

BUSINESS MATTERS

College of Business Alumni News

April 2016



Dean Mitzi Montoya with members of the Dean's Student Leadership Circle, including Kareman Rawy, left, and Kendall Brittan.

Welcome to our first edition of **Business Matters**, our alumni newsletter, where we'll share information about college people, events and engagement opportunities. You are a valued ambassador for Beaver Nation, and we look forward to keeping in touch and sharing our progress as we continue to advance our future by building on our heritage.

Send your news or story ideas to
businessalumni@oregonstate.edu

Dear College of Business Alumni and Friends,

Spring term has arrived! Here at the College of Business, we're entering the homestretch of what continues to be an accomplishment-rich and momentum-building academic year. And as the new term begins, we wanted to update you on some of our work that's centered around our **strategic initiatives** of student **recruitment** and **retention**, strengthening our **reputation** and better serving our **region**.

This past winter we expanded our footprint in Portland and established a **Portland headquarters** for the college at the WeWork building on the edge of the Pearl District. WeWork is a community-based co-working space that houses multiple ventures, often startups. We also have announced **new online/in-person hybrid programs** in the Portland metro area: MBAs in Innovation Management and Supply Chain and Logistics Management, plus a graduate certificate in Financial Planning. And, we've begun our work with community colleges to establish a **2-plus-2 partnership** program that makes a top-flight undergraduate business education available to students who may not be able to relocate to Corvallis.

We've launched a **focused fundraising effort** for scholarships and programs designed to drive student success. We're establishing a **first-year living/learning experience** for our incoming students – it's called **Innovation Nation** – that will help first-time students connect to each other and to our College of Business family from the moment

(More from Dean Montoya on page 2)

Connect with us:



facebook.com/osucob



twitter.com/osu_cob



instagram.com/osucob



youtube.com/user/OSUBusiness

Oregon State
UNIVERSITY

(Message from Dean Montoya - continued)

they arrive on campus. They'll live at Weatherford and Poling halls, where they'll have access to makerspace, attend symposiums with various business professionals and participate in many other activities aimed at helping them excel in college and beyond.

In addition, we've been busy laying groundwork for developing and building **Dean's Regional Councils** made up of alumni and other College of Business partners in Phoenix, Seattle and the San Francisco Bay Area.

Learn more about our plans to advance the college by downloading and reviewing our **strategic initiatives overview** at business.oregonstate.edu/initiatives. You'll also see more information on our scholarship and fundraising efforts. Have thoughts or ideas? Let us know; you can reach us via email at businessalumni@oregonstate.edu.

As always, thank you for everything you do for the College of Business. We greatly appreciate it.

Best regards,

Mitzi M. Montoya
Sara Hart Kimball Dean
College of Business

EVENTS | for details visit osualum.com

- April 26:** HirePortland Alumni Career Fair
- April 28:** Portland Recent Grad Happy Hour
- May 3:** Bend State of the University Address
- May 5:** Newport Beach Alumni Networking
- May 5:** Virtual Career Learning & Networking Series
- May 18:** Portland Business Roundtable
- May 19:** Dean's Distinguished Lecture, Ken Black
- May 23:** Advancing Women's Business Leadership
- June 2 & 3:** Golden Jubilee Reunion, Corvallis
- June 16:** Portland Women's Happy Hour

College of Business drives entrepreneurial culture

The College of Business is committed to helping students build and act on their entrepreneurial goals. From our new Innovation Nation living/learning community to the Advantage Accelerator to the Austin Entrepreneurship Program, developing business ideas and taking them to market is a tie that binds all aspects of the college.

"Entrepreneurship and innovation can and should coexist with formal education," said Mitzi Montoya, Sara Hart Kimball Dean of the College of Business. "We're working hard to build a culture of big ideas and leadership – where our students take what they learn in class and use their creativity and critical-thinking skills to drive change."

Given the emphasis on entrepreneurship and the support we provide, it's no wonder College of Business graduates are launching businesses around the globe.

Cyan Cooper, for example, traveled to China to start his own company, Pioneer Sourcing. The purchasing agency offers a variety of services to shoe and apparel companies wanting to manufacture abroad, including freight management, quality control and contract negotiation.

Xiuyu Xue (pictured on

page 3), on the other hand, charted almost the opposite course: He left China for Oregon and now owns and operates a Corvallis restaurant, The Show. The diner caters to the tastes of OSU's 1,500 Chinese students looking for authentic, and quickly served, food from their homeland.

"Classes helped me get enough knowledge to start the business," Xue, a finance graduate, said, "and the College of Business gave me the skills to find answers to questions I don't know the answer to."

Cooper '07 and Xue '15 are just two illustrations of what the College of Business hopes becomes an ever-growing trend: students turning their startup dreams into reality soon after earning their degrees, or even before they graduate.

Entrepreneurship has long been part of the OSU fabric – think A-dec, the

dental equipment company founded by Ken Austin '53, or E-Trade, started by Bernie Newcomb '65. And it's taken on an even larger role over the last dozen years following the reopening of Weatherford Hall as an innovation-focused living/learning center. Weatherford houses 400 students bound by a common interest in turning ideas into marketable products and also doubles as the headquarters for the 2004-founded Austin Entrepreneurship Program.

The College of Business is advancing student success through entrepreneurship by designing student experiences that will accelerate their performance as results-driven, hard-working business men and women. Starting in fall 2016, the college will also add a reconfigured Poling Hall as a second living/learning community, which together with these

Continued on page 3)



student programs will bear the name Innovation Nation and serve as the home for all of the college's first-year pre-business students.

The goal for Innovation Nation is to smoothly integrate new students into the college and

university while also stoking their business-starting fires through access to makerspaces, social interactions with established entrepreneurs and executives, expanded business plan competitions and venture capital opportunities.

"We want to help students learn the process for evaluating business ideas," said Karl Mundorff, co-director of OSU's business incubator, the Advantage Accelerator, a partner of the Austin Entrepreneurship Program. "Maybe the idea they have right now turns out not to be one they want to try to take to market, but we want to help move them along that journey, to a place where they are iterating and launching their ideas."

Among those competition opportunities is an annual Civil War Shark Tank with the University

of Oregon. The Austin Entrepreneurship Program hosted the 2015 edition of the event in April, and one of the competitors was SteadyBudget. Counting two Beavers among its founders and a third on its core team, the Bend-based company provides a software budgetary solution for pay-per-click advertising analysts.

So strong is OSU's startup culture that for all of SteadyBudget's magic, it was the runner-up to another Beaver entry in the Civil War Shark Tank. Winning the top prize – \$1,000 and entry into last spring's Willamette Angel

Conference – was Fused Machines, a company founded by mechanical engineering student Nathan Fuller, physics and math major Andy Baldwin and business graduate Michael Williams. The company, which like SteadyBudget began in the AEP's Austin Lab, builds a 3-D printer called the Orsus that integrates a computer numerical control machine – the first device on the market with simultaneous printing and CNC capabilities. Fused Machines has picked up \$25,000 in Venturewell grant funding and has begun initial sales.

Antitrust laws might hinder social responsibility

Inara Scott is taking a look at century-old area of business law that intends to benefit consumers and society but now, in some situations, may hinder collaboration in socially responsible business innovation: U.S. antitrust legislation.



Scott, an attorney and an assistant professor in the College of Business, is conducting research that shows collaboration among businesses could be a valuable tool for combating issues like climate change and natural resource limitation, but companies are often afraid to even try working together for fear of being perceived as breaking the law.

On March 28, Scott was a guest on Oregon Public Broadcasting's "Think Out Loud" program. Scott, who

studies environmental law issues, was interviewed about her antitrust research, which was published in the spring issue of the American Business Law Journal. Her work also received coverage in multiple news outlets nationwide.

Scott's research suggests antitrust laws could hamper the efforts of companies to creatively work together on sustainable and socially responsible business practices, even as

consumers and businesses increasingly value them. Antitrust legislation doesn't fit with today's global concerns, Scott said.

"A lot of companies want to be part of the solution," she said "They want to become more socially responsible and drive sustainability for themselves and the consumer."

Businesses do not want to risk even the appearance of impropriety, she said.

Continued on page 4)

“The law is increasingly recognizing the role that sustainability has to play in the marketplace,” Scott said. “But out of an abundance of caution, companies avoid anything that looks like it might be considered a violation of antitrust laws.”

Price-fixing is one example. Companies go out of their way to avoid even the appearance of it, lest they face antitrust penalties. But fixing prices might not be a bad idea in some circumstances -- it might be worth considering if it could help protect valuable rainforests or provide better income for independent coffee growers around the world, Scott said.

“Behaviors that benefit consumers should be allowed,” she said. “We can find ways to make exceptions for that. These laws were written at a time when resources seemed inexhaustible, whereas today we live in an era of limited resources. Climate change and sustainability are such overwhelming problems. We need businesses to take on those problems. Government and individuals are not going to be able to solve them on their own.”

Björn Lapakko: Problem-solver in the Baltics

Minnesota native Björn Lapakko landed in the Oregon State MBA program looking for the kinds of personal and professional growth opportunities that would prepare him to take on challenges and solve problems of the global variety.

A decade later, he’s doing just that, part of a thriving startup scene in the Baltic nation of Estonia.

“There’s a quote by a German writer that sums up my decision to enroll in OSU’s MBA program: ‘Plunge boldly into the thick of life, and seize it where you will, it is always interesting,’” he said. Before I packed my truck and drove the 1,760 miles from Minneapolis to Corvallis, I had never been to the Pacific Northwest, but I figured there are mountains, there’s an ocean, it will never be minus-20 during winter, and they love orange. It’s got to be perfect there.”

Lapakko is the “growth hacker” for a company called Funderbeam, which bills itself as “The World’s Startup Marketplace” and bears the motto, “Investing, trading and liquidity for all.” Funderbeam provides data for discovering, tracking and researching startups for investment, prospecting or industry analysis; soon it also plans to be an

exchange through which investors can make and trade syndicated startup investments using the blockchain, a secure, digital ledger of transactions.

Lapakko, who has a marketing background and earned his MBA in 2009, works to attract new Funderbeam users cost effectively through technological integration.

“Blog posts, website, events, emails, social, and even including my personal social space,” he said. “Currently, I’m working on designing our Marketplace product launch party, which is huge because we’ll be officially announcing our first available syndicates on our blockchain-based investing and trading platform. I’m a conduit for helping people achieve what they seek from an ROI or funding perspective. Funderbeam is a great tool for investors and entrepreneurs alike, so I do what it takes to connect those parties in a positive, engaging, and information-filled way.”



Lapakko moved to Estonia this past winter after learning about Funderbeam on a website, Jobbatical.com, that specializes in relocating professionals to jobs all over the globe.

“OSU’s MBA program developed me in the ways you’d expect — deeper knowledge and expertise in how to run a successful business,” Lapakko said. “And it also prepared me for hurdles I’d encounter later in life which weren’t so obvious back in 2009. For example, working in global markets with an international team.”

Mitzi Montoya, Sara Hart Kimball Dean of the College of Business, notes that getting students ready to work hard to solve problems on a global scale as well as local and regional ones is a core value of the college.

“Björn demonstrates what we like to see in all our graduates,” she said. “He’s creative and adventurous and willing to use his skills and education to drive change in the startup investment industry, adding value to innovators, capitalists and other investors, all across the board.”

FOR QUESTIONS OR MORE INFORMATION:

Maria Schell

College of Business | Oregon State University Foundation
maria.schell@oregonstate.edu
503-553-3422 | cell 971-404-6910