

Aidan Sharpe  
 Honors Entrepreneurship & Innovation – ENT 06240 Section 7  
 Entrepreneurial Engagement Hours Assignment  
 Professor Payton  
 March 24<sup>th</sup>, 2024

**Summary of Engagement Hours (Total of Eight Hours Required)**

<b>Event Title</b>	<b>Event Date &amp; Time</b>	<b># Hours Planned/ Completed</b>	<b>Brief Description</b>	<b>Rationale for Selection</b>
CEO Club Protank- Small Group Workshop	Thursday, February 08, 2024 at 3:30 PM - 4:30 PM	<b>Attended (1/8)</b>	CEO Club's Small Group Workshop is a time where we will split into groups of interest based on your idea or industry you would like to work in. We will begin brainstorming ideas and problems to see different angles of problems and work together to solve problems or get an idea flowing that you might have!	I have several ideas for potential startups, some new, and some older. I just learned about CEO club this semester, and this workshop seems like the perfect opportunity to bounce some ideas off people.
Guest Speaker Night Featuring Han Chiang	Tuesday, February 13, 2024 at 5:00 PM - 6:00 PM	<b>Not Attended</b>	Rowan's Business Fraternity Phi Chi Theta is proud to be working together with the Rowan Center for Innovation & Entrepreneurship to present you with a guest speaker night featuring Han Chiang	Han Chiang's restaurant grew in popularity very quickly. I am excited to learn how Chiang turned his skills into a business.
Lunch & Learn	Wednesday, February 14, 2024 at 11:15 AM – 12:15 PM	<b>Not Attended</b>	Join the Rowan Center for Innovation & Entrepreneurship for Lunch and Learn where you'll receive tangible tools on how to accelerate your ideas, startup or take a step further in learning how to become a successful business leader by playing 'Unnecessary Inventions'.	I am interested in getting better at turning my ideas into something tangible. I am also interested in learning what "Unnecessary Inventions" is.

CEO Club Guest Speaker – Aer Cosmetics	Thursday, February 15, 2024 at 3:30 PM - 4:30 PM	<b>Attended (2/8)</b>	Paige DeAngelo discusses how she made cosmetics more	Initially, James Egloff, skillfully transformed the company that hired him, was scheduled for this time. While I was excited to hear what he had to say, I was inspired by Paige’s story and how she was able to
Color Theory Workshop	Thursday, February 22, 2024 at 3:30 PM - 4:30 PM	<b>Attended (3/8)</b>	Learn the intentional use of color in company branding and its implementation process.	Colors have deeper meaning than most people think. They are often part of subconscious thought. I often struggle to make color palettes work the way I see it in my head, so I will benefit from this workshop.
Make Teamwork Work with Studio 231	Wednesday, February 28, 2024 at 11:00 AM - 12:00 PM	<b>Attended (4/8)</b>	Join Studio 231 in learning how teamwork can accelerate your business, ideas and innovation with a hands-on activity.	Since the New Venture Expo assignment is a team effort, learning how to effectively utilize a team for maximum output will surely be beneficial.
Entrepreneurship Trivia	Thursday, February 29, 2024 at 3:30 PM - 4:30 PM	<b>Not Attended</b>	Its all fun and games! Networking is your net worth, thus socializing is a key step of the process. Engage with other students and connect.	I always enjoy trivia nights at Chickie’s and Pete’s. Since this event is being advertised as a networking event, I think it will be both an enjoyable and beneficial experience.
First Time Founders: MVP	Friday, March 01, 2024 at 1:00 PM - 2:00 PM	<b>Not Attended</b>	Learn how to develop a Minimal Viable Product to show a potential consumer, industry expert, or investor. People can hear your pitch, but allowing them to visually see the solution and its progress will make them believe your pitch.	When making a pitch, having some kind of tangible or interactive prototype is much more convincing than trying to convince an untested idea. This workshop will be helpful for the idea my team decides on for the New Venture Expo.
Lunch & Learn	Wednesday, March 20, 2024 at 11:15 AM - 12:15 PM	<b>Attended (5/8)</b>	Join the Rowan Center for Innovation & Entrepreneurship for Lunch and Learn where you’ll receive tangible tools on how to accelerate your ideas, startup or	A friend from another section encouraged me to attend.

			take a step further in learning how to become a successful business leader by playing 'Unnecessary Inventions'.	
Innovation Express: Re-investing	Monday, March 25, 2024 at 11:00 AM - 12:00 PM	<b>Planned (6/8)</b>	Understand what we should do with early revenue or funding. Students will learn effective ways to invest dollars back into their company for growth & success.	From an engineer's perspective, a lot of emphasis is put on the initial funding of a startup. While it makes sense for engineers in an experimental design environment, which is fairly common, being able to maintain a successful design is important to engineers who may one day own a business.
Thinking Outside The Box	Monday, April 01, 2024 at 11:00 AM - 12:00 PM	<b>Planned (7/8)</b>	Step outside of your comfort zone and think outside the box for a fun, fast-paced, shark tank inspired competition. Attendees will be broken into teams and challenged to design and pitch products for a specific audience. Here's the catch: the target audience is ghosts, zombies, witches and vampires!	I want to practice pitching before the New Venture Expo, and this will allow me to better focus on the target audience.
Pitch Deck Workshop	Thursday, April 04, 2024 at 3:30 PM – 4:30 PM	<b>Planned (8/8)</b>	Learn the key points to developing your own pitch deck. These skills are very useful when pitching in competitions and to investors.	Since the pitch is a major part of the new New Venture Expo, having more experience and seeing more perspectives will better prepare me and my group mates for the competition.