THE McGuire EXPERIENCE

BUILD THE FUTURE YOU IMAGINE

McGuire Center for Entrepreneurship
“I wouldn’t be doing what I am doing today if it wasn’t for the entrepreneurship program. Without the program, I have no idea where I would be, but I wouldn’t be nearly as happy as I am now.” – Connor Riley

DEGREE Finance ’12
CO-FOUNDER MistoBox
ATTRIBUTES Creative, Unconventional, Self-Motivated

Is the McGuire Experience right for you?

When you build a new venture from the ground up with the McGuire Entrepreneurship Program, you learn how to build the future you imagine.

The McGuire Entrepreneurship Program is an exciting, challenging, and engaging yearlong academic experience open to University of Arizona undergraduate and graduate students from all fields of study. Learn the principles of entrepreneurship and innovation through the hands-on process of taking an innovation from an early-stage idea to a viable venture. Our pioneering curriculum will empower you to develop a new way of thinking, a new way of learning, and a new model for action.

McGuire Program graduates go on to:

- Build businesses
- Work at startups
- Bring innovation to established companies
- Commercialize research
- Better the world through social and environmental entrepreneurship

The McGuire Entrepreneurship Program: We don't build businesses; we build entrepreneurs.
"At the information session, it was exciting to see people I knew from Eller as well as people from engineering and hard sciences and other fields and know that we were all going to be working together to build new ventures." – Stephanie Dusso

DEGREE  Economics '15
CO-FOUNDER  Color Theory
ATTRIBUTES  Financially-Savvy, Collaborative, Versatile
The McGuire Entrepreneurship Program is open to University of Arizona undergraduate seniors, master’s, and doctoral students in any field of study who share a passion for creative problem solving and developing new ideas. There are no prerequisite classes required to apply for the McGuire Program, but you should watch our online information session and attend a Q&A session the fall before your application is due in January.

**WHEN TO APPLY:**

**Undergraduate students:** Apply during your junior year to participate in the McGuire Program during your senior year.

**Master’s students:** Apply in the penultimate year of study to participate in the McGuire Program during your final year.

**Doctoral students:** Apply during any year of study.

The McGuire Program is highly competitive and space is limited. For the best chance of being accepted, your application should reflect the special attributes, experiences, and goals that set you apart and make you uniquely qualified to thrive in an intensive, collaborative entrepreneurship program. Participants are selected based on their individual application, and as compared to the overall applicant pool each year.

“I’ve always been interested in creating my own biotech companies and I knew the McGuire Program would give me the skills and experience I needed to be able to launch any business.” – Adam Ross

**DEGREE**  Applied Bioscience ’15

**CO-FOUNDER** Infinurja

**ATTRIBUTES** Technical, Analytical, Cautious

The number of documents in a complete McGuire Program application:
Statement of Interest, Resume, Transcript, and Application Form.

**TIP**

Before you apply, watch our online information session and attend a Q&A session in the fall. Visit mcguireexperience.com to learn more.
“This major is what you make of it, so we wanted to form a team where everyone aimed to be successful. We were looking for a diversity of majors because we wanted to be able to pull from the biggest knowledge pool possible, but we also wanted a team with members that shared interests and goals.” – Saleha Mayer-Marks

**DEGREE** Finance ’15  
**CO-FOUNDER** Hop ‘n Top  
**ATTRIBUTES** Analytical, Determined, Maverick

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**SUMMER** is about strong foundations.

Welcome! If you’ve been accepted as one of our 80-90 students, you’ll attend an orientation series in the late spring to prepare you for summer assignments and team building.

The McGuire Program is a full year and engages you in experiential learning right from the start. You’ll head into summer with a framework for developing innovative new venture ideas. You should look beyond small ideas and familiar approaches. Innovation in concepts, business models, operations, and delivery is a must.

There are no case studies in the McGuire Program. You’ll launch directly into testing your business concepts with potential customers. You’ll quickly learn firsthand that validation is essential to innovation.

By the end of summer, you’ll have practice in identifying market opportunities, conducting primary research and industry analysis, and engaging in customer validation. You will also have spent time getting to know your fellow classmates, finding people with complementary values and skill sets, and thinking about team formation.

You become an entrepreneur from day one of the McGuire Program. Take your ideas seriously from the start and your efforts over the summer will pay off for the rest of the year.

**TIP**

To get the most impact out of your summer assignments, get out into the community and talk to people. Speaking with potential customers and industry experts is the best way to validate your business concepts.
“The best thing the McGuire Program did was challenge me to think differently from day one. The summer assignments launch you right into the mindset of an entrepreneur. They are about seeing the world around you, observing challenges, and finding solutions.” – Yale Jesser

**DEGREE** Marketing ’15

**CO-FOUNDER** CrateCrops

**ATTRIBUTES** Driven, Observant, Imaginative

10

The number of new venture concepts you’ll be challenged to imagine over the summer.

mcguireexperience.com
“Putting an idea through a rigorous process of external validation is essential, and the McGuire Program’s structured phased approach was very helpful. It was rewarding to see our concept evolve over the semester from an idea to a feasible business.” – Amelia Klawon

**DEGREE**  
MBA ’15

**CO-FOUNDER**  
Co.Host

**ATTRIBUTES**  
Thorough, Organized, Passionate

“The mentoring has been really great. All of the mentors have different skill sets so they can help us in so many ways, from speaking and presenting tips, to overcoming engineering challenges and finding manufacturing contacts, to thinking about our audience in different ways.” – Lubaina Maimoon

**DEGREE**  
MBA ’15

**CO-FOUNDER**  
Tohfa

**ATTRIBUTES**  
Creative, Impassioned, Team-Player
You’ll finalize your team and choose your initial new venture concept in the first few weeks of the fall semester. Once business ideas are pitched and chosen, teams are matched up with experienced and successful Entrepreneurship Mentors in Residence based on expertise and background. You’ll learn the principles of entrepreneurship and innovation in class and receive venture-specific mentoring in weekly meetings with your Mentor in Residence.

The semester is jam-packed with benchmarks. There are three presentations your team must pass in order to demonstrate your understanding of concept development, product and customer validation, and financial feasibility in relation to your new venture. Before the semester ends, you’ll prove that your new venture concept passes the operational requirements to be feasible.

Once the interviews, research, surveys, and analysis are complete and you’ve proven that your venture is viable, you can apply for Experiential Learning Funds to build proof of concept prototypes, travel to conferences, and hire domain and technology experts.

Every new venture encounters legal questions. That’s where the Business/Law Exchange comes in. Legal advisors from the UA College of Law mock law firm provide student teams with legal advice about corporate law, finance, startups, and entity formation.

The program is intense! Choosing the right teammates—ones who have complementary skill sets but share similar interests, passions, and work ethics—is essential for success.
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“The New Venture Competition opened our eyes to the fact that we could launch. We got great feedback from all the judges, and a lot of people at the event told us that we should pursue our venture. It gave us the confidence to move forward.” – Jeffrey Hamilton

DEGREE  Finance ’14
CO-FOUNDER  Easy Eye
ATTRIBUTES  Creative, Impassioned, Team-Player

SPRING is all about opportunities.

In the spring, the focus changes from planning to communicating: creating a business plan investors want to fund, telling a story that attracts partners and customers, hitting on every benefit, addressing every cost concern, and polishing delivery for every audience.

You’ll publicly unveil your new venture for the very first time at McGuire on the Mall, a tradeshow where you’ll showcase your business idea to investors, business leaders, the media, and potential customers.

Your new entrepreneurial skills will be put to the test by visiting scholars and experts during Academic Review, our version of a final exam. These independent professionals aren’t evaluating whether your business concept will be successful, but rather how successfully you apply the principles of innovation and entrepreneurship to your ideas.

Finally, you’ll bring everything together for the New Venture Competition and Showcase, where you’ll present your venture in an interactive tradeshow and rapid-fire rocket pitch competition. A panel of successful entrepreneurs and investors judge teams and tens of thousands of dollars in funding and prizes are on the line.

The year ends with awards, but the real prize is much bigger. In one year, you’ll have developed from a student into an entrepreneur. You may leave the program with a sustainable business concept that’s ready to launch, but you will finish the program empowered with an entrepreneurial skill set that will last you a lifetime.

TIP

To get the most out of the McGuire experience, take advantage of the additional opportunities the program offers, such as Experiential Learning Funds and extra mentoring to prepare for regional and national business plan competitions.
The amount of funds available to students for additional experiential opportunities

“We wanted to make the most of our time here, so we applied for the additional opportunities that the program provides, such as extra mentoring to prepare for business plan competitions. These opportunities helped bring our business to the next level so now we’re one step closer to our goal of launching.” – Luis Palomares

DEGREE Management '15
CO-FOUNDER InHouse Real Estate Marketing
ATTRIBUTES Curious, Ambitious, Strategic

mcguireexperience.com
With more than 30 years of excellence in entrepreneurship education backing our pioneering curriculum, the success of our graduates speaks for itself. Many of our alumni become entrepreneurs. Most go on to work at startups or bring innovation to established businesses and Fortune 500 companies. All are empowered to build the future they imagine.

What’s Next?

VISIT mcguireexperience.com to watch the McGuire Entrepreneurship Program’s online information session.

ATTEND a Q&A session in the fall.

APPLY by January for the next cohort of the McGuire Program.

“The program’s biggest impact on me has been the change in my mindset. Everything I do now is done through the eye of an entrepreneur.” – Ricardo Hernández, Ph.D.

DEGREE Controlled Environment Systems '13

CO-FOUNDER Grafted Growers

ATTRIBUTES Creative, Technical, Resourceful

30% of new ventures developed in the McGuire Program in the past three years have launched.