

Entrepreneurial Leader

LAUNCHPADSC *Designing Business Concepts*

Launch Pad SC is a business concept competition designed to help budding entrepreneurs create new business concepts.

The competition is open to South Carolina residents as well as students, faculty, and recent graduates of SC colleges and universities. Participants must prepare a one page executive summary of their business concept and a five slide, five minute presentation. The five slides will cover the following topics:

Slide 1: The Story

Slide 2: The Customer

Slide 3: The Business Model

Slide 4: The Market

Slide 5: Next Steps

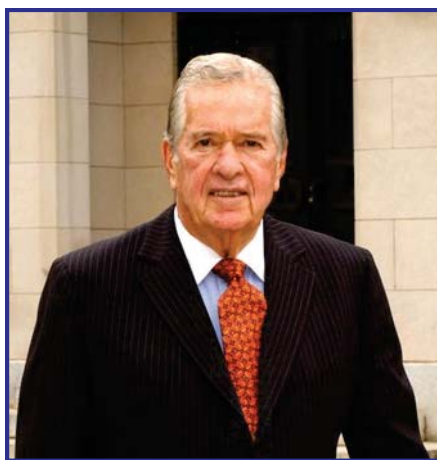
The top ten will present before a distinguished panel of judges on December 3rd. Judges will include prominent members of the Upstate community who will select the top three business ideas based on the concept's innovation and feasibility. Business concepts with a unique selling proposition, social impact focus, or patented technologies licensed from universities or research labs are particularly encouraged.

Prizes of \$2,000; \$1,000; and \$500 will be awarded to the top three participants respectively. In addition, the winner will receive the BrightStart™ Professional Services from McNair Law, Byrum Innovation Group (Big) and Acumen.

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Arthur M. Spiro Institute for Entrepreneurial Leadership—Celebrates 15th Birthday

The Arthur M. Spiro Institute for Entrepreneurial Leadership was made possible by a \$1.5 million gift from textile industry leader and entrepreneur Arthur M. (Art) Spiro and his wife Joan. In making the gift, Mr. Spiro recognized that U.S. industry was restructuring at every level. Spiro's 50-year career as an engineer, executive and entrepreneur in the textile industry culminated in his ownership of Carleton Woolen Mills, the nation's second largest producer of woolen fabrics, which he sold in 1994. Spiro received his B.S. degree in chemical engineering from Clemson University in 1945 while serving as a U.S. naval officer. He was awarded an honorary doctorate from Clemson in 2000.



Arthur Spiro gifted Clemson \$1.5 m to help promote entrepreneurship

**Over \$10,000
Total Prizes**

Rules:

Submit a 5 minute, 5 slide PowerPoint presentation and a 1-page executive summary

Entry Deadline:

October 29, 2010

Applicants:

Only SC Residents or Students Attending a SC School of Higher Education

Judges:

20 Upstate Business Leaders

Winner:

- \$2,000
- BrightStart™ Professional Services from McNair Law, Byrum Innovation Group (BIG), and Acumen
- Introduction to Upstate Angel Capital Network (UCAN) and SC Launch
- Business Plan Assistance
- All-star Mentoring

CLEMSON
UNIVERSITY

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Spiro Faculty



David Wyman has been appointed Interim Director of the Spiro Institute. Mr. Wyman is a successful entrepreneur with over 50 inventions sold to major toy companies including Milton Bradley, Fisher-Price, and Mattel. Previously, Mr. Wyman founded the Leadership Institute for Entrepreneurs and the Student International Business Council at the University of San Diego where he was selected “Professor of the Year” by business students in 2006. A graduate of Queens’ College, Cambridge University (BA Hons) and Cranfield University (MBA), Mr. Wyman is a candidate for a Ph.D. at the University of Aberdeen, Scotland, centering on golf course developments and real estate. His first publication was published by the *Appraisal Journal* (Spring, 2010) titled “A Million Dollar View - A Spatial Hedonic Model of the Reserve at Lake Keowee.”

business Council at the University of San Diego where he was selected “Professor of the Year” by business students in 2006. A graduate of Queens’ College, Cambridge University (BA Hons) and Cranfield University (MBA), Mr. Wyman is a candidate for a Ph.D. at the University of Aberdeen, Scotland, centering on golf course developments and real estate. His first publication was published by the *Appraisal Journal* (Spring, 2010) titled “A Million Dollar View - A Spatial Hedonic Model of the Reserve at Lake Keowee.”

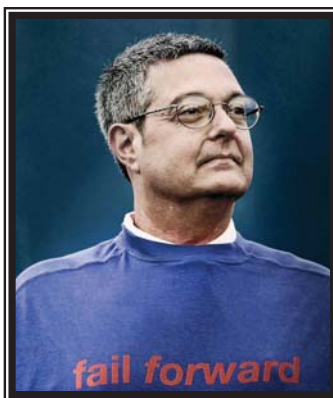
Did you know: One of his most successful games was *13 Dead End Drive* published by Milton Bradley. It has sold over 3 million copies worldwide.

Dr. Caron St. John, former Director of the Spiro Institute, left Clemson In March 2010 to become the new Dean of the College of Business Administration at the University of Alabama at Huntsville. We know that the Huntsville community will benefit from her leadership.

Bobby Rettew is joining the Spiro Institute as an adjunct faculty teaching Hybrid Entrepreneurship. Bobby Rettew, LLC is a new media company that works with groups to create and deliver high impact messages to audiences. Mr. Rettew is an Emmy Award winning journalist.

Melinda Davis Lux is joining the Spiro Institute as an adjunct faculty teaching ELE 301: Executive Leadership and Entrepreneurship. Ms. Davis Lux is graduate of the Clemson University MBA and Yale Law School. She is a partner at Wyche Burgess Freeman & Parham, P.A.

Casey Frid, PhD candidate, presented a paper co-authored with David Wyman at the Babson Entrepreneurship Conference this June in Lausanne, Switzerland. The paper titled “*Fat-tailed Distributions: A Look at High Performing New Ventures*” examined predictors of “hyper successful” start-ups in the United States.



Dr. William B. Gartner, Arthur M. Spiro Professor of Entrepreneurial Leadership, is one of the co-founders of the Entrepreneurship Research Consortium, which initiated, developed and managed the Panel Study of Entrepreneurial Dynamics. Recently, Dr. Gartner has worked in conjunction with colleagues from Clemson

and other universities on a paper, “Advancing a Typology of Open Innovation,” published August 2010 in the *International Journal of Innovation Management*. Their research explored the burgeoning phenomenon of open innovation, when multi-party firms co-develop, contract, or strategically align to bring discoveries to the market.

Another paper, “Related or Unrelated? A Behavioral and Entrepreneurial Action Perspective of Corporate Venturing Logic,” delved into the nature of acquisitions. Their research has found that firms are more likely to venture outside the parent’s industry if the parent’s prior performance compared unfavorably to its peers despite the evidence that new ventures related to the current business outperform unrelated ventures. The paper was presented at the 2010 Babson College Entrepreneurship Research Conference in Lausanne, Switzerland in June.

Cross cultural research on organization change and development in the former Soviet countries of Russia and Ukraine will be published in two papers in the December 2010 issue of *Journal of Applied Behavioral Science*. Their research suggests the local institutional environment in Russia and Ukraine negatively influences an individual’s willingness to acquire new knowledge.



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Spiro Institute Calendar of Events:

Date, Time, & Location:

Entrepreneurship Tomorrow

Panelists: Nikki Haley, Steve Edwards, Greg Smith
 Moderated by : Claude C. Lilly, Dean of CBBS

Oct. 15th, 6:00-7:30pm
 Brooks Theater, Clemson

Entrepreneurship Day

Speakers: Mike Bowling

March 28th, 2011
 Madren Center, Clemson

Spiro Institute & Clemson MBA Program Sponsored Events:

First in a series of 1st Friday Lectures -

Save the World and Still Be Home for Dinner
 Speaker: Will Marré

Sept. 3rd, 4:00-6:00pm
 Larkin's on the River,
 Greenville

1st Friday Series - Leadership Seminar

Speaker: Steve Edwards, The Edwards Group

Oct. 1st, 4:30-6:00pm
 Clemson at the Falls

1st Friday Series - Leadership Seminar

Speaker: Adam Witty, Advantage Media Group

Nov. 5th, 5:00-6:30pm
 Clemson at the Falls

1st Friday Series - Leadership Seminar

Speaker: Westy Bowen, Proterra

Dec. 3rd, 5:00-6:30pm
 Clemson at the Falls