



Gilliam Center for Entrepreneurship



POWERING THE IDEAS



Gilliam Center
for Entrepreneurship



Leslie Flanary Gilliam ('82)

What Could Be...

Perhaps you made money as a kid by mowing lawns, pet-sitting, providing childcare, selling homemade cupcakes or performing music for the neighbors. Maybe you like to build things from scratch. Maybe you relish competition and rise to a challenge.

Entrepreneurs often see the world differently and pursue opportunities using the resources at hand. They pursue their dreams with passion and determination. They value opportunities to learn, connect and achieve. They dream big and give generously.

The Gilliam Center for Entrepreneurship is a space where ideas become reality, and it might just be the place where you feel most at home. Housed inside the Major IC²E Lab at the College of Business, **we help all JMU students, regardless of major or class year**, connect their vision for a business or nonprofit venture with the steps necessary to bring it to life.

Find expertise or pursue seed funding. Work with faculty, mentors and like-minded peers to test your assumptions, research markets and build professional networks. Any JMU student may take part in the GCFE, a community where learning thrives through engagement with mentor-entrepreneurs who are changing the world.

Academic Programs

Entrepreneurship Minor

Your entrepreneurial spirit can drive innovation, and the entrepreneurship minor can help get you there by providing the business knowledge and skills necessary for successful new venture creation. Combine this minor with any major on campus (except Business Management) and take your passion to new levels of success. Course topics include: business fundamentals, management of small businesses, innovation and technology, entrepreneurship and new venture creation.

Innovation and Entrepreneurship Concentration *(within Business Management major)*

This concentration is designed to provide students with an introduction to the role of innovation in developing a business and a solid foundation in the principal elements of entrepreneurship and small business management.

Entrepreneurship-focused Student Groups

- Epsilon Nu Tau (ENT)
- GCFE Student Ambassadors
- Madison Venture Group
- Society of Entrepreneurs
- Student Made Program
- Women in Business



The Fallon Challenge



Ideate

Ideate your startup in the Fallon Challenge. Honoring serial entrepreneur Rodney J. Fallon, the “Shark Tank-style” competition provides the opportunity to pitch your idea to a panel of entrepreneurs and business leaders. (www.thefallonchallenge.com)

- **Win a \$1,000 scholarship** (per student) and extensive mentoring from the Fallon family.
- **Win the \$500 Audience Choice Award** by crafting the pitch that’s most popular.



“Working with the Gilliam Center has allowed me to connect with other student entrepreneurs, building a support group I can always count on. Additionally, the team has put me in contact with professionals, so I can network within various industries ...”

—Rebecca DuBois, Business Management major, founder, Lucky Luc



Madison Inc.



Incubate

Incubate and de-risk your startup by joining Madison Inc. where you'll get input and direction.

- **Gain access to tools and resources** to move your startup forward.
- **Build your network** with advisors, faculty and other student entrepreneurs.



Dukes Venture Accelerator



Accelerate

Accelerate your startup, acquire customers and de-risk your startup using proven methods all while forming close mentoring relationships with expert entrepreneurs in this competitive six-week program.

- **Earn \$4,000** to work on your startup full-time and receive up to \$1,000 towards business expenses.
- **Work one-on-one** with JMU alumni entrepreneurs, mentors and industry experts.
- **Pitch to investors**, friends, faculty and family at Demo Day, where you will be eligible for the \$5,000 Tucker Venture Creation Award and the \$500 Audience Choice Award.



Bluestone Seed Fund



Grow

Grow your startup with an investment from the Bluestone Seed Fund. Pitch your startup to the Investment Committee and, if selected, receive \$5,000 in equity seed funding.

Student Founders

- **Open to JMU students or alumni.**
- **Receive feedback and advising** in addition to funding.

Student Venture Associates

- **Conduct due diligence** and pre-screen student founder applications.
- **Engage with professionals** on the Investment Committee during pitches and deliberations.



POWERING **THE IDEAS**



Ideate. Incubate. Accelerate. Grow.

Connect with Us:



@jmugcfe



Interest Form

JAMES MADISON
UNIVERSITY.

**Gilliam Center
for Entrepreneurship**

MSC 0207, 421 Bluestone Drive

Harrisonburg, VA 22807

540-568-8051

gcfe@jmu.edu

www.jmu.edu/gcfe

9.2023