



Office of Engaged Learning Newsletter

Issue No. 2 | May 2022

First and foremost, the Office of Engaged Learning would like to say congratulations to all our Spring 2022 graduates (see inside)! We also would like to share some inspiring stories from this past quarter and say thank you to our students, faculty mentors, and collaborators for all of your hard work. - *Director, Jennifer Ebinger*



Sean Suberu, '23 founder of CollegePlus, 3x Big iDeas winner, Cox MBA Business Accelerator winner (see p. 4)

Upcoming Events

May:

E-Launch 2: Fellows Orientation
05/30 - 6:00pm - 7:30pm
Incubator

June:

E-Launch 2: Product Development
06/06 - 6:00pm - 7:30pm
Incubator

E-Launch 2: Value Chains
06/13 - 6:00pm - 7:30pm
Incubator

E-Launch 2: Financial Modeling
06/20 - 6:00pm - 7:30pm
Incubator

E-Launch 2: Customer Acquisition
06/27 - 6:00pm - 7:30pm
Incubator

July:

E-Launch 2: Marketing and Sales
07/11 - 6:00pm - 7:30pm
Incubator

E-Launch 2: Increasing your Market
07/18 - 6:00pm - 7:30pm
Incubator

E-Launch 2: Business Legal
07/25 - 6:00pm - 7:30pm
Incubator

August:

E-Launch 2: Pitch Practice
08/01 - 6:00pm - 7:30pm
Incubator

E-Launch 2: Pitch Day
08/08 - 6:00pm - 8:30pm
Incubator

Featured Events:

E-Launch 2: Fellows Orientation

Monday, May 30, 6pm-7:30pm

Summer Research & Innovation Symposium

Wednesdays at Noon
June 15-July 27

E-Launch 2: Pitch Day

Monday, August 8, 6pm-8:30pm

Reading a print copy? Scan this QR code to access the links



Incubator@SMU Highlights

Big Ideas Competition Winners

The Spring 2022 Big Ideas Business Plan Competition took place this past February. There were 6 winners of the 13 companies competing — **spotBOX**, **Steadispoon**, **Commerce Navigator**, **Sister Shaq's**, **College Plus**, and **Equity Ahead**. All started by SMU undergraduate students, these companies span various industries and include for- and non-profit organizations alike. Winners will use their seed funds to grow their business to the next level and joined the first cohort of the Incubator's Entrepreneurship Fellows Program.



The Incubator@SMU is home to 33 companies who have raised over 5.4 million in funding. Our members are undergraduate and graduate students, faculty, staff, and alumni. Email bigideasandincubator@smu.edu to learn more!

Entrepreneurship Fellows Program

In Spring '22, the Incubator@SMU launched its first cohort of Entrepreneurship Fellows. This program accepts



early-stage companies as they prepare to launch their product or service. Fellows receive mentoring and education with a final pitch contest for seed funds. Pitch winners this year were **Mona El-Gharby**, **Pamela Bailey**, and **Roberto Delgado**. After completing the program, fellows receive access to one year of free co-working space at the Incubator and mentoring support to continue expanding and growing their company. Applications for Entrepreneurship Fellows are open at smu.edu/incubator

Entrepreneur Spotlight: Carlos Carpizo and Adriana de Urquidí

Kosmos is bridging the gap between companies and young workers using a gamified Virtual Reality platform to help HR professionals connect with the new generation in the workforce, the "digital natives."



Kosmos meets them where they are: the digital. Prospective employees play a game that prompts them to learn, explore and be challenged. Every twist and turn, every decision and action, is measured to assess their 21st century skills. This data is then presented in a meaningful and actionable way to give companies indicators of each employee's potential for engagement and productivity, as well as opportunity areas for employee development.

Undergraduate Research Highlights

JoUR
Vol. 7 is
out now!

Summer Research Intensive

After a rigorous application and selection process, 23 faculty members have been awarded funding for the 2022 Summer Research Intensive. These faculty will hire undergraduate students to assist on research projects throughout the summer.

The students will also attend weekly lectures and workshops. Thanks to the **Office of Research Compliance**, **SMU Libraries**, and the **Hegi Career Center** for co-hosting these sessions. The experience culminates in a "Three-Minute Thesis" style competition.

The SRI is cross-programming with the **McNair Scholars** program and "**Research Experiences for Undergraduates**" programs funded by the National Science Foundation. These programs are based in the Data Science Institute and the departments of Chemistry and Mathematics.

20-30 students
complete these
capstone projects
each year

Journal of Undergraduate Research

The Journal of Undergraduate Research is proud to release the print version of their seventh volume! Copies will be distributed to departments and by request. JoUR Vol. 7 features articles by **Isabelle Beaudoin '21**, **Sisi Kang '21**, **Madeline Payne '22**, **Eleni Sullivan '21**, **Nathan Greenhaw '22**, **Matthew Hutnyan '21**, and **Justin Patty '23**.

Congrats to the authors and to the JoUR editorial team: **Hannah Webb '22** (Editor-in-Chief), **Jessie Henderson '22** (Senior Editor), and Assistant Editors **Thatcher Dunlap '22**, **Isabelle Galko '22**, **Engie Hamza '23**, **Tamal Pilla '25**, and **Saifiyah Zaki '24**.

Read a behind-the-scenes article the Journal by **Aya Bellaoui '24** on the [Undergraduate Research Blog](#).

Graduating Engaged Learning Fellows

Bethany Bass, *Assessing Basic Needs on Private Higher Education Intuitions* (Mentor: Brad Klein). **Elizabeth Bell**, *Associations between HiTOP Dimensions and Perseveration* (Mentor: Michael Chmielewski). **Zack Demaree**, *Foundations: The Roads to Success* (Mentor: Jake Batsell). **Tyne Dickson**, *Equity Ahead* (Mentor: Kara-Lynn Vaeni). **Taylor Enslin**, *Anchor Institutions: Eds and Meds* (Mentor: Cullum Clark). **Ru Ferguson**, *id(entities)* (Mentor: Mark Burrell). **Gabrielle Gard**, *Determining BCRP Overexpressing Cancer Cell Line Model* (Mentor: Pia Vogel). **Ethan Gueck**, *Boppie*. (Mentor: David Sedman). **Leia Hannum**, *Pride Project* (Mentor: David Doyle). **Austin Hickie**, *Needs Assessment of English-speaking Cameroonian Schools as Foundation for Development of "Cameroon Education: War-Recovery Plan"* (Mentor: Stephanie Amsel). **Champion Johnson**, *Banneky, An Educational Platform for Cognitively Diverse Students* (Mentor: Jake Batsell). **Abena Marfo**, *Race, Pregnancy, and the Perception of Maternal Healthcare Providers* (Mentor: Andrea Laurent-Simpson). **Madeline Pan**, *Discerning the Attitudes of Healthcare Workers in the Midwest Amidst the COVID Variants* (Mentor: Xiao Hu). **Evan Schumacher**, *Aesthetic Analysis of Gender Roles in Classical Ballet* (Mentor: Brandi Coleman). **Jay Sherman**, *Bridge the Gap Chamber Players: Inspiring the Dallas Community Through Breaking the Music Barrier* (Mentor: Aaron Boyd). **Shayzal Siddiqui**, *Ethnographic Study on Maternal Healthcare During COVID-19 in Rural Attock, Pakistan* (Mentor: Carolyn Smith-Morris). **Alexander Smith**, *Cardiovascular Reactivity and Pain Perception during a Cold Pressor Test in Individuals with Multiple Sclerosis* (Mentor: Scott Davis). **Brishonne Tollie**, *Pride Project* (Mentor: Brad Klein). **Izzah Zaheer**, *Evolution of Local Journalism* (Mentor: Tony Pederson).

Student and Faculty Spotlight

Engaged Learning Fellows (ELF) Spotlight



Click image to watch YouTube video.

Sayumi Mahawanniarachchi '23 is studying the addictive health risk behaviors of undergraduate students. Learn about her project in this [video interview](#) with Sayumi, created by **Ixchell Ibañez '24**.

ELF Fulbright Winners

Congratulations to our fellows who recently received Fulbright U.S. Student Awards:

- **Austin Hickie** (South Korea - English Teaching Assistantship)
- **Evan Schumacher** (Germany - Study/Research)
- **Izzah Zaheer** (Belgium - English Teaching Assistantship)

Student Entrepreneur Spotlight: Seun Suberu

Seun Suberu '23, a Big Ideas winner and member of the Incubator, competed in Cox's Business Accelerator Program's Startup Launch Competition with his company, CollegePlus. CollegePlus is an app designed to match students with colleges based on their particular interests or preferences. Suberu took home first place, accompanied by a \$73,825 check. He will use these funds to grow his business and launch it to the next level. Two other Incubator members, Jude Lugo & Madison McMahan, also competed in the Startup Launch Competition.



Mentor Spotlight: Kim Commerato-Lance

Kim Commerato-Lance is a key Mentor-in-Residence at the Incubator and also a Corporate Communication & Public Affairs professor in Meadows. Kim teaches "Boulevard Consulting," an advanced course that



partners with an organization to create an in-depth strategic plan to help the organization achieve its goals. Fall semester, the Incubator was Boulevard Consulting's client. Sister Shaq's Sweet Tea, an Incubator startup, was the class's client this Spring. Kim is an invaluable asset to the team, and we thank you for everything you do!

Students Competing in TCU Business Plan Competition

SMU undergrads Raleigh Dewan and Mason Morland competed in TCU's Values and Ventures competition this past spring with their product, SteadiSpoon, a self-stabilizing spoon for those with hand tremors. Raleigh and Mason made it to the final round after outpitching seven other teams and ended up placing 4th overall, winning \$2,500. The SteadiSpoon team also received the Founder's award for best pitch, accompanied by \$5,000 in funding. This competition was a great experience as they competed against teams from Harvard, Brown, Northwestern, Cornell, and Johns Hopkins University, to name a few.

Make a Donation

It costs approximately \$2000 to fund a student project. Want to make a difference? Search for "Office of Engaged Learning Fund" at

<https://link.smu.edu/giving/givenow>

**Make a
Donation**