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

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, and experienced faculty to help founders find product-market-fit and grow sales.

Established in 2019, the MBC has launched 10 founder cohorts with **more than 200 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 **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 recently announced plans to take its award-winning U.S. Online program globally. We launched the first global cohort of 20 companies in Africa in August 2024. Plan in place to expand to all regions across the globe by 2026.

Mission: Help entrepreneurs to successfully launch and grow their companies and build a global community of "doers" and "dreamers"

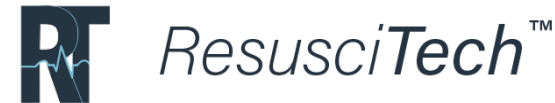**Objective**: Become the preeminent, U.S. accredited, global online graduate degree for entrepreneurs

MBC Global - Africa

Accelerating Startups

ISK NCHI — African Perspectives

TOW PRO

Gorilla Shipper

SESI TECHNOLOGIES

RISE UP — school of dance

goTeff

JAMES STREET CO.

SAWTOOTH

OCORE

HelloGM

DeNovo Foodlabs

MAUNGO CRAFT — CULTURE IN A BOTTLE

opencontour

FiveFlute

Metopio

ResusciTech™

doxy.me — Telemental Health

M|B|C GLOBAL

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

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ENTREPRENEUR AT A
TOP 10 PROGRAM

David Eccles School of Business
THE UNIVERSITY OF UTAH

LASSONDE ENTREPRENEUR INSTITUTE

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

U.S.News & WORLD REPORT

2nd
UNDERGRAD
ENTREPRENEUR
PROGRAM 2024
* WEST REGION *

3rd
GRADUATE
ENTREPRENEUR
PROGRAM 2024
* WEST REGION *

The Princeton Review®

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
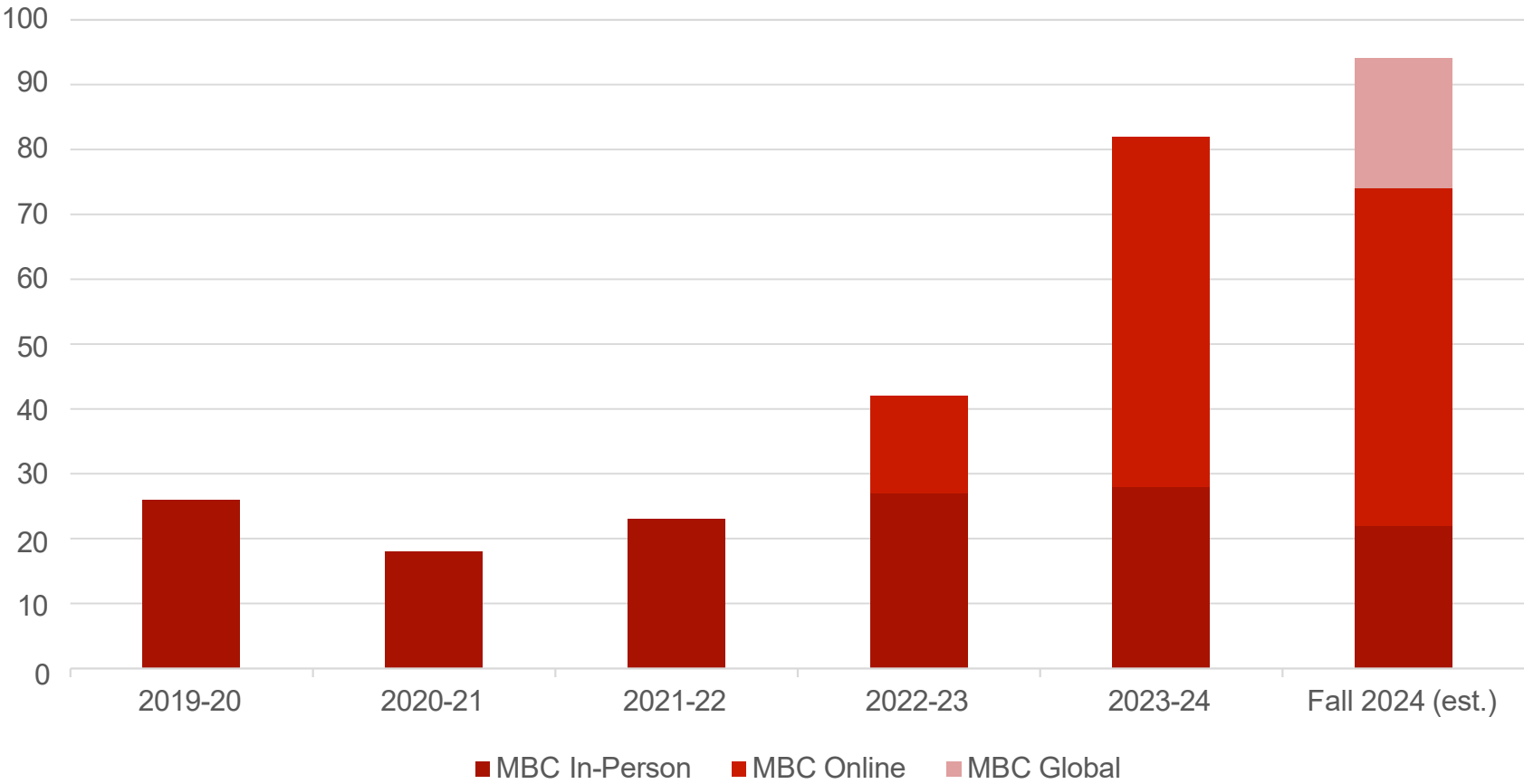
#1 State for Entrepreneurs 2018

Best Performing Cities 2022

#1 State for GDP Growth 2023

Rapid Enrollment Growth

Why MBC?

- **Top-10 ranked for entrepreneurship**
- Focused on your startup
- **Accelerator meets business degree**
- Build and scale a new business
- **Keep your equity**
- Participate online
- **Intensive one-on-one mentoring**

- **High value and affordable program**
- Access to U.S./other regions
- **Global community (alumni, mentors)**
- Support resources
- High-quality education
- **Learn by doing**
- Cohort structure

Basics of MBC

- <u>Like a startup accelerator</u>, but focused on deeper, integrated, operational learning

- <u>Award-winning</u> graduate business degree

- <u>Unique partnership</u> between the University of Utah's Department of Entrepreneurship & Strategy and the Lassonde Entrepreneur Institute

- <u>Online format:</u> 3 semesters

- <u>Requires admission</u> 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 <u>not</u> a good fit for program (hobby businesses, franchises, professional services)

Designed for Entrepreneurs

- <u>No traditional homework</u>, textbooks, research papers, exams, etc.

- <u>Teach immediately relevant concepts</u> for founders to apply to startups

- <u>Due diligence focus</u> of program (including 40+ specific deliverables)

- <u>Intense personal mentorship</u> (1-on-1 meetings & regular board meetings)

- <u>Partner programs</u> for support

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 academic facilitator to guide through program
- 3 semesters (more flexible timeframe)
- Other employment allowed
- Intense one-on-one mentoring with preceptors (mentors)
- Top-10 entrepreneurship program
- Funding ecosystem
- Help building your startup

Unique Curriculum

• Developing Your Business Model	• Competitive Dynamics for Entrepreneurs
• Legal Issues, Contracting & Negotiation for Entrepreneurs	• Leading and Growing the Entrepreneurial Enterprise
• Testing Your Business Model	• Program Workshops
• Business Creation (Leadership, Marketing/Sales, Financial Statements, Raising Capital & Valuation)	• Business Launch (Governance, Board, Advisors, Insurance, Capital Structure & Taxes)
• Practicum: Preceptor, Board & Due Diligence Meetings	• Practicum: Preceptor, Board & Due Diligence Meetings

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

Requirements & Costs

Application Requirements

- Bachelor's degree (4-year degree required)

- Minimum of 3.0 GPA (with some exceptions)

- Description of company

  (*revenue-generating or close-to- revenue-generating company required*)

- Video describing your company

- Brief essay

- English proficiency test (if applicable)

Program Costs

(Subject to Change)

- **$16,000 USD total tuition costs**
- Excludes application/seat fees

Application Deadlines

Enroll in Fall 2025 (Select Locations)

(Subject to Change)

Aug. 1, 2024 – Application opens

March 20, 2025 – Priority application deadline

June 15, 2025 – Regular application deadline

Aug. 7, 2025 – Final application deadline

Aug. 18, 2025 – Classes start

Case Studies

Gourmet jams, sauces, and syrups from African marula fruit

maungocraft.com

cinch

An online, data science, and marketing automation platform

cinch.io

HelloGM

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

hellogm.com

doxy.me

Improving patient care through telemedicine

doxy.me

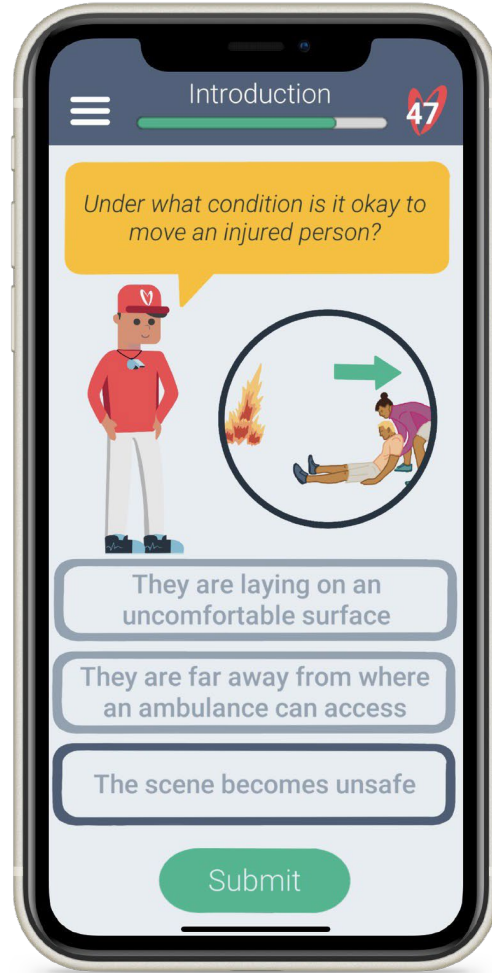# Affordable solutions for African farmers

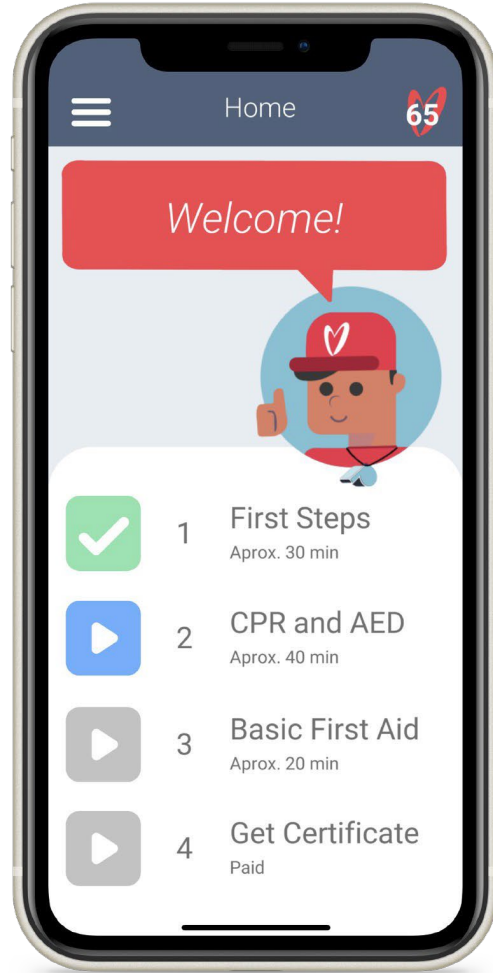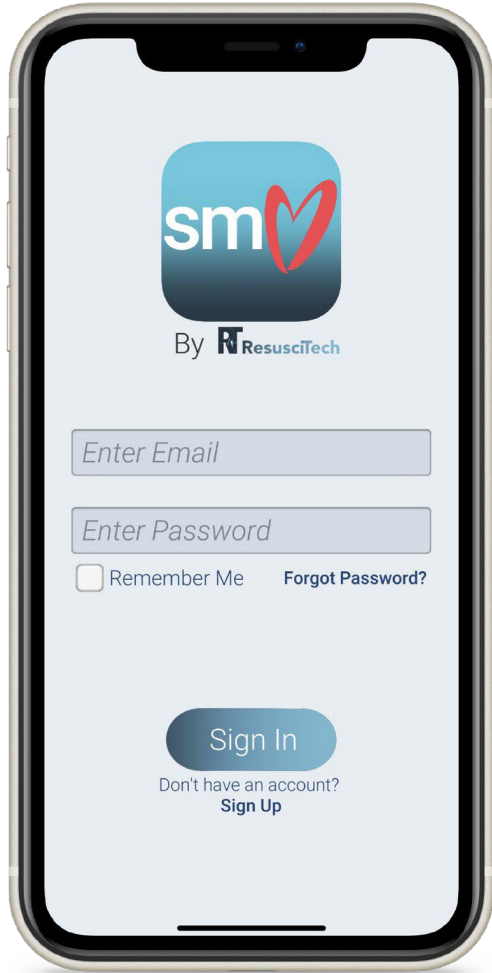sesitechnologies.com

MANDALA PIES
beautiful pies for beautiful people

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

mandalapies.com

Saving lives through better CRP training using smartphones

resuscitech.io

goTeff

A superfood and wellness brand using the ancient teff grain

www.goteff.com

OneHealth+

Improving global health through financial innovation

myonehealthplus.com

Metopio

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

metop.io

A publishing house for African voices

iskanchi.com

blendyd
Studios

Automated solutions for
truck-driver recruitment

blendydstudios.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

GLOBAL

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