an interactive experience for students and the local community designed for users to explore their creativity and grow new skills. Their Innovation Playground was featured at the Pioneer Valley Mini-Maker Faire organized by the Design Thinking Initiative in April.



(l to r): Isabelle Hodge '20, Asmita Gautam '20,
Beth Yigzaw '19 and Emma Sui '19

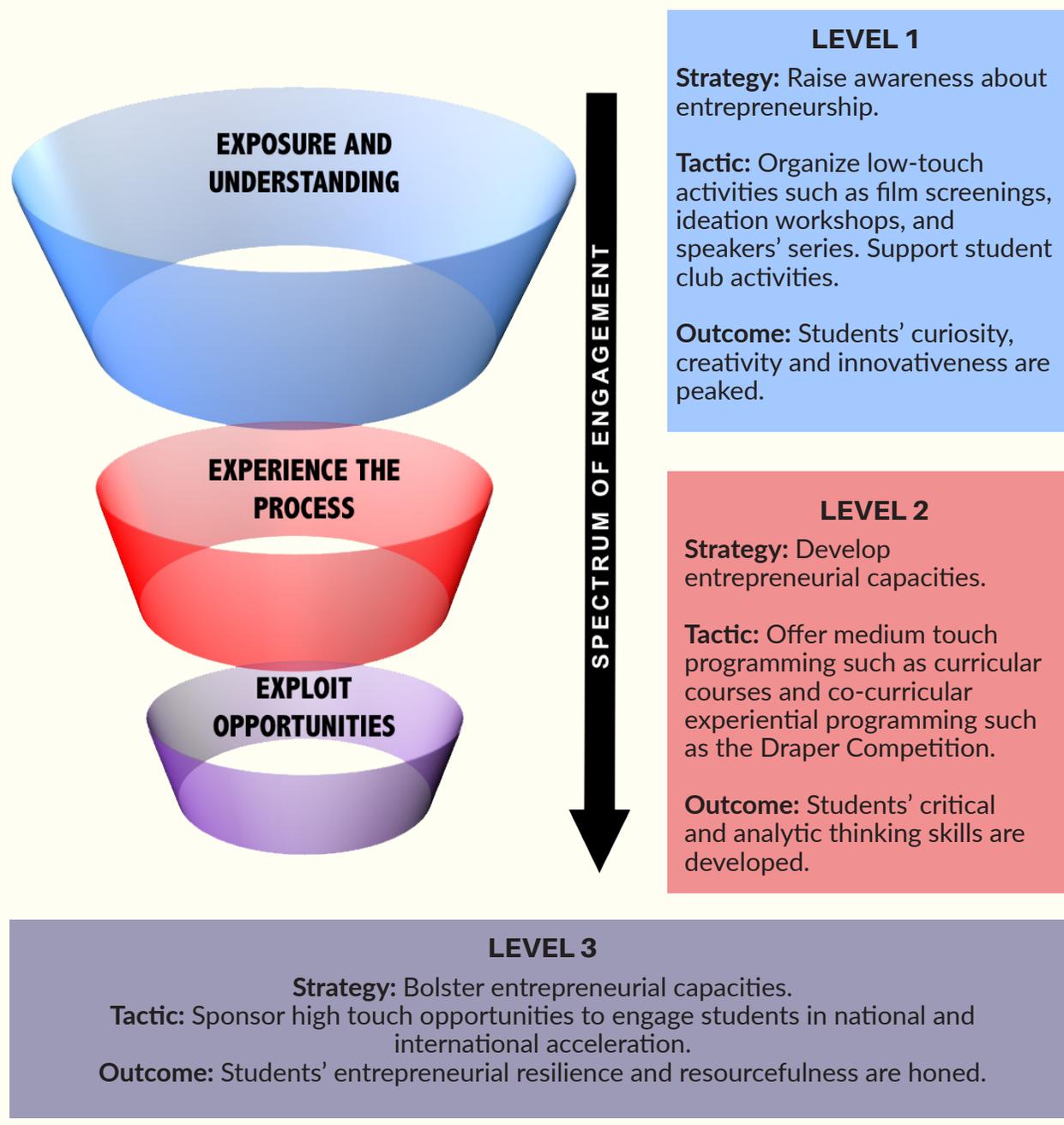


Developing Mindsets

At the Conway Center, we believe that entrepreneurship is about more than just launching a venture. It is a mindset, a way of thinking, and a set of attitudes, skills and behavior. Entrepreneurial thinking builds on the interdisciplinary competencies students develop at Smith. Students participating in our programs learn to be more creative and innovative, develop the ability to recognize opportunities, take initiative and be self-reliant, skills that are essential for success in the 21st century.

Spectrum of Entrepreneurial Engagement

The Conway Center's approach to entrepreneurship programming is to offer activities that encourage the Smith community to identify unmet needs and opportunities, design and assess options, generate and steward resources, and execute under ambiguous circumstances.



The National and Regional Ecosystem

The Conway Center was ranked among the top six Outstanding Emerging Entrepreneurship Centers by the **Global Consortium of Entrepreneurship Centers** (GCEC) at its 2018 conference in Chicago, attended by over 500 faculty and center directors from around the world.

The GCEC is the premier academic organization addressing the emerging topics of importance to the world's university-based centers for entrepreneurship. It has also become the vehicle by which the top established entrepreneurship centers, as well as emerging centers, can work together to share best practices, develop programs and initiatives, and collaborate and assist each other in advancing, strengthening, and celebrating the role of universities in teaching the entrepreneurs of tomorrow.

Recognition in the highly competitive emerging center category elevated our liberal arts institution to a level generally reserved for a large university.

The Conway Center further raised its national visibility by becoming a silver level sponsor at the 2019 **United States Association for Small Business and Entrepreneurship** (USASBE) national conference. USASBE is a community of teachers, scholars, program directors and practitioners committed to advancing entrepreneurship education through bold teaching, scholarship and practice.

We promoted the Draper Competition to over 600 conference attendees which resulted in our signing up silver and in-kind sponsors for the 2019 competition.

The mission of the **Harold Grinspoon Foundation Entrepreneurship Initiative** (EI) is to encourage entrepreneurial activity in the Pioneer Valley of Massachusetts. Since 2003, the Foundation has been committed to fostering an educational environment among participating colleges and universities -- of which Smith is one of 14 -- that informs, supports and inspires students.

The annual EI banquet recognizes students who have displayed an entrepreneurial spirit. In 2019, eight Smithies received monetary awards ranging from \$300 - \$1,000 for both concept and revenue generating ventures:

Afra Cafe

Basira Daqiq '21 (Engineering)

Simin Saba Royesh '21J (Education & Child Study)

Afrobotics

Zoleka Mosiah '20 (Engineering)

Soul Doula

Caitlin Sutherland '20 (Sociology)

We Story Tell

Mirella Hernandez '19 (Statistical and Data Science)

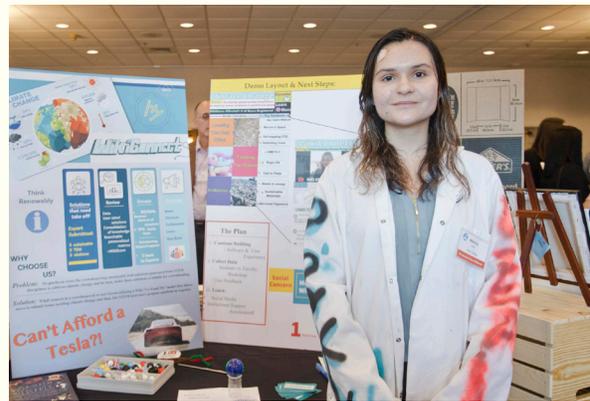
Dulce Ixcoy '19 (Government)

Anna Quintanilla '19 (French Studies)

WikiConnects

Wiktorija Leks '19 (Biochemistry)

Kelly Pien '20 (Economics) represented Smith at the regional elevator pitch contest held during the banquet. Her idea, *Safety Sister*, is a mobile travel companion for women exploring the U.S. alone.



My team, We Story Tell, was motivated to step out of our comfort zones and try something different. We had heard from peers that the Grinspoon Entrepreneurship Initiative was a great start to exploring business and meeting people with similar interests. I was really happy that I was able to attend the banquet and present because I met so many amazing and supportive individuals. - Dulce Ixcoy '19

(clockwise from top): Caitlin Sutherland '20; Wiktorija Leks '19; Basira Daqiq '21 and Simin Saba Royesh '21J; Mirella Hernandez '19, Anna Quintanilla '19 and Dulce Ixcoy '19; Zoleka Mosiah '20



Entrepreneurship Prize Winners

2018 Elevator Pitch Contest

Best Ask - \$100

MarketSpace

Isabelle Hodge '20 (Sociology)

Best "Green World" Ideas - \$150

Sprout

Madeline Turner '21 (Anthropology)

and

Ugly Smoothies

Phoebe Little '20 (Government)

Biggest Impact Idea - \$200

Afrobotics

Zoleka Mosiah '20 (Engineering)

Best Pitch - \$400

Safety Sister

Kelly Pien '20 (Economics)

2019 Shark Tank

First Place - \$500

Survival of the Fitted

Katharina Geppert '19 (Sociology)

Rachel LaFlamme '20 (Statistical and
Data Science)

Second Place - \$300

Spark

Cara Flores '20 (Studio Art)

Jane Lee '19 (Sociology)

Third Place - \$200 (tie)

Tress it Up

Desiri Dema '21

Roli Dema '21

UniSell

Gin Chen '22

Joyce Huang '22

Vivian Ma '22

2019 Smith Prize in Entrepreneurship

Altrevida Prize for Best Pitch - \$1,000

Spark

Cara Flores '20 (Studio Art)

Jane Lee '19 (Sociology)

Best Trade Show Exhibit - \$1,000

Tongo Wata

Hawa Tarawally AC'21 (Government)

Brodksy Prize for Engineering

Entrepreneurship - \$1,000

Afrobotics

Zoleka Mosiah '20 (Engineering)

Best Social Impact Venture - \$1,500

Tongo Wata

Hawa Tarawally AC'21 (Government)

Best S.T.E.A.M. Venture - \$1,500

Soul Doula

Caitlin Sutherland '20 (Sociology)

Best Sustainability Venture - \$1,500

UniSell

Gin Chen '22

Joyce Huang '22

Vivian Ma '22

Best Overall Venture - \$2,500

Tress it Up

Desiri Dema '21

Roli Dema '21

BREAKING DOWN BARRIERS

A woman wearing a vibrant red headwrap with a colorful pattern and glasses is shaking hands with a man in a dark blue suit and a red patterned tie. The man is smiling broadly and has his arm around the woman's shoulder. They are standing in front of a backdrop that reads "SMITHSONIAN COLLEGE" and "for Collegiate Women Entrepreneurs". The woman is wearing a black blazer and a circular pin. The man is wearing a yellow lanyard with a badge that identifies him as "TIM" and "TIM DRAPER" from the "Office of Venture Capital and Draper University".

The Draper Competition envisions a world in which aspiring collegiate women innovators and founders have ready access to entrepreneurship education, capital and networks.

April 5,

Date

Draper

Draper Magic

Recognizing the barriers resulting in the underrepresentation of women across the entrepreneurial landscape, Tim Draper and Melissa Parker Draper '77 forged a groundbreaking partnership with Smith College designed to level the playing field for aspiring female founders.

The Draper Competition is the only one of its kind, focusing specifically on supporting and recognizing the entrepreneurial acumen of undergraduate women.

Since 2013, the Draper Competition has grown from a single institution business plan contest to a national business model competition with the largest prize pool specifically for female founded ventures. To date

- **321** team leaders from
- **81** unique colleges have competed for
- **\$550,000+** in cash and prizes and
- **57** ventures have launched

The early success of the Draper Competition proves that it is only the beginning. The important mission to build emerging generations of women entrepreneurs is set to explode.

Grand Prize Winner Katarina Samardzija (c) with Main Draper Judges (l to r): Shaherose Charania (Nike Valiant Labs), S. Mona Sinha '88, Melissa Parker Draper '77, Tim Draper, Debby Farrington '72 and Dawanna Williams '90

New Features 2019

Increased visibility and participation nationwide; more learning, rigor and discovery; more competitive prize pool



Product (2)
Service
Social Impact
Web/Mobile App



Volunteers from industry, venture investing and academia evaluated the 75 Semi-Finalist teams to narrow the field to 10 finalists



24 teams were awarded cash prizes ranging from \$500 to the \$25,000 Grand Prize. Scholarships and in-kind prizes valued at \$100,000 in total were also distributed.



Participation in Draper 2019 Up Significantly from 2018



Semi-Finalist Teams

75 teams selected to attend competition day



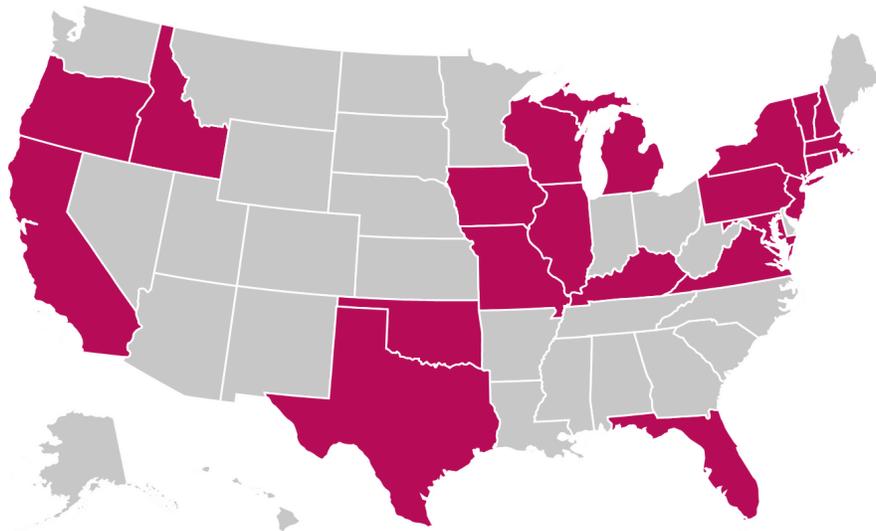
Schools Represented

52 institutions represented by Team Leaders

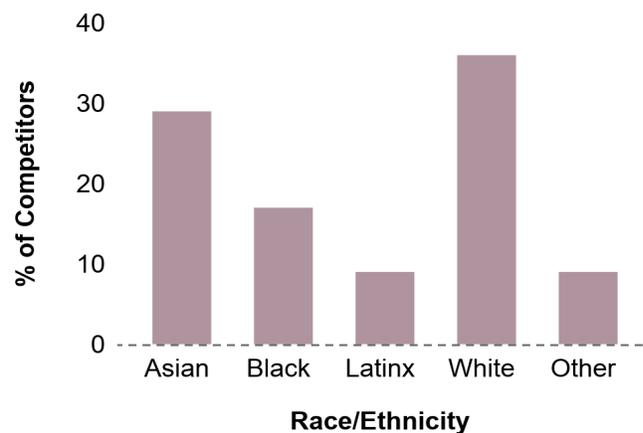
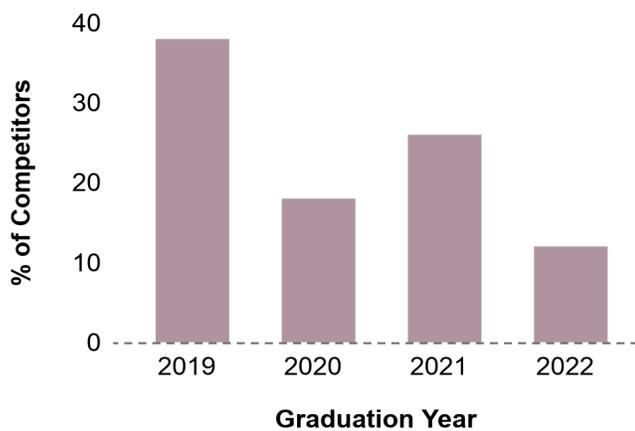


Geographic Reach

Teams came from 23 states plus D.C.



Total Number of Competitors: 155



2019 Grand Prize Winner

Locker Lifestyle

Katarina Samardzija '19
Grand Valley State University

Locker Lifestyle® provides products that serve as wearable storage to fit cash, keys, an ID, phone, and more. Our wrist wallets and pocket headbands are perfect for fitness, travel, festivals, and tailgates. Our products are patent-pending, machine-washable, and moisture-wicking.



\$25,000
Grand Prize Winner

"I have never competed in an all-women pitch competition; usually, I am the only female! I loved the opportunity to connect with such influential judges and participate in the women's expo."

\$10,000 Track Winners



*Early Intervention
Systems*

Nathalya Ramirez '19
George Washington
University
(Service)



KnoNap

Danya Sherman '19
George Washington
University
(Product)



LOU

Rachel Pardue '19
Babson College
(Web/Mobile App)



Tongo Wata

Hawa Tarawally 'AC
Smith College
(Social Impact)

Runners Up - \$5,000

- Product: AZUZA Beverage, CalState Polytechnic
- Product: PainterPrinter, Hampshire College
- Service: Afra Cafe, Smith College
- Social Impact: Strides, Oklahoma State University
- Web/Mobile App: Prolitfic, University of Texas-Austin

Fan Favorites - \$500

- Product: Machai, Smith College
- Product: Tress it Up, Smith College
- Service: CulFood Mount Holyoke College
- Social Impact: Tongo Wata, Smith College
- Web/Mobile App: UniSell, Smith College

Honorable Mentions - \$1,500

- Product: Raspberry Farm, Illinois Institute of Technology
- Product: Neurochi Meditation, University of Idaho
- Service: Spark, Smith College
- Social Impact: Informer, University of Oregon
- Web/Mobile App: VELV, University of New Hampshire

Special Prizes

Western Mass Innovation Jam Prize

- Blink Tek, Western New England University (\$500)

Conway Center Five College Prizes

- Let's Talk About It, University of Massachusetts (\$1,000)
- Willow Denim, Mount Holyoke College (\$750)
- MassBoard, University of Massachusetts (\$500)

2019 Competition Sponsors

Lead Sponsors - Tim Draper and Melissa Parker Draper '77

Nike Valiant Labs Jill Ker Conway Innovation Fellow

Jill Ker Conway was a trailblazer in so many ways. And as Nike's first female board member, Nike Valiant Labs honored her legacy and impact by offering one Smith College entrepreneur the opportunity to work with Valiant Labs as a Jill Ker Conway Fellow. In Summer 2019, Rachel Laflamme '20 will join the Portland-based team as a key contributor to Nike's culture and new business team in support of Valiant's mission to serve consumers in new and unimagined ways.

Silver Sponsors

Brattleboro Development
Credit Corporation
Interpretive Simulations
Massachusetts Life Sciences
Center
TD Bank

In-Kind Sponsors

Draper University
Embarc Collective
HubSpot for Startups
Indie Do Good
Shoobx



Tress it Up



AZUZA Beverage



Design Thinking



Fulphil



**Draper Competition
for Collegiate Women Entrepreneurs**



Main Judges



Beyond Happiness



Valiant Labs Team

Changing Trends

Over 200 students sought out Conway Center personal finance lunches and workshops. Of these, more than 60% were members of the class of 2019, representing every academic division. As graduation neared, they were compelled to learn to make sound financial decisions. Our offerings prepared them for all manners of financial “adulting” such as budgeting, paying rent, dealing with student loans, etc. Students who identify as persons of color--primarily black and Latinx students--were particularly eager to acquire financial education.

Still Ahead of the Curve

René C. Heavlow AC'08, Program Director

One morning this May, I read an article in the Wall Street Journal highlighting nascent efforts by elite colleges to provide basic personal finance instruction. I confess to feeling a surge of pride. At Smith providing opportunities to gain financial literacy is old news. We, instead, are building upon a strong legacy and foundation of financial curriculum to ensure that Smithies leave school ready to face the economic realities of life.

Even before the article was published, Conway Center research interns conducted a landscape analysis of personal finance education at the collegiate level. They found that in the last two years, liberal arts and women's colleges have just begun to launch (and in rare cases expand) personal finance offerings. Smith's long-standing financial education program remains the most comprehensive and far ahead of the curve.

For those of you who may not know, it was in Fall 2001 that Smith launched an ambitious initiative to provide students with the basic knowledge and skills to make sound financial decisions while in school and encourage continued learning at every step along their post-graduate journey. The Women and Financial Independence (WFI) program recognized the importance of helping women to take control of their financial futures by equipping them with the tools to be better financial problem solvers for themselves, their families, communities, and independent ventures.

The Conway Center continues the legacy of the WFI program, offering opportunities for students to gain personal finance acumen from the day they arrive on campus to the day they graduate.



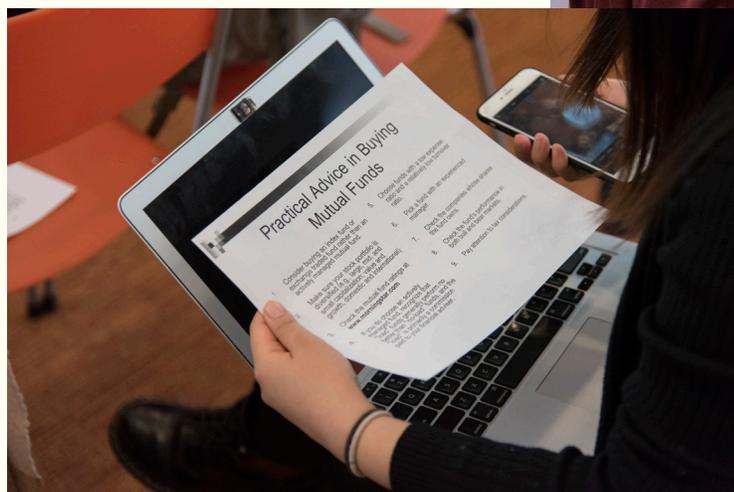
Dollars & \$ense is a budgeting workshop for incoming students -- and Backpack to Briefcase is a personal finance boot camp for graduating seniors. Every semester, students can attend Financing Life (Fall) and Principles of Investing (Spring), join the investment club to learn how to evaluate stocks that comprise an actual portfolio with over \$200,000 in traditional and sustainability-focused assets, or learn to launch and financially manage a business of their own. To date, over five thousand Smithies have had the good fortune to benefit from our comprehensive program.

I'm looking forward to next year, when we will explore new ways to impart sound money management skills needed to address the financial trends of this generation: an ongoing gender pay gap, historic levels of income inequality, and high levels of student loan debt. The launch of new initiatives will coincide with a celebration of Smith's 20 years-long commitment to teaching generations of students how to finance the lives that they want to lead.

Financing Life

Professor Randy Bartlett (Economics) once again offered his ever-popular learn and lunch workshop series. On average, 30 students attended the four sessions in October. Professor Bartlett introduced these students to the essentials of personal finance: assets and liabilities, time value of money, credit card and debt management, fundamentals of taxes and saving for retirement.

In May, after finals during Senior Week, Professor Bartlett offered a condensed version of these workshops for over 100 members of the class of 2019. Backpack to Briefcase provided Smithies on the precipice of entering the “real world” one final opportunity to gain free, unbiased financial education.



(top) Professor Randy Bartlett at Backpack to Briefcase, May 2019; (left) audience member at Principles of Investing, February 2019

Principles of Investing

More accurately called “stocks and bonds,” **Professor Roger Kaufman** (Economics) introduced students, faculty and staff to the fundamental concepts of investing, including differentiation between stocks and bonds; mutual funds, ETFs and index funds; the importance of portfolio diversification; and approaches to asset allocation. Professor Kaufman also advised members of the Smith College Investment Club -- where students have the opportunity to apply the knowledge gained through the workshops -- on management of their portfolio holdings.

Gaining Experience

The Conway Center provides financial support and substantive guidance to three student-led clubs – Smithies in Business, Consulting Club and Smith College Investment Club. In addition, the Center administers a fund specifically designated to help students gain practical experience in the areas of innovation, entrepreneurship, business and finance.



Student Project Scholarship Fund

The Conway Center Student Project Scholarship Fund supported 19 students, representing 14 majors, seeking opportunities to supplement their education or to explore and experiment with a value creation entity. The generous support of **Colette Gandelot '91** and **Suzanne Butzow** enabled 19 students, who were awarded approximately \$30,000 in scholarships in total, to participate in activities that may otherwise have been beyond their financial reach. These students competed in the UChicago Midwest Trading Competition, learned the fundamentals of sustainability accounting, attended the Clinton Global Initiative Conference, conducted research in South Africa and Vancouver, accepted fellowships in Madrid and Buenos Aires, and launched ventures in the United States and Afghanistan.

Julia Bouzاهر '20

(Economics)

Project: Fundamentals of Sustainability Accounting Certification

The Sustainability Accounting Standards Board is the analog of the Financial Accounting Standards board but takes into account the impact of a company's material sustainability efforts on their financial performance. Earning the certification is key to augmenting my economics and financial education with my core interest of environmentalism, ethics, and responsible investment. It will also directly impact my future career not only by providing me an opportunity to gain a deeper understanding of the field I want to explore after graduation but also by enriching my background with an experience that will speak in concrete terms to future employers and master's programs.

Tasbiha Chowdhury '19

(Engineering)

Project: International Consulting Internship (Madrid)

I was born into an immigrant family where jobs are looked upon as merely sources of security. After participating in the Draper Competition in my first year at Smith, I became very interested in entrepreneurship and ended up minoring in economics. I attended the Business Bridge program at Dartmouth's Tuck School of Business where I gained valuable, tangible technical skills. There I was introduced to the field of consulting and subsequently won acceptance into a highly-selective consulting Fellowship called the Beacon Fellowship in Madrid. These experiences were the highlights of my Smith career, and I am so grateful to the Conway Center for making it possible for me.

Angela Gregory 'AC

(Studio Art)

Project: Innovation and Bike Share Program Research (Canada)

The purpose of my research trip was two-fold. First, I investigated the creation of an organization, like City Studio in Vancouver, that could serve as an innovation hub between higher education and municipal governments for projects within cities of the Pioneer Valley. Second, I investigated the development of a system that addresses bike and pedestrian safety on roadways. I met with public health researchers, city planners, bike share companies in Victoria and Vancouver and conducted first-hand research on helmet accessibility for public bike share systems in those cities. I brought back my findings which I shared at Smith and in Northampton afterward.

Opposite page: (top) Asha Hinson '19 in South Africa; (bottom) Angela Gregory 'AC in Canada



Asha Hinson '19

(Psychology)

Project: Black Masculinity Research (South Africa)

The Conway scholarship enabled me to continue research I began when I spent a semester abroad in Cape Town, South Africa. I explored the intersections between black masculinities and identity formation within the college milieu and considered how capitalism mediates masculine identity for un- and underemployed black male entrepreneurs in South Africa. I was able to conceptualize the experiences of young black males concerning business and entrepreneurship and explore the challenges facing young entrepreneurs and the social processes at the foundation of their identity formation. I plan to continue this work while pursuing a Ph.D. in social psychology in the hopes of developing evidence-driven intervention strategies.

Qiaqia Ji '20J

(Computer Science)

Project: National Trading and Quantitative Finance Competition (Chicago)

The support I received from the Conway Center helped me enrich my experiences with the Midwest Trading Competition. Specifically, the Conway Center introduced us to a successful alum in the finance industry, **Patricia Gillman '68**, who connected us with sponsoring firms, and I eventually got an offer from one of the firms to which she introduced me! The financial assistance from the Conway Center enabled us to extend our stay to visit trading firms in Chicago, and allowed my team to explore the offerings of this competition fully. I am truly proud of and grateful for the generous support by Smith from the beginning. I will always remember that Smith took the extra step to invest in my future and prepare me well to jump into a career upon graduation.



Zoleka Mosiah '20

(Engineering)

Project: SAGE Corps International Internship Program (Brazil)

The Conway Center scholarship allowed me to gain valuable international experience in a non-typical internship setting. It allowed me to combine my previous knowledge as an entrepreneur and passion for startups with my recent interest in venture capital. I am grateful that the nature of the scholarship allowed me to pick a program that I believed would foster personal growth and not just a program that was in line with my academic curriculum. This was an incredible opportunity to further develop my entrepreneurial skill set.

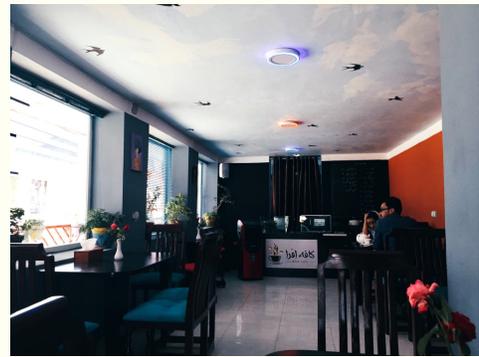
(left) Isabella Zhu '20 and Qiaqia Ji '20J; (right) Zoleka Mosiah '20 and Dee Graham '20

Venture Launched

Basira Daqiq '20 (Engineering)
Simin Saba Royesh '21J (Education & Child Study)

When we decided to open a business -- *Afra Cafe* -- in Spring 2018, we knew that part of our work would include adjusting our services based on public demand over time. We did not have prior business experience and soon figured that the optimal approach was to carefully experiment with ideas that might lead to the best results without costing us enormously in case it failed. Since then, we have consistently been looking for ways to improve our services. Some of our work has included finding ways to get feedback from the customers, communicating with our manager and staff, negotiating with the landlord, revising our menu and changing the cafe design. We are currently working on changing our store design because the wall paint has deteriorated due to the smoke from the stove used for heating over the winter. We are also updating our menu for the summer season and changing the chairs' colors. We have learned a lot through this process about business, our market, and partnerships. Meanwhile we have developed skills such as organizing, communicating and negotiating with our business partners.

We initially invested \$8,500 to open the business: a \$4,000 scholarship from the Conway Center and the rest bootstrapped from our family and friends. Without the support from the Conway Center we would not have been able to launch our business. Once we opened, we were able to compete in entrepreneurship competitions such as Draper and Grinspoon, where we won cash awards. We then used the awards to pay off some of the debt we were carrying from the opening of the business, invest in efficient equipment, improve store design and expand our menu.



(top) Afra Cafe before and after construction;
(left) Opening Night August 2018



Consulting Club

Kitty Chen '20 (Psychology)
Marketing Director

During the 2018-2019 academic year, the Consulting Club hosted a series of events designed to introduce current Smithies to various sectors of the consulting arena. We hosted an in-person political consulting panel and a young alums in consulting virtual panel, attended a case workshop at Amherst College, went to NYC to learn about the industry from alums working at Deloitte and Cornerstone, and brought in an expert to help students learn to “Crack the Case.” This three-hour workshop, led by **Mihir Mankad**, Professor of Practice, Leadership Communication at Tufts’ Fletcher School, covered leadership communications, behavioral and case/technical interviews and prepared Smithies for our 2nd Annual Case Competition.

The club also unveiled two new opportunities for current Smithies to gain hands-on consulting experience: one focused on helping clubs on campus achieve their goals and the other on working with local early stage startups to get investor-ready (*see next page*).



Business Club

Kaitlyn Coyne '19 (Economics)
President

One of the central undertakings for Smithies In Business (SIB) in 2018-2019 was to acquire the SmiThrift club -- an initiative to open a thrift store on campus and donate proceeds to organizations helping women and children in the Pioneer Valley -- and turning it into a learning experience for our members. We built on our own annual pop-up used clothing sales model and expanded it to reach members of the community concerned with sustainability, fast fashion, and philanthropy.

We raised approximately \$750 through our Fall and Spring sales, which we then donated to a local charity helping refugees who have resettled in the area. In Fall 2019, SIB will begin using a portion of the funds raised through SmiThrift pop-up sales towards solving accessibility issues identified by students in Spring 2019. Our goal is to devise a sustainable financial model for providing free feminine hygiene products to all students.

(left) 2019 Case Competition for Women; (right) SmiThrift pop-up sale Fall 2018

Problem Solving in Action

Venture consultant and local entrepreneur **Julian Lustig** approached the Conway Center about partnering with him on an initiative to train college students to become consultants to fledgling startups in the Pioneer Valley. **Endi Mato '19** (Economics and Government) jumped at the prospect of helping founders get angel investor ready. Having been raised in a family of entrepreneurs and a regular and active member of the Smith Consulting Club since she arrived at Smith, Endi believed that launching a practical experience for club members, especially one that bridges entrepreneurship and consulting, would not only draw new interest to the club, but would also help to hone her own leadership and organizational skills.

In September 2018, Endi and Julian crafted and disseminated an application for membership in the first cohort of the Smith Startup Consulting Group (SSCG), an initiative of the Consulting Club. The response was outstanding: 26 applicants vied for 10 spots. The final team represented eight areas of study, two concentrations, seven countries, and five continents. Such diversity of backgrounds and interests was a unique value proposition that the team offered to their eventual clients. Throughout the academic year, the group held 27 general meetings where they learned the ins and outs of venture consulting, hosted five workshops open to all members of the Consulting Club, and attended four local investor and startup mentorship meetings. And their tenacity paid off. In Spring 2019, the group worked with 4 local startups, providing consultancy services for customer discovery, marketing research, competitor analysis, resource and fundraising channels, as well as branding and positioning analysis.

Next year, the SSCG will focus on creating a client services road map, developing technical case practices, and promoting their services to Smithie and local entrepreneurs.



Members of the SSCG with co-founders of MiCoachee Jaime Relej and Tom Mann



Making Magic

The Conway Center exists because of the generosity of our donors. The on-the-ground team is comprised of staff, students, faculty and alums who are united by the belief that all Smithies can become better problem solvers -- whether for themselves, their families, or their ventures -- when given the right tools. Each member of the team has a passion and commitment to making those tools available to the entire Smith community.

Donors

We wish to thank the generous alumnae and friends, both named and anonymous, whose financial support continues to make it possible for the Conway Center to catalyze innovative solutions, entrepreneurial activity and financial education at Smith College.

Bridget Schmelzer Abraham '04

Anonymous

Marion Scattergood Ballard '61

Maria Benet

Sarah Benet

Caren Byrd Borland '68

Heather Paster Borstein '99

Dan-Xia Bossard '93

Erika Forcione Bucci '82

Nina Caufield '11

Diana Cornely Clement '07

Pamela J. Craig '79

Dana DiCarlo '88

Paulina Do '10

Ann Doyle '89

Melissa Parker Draper '77 and
Tim Draper

Deborah Farrington '72

Kimberly Fong '14

Marion Foote '67

Susanne Leisy Frank '91

Gail Niemitz Fritzingler '81

Colette Gandelot '91 and
Suzanne Butzow

Mary Lee Grisanti

J. Parfet Gudebski '97

Eve Milrod Halwani '84

Joan W. Harris '52

Bernadette Humphrey-Nicol '85

Chrys A. Hutchings '86

Elisabeth Williams Ireland '79

Myounghee S. Kang '78

Ann F. Kaplan '67

Jessica Kaplan '12

Alice Kelley '66

Chuma Keswa '91

Philip and Penelope Knight

Traci Kuratomi '09

Jessica Lawrence '14

Yilong Luo

Geralyn Mariano '89

Maura Gaudet May '83

Leslie McKenzie '68

Dee Dee Mendoza '97

Linda Alexander Miller '82

Martha Montgomery '77

Margaret Devine Moore '70

Heidi Turner Namiot '93

Margaret W. Nareff '69

Marilyn Carlson Nelson '61 and
Glen D. Nelson

Veneta S. Nikolova '05

Phebe Novakovic '79

Janice Carlson Oresman '55

Ilya Parker '08

Dr. Elsa Pottala Pauley '66

Candace and Scott Plotkin

Ruth Quigley

Judith Riggs Reilly '79

Nancy Cohn Rich '84

Kathleen L. Ryan '81

Jane Dawson Shang '82 and
Paul Shang

Ravi and S. Mona Sinha '88

Lindsay Smith '05

Tiffani F. St. Cloud '00

Laura S. Stahnke '67

Susan S. Stearns '74

Cornelia Treptow '10

Laura D'Andrea Tyson '69

Anne Van Wart '88

Lydia M. Velez '76

Eliza Warren Giberson '10

Deborah Lindenauer Weinberg
'81 and Peter Weinberg

David and Roberta Rosenberg
Weinstein '67

Melody A. Wilensky '93

Gay Wilmerding '79

Sheila Johnson Wise '65

Virginia Quick Woodbury '51

Lynne Zagami '00

It was an absolute honor to be included this year and represent Nike and the spirit of Jill Ker Conway. Judging the competition and conducting the interviews for the fellowship left me feeling positive and passionate about the decade ahead.

*- Shaherose Charania
Draper Competition Judge*

Volunteers

We wish to thank members of the Draper Selection Committee, Track Judges, entrepreneurship mentors and judges, and financial education speakers for sharing their time and expertise in order to help the Conway Center cultivate change agents at Smith College.

Jenn Abraham, Indie Do Good
Edward Ackerley, Eller College
of Management, University of
Arizona

Lavanya Balakrishnan '04,
Morgan Stanley

Vicki Baum-Hommes, VBH
Consulting

Kaamna Bhojwani-Dhawan '02,
MomAboard.com

Petya Koeva Brooks '96,
International Monetary Fund

Caren Byrd '68, Morgan Stanley
Shaherose Charania, Nike Valiant
Labs

Melissa Chenok '15, IBM
Regina Chien '08, Marqeta
Michele Courton Brown, Quality
Interactions

Jessica Daubner '12, Journera
Doris Deng '10, Microsoft
Melissa Parker Draper '77, Smith
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Deborah Farrington '72, StarVest
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My Le Goel '94, Moxey Group,
LLC

Jennifer Green, Network for
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Dorothee Heisenberg, Clear
Guide Medical, Inc.

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Partners

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Amanda Humphrey '04,
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Purpose

Jessica Innis '17, redflowersCARE
Elisabeth Ireland '79, Williams
Ireland Family Investments

Ergys Islamaj, World Bank
Murdoc Khaleghi, StemoniX
Jennifer Knippen, Eckerd College

Randy Krotowski, C3 IoT
Lianna Kushi '06,

Entrepreneurship for All
Serafina Lalany '11, Fractal River

Emily Levy, Mighty Well
Brenda Lewis '67, Transactions
Marketing

Laura Lubben '16, The Brattle
Group

Ashley Lucas, WINLab
Julian Lustig, FTL Labs
Corporation

Jennifer Marrapese, Northeast
Sustainable Energy Association

Helen Mayer '17, Forward F1rst
Jill McCormick, TechSpring

Laurie McPhee, Golden Seeds
Donna Milrod '89, State Street

Ron Molina-Brantley, Valley
Venture Mentors

Brianna Moore '18, Free the
Facts

Wendy Morton-Hudson '90,
Mitchell's Book Corner

Ken Moss, Electronic Arts
Ulas Neftci, Midtown Manhattan
Small Business Development
Center

Melissa Noonan-Mazzei '96, The
RealReal!

Margaret Nyamumbo '11,
Kahawa 1893

**Lendynette Pacheco-
Jorge**, Hynes Institute
for Entrepreneurship and
Innovation, Iona College

Matthew Papakipos, Papakipos
Family Investments

Lauren Pierce '08, Morgan
Stanley

Deana Prest AC'12, Human
Resources Consultant

Mark Quinn, Xavier University
Anne Richie, JumpStart Inc.

Elizabeth Roberts '97
Gwen Robinson, Santander Bank

Jody Rosenbloom, Lander-
Grinspoon Academy

Daniel Ross, Daisa Enterprises
Payton Shubrick, MassMutual

Philip Silva, Green Wall Group
Chris Simms, Alchemy Fund

S. Mona Sinha '88, Raising
Change, Inc.

Kebra Smith-Bolden,
CannaHealth

Philip H. Steckler III, Country
Business Inc.

Ali Usman, PixelEdge
Shaun Wilde, Red Hat

Dawanna Williams '90, Dabar
Development Partners

Brenda Wishart, Aspen Square
Management

Lynne Zagami '00, Shoobx
Gail Zauder '79, elixirAdvisors

Giuseppe Zemba, LinkToVR

Staff



Monica Dean

Monica is the Administrative Director of the Jill Ker Conway Innovation and Entrepreneurship Center. Previously she was the Administrative Director of the Lawrence N. Field Programs and Center for Entrepreneurship at Baruch College, City University of New York. Prior to Baruch, Monica was a senior vice president at the Initiative for a Competitive Inner City, a national not-for-profit founded by Harvard Business School Professor Michael E. Porter, and an Associate with Booz, Allen & Hamilton. She holds an MBA from the University of California at Berkeley and a BS in Civil Engineering from Howard University.



René C. Heavlow AC'08

René is the Program Director for the Conway Center, Chair of the Draper Competition Planning Committee and resource liaison for the Harold Grinspoon Foundation's Entrepreneurship Initiative. Formerly the director of the Center for Women and Financial Independence, she was responsible for program design and management, as well as strategic and fiscal planning of the center's financial education and entrepreneurship activities. René is a graduate of Smith's Ada Comstock Scholars program (BA, Afro-American Studies/Ethnics cum laude with honors, 2008) and the University of Arizona's School of Sociology (MA, 2014).



Jennifer Kennedy

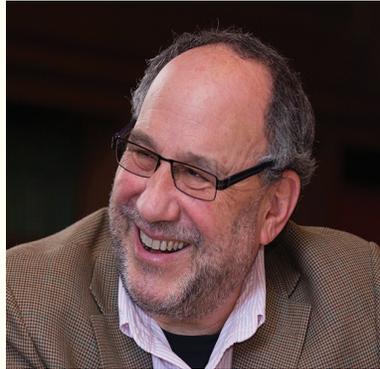
Jennifer is the Administrative Assistant for both the Conway Center and Design Thinking Initiative. She joined Smith College in August 2018. She serves as the primary contact for external offices and students. Jennifer spent nearly a decade working in intercollegiate athletics on three Division III campuses and in a conference office. She holds a Masters of Education in Athletic Administration from Springfield College and a BA in Communication and English from Cedar Crest College - where she is a lifetime member of the Alumnae Association.

Staff



Anika Penn '99

Anika is the inaugural Alum-in-Residence at the Conway Center. She is an entrepreneur and global health pioneer. Most recently, she was the Co-founder and CEO of Frontier Health, a marketplace for innovative and frugal medical devices for the developing world. Her work has spanned the fields of HIV/AIDS, reproductive health, medical research, and human rights policy. She has a BA from Smith College and an MA in International Relations from The Johns Hopkins University – Paul H. Nitze School of Advanced International Studies (SAIS), with concentrations in International Economics and China Studies. Anika currently serves on the Johns Hopkins University Board of Trustees.



Richard Plaut

Rick is an Entrepreneur-in-Residence at the Conway Center. He became an entrepreneur after an extensive corporate career in the specialty paper business with James River Corp, REXAM, FiberMark and others. He is currently cofounding his fourth enterprise, Launch413, a group of serial entrepreneurs and veteran executives dedicated to helping startups become profitable engines of prosperity in the Pioneer Valley region. In addition to serving as the Conway Center's EIR since 2016, he is also a facilitator and mentor at Valley Venture Mentors, an angel investor with River Valley Investors and board member for Speaker Sisterhood and The Field Club of Longmeadow.



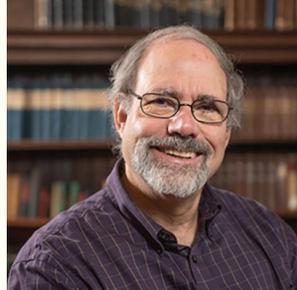
Jo Ellen Warner

Jo Ellen is the communications coordinator for both the Conway Center and Design Thinking Initiative. She has served in lead communications roles for higher education institutions and for global health organizations including the World Health Organization, reproductive justice organizations, a science and technology innovation nonprofit, and economic development and civil rights agencies. Her published work includes *The Sixties Chronicle* and *The Civil Rights Chronicle: The African-American Struggle for Freedom*.

Course Instructors



Randall (Randy) Bartlett
Financing Life



Roger Kaufman
Principles of Investing



Mahnaz Mahdavi
*Global Financial Institutions
Concentration*

Affiliates

Jon Crispin
Photographer

Keith R. Fox
Financial Accounting

Susannah Howe
Faculty Mentor Coordinator

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Indira Aoudou '20
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Katharina Geppert '19
Blog Editor

Finn Murray '21
Office Support

Imane Berrada '21
Collateral Marketing

Fatima Keita '20
Newsletter Editor

Whitney Mutalemwa '20
Webmaster Trainee

Kaitlyn Coyne '19
Draper Competition

Sara Kragness 'AC
Video Editor/Social Media

Katy Rosen '19
Social Media

Danielle Davis '21
Research

Daniela Martinez '21
Social Media

Rose Soumare '21
Collateral Marketing

Talia Deady '21J
Research

Michaella Mentu '19
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Lillian Emenogu '20
Office Support

Zoleka Mosiah '20
Draper Competition

Faculty & Staff Volunteers

Jessica Bacal
Narratives Project

Nicholas Baker
Imaging Center

Randall Bartlett
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Jacobson Center for Writing

R. Jordan Crouser '08
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Moumita Dasgupta
Physics

Gary Felder
Physics

May George
Middle East Studies

Andrew Guswa
Engineering

Whitley Hadley
Multicultural Affairs

Jonathan Hirsh
Music

Mike Howard
Finance

Joel Kaminsky
Religion

Barbara Kellum
Art

Michael Kinsinger
Engineering

Laura Lilienkamp
Design Thinking Initiative

Ann Leone
*French Studies &
Landscape Studies*

Elizabeth Meyersohn
Art

Alan Rudnitsky
Education and Child Study

Katherine Schneider
Art

Dina Venezky
Non-Degree Programs

Bozena Welborne
Government

Gregory White
Government

Michele Wick
Psychology

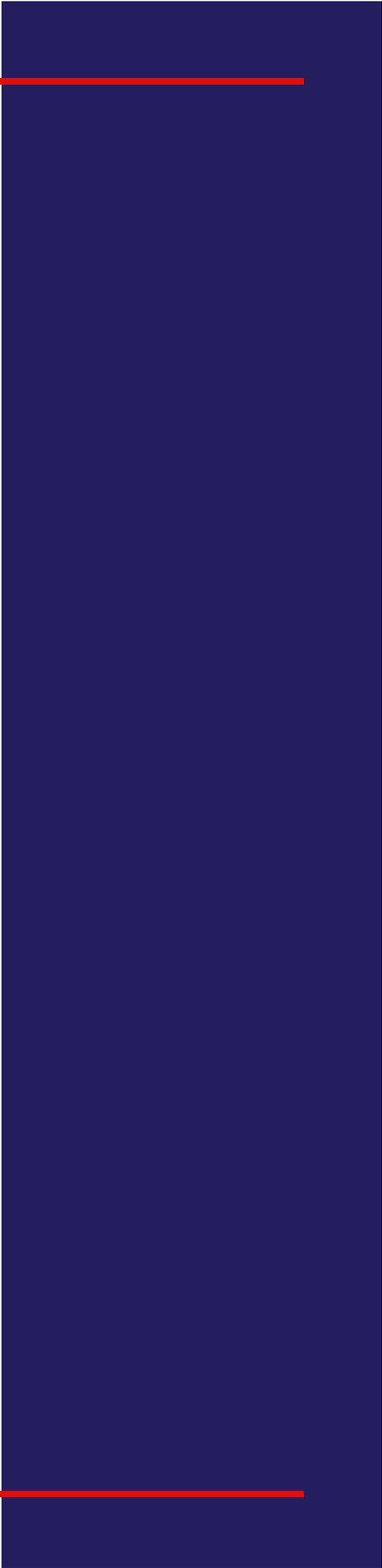
Deborah Wijnhoven
Lazarus Center

Marilyn Woodman
Development



(clockwise from top: Susannah Howe with students at Shark Tank; S.P.I.E. judges Jessica Bacal and Whitley Hadley; Shark Tank mentors Jody Rosenbloom, Joel Kaminsky and Vicki Baum-Hommes

Appendix



Annual Elevator Pitch Contest

90 SECONDS—the approximate time an investor gives you to convince them to take things to the next step where they can learn more about you and your idea. This is all the time each contestant has to present a business, product or service idea to their peers, local entrepreneurs, and a panel of judges. No props, just one 3x5 index card, 90 seconds, a great pitch, and an even better idea! Up to \$1,000 in cash & prizes will be given away. The best back-of-the-napkin idea pitch wins the right to represent Smith College at a regional pitch competition in the spring where the first place prize is \$1,000.

Annual Grinspoon EI Awards Banquet

The annual Grinspoon Awards Ceremony and Banquet is attended by over 400 people each year. It is a celebration of entrepreneurship with a focus on our students who have won awards for demonstrating an entrepreneurial spirit. Individuals and teams exhibit their businesses and compete for additional prize money. A keynote speaker shares their personal entrepreneurial story with an audience of college presidents, faculty, students, and family members.

Backpack to Briefcase

Professor Randy Bartlett (Economics) offers graduating seniors a final opportunity to get unbiased financial education for FREE. Topics include: managing your money, student loan debt and credit card debt; navigating your taxes; and maximizing your retirement, saving from your first day on the job.

Business Model Basics

During this workshop for faculty and staff, you'll learn more about the Business Model Canvas -- the tool we use to help students map critical components of their venture -- and how best to help teams with whom you are matched.

Central Check-In

Welcome new Smithies! Be sure to stop by the Conway Center information table to learn about all the great opportunities for you to get involved. Sign up for our weekly announcements and monthly newsletter.

Conway Center Presentations

Draper Competition Overview to Spectrum attendees (April 2019)

CIEC Overview to Jandon Center staff (March 2019)

CIEC Update to Smith Business Network, San Francisco (June 2019)

Innovation at Smith to Smith Business Network, Boston (November 2018)

Dollars & \$ense

College students face a few financial challenges: opening new bank accounts, dealing with credit card advertisements, budgeting for necessities and for fun, and much more. CIEC is here to help! This workshop, led by **Professor Randy Bartlett** (Economics), will address the myriad personal finance issues facing students, helping to get you and your wallet off to a good start at Smith.

Draper Application Assistance (3 sessions)

Students will learn how to turn the content of their Business Model Canvas into a compelling narrative for the written application due on February 15, 2019. Remember: your Draper application also qualifies you for the Shark Tank and Smith Prize in Entrepreneurship.

Draper Competition for Collegiate Women Entrepreneurs

The annual Draper Competition is designed to hone the skills that undergraduate women need to advance through the process from idea to venture creation. Through three rounds of competition, students demonstrate an understanding of a problem, why the problem requires a new venture to address it, how their idea presents the best solution to the problem, and what resources, partnerships, and activities it takes to launch the venture successfully.

Draper Mentor Information Session

Did you know that to be a successful mentor you don't need business acumen? In fact, we've heard from students that faculty prompts are often key to their decision to participate in the Draper Competition. During this session, you'll hear from faculty and staff who have mentored teams in the past, learn about all the resources available to participating teams, and receive a complete schedule of lead-up events scheduled for Spring 2019.

Draper Mix & Mingle (4 gatherings)

These mixers are your chance to find out what it's like to compete in upcoming entrepreneurship events. If you've never been to the Draper Competition, find out what a typical booth set up looks like, learn about different resources available for printing posters and materials, and to get your questions about the

competition answered. Share your ideas and potentially find teammates. The Smith Startup Consulting Group will be on hand to help as well!

Financing Life (4 sessions)

It's never too soon or too late to start thinking about your financial future. **Professor Randy Bartlett** (Economics) will introduce you to the essentials of personal finance and what you need to know to take charge of your money. Topics include credit cards and debt management, taxes, home ownership, insurance, and saving for retirement.

Food Innovators' Challenge

Four Smith chefs will face off in the first annual culinary battle designed to highlight innovation in the food industry. The winning dishes will be featured at the Draper Competition. Treat your taste buds to the delicious, inventive offerings and vote for your favorite! This is a zero-waste, maximum fun event. Tickets are \$5 (cash only).

Grinspoon, Garvey and Young Entrepreneurship Conference

This annual entrepreneurship conference is organized by the Entrepreneurship Initiative advisors from 14 area schools and sponsored by the Harold Grinspoon Foundation. Open to college students in western Massachusetts, it is an opportunity for attendees to meet like-minded individuals from nearby schools, pitch ideas, form leadership teams for new ventures, and learn about current industry trends.

Information Session

Conway Innovation & Entrepreneurship Center staff and student leaders will be on hand during lunch to answer your questions and provide you with information about all the upcoming innovation, entrepreneurship and financial education activities.

Infusing Innovation and Entrepreneurship within the Liberal Arts

To facilitate deeper connections with Smith College's unique collections, the Conway Center partnered with the Art Museum, Botanic Gardens and Institutional Research to launch a post-baccalaureate fellowship program. In addition to facilitating new relationships between the units, the Fellows will learn how to deal with issues such as attracting new audiences, customer engagement and sustainable operations. Presentation at annual Global Consortium of Entrepreneurship Centers in Chicago.

Innovative Strategies (3 sessions)*

How do you solve a problem from just a seed of an idea? Entrepreneurship often begins with an idea targeting a problem. But where do you go from there? During these workshops, you will participate in a series of proven entrepreneurial exercises that will move your concept for a business or project from an idea to an actionable plan. Facilitators will guide you in defining a problem and then developing a robust road map leading to an achievable solution. (*a fourth planned session was canceled due to Mountain Day.)

Innovative Strategies: Mendix

Does your innovative solution require that you build a web platform or mobile app? Do you lack the coding skills to get it done? This workshop is for you! Mendix is a *free* low-code application platform that allows students to experience the agile development process and quickly create a simple web or mobile application. Learn how you can gain access and start working on your solution today.

Learn to Excel with Excel (2 Sessions: Beginner/Intermediate and Advanced)

Students hoping to secure an internship at a financial institution for Summer 2019 or who just want to improve data management skills are strongly encouraged to take advantage of this opportunity. This is the first of a two-part workshop series for Excel beginners. Space is limited with priority given to students currently enrolled in GFX100.

Moxie: Fear, Fun and Face-plants in a Life of Change Annual Elizabeth Miller '81 Lecture

Busy Burr '83 started her career in a very traditional way: investment banking, Stanford Business School, and back to investment banking. Advice from her father and (soon-to-be) wife, gave her the courage to leave a career at Morgan Stanley and leap into the unknown. Busy will talk about how curating experiences through trial and error, fear and uncertainty, crises in confidence, improvisation and joy have played a role in her varied life.

Open House (2 sessions)

The Conway Center welcomes graduating seniors, family, friends and alumnae! Meet our staff and learn how the Center is supplementing the core competencies Smithies have developed through their liberal arts education.

Open House and Ice Cream Social

Meet the faculty and staff of the Center who support our innovation, entrepreneurial and financial education programming. Learn about student involvement opportunities at the Center and with the four clubs we support: Consulting Club, Smith College Investment Club, Smithies in Business and Startup Smith. Pick up workshop and course schedules while enjoying a scoop of Herrell's ice cream. Be sure to have your CORQ pass downloaded!

Pitch Camp

Do you have a big pitch or presentation coming up? Want to learn more about pitching? Come to Pitch Camp to hone your pitch design, content and delivery. Opportunity for students to prepare and practice a pitch for a venture idea, class project, upcoming presentation and receive helpful feedback.

Preparing for Life Beyond the Gates

This life-skills session is designed to answer the questions you have about navigating your financial life after graduation. Focus will be on basic budgeting and retirement savings. Workshop for senior seminar in Environmental Science and Policy.

Principles of Investing (4 sessions)

Professor Roger Kaufman (Economics) introduces students, faculty and staff to the fundamental concepts of investing and approaches to asset allocation.

Prototyping for the Entrepreneur

The Design Thinking Studio Coordinator will help student entrepreneurs think through a visual identity for their ventures in preparation for the Smith Prize in Entrepreneurship, Draper Competition and beyond.

Shark Tank

Smith teams who have been selected to move on to the second round of the Draper Competition have an opportunity to perfect their pitches. Each team leader has 90 seconds to pitch to a room of mentors. Teams then receive feedback on ways to improve the content and quality of their presentation from the mentors.

Smith Prize in Entrepreneurship

The Conway Center sponsors monetary prizes in entrepreneurship open only to currently enrolled Smith students. Students are judged on the viability of the venture and the quality of their presentations. Winners are determined by a combined score from a written application and pitch to local business owners and investors.

Social Impact Entrepreneurship in the Liberal Arts

This workshop for the Alliance to Advance Liberal Arts Colleges members focuses principally on different pedagogical approaches to teaching aspects of social innovation impact. Panelists will focus on how we connect the co-curricular with the curricular. Sponsored by Mount Holyoke College.

The (Money) Monster Under the Bed

Are you afraid of the (money) monster under your bed? Well it's time to take back your power and face your financial woes with confidence! This session will help you identify the personal finance areas where you need to improve your knowledge to get on the road to financial freedom. Workshop for Mwangi Talks series.

Volunteer Leadership Conference Open House

Alums spreading the word about all the wonderful happenings at Smith are invited to stop by. Learn how the Center is supplementing the core competencies Smithies have developed through their liberal arts education.

Western Mass Innovation Jam

Sponsored by Mount Holyoke College, Smith College, and Western New England University, the WMIJ weekend will take students through team formation, idea development, rapid prototyping and basics of investor pitching.

Students working together during Prototyping for the Entrepreneur workshop





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