ON THE COVER:
Spring 2019 "Design, Build, Bank" students, faculty, and mentors.

INNOVATION ACADEMY
UNM'S INCUBATOR FOR IDEAS, BUSINESSES, AND PEOPLE
IMPACT REPORT
2018/2019
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**CREATIVITY IS OUR ONLY CURRICULUM**
The Innovation Academy shares a mindset with the UNM community that asks, “how do we teach and learn best so that students are prepared for life beyond college?” Based on the Rainforest theory of a bottom-up approach to innovation, IA encourages different people and groups to come together to create.

It is a cross-pollinating approach to finding solutions to problems and developing new ideas. It is based on the belief that solutions can be found when people with different backgrounds and skills come together to work on real problems and needs coming from companies and the community.

This type of experiential, or hands-on, learning prepares students to be successful in careers and work places in the real world and deepens their core subject knowledge.
950+ STUDENTS

91% PITCH COMPETITION PARTICIPANTS CURRENTLY IN BUSINESS

54 STUDENT COMPANIES IN OPERATION

148 IA AFFILIATED COURSES

217 FACULTY INVOLVED

182 STUDENTS RECEIVED ACADEMIC CREDIT TO START THEIR BUSINESS

MAJORS REPRESENTED

85

>50% FEMALE STUDENTS

>65% FIRST GENERATION COLLEGE STUDENTS

>50% STUDENTS OF COLOR

$321,300 AWARDED TO STUDENTS BY IA

$1.3M AWARDED TO STUDENTS FROM OUTSIDE INVESTORS
In April 2019, the Innovation Academy hosted the second annual Tech Navigator Challenge. The challenge featured 13 teams of 2-4 students who were tasked with creating a commercialization plan for an assigned technology from one of our partners. The event was a huge success, and our technology partners were beyond impressed with the caliber of our students’ ideas and presentations.

The winning team, made up of Kalin Baca, Eric Deichmann, and Mary Louise Guck, won $10,000 for their work. They plan to use the money to further develop their commercialization plan for the Passive Alert Sensor Patch from Air Force Research Laboratory. The Tech Navigator Challenge will continue to grow, and we look forward to seeing what new ideas our students come up with next spring.

PARTICIPANT FACTS:

- **50%** increase from last year
- **38%** female
- **68%** students of color
RAINFOREST

PITCH

COMPETITION

BRINGING NEW IDEAS TO LIFE

Each semester, in partnership with STC.UNM, the Innovation Academy hosts the Rainforest Pitch Competition at Bow and Arrow Brewing Company in Downtown Albuquerque.

Students pitch for a live audience and judges, hoping to earn votes and win seed funding for their business idea.

Rainforest Pitch Competition winners have gone on to create legitimate businesses and are continuing to produce revenue streams.

91% OF PITCH COMPETITION PARTICIPANTS ARE CURRENTLY IN BUSINESS
EXPLORE A PATHWAY TO
THREE DEGREES IN
FIVE YEARS

2+1+2 PROGRAM

2+1+2 DEFINED:
The UNM Innovation Academy, in partnership with CNM and UNM, provides an unexpected route to a graduate degree. The 2+1+2 Program strategically utilizes already established academic programs at two of New Mexico’s finest higher education institutions and helps students navigate them in a faster and more affordable way.

Students can transition from an associate degree, through a Bachelor of Arts in Liberal Arts degree, and complete a Master of Business Administration or a Master of Public Administration graduate degree in five years.

100+
ACTIVE STUDENTS

PROJECTED GRADUATION SEMESTER OF FIRST 2+1+2 STUDENT

SPRING 2021

$38,641
AVERAGE SAVINGS FOR 2+1+2 STUDENTS WHEN ELIGIBLE FOR NM LOTTERY SCHOLARSHIP

$27,675
AVERAGE SAVINGS FOR 2+1+2 STUDENTS

HEAR FROM OUR STUDENTS:

"Since I am working and financing my own education, the flexibility of the 2+1+2 Program and selection of classes is very appealing. The UNM program advisors have been so respectful of my journey and they have become some of my greatest cheerleaders as I have walked this path. I no longer feel intimidated by the overwhelming task ahead. Whenever I worry about how I will pay for tuition, or become tired at the thought of writing a paper until midnight, I remind myself that I am not alone. I have my family and the whole team at UNM behind me!"

-Andrea Rogers
The University of New Mexico Lobo Rainforest I-Corps site had a successful second year of operation.

In this program, teams of students, entrepreneurs, and mentors receive funding to develop an idea, and complete extensive customer discovery, in a science, technology, engineering or mathematics area supported by the National Science Foundation.

**YEAR 2 NUMBERS:**

- **4** COHORTS
- **10** LENGTH OF EACH COHORT (WEEKS)
- **49** TEAMS
- **25** TARGET NUMBER OF INTERVIEWS (PER TEAM)
- **504** INTERVIEWS COMPLETED BY ALL TEAMS/ALL COHORTS
- **148** TOTAL NUMBER OF PARTICIPANTS
- **50%** FEMALE PARTICIPANTS
This year, our Early Innovation Academy was even more successful and reached more New Mexico high school students than ever before. We hosted two “Build-A-Better” events, where we tasked students with creating a new and improved version of either a community center (Bosque School) or a student union building (Sandia Prep). Both groups of students came up with some unique and well thought-out designs, we cannot wait to see what new ideas each year brings.

In partnership with the Public Academy for Performing Arts (PAPA), we hosted the Sci-Girls fashion show, where our graduate assistant and EiA Program Lead Kalin Baca served as their mentor. The students proudly showed off their coding work for parents, guests, and the Innovation Academy staff.

We offered a resume event where high school students received resume and internship advice from the iA staff, and a college prep event called “UNM Survival Guide,” where we offered various stations staffed by both UNM employees and current students to offer advice to incoming UNM freshmen from our partner schools. In 2019, we expanded our EiA partnerships with Sandia Prep, PAPA and East Mountain High School to include Bosque School and Corrales International School (and more are coming soon). We are looking forward to offering a new menu of services to our EiA schools in 2020, stay tuned!

Innovation Academy graduate student and expert extrovert, Gavin Leach, is our resident pitch and public speaking coach. Gavin assists students in perfecting pitches for their entrepreneurial ventures, as well as overall public speaking skills, which are transferable to many aspects of their lives. He offers open office hours at The Press Room cafe inside the Lobo Rainforest four times a week for students and community members to stop by and work on their presentation skills.

Gavin has also offered Tech Transfer workshops to help students condense their business ideas into a pitch and create effective visual aids. This was especially helpful for the Tech Navigator Challenge, where Gavin’s support had an integral role in the students’ presentation quality.

Finally, Gavin has also taken his coaching to other places in our UNM community and beyond. He has given presentations on UNM’s North Campus, and presented for many classes at UNM. In addition, Gavin helps with multiple high school pitch competitions and has provided pitch support presentations for the Air Force Research Laboratory.
The Innovation Academy has been diligently working with both the university and Nusenda Credit Union to implement the Co-Op Capital micro-lending program for our students.

The Nusenda Co-Op Capital program has been called the “alternative to the alternatives” because it gives, in our case, students who are typically unable to borrow from traditional lending sources a place to get the necessary capital to start a successful business. Without access to capital, our student entrepreneurs cannot be successful, and the Nusenda Co-Op Capital program allows us to lend to those who would not otherwise be considered.

The Co-Op Capital model is centered on relationship-based lending, where lending decisions are not based on credit or collateral; but on a borrower’s character and goals. The Innovation Academy will offer loans up to $10,000.00 with a 5% interest rate and flexible repayment terms. Our lending program will kick off this Fall, but our first student borrowers are already in line for their chance at this unique opportunity.

JAZIREE GALLEGOS
OWNER, LASHES BY JAZIREE
BACHELOR OF ARTS IN LIBERAL ARTS STUDENT

"I'm so excited to get a Co-Op Capital loan from the UNM Innovation Academy. I have a successful lashing business, and am ready to expand into a studio of my own where I can offer more services to my clients. With a limited disposable income, the only way I can do this is with financial support. Serving in the military for over 10 years, being a veteran, and a mom of two, I fully understand the importance of self-care and overall wellness. Having a relationship with my lender is so valuable because they know me, my goals, and my work ethic. To the Innovation Academy, I'm not a number, I'm Jaz."
This year, the Innovation Academy partnered with STC.UNM with a mission to serve more than just Albuquerque-area student entrepreneurs. After STC.UNM was awarded a University Center Grant from the federal Economic Development Administration (EDA), we began to develop plans to spread the Lobo Rainforest programming to all areas of the state of New Mexico. The grant will be funded for 5 years, in the amount of $112,800 per year.

We took our successful model for the Create. Sell. Bank. course and adapted it to an online format that is accessible to anyone. Students may choose to pay tuition and take the course for credit or take it (along with any interested community members) for free. The instructor for the course, Bill Szaroletta, has a passion for teaching students about e-commerce and watching them thrive as early-stage entrepreneurs.

The program is now available at all UNM branch campuses, located in Gallup, Los Alamos, Taos, and Valencia. Each branch campus has an on-site mentor that will work directly with students in their business ventures and can help them with class assignments or any technical issues.

We are excited to be partnering with STC.UNM to deliver this type of programming to our branches. The ability to bring our programming across the region is a natural extension to our work and vital to the development of our regional network. Entrepreneurship is a tried and true pathway to economic development, and the communities UNM serves have been clamoring for these supports that we can now deliver.
Being able to order Dion’s famous Ranch dressing has long been a request of native New Mexican’s who moved away or tourists lucky enough to try some while in Albuquerque. Due to temperature control challenges though, that has never been an option. Until now. Dion’s partnered with the Innovation Academy for the “Keep It Cool” Challenge. The challenge tasked students with developing a safe, consistent, and affordable way to send Dion’s salad dressings anywhere in the continental United States. And they delivered!

There were 6 teams in the final presentation round, who presented their prototypes to Dion’s CEO Mark Herman and corporate staff. The winning team, made up of Phuong Nguyen, Ty Martin, Ben Mattheson, and Darnell Cuylean, came up with an effective way to keep the dressing cold (but not frozen) as it makes its way across the country.

Working with Dion’s, a local legend, was a great opportunity for the Innovation Academy. Giving our students the opportunity to solve a problem for a brand they are so familiar with is the ideal partnership to get them excited about building real world skills and applying their knowledge. The winners received $1000, and Dion’s pizza for a year. Finalists each received a $100 Dion’s gift card.
CREATE. SELL. BANK.
LAIS 343

In this class, students plan and establish multiple streams of income from their product/service using e-commerce, search engine optimization, and affiliate marketing techniques.

IDEA INCUBATOR
LAIS 341 - INNOVATION ACADEMY

This course is an independent study format designed to give students the time to transform their business idea into a reality.

DESIGN. BUILD. BANK.
LAIS 309 - SPECIAL TOPICS

Design sprint class where students create a product or service business idea from scratch to pitch in a week time frame.
INTERNSHIP CREDIT COURSE

HELPING STUDENTS EARN CREDIT FOR ANY INTERNSHIP: PAID OR UNPAID

The Innovation Academy Internship Credit Program helps students apply the knowledge they have learned in the classroom and build transferable skills not easily taught in the traditional academic setting. Internships also help students understand the process needed to find a job after graduation.

FIND AN INTERNSHIP

FIND AN INTERNSHIP THAT COMPLEMENTS YOUR INTERESTS AND/OR CAREER GOALS

AGREEMENT & CLASS

COMPLETE IA STUDENT LEARNING AGREEMENT

REGISTER FOR LAIS 311

COMPLETE REQUIREMENTS

COMPLETE DELIVERABLES FOR LAIS 311 COURSE BY END OF THE SEMESTER

COMPLETE 100 HOURS OF WORK IN THE SEMESTER

INNOVATION ACADEMY

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LOBOS MAKING MAGIC

This year, the Disney College Program at UNM has expanded to include even more students and alumni. Students from UNM continue to spend a semester or school year on internships with Disney Parks and Resorts, where they live with students from all over the world, learn hands-on from Disney experts, and earn a paycheck too!

Students can earn up to 6 credit hours for their participation in the program, dependent on the length of internship. They can also earn 3 hours for completing the IA-DCP Reflective Learning Course taught by our program manager, Tiffini Porter-Aragon, upon their return to UNM.

Many of our Disney College Program students have gone on to work for the Walt Disney Company in roles ranging from Entertainment and Merchandising, to Theme Park Management and Imagineering.

In addition, the Innovation Academy facilitates a credit program for students from other universities who are not able to get credit from their home institution. This program offers students a $100 per credit hour tuition rate for up to 9 hours of credits.

In June 2019 members of the IA staff were invited to attend an exclusive Disney Educators Forum at the Walt Disney World Resort in Orlando, Florida. They were given unprecedented access to new and exciting details about the future of the Disney College Program. In addition, they also had the opportunity to network with educators from across the country in order to continue to build the UNM DCP Transfer Credit Program.
The Innovation Academy team had the opportunity to travel to Japan this summer where we met with the incredible faculty, staff, and students of Osaka Prefecture University and Yamanashi Gakuin University. We are excited to build these relationships and be able to offer summer study abroad opportunities with an entrepreneurial focus to our UNM Innovation Academy students, as well as host programs at UNM for Japanese students.
STUDENT SPOTLIGHT

MEET MERCEDES

After many years of working in public health, Mercedes Ortega-Kennedy found herself unable to advance in her career without a bachelor’s degree. Mercedes visited the Liberal Arts and Integrative Studies Advisement Center where they helped her find a way to curate a custom degree in her area of interest. Her advisor suggested that she look into the UNM Innovation Academy as a way to combine her interest in business and technology.

As an Innovation Academy student and Innovation Scholar, Mercedes has participated in several pitch competitions, as well as educational and professional speaker events. She has taken opportunities to network with a variety of professionals in the technology and business industries. Her work in the Innovation Academy’s Create, Sell, Bank course, prepared her to compete in two Rainforest Pitch Competitions, where she won judges’ choice awards both times. In an independent study class offered through the Innovation Academy, she was able to make successful partnerships with tech company founders and venture capital firms. Most recently, she participated in the in the 2019 Tech Navigator Challenge sponsored by Air Force Research Laboratory and hosted by the Innovation Academy. This allowed her, and her challenge partner, to develop a derivative concept from existing intellectual property. Her team placed 3rd in the Tech Nav Challenge, in a highly competitive field consisting mostly of graduate engineering students.
STUDENT BUSINESS FEATURE:

LOBO WASH

"College is for a lot of things, doing laundry isn't one of them." Innovation Academy student, Justin Bell, saw a need and created a solution. Lobo Wash, created in the Spring 2019 semester, is a laundry service offered on campus and charged by the semester. Justin thought it made sense to charge the service like you would tuition, up front, so maybe parents would pay for it as part of moving their students into the residence halls at UNM. Smart move! For only $300 a semester, students can have 20 pounds of laundry washed each week. Picked up and dropped off at convenient locations all over campus.

1. Sign Up: lobowash.com

2. Drop off: Two convenient spots on UNM campus

3. Pick up: At the same place!

VISIT THE LOBO WASH WEBSITE FOR MORE INFORMATION AND TO SIGN UP FOR YOUR SEMESTER LAUNDRY SERVICES: LOBOWASH.COM