

**GRINSPOON  
GARVEY & YOUNG**

# **ENTREPRENEURSHIP CONFERENCE**

November 3, 2017  
MassMutual Center  
Springfield, MA  
8:30am-2:00pm

## **MEET YOUR PEERS FROM:**

**American International College  
Amherst College  
Bay Path University  
Elms College  
Greenfield Community College  
Hampshire College  
Holyoke Community College**

**Mount Holyoke College  
Smith College  
Springfield College  
Springfield Technical Community College  
University of Massachusetts  
Western New England University  
Westfield State University**



**Grinspoon  
Entrepreneurship  
INITIATIVE**

# SCHEDULE

	Room 1	Room 2	Room 3	Room 4	Room 5
8:30-9:00	Exhibits & Networking – Meet three new people!				
9:00-9:10	Opening remarks • Ballroom				
9:10-10:00	<p><b>Idea Madness</b> • Ballroom Dr. Birton Cowden, UMass Amherst</p> <p>Come be a part of the world's largest Idea Jam, with close to 400 pitches. We kick off the session with students pitching at every table. In a bracket system, the best ideas are voted on in real time and move on to the next round. Once we get to the 10 most promising ideas, those 10 students will get 60 seconds to pitch their idea from the main stage to the rest of the audience. Using a polling system, we will select the top ideas, which will come back after the keynote speaker and get 2 minutes to pitch to the entire audience. The audience will then choose the ultimate winner of this Idea Jam Madness.</p>				
10:00-10:15	Break: Meet the Exhibitors!				
10:15-11:15 Sessions	Pitch Like an Entrepreneurial Pro	Harold Grinspoon: One Man's Entrepreneurial Journey to Immense Wealth	How We Did It: Grinspoon Award Winners Tell Their Stories	Shark Tank	Rapid Prototyping: The 15-Minute MVP
11:15-11:30	Break: Meet the Exhibitors!				
11:30-12:30 Sessions	Pitch Like an Entrepreneurial Pro	Restaurants, Breweries, and Bars - Expert Panel	How We Did It: Grinspoon Award Winners Tell Their Stories	Shark Tank	Shark Tank for Social Impact
12:30-2:00	<p><b>Luncheon sponsored by Aspen Square Management</b> • Ballroom Keynote Speaker: Logan Carlson, Co-Founder Any Café Idea Madness Final Round and Raffle with prizes</p>				
2:00	<b>Optional Tour of Valley Venture Mentors and/or The Shops at Marketplace</b>				

## KEYNOTE SPEAKER: LOGAN CARLSON



The idea for a Travel Mug that could brew K-Cups first came to Logan in early 2015 during his junior year at Western New England University. He took this idea to the first ever 3 Day Startup program hosted at his now Alma Mater, marking the beginning of the journey leading him to found his first company AnyCafé, Inc. At first, like many startups, AnyCafé was simply a clever new product. However, after successfully crowdfunding, raising capital from the Springfield Venture Fund, and drinking hundreds of cups of coffee, AnyCafé, Inc. has become a focused and innovative product development and marketing firm with the Travel Brewer set to hit retail shelves in Spring 2018.

AnyCafé has been featured in countless online media outlets including the Huffington Post, Cosmopolitan, Mashable, and Refinery 29. AnyCafé's Kickstarter video also went viral on Unilad Tech where it reached 5.6 Million views and just under 100,000 shares in a couple of weeks. AnyCafé has received several awards including the Grinspoon Entrepreneurial Spirit Award and also placed as a finalist in the Valley Venture Mentors Accelerator in 2016.

Logan is an extremely team-focused CEO who excels at running a LEAN startup, believing that resourcefulness and making the most of your personal network are they keys to tackling seemingly impossible challenges. His driving mantra is the advice echoed in his TEDx talk of being Open, Honest, and Transparent with his team, customers, investors, and board.

# SESSIONS

SEE SCHEDULE FOR TIME AND ROOM LOCATION

## PITCH LIKE AN ENTREPRENEURIAL PRO

Facilitated by:  
**Amanda Garcia**, Elms College

**Dani Vilagie**, Founder,  
Wicked Good Cupcakes

Want to pitch like a pro? Have you ever wondered what a real pitch to investors is like? Do you learn by example? Dani Vilagie is a co-founder of Wicked Good Cupcakes and Co-Author of Wicked Good Idea. She will share their experience on "Shark Tank" where they received a sizable investment. Discover what happened after Shark Tank. Hear successes and failures as well as tips on pitching and launching a business. There will be time for questions at the end.

## HAROLD GRINSPORN: ONE MAN'S ENTREPRENEURIAL JOURNEY TO IMMENSE WEALTH

How did Harold Grinspoon grow a company from one two-family house to a property portfolio valued at over \$1.5 Billion? We will hear directly from Mr. Grinspoon, founder of Aspen Square Management, a real estate investment and property management company that specializes in the acquisition, rebranding, and repositioning of distressed rental communities throughout the United States. As you will see, entrepreneurial spirit and return on investment (ROI) are essential to the success of his company and philanthropy. The Grinspoon Entrepreneurship Initiative was founded by Dr. Linda Peters (facilitator) and Harold Grinspoon 15 years ago. It is a way to help students recognize that being an entrepreneur is viable and prestigious.

## RESTAURANTS, BREWERIES, AND BARS - EXPERT PANEL

**Daniel Lanigan**,  
Founder, Lord Hobo Brewing Co.

**Howard Wein**,  
Founder, Wein Hospitality LLC  
**Bob Lowry**, Founder, Bueno Y Sano

Daniel Lanigan started his business in Western Massachusetts (The Moan

& Dove, The Dirty Truth). His current venture, Lord Hobo Brewing Co. is possibly the fastest growing brewery in the United States. Daniel is a true leader in the brewing community and his innovative approach to brewing and marketing is setting the pace nationwide.

Howard Wein and Wein Hospitality, LLC (Hospitality Advisory and Venture Firm) have designed, developed, opened and operated restaurants in New York, Miami, San Francisco, Boston, Los Angeles, London and Las Vegas. Howard also owns and operates "Alva Stone" a restaurant located in Montague, Mass.

Founder Bob Lowry has owned and operated Bueno Y Sano since 1995 (currently 7 locations). He is a hometown success who set out to show the world anyone can do it. With almost no background in foodservice he launched and grew an innovative company that's serving Western Mass, parts of Vermont and central Mass.

## HOW WE DID IT: GRINSPORN AWARD WINNERS TELL THEIR STORIES

**Aleric Heck**, AdOutreach  
(UMass Amherst)

**Ashlee Auclair**, cupCake Ashlee  
(Springfield Technical Community  
College)

**Regina Ye**, ZIRUI,  
(Mount Holyoke College)

**Sara Orellana**, El Charufe Chile Paste,  
(Greenfield Community College)

A panel of Grinspoon Spirit Award alumni share their personal stories of what it took to turn their ideas into businesses. Learn how they addressed funding challenges, intrigued customers, networked to find people who could help them succeed, and managed through tough times.

## SHARK TANK

Facilitated by: **Amanda Garcia**, Elms College, **Eileen Cyr**, Springfield College, and **Kimberly Sherman**, Westfield State University

**Jay Leonard**, Springfield Venture Fund  
**Brett Gearing**, River Valley Investors  
**Richard Plaut**, Valley Venture Mentors & Smith College  
**Monica Dean**, Smith College

Are you ready to pitch your business idea to group of experts? The Shark Tank is an opportunity to pitch your business idea and receive feedback. You or your team will have a chance to deliver a 90-second pitch to our panel of experts, there will be a prize awarded in each session. The sharks will share their advice on how to grow your business and achieve your goals. The Shark Tank will be an educational opportunity for all, regardless of whether you are in the audience or on the main stage.

## RAPID PROTOTYPING: THE 15-MINUTE MVP

Facilitated by: **Susannah Howe**, Smith College and **Brad Knipes**, Westfield State University

Dive into the world of rapid prototyping, hands-on making, and MVPs (minimum viable products) in this interactive session. Learn how to communicate an idea with objects as well as words. Fast. Fun. Free. Fabrication!

## SHARK TANK FOR SOCIAL IMPACT

Facilitated by: **Michelle Barthelemy**, Greenfield Community College  
**Brad Knipes**, Westfield State University

Panel: **Chitra Dwarka**, consultant  
**Rick Feldman**, Mount Holyoke College  
**Merrilyn Lewis**, Smith College  
**Daniel Ross**, Hampshire College

Come with ideas or develop an idea at the session for a mission-driven impact enterprise (for-profit or not-for-profit), create a team, and pitch your idea to a panel of entrepreneurs for thoughtful feedback and suggestions. Tell us how you will meet a need for others somewhere in the world that you can describe from their point of view, that engages and involves them in the solution, and how your solution will be sustainable. Not looking for projects that are done for or to others, but rather solutions that are developed and delivered with those most affected.



GET IN TOUCH!  
@GRINSPONEI

# Thank you to our sponsors and exhibitors

## CONFERENCE PRESENTED BY:

**Harold Grinspoon**  
Charitable Foundation



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Springfield Venture Fund



## EXHIBITING SPONSORS:

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MaryKay  
Massachusetts Small Business Development Center  
Northwestern Mutual  
Springfield College  
UMass Isenberg MBA  
Valley Venture Mentors  
Western New England University

## GRINSPOON SPIRIT AWARD EXHIBITORS:

AdOutreach	Libellula
Alpine Revolution	Live Loyal
AnyCafé	MJ's Sweet Sculptures
Beit Hanouda's Lebanese Cuisine	Rise@
cupCake Ashlee	Silver Linings Home Care, LLC
Dustbunnies	Sparks to Sparkles
Professional Cleaning	SteelBlade
El Charufe Chile Paste	Tiqi Torch
Ethereal Web Designs	ZIRUI
Florr	

## SPRING 2018 Money available for Entrepreneurial Students!

See your Grinspoon Campus Advisor for more information

## SAVE THE DATE Grinspoon Award Winner Recognition Banquet & Pitch Contest – April 25, 2018

## ABOUT GRINSPOON EI

### *Celebrating our 15th year!*

The mission of the Entrepreneurship Initiative is to encourage entrepreneurial activity in the Pioneer Valley of Massachusetts by fostering an educational environment among participating colleges and universities that informs, supports, and inspires students, and by recognizing and awarding students who display the entrepreneurial spirit.

**The Harold Grinspoon Charitable Foundation**  
Partnering to celebrate teachers, farmers and entrepreneurs