ENTREPRENEUR YOUR STARTUP. GET A MASTER'S.
MBC Program Overview

The Master of Business Creation (MBC) is an award-winning program at the University of Utah’s David Eccles School of Business for selected entrepreneurs to grow and accelerate their startup. It offers founders a unique, integrated, application-focused curricula, intense one-on-one mentoring, experienced faculty, scholarships, and qualified funding, to help founders find product-market-fit and grow sales.

Established in 2019, the MBC has launched eight founder cohorts in between the in-person and online formats (as of spring 2024). One hundred sixty companies have experienced this unique program. The MBC was designed to combine the best of a graduate business-degree program taught by leading scholars with the best features of a rigorous startup accelerator.

Think of the MBC as an accelerator nested at a leading university for entrepreneurship (top 10 in the nation), yielding a fully accredited master’s degree. Or think of it as an MBA for entrepreneurs, providing a full toolkit of due diligence verified outcomes. Participants need an early stage, revenue generating startup to be considered for the program.
MBC Global Overview

MBC will launch its award-winning online program globally. Over the coming 24 months, we will launch the program from the successful U.S. Online program to regions across the globe.

**Mission:** Help entrepreneurs to successfully launch and grow their companies and build a global community of “doers”

**Objective:** Become the preeminent, U.S. accredited, global online graduate degree for entrepreneurs

Our first expansion region will be to launch a cohort of founder companies in Africa in **August 2024**.
Accelerating Startups
Testimonials

“One of the things I really love about the program is that you have mentors that are really committed to guiding you, assisting you, and helping you become successful.”
– Isaac Sensi, founder of Sensi Technologies, MBC graduate

“The MBC program is really timely for me in getting everything essentially down in case I do want a raise, in case I do want to go venture. All those skillsets are here for me to use in case I take those pivots.”
– Yasmin Khan, founder of Khalm Skincare, MBC graduate

“The MBC program is likely the best thing to happen to me as an entrepreneur. The courses are so thoughtfully crafted to cater directly to our specific businesses.”
– Kenechi Uzor, founder of Iskanchi Press, MBC founder
ENTREPRENEUR AT A TOP 10 PROGRAM
Top Ranked for Entrepreneurship

4th
UNDERGRAD ENTREPRENEUR PROGRAM 2024
* PUBLIC SCHOOLS *

7th
UNDERGRAD ENTREPRENEUR PROGRAM 2024

5th
MBA ENTREPRENEUR PROGRAM 2024
* PUBLIC SCHOOLS *

12th
MBA ENTREPRENEUR PROGRAM 2024

2nd
UNDERGRAD ENTREPRENEUR PROGRAM 2024
* WEST REGION *

3rd
GRADUATE ENTREPRENEUR PROGRAM 2024
* WEST REGION *

U.S. News

The Princeton Review®
Award-Winning Program

Innovations that Inspire

Professional-Services Innovation

Excellence in Entrepreneurship Teaching
Utah’s Ideal Ecosystem

- WalletHub: #1 State to Start a Business 2023
- Stanford University: #2 University for Unicorns 2023
- Forbes: #1 State for Entrepreneurs 2019
- Amazon: #1 State for Entrepreneurs 2018
- Milken Institute: Best Performing Cities 2022
- Forbes: #1 State for GDP Growth 2023
Rapid Enrollment Growth

<table>
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<th>Year</th>
<th>MBC In-Person (U.S. Only)</th>
<th>MBC Online</th>
<th>MBC Global (Africa)</th>
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<tbody>
<tr>
<td>2019-20</td>
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<td>10</td>
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<tr>
<td>2020-21</td>
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<td>2023-24</td>
<td>30</td>
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<tr>
<td>2024-25 (Forecast)</td>
<td>100</td>
<td>100</td>
<td>100</td>
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Basics of MBC

• **Like a startup accelerator**, but focused on deeper, integrated, operational learning

• **Award-winning** graduate business degree

• **Unique partnership** between the University of Utah’s Department of Entrepreneurship & Strategy and the Lassonde Entrepreneur Institute

• **Online format**: 3 semesters (12 months)

• **Requires admission** to the University of Utah Graduate School & MBC program
Designed to Accelerate Startups

Requires a Viable Startup

- Not a product-development program
- If you have sales, you are probably ready
- If you only have an idea, you are not ready
- If you don't have revenue, we look for work you've done to validate your idea: prototype, beta product, market validation, competitive studies, legal entity formation

Program Welcomes Diverse Businesses

- Software, products, services, non-profits, mission-focused enterprises
- Investor-backed and lifestyle business
- Some business types are not a good fit for program (hobby businesses, franchises, professional services)
Designed for Entrepreneurs

- **No traditional homework, textbooks, research papers, exams, etc.**
- **Teach immediately relevant concepts** for founders to apply to startups
- **Due diligence focus** of program (including 60+ specific deliverables)
- **Intense personal mentorship** (1-on-1 meetings & regular board meetings)
- **Partner programs** (e.g., Brown University in U.S. & Generation Africa in Kenya)
ENTREPRENEUR IN AN AWARD-WINNING PROGRAM

MBC
MASTER OF BUSINESS CREATION.

David Eccles School of Business
THE UNIVERSITY OF UTAH

Lassonde Entrepreneur Institute
# More Than an ‘Online’ Program

**MBC Global Online**

- Cohorts enter fall and spring
- Remote asynchronous delivery with optional in-person gatherings
- Intense one-on-one and group meetings with facilitator to guide through program
- 3 semesters (more flexible timeframe)
- Other employment allowed
- Intense one-on-one mentoring
- Top-10 entrepreneurship program
- Funding ecosystem
- Help building your startup
## Unique Curriculum

<table>
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<tr>
<th>Developing Your Business Model</th>
<th>Competitive Dynamics for Entrepreneurs</th>
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<tbody>
<tr>
<td>Legal Issues, Contracting &amp; Negotiation for Entrepreneurs</td>
<td>Leading and Growing the Entrepreneurial Enterprise</td>
</tr>
<tr>
<td>Testing Your Business Model</td>
<td>Program Workshops</td>
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<tr>
<td>Business Creation (Leadership, Marketing/Sales, Financial Statements, Raising Capital &amp; Valuation)</td>
<td>Business Launch (Governance, Board, Advisors, Insurance, Capital Structure &amp; Taxes)</td>
</tr>
<tr>
<td>Practicum: Preceptor, Board &amp; Due Diligence Meetings</td>
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**Note:** MBC Global curriculum features full U.S. content by topic plus localized supplements by region.
Costs & Scholarships

Program Costs

• $15,000 total tuition costs (without scholarships)
• Excludes application fees, seat fee ($250 estimate), and incidental costs

Scholarships

• Full scholarships will be awarded to all founders enrolling in the MBC Africa program in fall 2024 to cover tuition costs
Application Requirements

- Easy application
- All transcripts
- Bachelor's degree
- Minimum of 3.0 GPA (with some exceptions)
- Resume
- Brief essay
- Pitch slidedeck
- Description of enterprise
- Some metrics on your startup
- Video describing your enterprise
- English proficiency test (if applicable)
Application Deadlines

Enroll in MBC Africa in Fall 2024
(Subject to Change)

March 1, 2024 – Application opens
April 15, 2024 – Priority application deadline
May 1, 2024 – Application deadline
June 1, 2024 – Rolling admissions begin
Aug. 19, 2024 – Classes start
Case Studies
Gourmet jams, sauces, and syrups from African marula fruit

maungocraft.com
Affordable solutions for African farmers

sesitechnologies.com
OneHealth+

Improving global health through financial innovation

myonehealthplus.com
A publishing house for African voices

iskanchi.com
A superfood and wellness brand using the ancient teff grain

www.goteff.com
Automated solutions for truck-driver recruitment

blendydstudios.io
Empowering hoteliers through data science and a single user interface for management systems

hellogm.com
Multi-site specialty pie bakeries and mail order business on Maryland shore

mandalapies.com
Improving patient care through telemedicine
An online, data science, and marketing automation platform

cinch.io
Saving lives through better CRP training using smartphones

resuscitech.io
Easy-to-use data science tools for understanding populations and places

metop.io
High-quality packaging options for a vast array of products

gorillashipper.com
Luxury skincare products made with oud, a resin from the agarwood tree

khalmskincare.com
Learn More & Apply

Eccles.Utah.edu/MBC/Africa