

GLOBAL

M | B | C
— **MASTER OF** —
BUSINESS CREATION®

DAVID ECCLES SCHOOL OF BUSINESS





**ENTREPRENEUR YOUR STARTUP.
GET A MASTER'S.**

M | B | C
— MASTER OF —
BUSINESS CREATION.

 **David Eccles
School of Business**
THE UNIVERSITY OF UTAH

 **LASSONDE
ENTREPRENEUR
INSTITUTE**

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

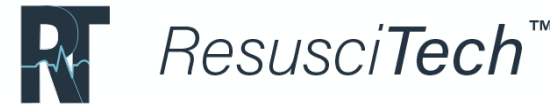
MBC will launch its award-winning online program globally. Over the coming 24 months, we will launch the program from the successful U.S. Online program to regions across the globe.

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 Sesi**, founder of Sesi 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

 **David Eccles
School of Business**
THE UNIVERSITY OF UTAH

 **LASSONDE
ENTREPRENEUR
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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 *



Award-Winning Program

Innovations that Inspire



Professional-Services Innovation



Excellence in Entrepreneurship Teaching



Utah's Ideal Ecosystem



**#1 State to Start a
Business 2023**



**#2 University for
Unicorns 2023**



**#1 State for
Entrepreneurs 2019**



**#1 State for
Entrepreneurs 2018**

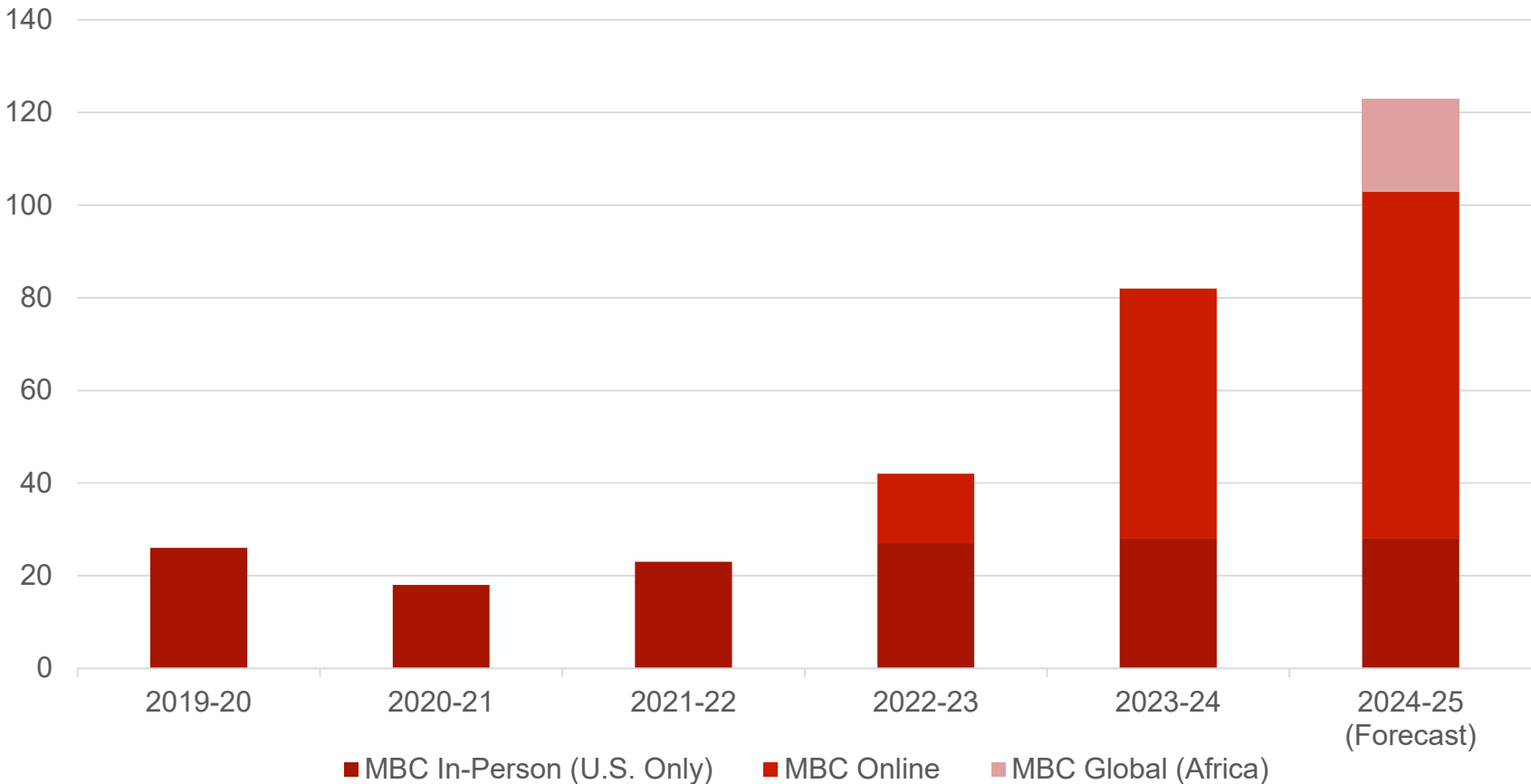


**Best Performing
Cities 2022**



**#1 State for GDP
Growth 2023**

Rapid Enrollment Growth



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 Lasonde Entrepreneur Institute
- Online format: 3 semesters (12 months)
- Requires admission to the University of Utah Graduate School & MBC program



bit.ly/mbc-founders

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

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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

<ul style="list-style-type: none">• Developing Your Business Model	<ul style="list-style-type: none">• Competitive Dynamics for Entrepreneurs
<ul style="list-style-type: none">• Legal Issues, Contracting & Negotiation for Entrepreneurs	<ul style="list-style-type: none">• Leading and Growing the Entrepreneurial Enterprise
<ul style="list-style-type: none">• Testing Your Business Model	<ul style="list-style-type: none">• Program Workshops
<ul style="list-style-type: none">• Business Creation (Leadership, Marketing/Sales, Financial Statements, Raising Capital & Valuation)	<ul style="list-style-type: none">• Business Launch (Governance, Board, Advisors, Insurance, Capital Structure & Taxes)
<ul style="list-style-type: none">• Practicum: Preceptor, Board & Due Diligence Meetings	<ul style="list-style-type: none">• Practicum: Preceptor, Board & Due Diligence Meetings

Note: MBC Global curriculum features full U.S. content by topic plus localized supplements by region

Costs & Support

Program Costs

- **\$15,000 total tuition costs**
- Excludes application and seat fees (\$250 estimated total) or any incidental costs

Application Requirements

- Easy application
- All transcripts
- Bachelor's degree (4-year degree required)
- Minimum of 3.0 GPA (with some exceptions)
- Resume
- Brief essay
- Pitch slide deck
- Description of enterprise (revenue-generating or close-to-revenue-generating company required)
- 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



goTeff

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



MANDALA PIES

beautiful pies for beautiful people



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

mandalapies.com



Improving patient care
through telemedicine

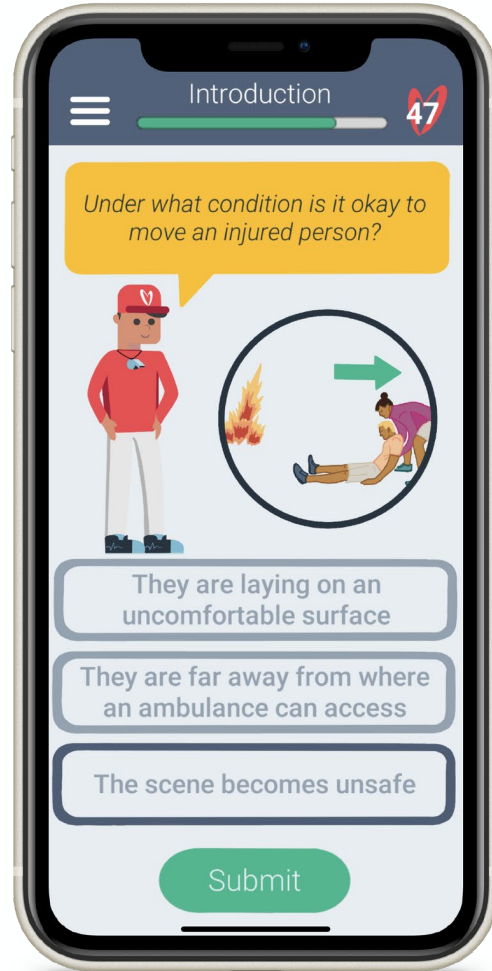
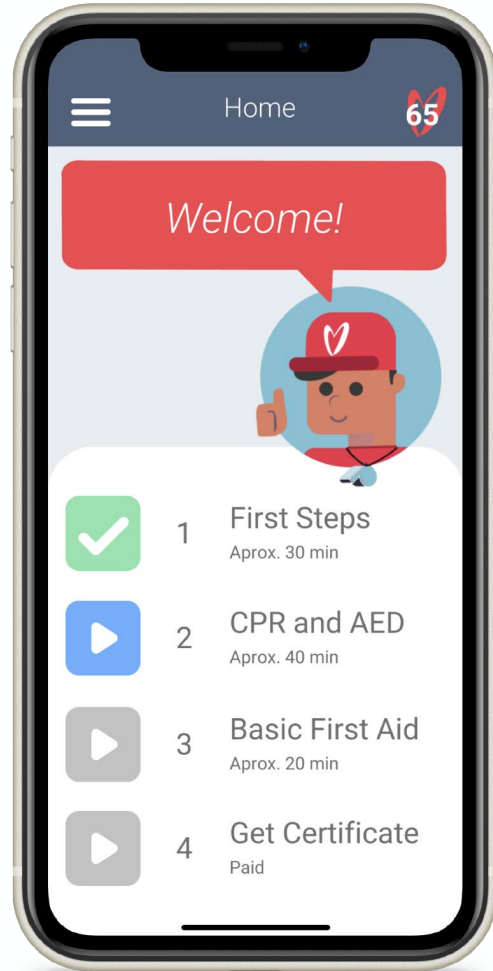
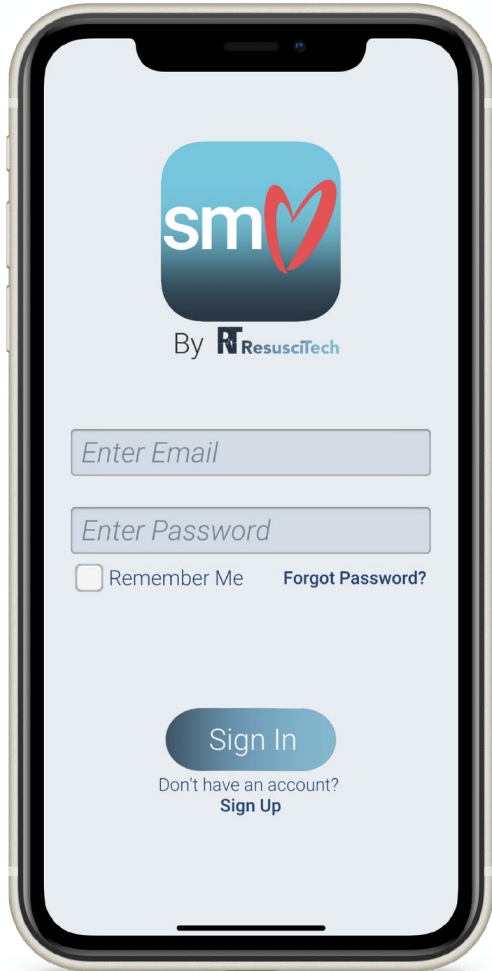
doxy.me



cinch

An online, data science,
and marketing
automation platform

cinch.io



Saving lives through better CRP training using smartphones

resuscitech.io



Metopio

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



Khalm

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

khalmskincare.com

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Learn More & Apply

Eccles.Utah.edu/MBC/Africa