



**DEN**

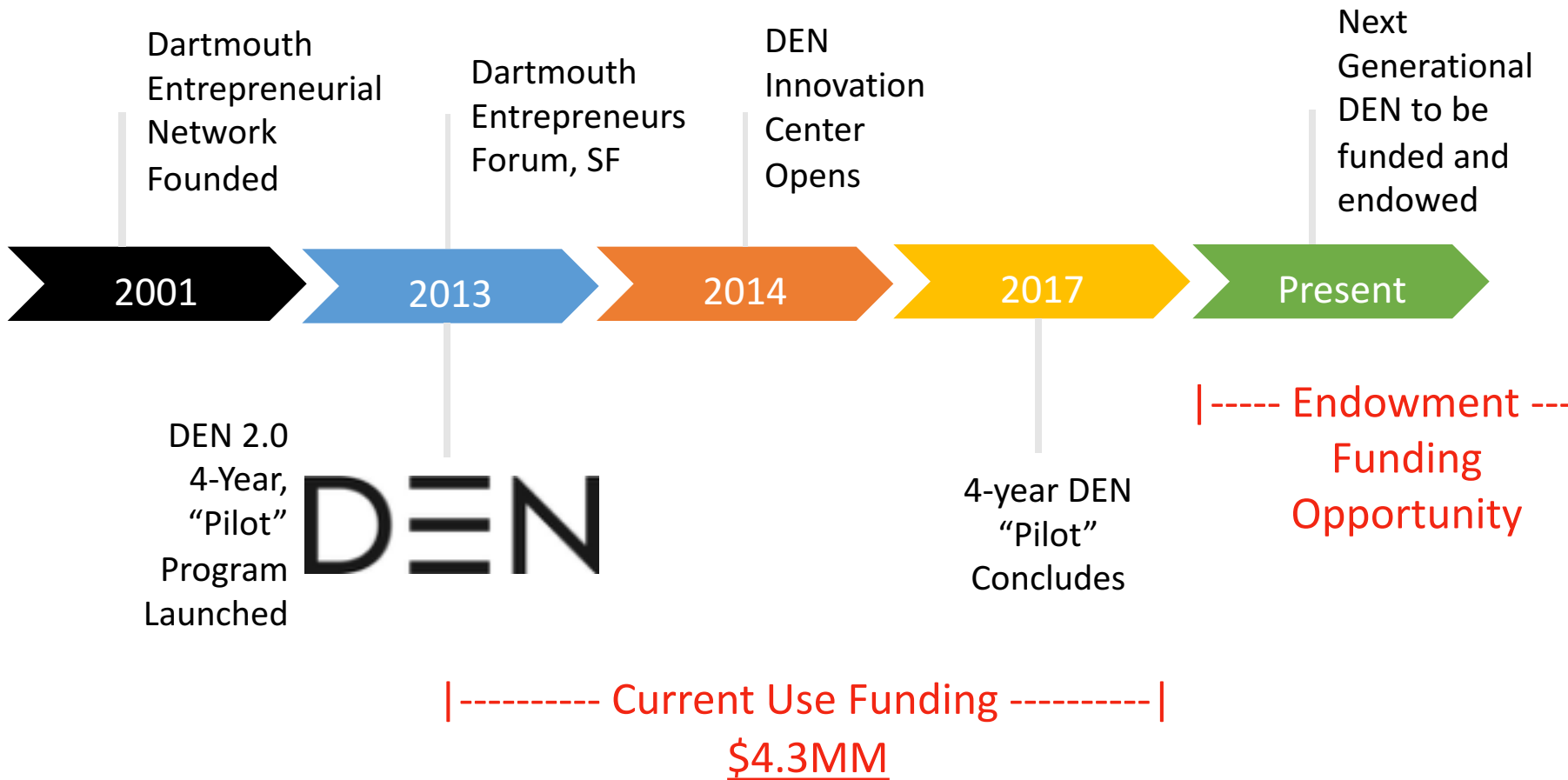
**entrepreneurship @ dartmouth**

**Class of 1968 updates**

# DEN

Updates and Next Steps

# DEN Historical Overview



# DEN “Pilot” Achievements

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- ✓ Built first, on campus, space dedicated to entrepreneurship, the DEN Innovation Center
- ✓ Created and launched 15 new entrepreneurial programs
- ✓ Organized 200 events across Dartmouth for students, faculty, staff, and alumni
- ✓ Engaged with 3,000+ participants
- ✓ Funded and incubated 100+ startups
- ✓ Matched and funded 25 startup internships
- ✓ Provided 250+ hours of mentorship

# DEN New Strategic Mission Pillars

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## Experiential Learning

The DEN offers a wide-range of educational programming, internship support, and off-campus trek experiences that help students and faculty build an entrepreneurial skillset.



## Startup Support

The DEN provides incubation support for faculty and students interested in building new ventures. Offerings include funding, mentorship and professional services.



## Alumni Engagement

The DEN engages alumni through DEN City Chapters, events, and partnerships that enable Dartmouth students and faculty to work for alumni-led companies and startups.



## Community Development

The DEN engages with the broader local, regional and international entrepreneurial communities through thought leadership, open programming, partnerships, and professional memberships.

DEN

**DEN**

Class of 1968 project updates

Arts and Innovation  
DEN Integrated Design Collective and Crowdfunding Project:  
Entrepreneurship, Engineering and Art

**Project Overview:**

**Mahjouba: Motorbike for Social Change**

The DEN Integrated Design Collective and Crowdfunding Project is a program inspired by the Arts and Innovation district at Dartmouth and the talented 2016 Spring Dartmouth Artist in Residence and 2017 Montgomery Fellow, Eric Van Hove. The Arts and Innovation district is an institutional wide geographic and programmatic collaboration including the DEN Innovation Center, the Hood Museum, the HOP, and the Black Family Visual Arts Center.

Hove's engine integrates art, engineering, and craft. This integration is exciting because it is inherently inclusive. The more diverse minds involved, the more expansive the expression. He wants to push the integration further. Eric aims to use the entrepreneurial process to affect social change.

Mahjouba is a project that strives to build a working prototype of a popular motorbike in Morocco. Craftsmen construct parts of the moped to create a unique and culturally rich aesthetic. Eric aims to film his process and produce a video and learn how crowdfunding could impact his project.







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# Arts and Innovation

## DEN Integrated Design Collective and Crowdfunding Project: Entrepreneurship, Engineering and Art

### **The Opportunity**

Eric van Hove has teamed up with DEN to accelerate and refine his exciting moped project. Eric Van Hove is currently in Morocco working on his prototype and has entrusted DEN to assemble a Design Team of Dartmouth Students to help him understand what the potential of a crowdfunding campaign could be in support of Eric's Project.

DEN assembled a team of undergraduates to work on this campaign that combined individuals with business/marketing, technical/engineering and artistic/creative backgrounds. The project takes place during the Fall and Winter term, including a visit in December to Morocco to meet and interview the artist, his artisans and the local entrepreneurial community. This collective is a unique experiential learning opportunity.

## Important Project Dates:

Spring 2016 – Hood Museum acquires artist and social entrepreneur, Eric van Hove’s “V12 Laraki” and presents exhibition entitled “Craft of Art.”

Spring 2016 – Eric van Hove accepted to the prestigious Montgomery Fellowship at Dartmouth.

Spring 2016 – the DEN collaborates with Eric on his next social entrepreneurship project, The Mahjouba: Motorbike for Social Change. The opportunity is to connect Dartmouth students to social entrepreneurship, as well as entrepreneurship that intersects the world of arts and innovation.

Spring 2016 – As members of the “Arts and Innovation” district at Dartmouth, the DEN and the Hood Museum partner, organize and host a public lecture with Eric van Hove at the DEN Innovation Center, entitled “Art and Innovation: Craft Renaissance and Informal Industry in the Maghreb.” Moderated by the DEN.

Fall 2016 – Arts and Innovation task force committee formed. The goal is to work collaboratively to think in a large and ambitious way about the creative arts and the intersections the committee’s work forges with emerging fields in design, performance, entrepreneurship and technology.

## Important Project Dates:

Fall 2016 – The DEN announces the application and selection to participate in the DEN Integrated Design Collective: Social Entrepreneurship focused and geared towards the DEN in Residence Program. The DEN in residence program has an entrepreneurial experience and trip associated with the program. Students work with DEN team and Eric on the entrepreneurial opportunity for the “Mahjouba Initiative” (motorbike project) and work to research, collaborate and create a crowdfunding campaign for the project. The Class of 1968 provides the DEN with annual support to teach, explore and support crowdfunding campaigns.

December 2016 – DEN in Residence experience trip to Morocco.

Winter 2017 – Arts and Innovation Speaker series hosted by the DEN and the Hood Museum, “The Mahjouba Project: Bridging the Gap between the Handmade and the Industrial.” Moderated by the DEN.

# Meet our Student Participants



## **Thery Badin '18 – Business Lead**

As a third year Mechanical Engineering major, I have experience with iterative design processes and I am knowledgeable in regards to the many told that are critical to the success of a design project. In addition to the core engineering classes that provide a very methodical approach to problem solving, rapid prototyping and overall development, I participated in the Engines 12 Design Thinking course where I honed my skills with problem finding, brainstorming and implementation. I think my experiences outside of the classroom, like serving on the Afro-American executive board have also bolstered my ability to communicate effectively and to be thorough with my work. Lastly, I improved my programming skills significantly during my internship at Microsoft. The appeal of this project for me is based in its intersection of art, engineering and creativity. As an engineer who has trained as a visual artist, this opportunity combines my two biggest passions and I couldn't be more excited with the possibilities.

## **Kristie Chow '20 – Technical Lead**

### **DEN in Residence Living Learning Community Student 2016-2017**

I am passionate about making tangible change with my technical skills, as I firmly believe that the scope of tech and entrepreneurship should span further than simple profit-making and business. I have strong experience in the tech industry, and would like to expand out of start-up culture to contribute meaningfully to Mahjouba, to approach tech from cultural and artistic perspective. I am an international student, and having grown up in Malaysia, Thailand, Australia and China, I have a varied perspective on life in different cultural spaces, which I think would be useful when approaching an international crowdfunding initiative. Furthermore, I have studied Geography in a formal academic setting for my whole life so far, and have therefore studied and experimented with culture, setting, and artistic expression around the world. I would absolutely love to integrate my interest in culture and international identity with my experience with technology.

## **Arjun Bhatt '20 – Creative Lead**

### **DEN in Residence Living Learning Community Student 2016-2017**

I believe I'd be the ideal candidate for the business role because I have a lot of knowledge of intersectionality. I have experience dealing with finance, experience with art, and experience with startups. I'm also informed about crowdfunding and alternative methods of finance rather than the traditional selling-a-good-for-money strategy. I'd be good as the business lead as I could help connect the crowdfunding campaign to various people and organizations that'd be willing to sponsor such a project. I'm incredibly driven, and once I get excited about something there is literally no stopping me. This determination is my defining characteristic, and I really do think it makes me the ideal candidate.





## Student Presentation and Workshop Overview

# What is crowdfunding?

Crowdfunding is a method of raising capital through the collective effort of friends, family, customers, and individual investors. This approach taps into the collective efforts of a large pool of individuals—primarily online via social media and crowdfunding platforms—and leverages their networks for greater reach and exposure.



# Benefits of Crowdfunding? Who can crowdfund?

## 1) Concept validation

a) Proving an idea can make a profit can be very difficult to investors. A successful crowdfunding campaign shows that people are both interested in an idea and willing to spend money on it.

## 2) Risk reduction

a) You know exactly how many products to produce, for the donor, they know exactly

## 3) Dual advertising and investment campaign

What are the different types of crowdfunding?

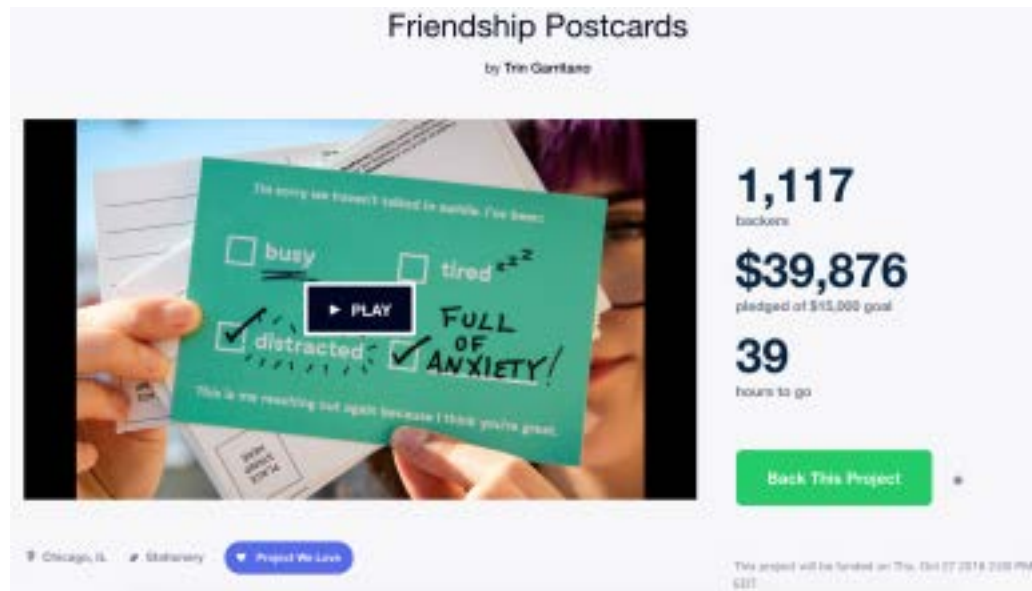
# Service A example - EquityNet

- Selling equity caters to investors, who want a share of the company
- EquityNet is industry-focused

The screenshot shows the EquityNet website homepage. At the top, the EquityNet logo is on the left, and navigation links for "Browse Companies", "Raise Capital", "How It Works", and "Blog" are in the center. On the right, there are "Sign Up" and "Log In" buttons. Below the navigation is a large banner for "Supporter Client Assistance" with the text: "Universities, incubators, gov't entities, corporations. Help your clients optimize their business planning. Help your clients find investors and obtain funding." A yellow "LEARN MORE" button is on the left. To the right is a video player showing two cartoon characters, one in a black shirt and one in a white shirt, standing in front of a screen with a play button. Below the banner is a "Popular" section with a blue button that says "SEE ALL POPULAR COMPANIES". There are three cards in the "Popular" section, each with a "Popularity" rating of five green stars. The first card is for "HEALTHCARE" with a house icon. The second card is for "ENERGY STORAGE & TRANSPORT POWER" with a sun icon. The third card is for "ELECTRICITY GENERATION & UTILITIES" with the "AQUA" logo.

# Service B example- Kickstarter

- Those seeking funding give "investors" perks, such as products, T-shirts, or unique experiences, based on their level of investment
- Kickstarter projects tend to be
- Creative and is therefore good
- For individuals and smaller projects



Friendship Postcards  
by Trin Garrano

1,117  
backers

\$39,876  
pledged of \$115,000 goal

39  
hours to go

Back This Project

Chicago, IL Stationery Project We Love

This project will be funded on Thu, Oct 17 2014 2:00 PM EDT

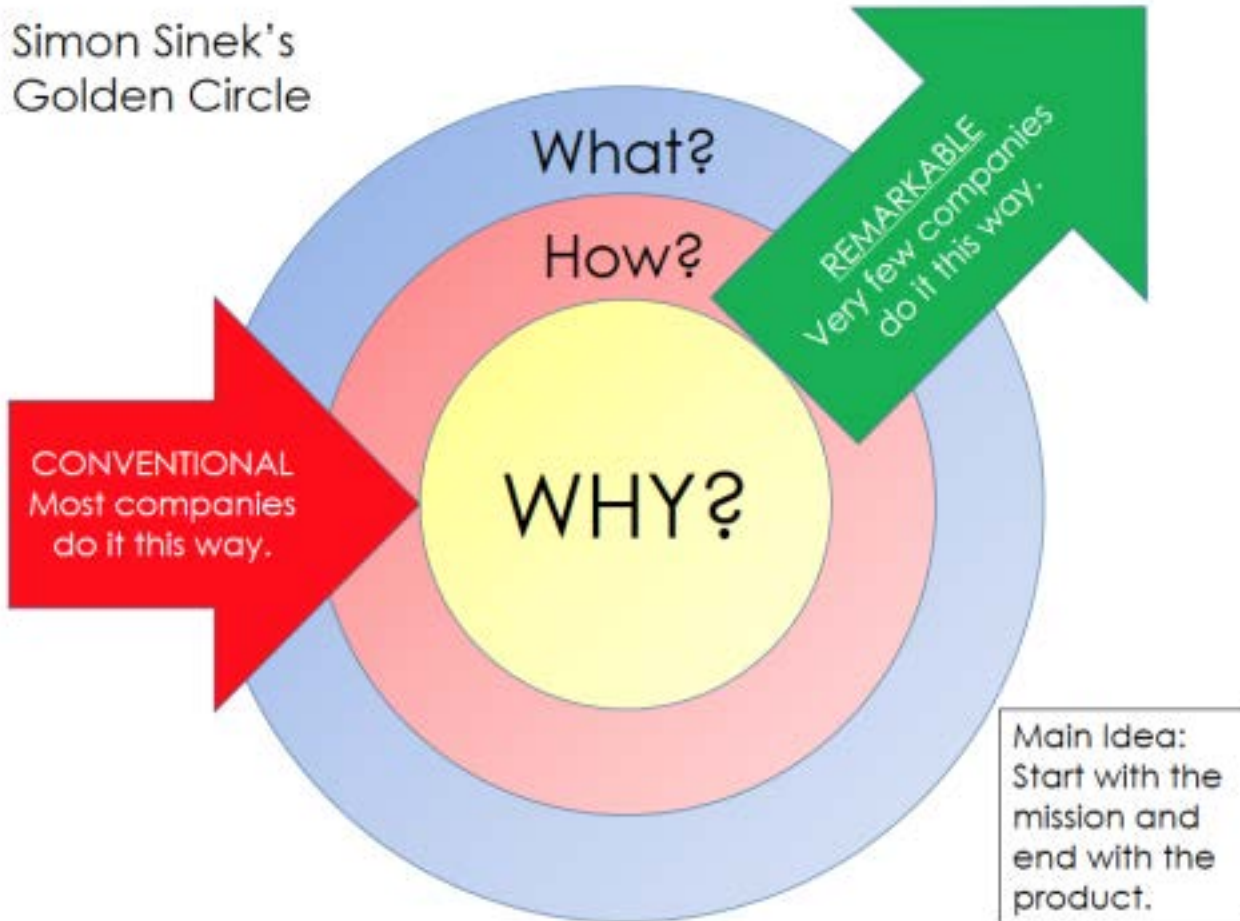
# Why we picked Indiegogo

- Popular/Established
- Free for social entrepreneurship
- Users can back project after it's "ended"
- Less regulation on types of projects
- Don't need US citizenship to establish in US



# Golden Circle Methodology

Simon Sinek's  
Golden Circle





# Project Statement

The Mahjouba Project is an initiative to sustain the artistic talents of the significant artisan population in Morocco. This mini-documentary aims to capture the endangered craft of these artisans, and how it may be preserved through the reapplication of artisanal techniques to the development of functional, sustainable, electric mopeds, with implications both for Morocco's long term energy sustainability and, quite literally, vehicles for change in Moroccan society.

# Crowdfunding Campaign

Items we need on the crowdfunding page:

- Video (length, focus) - 3-4 minutes, see Project Statement
- Text (context)
- Photos - artisans, art, mopeds, Morocco
- Mission Statement
- Incentives
- Links to Eric Van Hove's work
- Information
- Naming (Mahjouba Project: A Vehicle For Change)
- Interviews 2-4 of 1-2 minute length

# Our vision for a successful campaign..

- Focuses on spreading the word
- Attracts diverse donor base
- Effectively communicates the objective of Mahjouba project and why it's important
- Engages and exposes a broader audience to a local art form





# Connecting with DEN

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[den.dartmouth.edu](http://den.dartmouth.edu)



[@DartmouthDen](https://twitter.com/DartmouthDen)



[/DartmouthDen](https://www.facebook.com/DartmouthDen)



[/DartmouthDen](https://www.linkedin.com/company/DartmouthDen)

# Appendix A

## Additional DEN Student Profiles

## Meet Olivia Rosen

“The DEN has been an integral part of my Dartmouth experience, shaping both my extracurricular involvements and professional ambitions. As a DEN host, DEN Associate, and recipient of the Wily Initiative Grant, the DEN has offered me formative experiences and hands on learning experiences as to what it takes to be a successful entrepreneur. Globally, the Wily Initiative funded me to travel to Argentina and work at Buenos Aires’s leading startup accelerator and right on campus, I have had the opportunity to attend intimate dinners with inspiring tech entrepreneurs and investors. Thanks so much for making all of these incredible experiences possible!”

– Olivia Rosen '17



## Meet Aidan Folbe

“Before starting my student career at Dartmouth College, I was already pursuing a career in business and entrepreneurship. I founded GiftAMeal during my senior year of High School and feared having to balance college-level schoolwork with my venture. The DEN Innovation Center provided me with an alternative space and alternative resources fit for student entrepreneurs. Without a space and network concentrated on growing the next generation of Dartmouth Startups, GiftAMeal would not be the successful social-impact startup it is today.”

– Aidan Folbe '19  
Founder and COO, GiftAMeal





## Meet Natalie Afonina

"The DEN and the DEN Innovation Center defined my Dartmouth experience and feels like a family. I could rub shoulders with the innovators, coders, business people and designers all under one roof where symbiosis happened organically. Thank you so much for creating such a vibrant and life-changing space!"

– Natalie Afonina TH'16



## Meet Jay Batchu

““Being part of the DEN West Coast Experience and the Dartmouth Entrepreneurs Forum in San Francisco played a very significant role in getting my biotech company off of the ground. Everyone has been kind and very willing to help me. The opportunities available at the DEN are invaluable.”

– Jayanth Batchu '18  
Founder, Novather

