ENTREPRENEURSHIP @ ANDERSON

» ACADEMICS
Our Entrepreneurship curriculum guides students to: (1) identify and assess potential opportunities; (2) acquire key resources necessary to pursue the opportunity; (3) develop strategies to generate market interest; and (4) simultaneously manage organizational operations, transitions and growth. Pursuing the Business Creation Option of the Capstone Project is highly recommended.

Specializations: Entrepreneurship, Technology Leadership, Social Impact

• Entrepreneurship & Venture Initiation
• Business Plan Development
• Managing Entrepreneurial Operations
• Technology Management
• Managing Entrepreneurial Organizations
• Sales and Channel Management
• Business Economics: Doing Deals
• Financing the Emerging Enterprise
• Venture Capital & Private Equity
• Business Law
• New Product Development
• Technology Commercialization & Innovation
• Managing the Family Business Enterprise
• Corporate Entrepreneurship
• Social Entrepreneurship

» CAREER
The following are some of the companies founded by UCLA Anderson MBA students & alumni:

» CAPSTONE – SAMPLE PROJECTS
• Examined entrepreneurial opportunities for a healthcare mobile tool in Kenya by identifying potential partners, competitive landscape, and project launch costs (Applied Management Research Project)
• Launched an educational startup to provide real-time assessment with live data analytics on homework/classwork assignments to help students, teachers, parents and schools (Business Creation Option)
• Founded a company that provides individualized health information to health-conscious individuals (Business Creation Option)
• Launched a mobile and web solution platform that creates a community of athletes with the goal of changing the way people participate in sports (Business Creation Option)

» RESOURCES
• Entrepreneur Association
• Knapp Venture Competition
• Anderson Venture Accelerator
• Wolfen Entrepreneurial Spirit Award
• Price Center for Entrepreneurship & Innovation
• Women in Entrepreneurship
• Dinners for Eight (D48)

Information subject to change.

bit.ly/uclamba-entrepreneur
The Entrepreneur Association (EA) fosters the entrepreneurial and venture community on campus. Working closely with the Price Center for Entrepreneurship, we support and drive educational and networking opportunities for all Anderson students interested in starting, joining, investing, or simply learning about early stage start-up businesses. Events include a Start-up Career Fair, hands-on idea development workshops, office visits to LA-based early stage companies, intimate dinners with successful entrepreneurs, a roundtable with venture capitalists, and business plan competitions.

**Anh Cao – President**

Hometown: Sunnyvale, California  
Pre-MBA: Senior Solutions Consultant – ZoomInfo  
Summer Internship: Digital Product Management – Nike  
Post-MBA Goals: PM in Tech and then Startup Entrepreneur  
Anderson Highlight: Hawaii Winter Break Trek with my Anderson classmates  
Ask Me About: The Entrepreneur Leadership Development Program  
Contact Me: anh.cao.2023@anderson.ucla.edu

**Kevin White – Vice President, LA Outreach and Days on the Job**

Hometown: Tuscaloosa, Alabama  
Pre-MBA: Senior Financial Analyst – Salesloft  
Summer Internship: Wolfen Fellow @ Anderson Venture Accelerator – CFO  
Post-MBA Goals: Startup Entrepreneur  
Anderson Highlight: 1st year Las Vegas Trip  
Ask Me About: Entrepreneurship, Building Teams, LA startup ecosystem  
Contact Me: kevin.white.2023@anderson.ucla.edu

**Alexandre Caron – Vice President of Admissions**

Hometown: Montreal, Canada  
Pre-MBA: Senior Consultant – Accenture  
Summer Internship: Product Manager – Intuit  
Post-MBA Goals: PM in Tech and then my family business  
Anderson Highlight: Spring Break trip to Morocco with my classmates  
Ask Me About: Family Business, Entrepreneur Leadership Development Program  
Contact Me: alexandre.caron.2023@anderson.ucla.edu