

**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.**



# 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

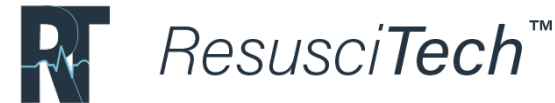
# MBC Global - Africa



# Accelerating Startups



JAMES STREET CO.



# 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  
INSTITUTE**



# Top Ranked for Entrepreneurship

**5<sup>th</sup>**

UNDERGRAD  
ENTREPRENEUR  
PROGRAM 2025

\* PUBLIC SCHOOLS \*

**8<sup>th</sup>**

UNDERGRAD  
ENTREPRENEUR  
PROGRAM 2025

**5<sup>th</sup>**

MBA  
ENTREPRENEUR  
PROGRAM 2024

\* PUBLIC SCHOOLS \*

**12<sup>th</sup>**

MBA  
ENTREPRENEUR  
PROGRAM 2024



**3<sup>rd</sup>**

UNDERGRAD  
ENTREPRENEUR  
PROGRAM 2025

\* WEST REGION \*

**3<sup>rd</sup>**

GRADUATE  
ENTREPRENEUR  
PROGRAM 2025

\* 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**

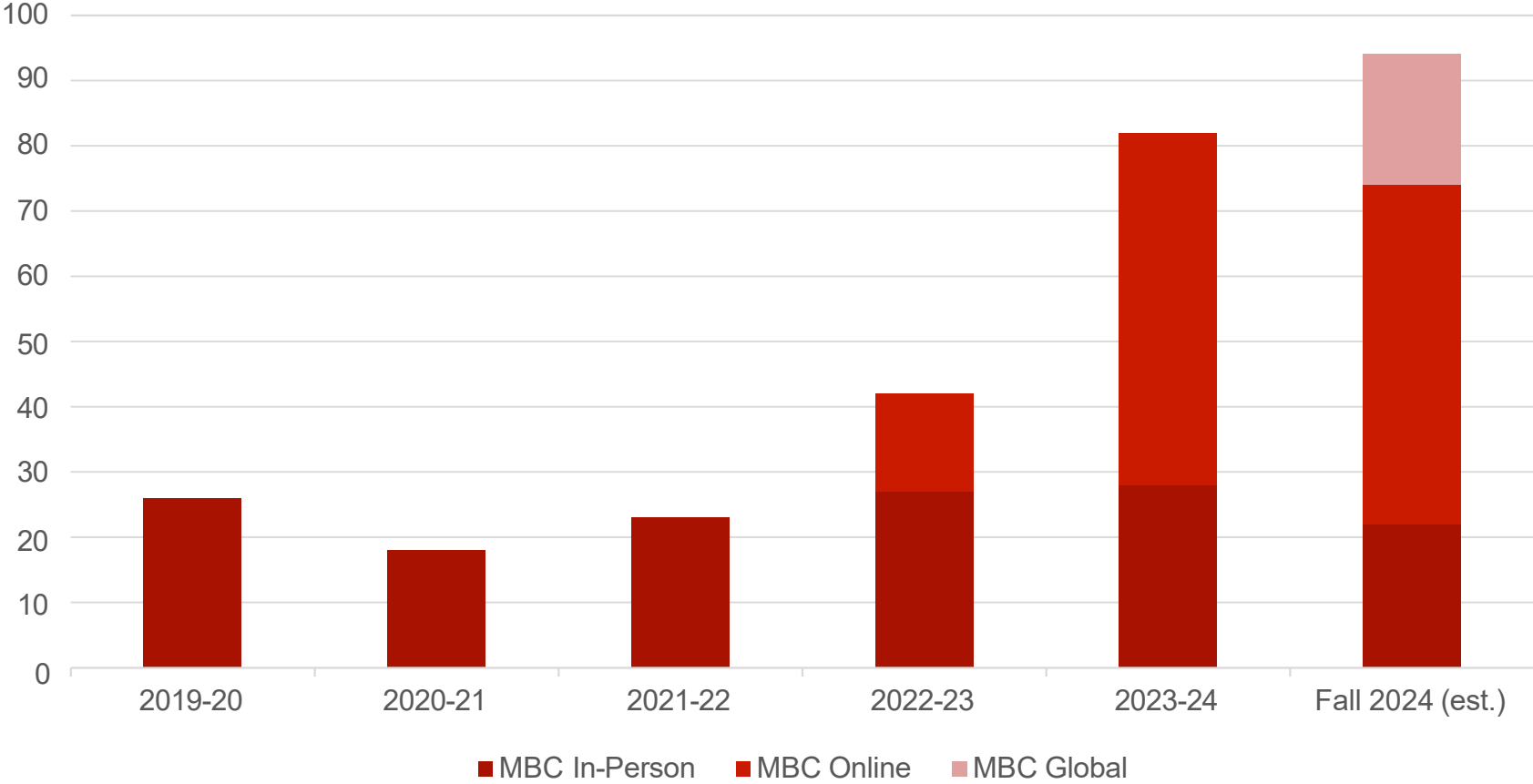


**Best Performing Cities  
2022**



**#1 State for Innovation  
Intelligence 2024**

# 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

- 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
- Requires admission to the University of Utah Graduate School & MBC program



[bit.ly/mbc-founders](https://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 40+ specific deliverables)
- Intense personal mentorship (1-on-1 meetings & regular board meetings)
- Partner programs 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

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

**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](http://maungocraft.com)





# cinch

An online, data science,  
and marketing  
automation platform

[cinch.io](https://cinch.io)



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

[hellogm.com](https://hellogm.com)



Improving patient care  
through telemedicine

[doxy.me](https://doxy.me)



Affordable solutions for  
African farmers

[sesitechnologies.com](https://sesitechnologies.com)



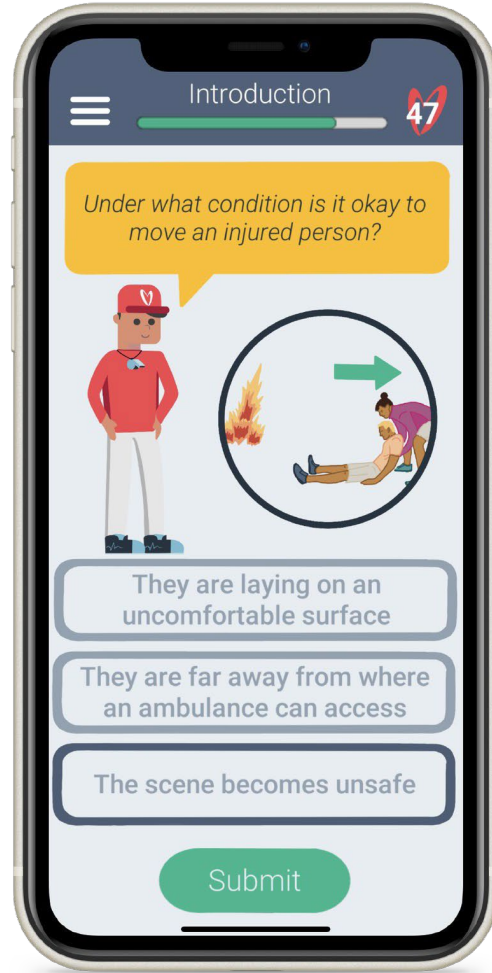
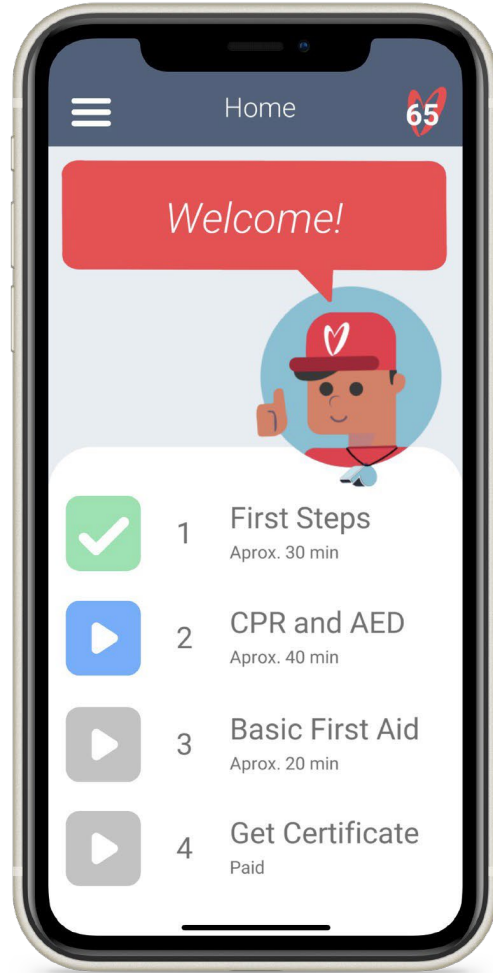
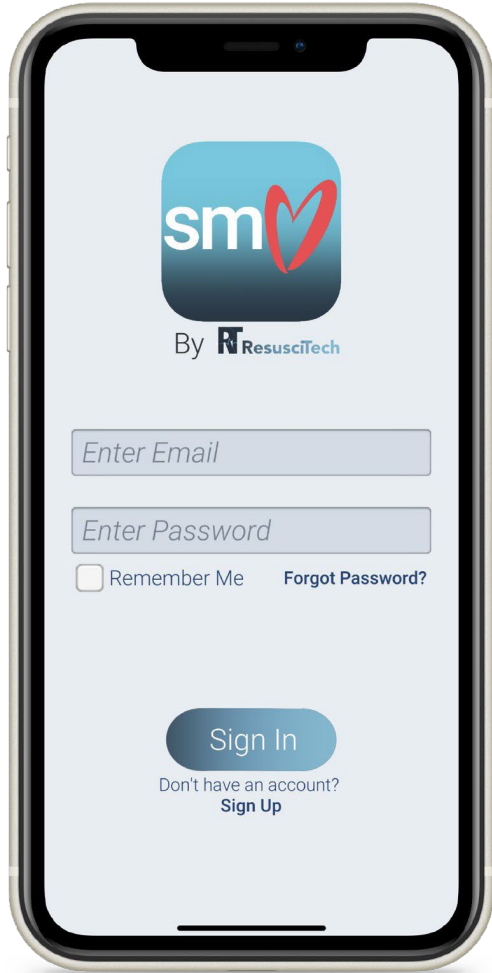
MANDALA PIES

*beautiful pies for beautiful people*



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

[mandalapies.com](http://mandalapies.com)



Saving lives through better CRP training using smartphones

[resuscitech.io](https://resuscitech.io)



# goTeff

A superfood and wellness brand using the ancient teff grain

[www.goteff.com](http://www.goteff.com)



# OneHealth+

Improving global health  
through financial  
innovation

[myonehealthplus.com](http://myonehealthplus.com)





# Metopio

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

[metop.io](https://metop.io)



A publishing house for  
African voices

[iskanchi.com](http://iskanchi.com)



Automated solutions for  
truck-driver recruitment

[blendydstudios.io](https://blendydstudios.io)



High-quality packaging options for a vast array of products

[gorillashipper.com](http://gorillashipper.com)



**Khalm**

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

[khalmskincare.com](http://khalmskincare.com)

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**Learn More & Apply**

[Eccles.Utah.edu/MBC/Global](https://Eccles.Utah.edu/MBC/Global)