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CIOCCA CENTER

FOR INNOVATION AND ENTREPRENEURSHIP

expanding the entrepreneurial mindset through
education and scholarship



**Santa Clara
University**

CIOCCA CENTER

FOR INNOVATION AND ENTREPRENEURSHIP

Our **vision** is to be a globally recognized leader in expanding the entrepreneurial mindset through education and scholarship, while guided by Jesuit principles.

Ciocca Center's **mission** is to instill and expand the entrepreneurial mindset in SCU students, faculty, staff and alumni, throughout Silicon Valley, and across the world. Ciocca Center embraces an inclusive approach that engages responsible innovation to address pressing human needs and create long-term value within our communities.

We accomplish our mission by bringing together diverse perspectives, funding relevant academic programs, providing opportunities for interdisciplinary learning, and helping students learn to start their own ventures.

LETTER FROM THE DIRECTOR

Friends of Ciocca Center,

This has been a historic year, for the world and for our Center. In this time of change and shift in how we imagine both school and work, the Entrepreneurial Mindset is more important than ever.

Although the year has been almost entirely “online,” our mission has continued unabated. We continue to fund academic programs, expand interdisciplinary and experiential learning opportunities, and our Bronco Ventures programs remain fully enrolled, helping students start their own ventures.

Ciocca Center is a student-centric, interdisciplinary center with a unique mission to expand the Entrepreneurial Mindset campuswide. I would like to personally thank all of the students, faculty, staff, alumni, and supporters who believe in our mission and work tirelessly to make it a reality. I hope you will join me in congratulating them on their efforts at Santa Clara University illustrated in the pages that follow!



With gratitude,

Christopher Norris

Christopher Norris, Executive Director
Ciocca Center
Santa Clara University



ENTREPRENEURIAL MINDSET

An Entrepreneurial Mindset is equally useful in big companies and small; in navigating family challenges and personal development; in working with people in our community and across the world, and more.

The Entrepreneurial Mindset across our campus reflects a holistic view where collaboration, networking, and cross-pollination of ideas become the norm.

CIOCCA CENTER STAFF



Christopher Norris
Executive Director



Marina Masini
Program Director



Shannon Zettler
Administrative Associate



Morgan Slain
Director, BVA



Pam Vavra
Sr. Program Designer, BVA



Dr. Christopher Kitts
Faculty Director
Directs Our Academic Programs and
Chair of the Faculty Advisory Board

STUDENT ADVISORY BOARD



Eleanor '22



Mubashir '24



Cinthya '22



Darius '23



Ryan '22



Will '21



Jack '22



Elaine '22



Felicia '21



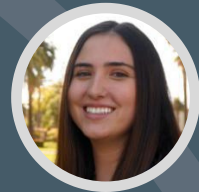
Kenji '22



Jessica '23



Clarissa '22



Caitlin '21



Cheyun '21



Tuyet '22



Aliyah '23

CO-CHAIRS



Sameehah Hussain '21
Management Information Systems



Steven Bucher '21
Comp Sci & Engineering



Shreya '21



Jenny '23



Brian '22



Easton '23



Gustavo '22



ABOUT THE BOARD

Students Guide Ciocca Center

Board members are **selected annually** and meet twice monthly. Their **ideas** drive **new initiatives** and engagement.

23 members from

17 disciplines

computer science **management**
philosophy accounting
MBA **studio art** MSIS
management information systems
COEN **counseling psychology**
economics general engineering
business analytics **law** finance
chemistry bioengineering



INTERNS

Experiential opportunities to build a Mindset and a resume

You are Here

Interns are building the infrastructure to connect students with SCU resources.

Our inaugural project is the [Club Navigator](#), a smart database of all 170 student clubs and organizations across the entire university. Student leaders have worked with our center to create profiles for each club with attributes that students can use to find the clubs that are right for them.

Business Advising Clinics

Interns observe firsthand the process of counseling real companies on real problems.

Ciocca Center is expanding on the School of Law's [Entrepreneurs' Legal Advising Clinic \(ELAC\)](#) that engages nearly 100 students each year. We are expanding this successful model of partnering students with mentors to include business, engineering and communications students.

Supporting Ventures

Interns are immersed in entrepreneurship, working with real startups and founders.

Student interns are integral to the [accelerator](#) - keeping the programs running and providing the interns an up-close opportunity to meet real founders and see the startup process "live"! These experiences shape their understanding of responsible entrepreneurship.



Ciocca Center provides me experiential learning opportunities, mentorship and the opportunity to develop my ideas into actual projects. I consider entrepreneurship a hands-on practice.

— **ELITALIU '21**

M.S. Engineering Management, You Are Here Project Intern





Jason Khalipa '08
NCFIT



Aleisha Nelson '17, '19
Art by Aleisha

BRONCOS. ACTUALLY

What do a fitness collective and a mapmaking art and design company share? Both ventures feature SCU alumni founders telling their stories in a new program: "*Broncos, Actually.*"

The program connects alumni and students from a variety of disciplines in a small group setting to discuss the application of an entrepreneurial mindset and to allow students to imagine what their path to self-actualization might look like.

MAKER LAB

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13,000+ face shield components
for local medical facilities

The Maker Lab is partially funded by Ciocca Center and primarily staffed by SCU graduate students, who facilitate lab access for more than **800** students, faculty, and staff.

Despite the campus closure due to the pandemic, the Maker Lab has been busy. The lab began producing parts for medical use face shields to be distributed to healthcare workers. The Maker Lab has provided more than **13,000** face shield components for local medical facilities, as well as **1,000** test tube holders to assist with Covid-19 testing for the Valley Medical Center Foundation. Additionally, the Lab is producing catch trays for hand sanitizer dispensers for SCU Facilities, in anticipation of students returning to campus.



BRONCO VENTURES

Bronco Venture programs offer students a progression in learning, so whether you are interested in starting your own venture, want to meet like-minded peers, or simply have an idea for a business, our programs provide the resources and expertise to allow you to take the next steps.



Idea School

Fall Term (5 weeks) - Got an idea? We provide you with the tools to take your idea or inspiration and turn it into a business plan.



Prep School

Spring Term (10 weeks) - Expand your idea through roadmapping, problem solving, and pitch development. Prep School will get you ready to apply to an accelerator.



Accelerator

Summer & Fall Term (15 weeks) - SCU's Accelerator for Bronco creations. Prepare and present your pitch to venture capitalists and investors.

Competitions

Offering students the opportunity to hone their business skills in campuswide competitions, as well as competitions with students from other universities.

B
V
A

ACCELERATOR



Take your start up to the next level

The Bronco Venture Accelerator (BVA) connects selected SCU community ventures with funding opportunities. Participants present in a Demo Day pitch event in front of real investors and VCs.

250+ investors attended
2020 Demo Day

COMPETITIONS



Business Pitch Competition

This year's **winners** focused on combating workplace harassment with virtual reality training and eliminating fast fashion by providing a platform for sustainable businesses to sell their products. Other prizes were awarded including **Greatest Social Benefit**, awarded to a company helping save the bee population and **Most Interdisciplinary** to a company working on tracking liquid levels in reservoirs whose founding team was from multiple schools.

- \$10,000 in prize money awarded
- 26 companies with SCU student and alumni founders
- Judges participated from California, Nevada, Texas, and New York

Venture Capital Investment Competition

Student teams act out the role of Venture Capitalists (VCs) with \$100M to invest in one of the presenting startups. They are judged **by real VCs** based on their due diligence, interaction with the founders, and overall venture capital knowledge.

- World's largest venture capital competition
- Over 70 universities competing
- Only place where students get to be VCs for the day

FACULTY ADVISORY BOARD



Christopher Kitts

Ciocca Center Faculty Director
Professor and Associate Dean
School of Engineering
Board Chair



Jennifer Woolley

Associate Professor, Management
Leavey School of Business



Kathy Sun

Assistant Professor
School of Education (SECP)



Korin Wheeler

Associate Professor, Chemistry
College of Arts and Sciences



Kumar Sarangee

Associate Professor, Marketing
Leavey School of Business



Laura Norris

Associate Clinical Professor
School of Law



Michael Whalen

Professor and Chair, Communications
College of Arts and Sciences



Prashanth Asuri

Associate Professor, Bioengineering
School of Engineering



Sandee Magliozzi

Clinical Professor and Associate Dean
School of Law



Takeshi Moro

Associate Professor, Art and Art History
College of Arts & Sciences



Chris Norris

Executive Director
Secretary



Ciocca Center provides research grants to faculty. Research Proposals are accepted annually and reviewed by our Faculty Advisory Board.

The objective of this program is to support original research in processes and challenges relating to innovation and entrepreneurial thinking. In 2020, two projects were approved and funded.

2020 Funded Projects

The Motivation and Performance of First- and Second-
Generation Latino Small Business Entrepreneurs in Silicon Valley

Principal Investigators: Drew Starbird, Jill Martin, Yacanex Posadas

The Jesuit Way for Innovation and Entrepreneurship:
Pedagogy and Practice

Principal Investigator: Lanny Vincent

01

TWO ENTREPRENEURSHIP MINORS

Offered by Leavey School of Business, the Entrepreneurship Minor is an interdisciplinary minor open to all undergraduate students. The Technical Innovation and Entrepreneurial Mindset Minor is offered by the School of Engineering.

02

DESIGN THINKING PATHWAY

Design Thinking, one of two dozen Pathway themes, is pursued by 40-45% of all undergraduate students, evenly spread across the undergraduate schools. This Pathway was created and is managed by our Faculty Director and is being enhanced through Ciocca Center to include additional courses and provide complementary co-curricular activities.

03

ENTREPRENEURS' LEGAL ADVISING CLINICS

Ciocca Center supports the innovative work being done in the Entrepreneurs' Legal Advising Clinic, which advises entrepreneurs and small business owners while at the same time helping Santa Clara Law students get real-world, hands-on counseling experience.

04

FACULTY DEVELOPMENT

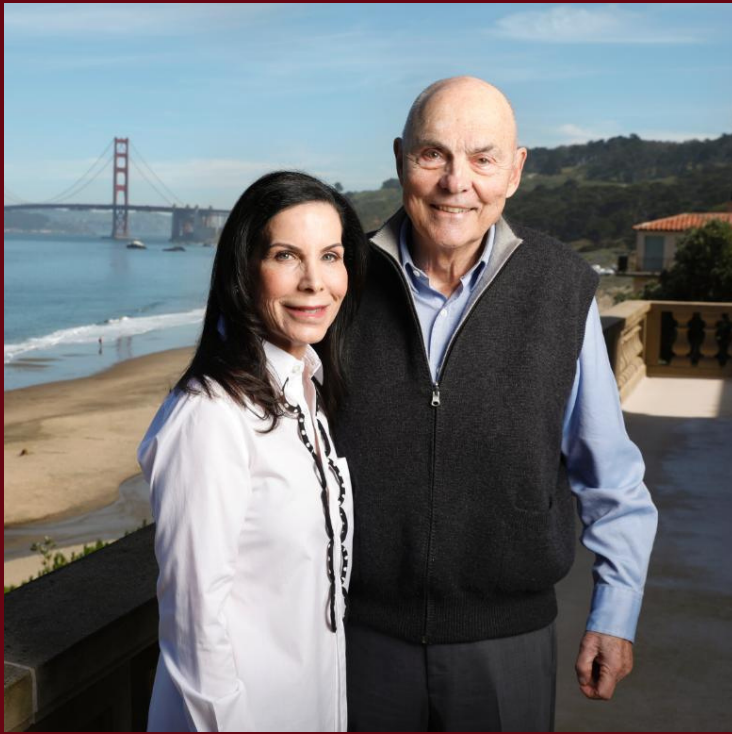
We fund professional development activities that help our faculty and staff to gain a deeper understanding of the Entrepreneurial Mindset. We accept proposals on an ongoing basis.

05

NEW COURSE DEVELOPMENT

Ciocca Center provides funding for the development of new courses that address themes that broadly relate to the topics of innovation and the Entrepreneurial Mindset. Proposals are accepted on a quarterly rolling basis.

OUR GRATITUDE TO ART & CARLYSE CIOCCA



With a B.S. from College of the Holy Cross and an MBA from Roosevelt University, Art Ciocca was head of marketing for the winemaking division of the Coca-Cola Bottling Company of New York, Inc. In 1981, when the company decided to divest their winemaking assets, Art decided to buy the fledgling business, referred to as The Wine Group. Shortly after the purchase of The Wine Group, Art was introduced to Carlyse Franzia, whose family started one of the wineries at the heart of Coca-Cola's winemaking operations: Franzia Wines. Little did he know he had just met his future wife.

Carlyse Franzia had graduated from Santa Clara University in 1977, with a Business Administration degree. After an eight-month courtship, Carlyse and Art married, and Carlyse became the family

"quarterback" as The Wine Group grew to become the second-largest wine producer in the U.S. by sales volume.

Art and Carlyse currently focus on promoting entrepreneurship in education through the Arthur and Carlyse Ciocca Charitable Foundation, where Carlyse serves as president and co-trustee. Their generous donation to Carlyse's alma mater, Santa Clara University, led to Ciocca Center for Innovation and Entrepreneurship in 2019.

AND TO OUR MANY SUPPORTERS, WE ARE GRATEFUL

GET CONNECTED



scu.edu/cioccacenter



cioccacenter@scu.edu

