

M | B | C

— MASTER OF —
BUSINESS CREATION®

DAVID ECCLES SCHOOL OF BUSINESS



A woman with dark, curly hair and a warm smile is the central focus. She is wearing a dark top and large hoop earrings. The background is a blurred, modern interior with glass railings and warm lighting, suggesting a university or corporate environment.

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

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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 15 founder cohorts with **more than 300 companies have experienced this unique program**. The MBC combines 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. ([Click here for full article](#))

- We launched the **first global cohort of 20 companies in Africa** in August 2024. This group of entrepreneurs graduated in July 2025.
- We have recruited our **2nd cohort of 20 companies in Africa** in August 2025
- We will **expand to Europe** in 2026

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

Objective: Become the world’s leading **business accelerator plus graduate degree** for serious entrepreneurs

Accelerating Startups

 BLADEOPS



WikiCharities
CONNECT. VALIDATE. COLLABORATE.



 RISE UP
school of dance



JAMES STREET CO.

SAWTOOTH

OCORE




DRIFT



opencontour


 FiveFlute

 Metopio

 ResusciTech™

 doxy.me
Telemental Health

Testimonials



“I have changed and grown immensely through the program and their continued support and guidance, and I think I’ve also grown a lot in my confidence.”

– **Alyssa Bertelsen**, founder of Rise Up School of Dance, MBC graduate



“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



ENTREPRENEUR AT A TOP 10 PROGRAM

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

 **LASSONDE
ENTREPRENEUR
INSTITUTE**

Top Ranked for Entrepreneurship

5th

UNDERGRAD
ENTREPRENEUR
PROGRAM 2026

* PUBLIC SCHOOLS *

8th

UNDERGRAD
ENTREPRENEUR
PROGRAM 2026

5th

MBA
ENTREPRENEUR
PROGRAM 2025

* PUBLIC SCHOOLS *

16th

MBA
ENTREPRENEUR
PROGRAM 2025



2nd

UNDERGRAD
ENTREPRENEUR
PROGRAM 2026

* WEST REGION *

3rd

GRADUATE
ENTREPRENEUR
PROGRAM 2026

* WEST REGION *



Award-Winning Program

Innovations that Inspire



Professional-Services Innovation



Excellence in Entrepreneurship Teaching



Utah's Ideal Ecosystem



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



**U. of Utah #2 University
for Unicorns 2023**



**Utah #1 State for
Entrepreneurs 2019**



**Utah #1 State for
Entrepreneurs 2018**

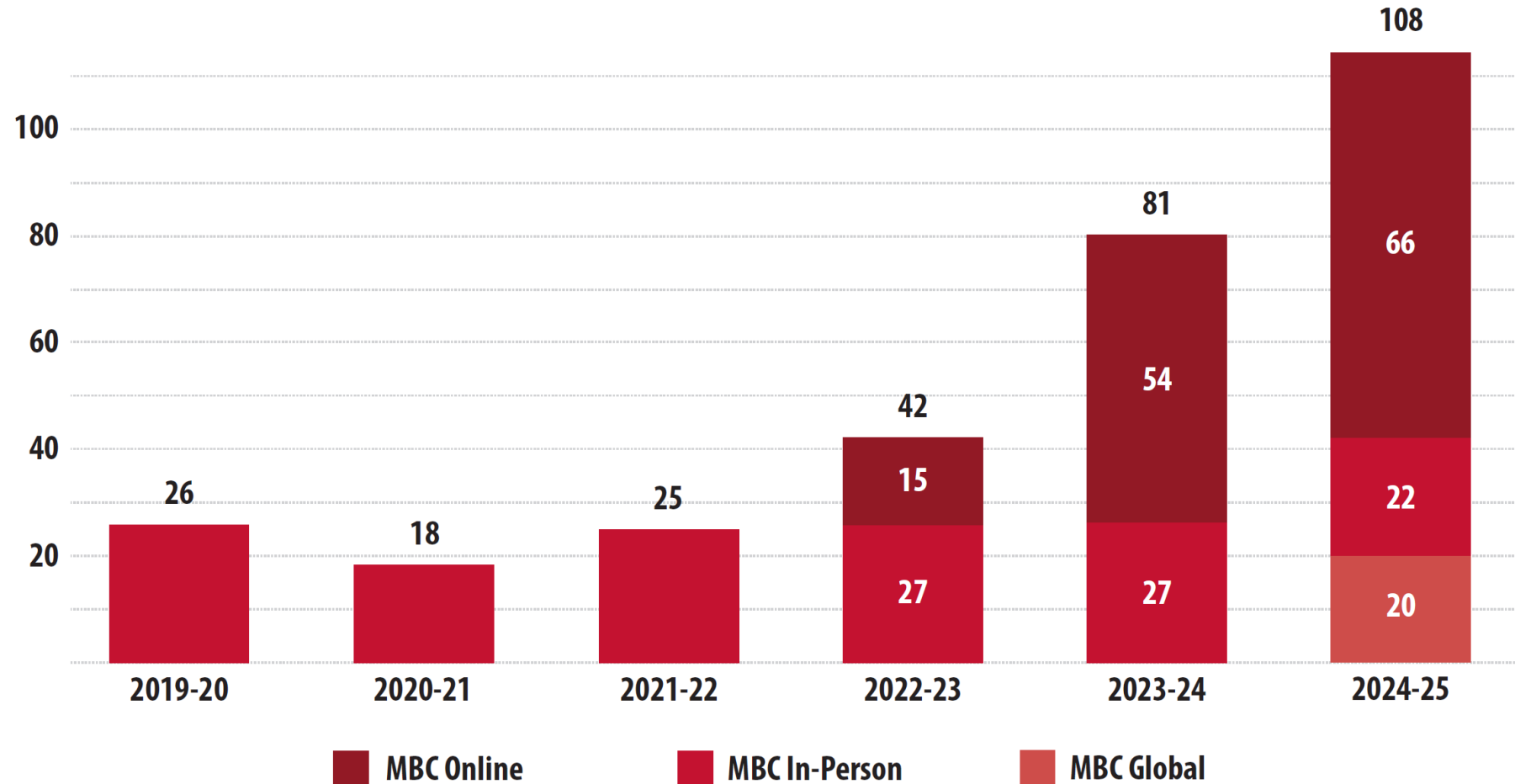


**SLC Ranked Best
Performing City 2022**



**Utah #1 State for
Innovation Intelligence 2024**

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 Department of Entrepreneurship & Strategy and the Lassonde Entrepreneur Institute
- Two format options: in-person (2 semesters) or online/global (3 semesters)
- Requires admission to the University of Utah Graduate School & MBC program



bit.ly/mbc-founders



bit.ly/mbc-overview

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)
- Small grants for tests and access to loans (North America: Central Bank, Celtic Bank)
- Access to investment opportunities (**North America**: \$5M Fenton Founders Fund, SBA; **Africa**: Renew Capital; **Europe**: TBD)
- Marketing support (MBC Marketing Agency & \$5,000 AWS credits)
- Partner programs (**North America**: Brown University; **Africa**: Ensign Global University + Generation Africa/AGRA | **Europe**: Aureus Business Creation + University of Luxembourg)
- PR resources, including press releases and other content on founders and startups



ENTREPRENEUR A MASTER'S ONLINE OR IN PERSON

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Two Options

MBC In-Person (Utah)	MBC Online (& Global)
Cohort enters in fall	Cohorts enter fall
On-campus, classroom based	<i>Remote asynchronous delivery with optional in-person gatherings</i>
Intense one-on-one meetings and group discussion opportunities	<i>Intense one-on-one and group meetings with academic facilitators as guides</i>
2 semesters (accelerated timeframe)	<i>3 semesters (more flexible timeframe)</i>
No other employment allowed	<i>Other employment allowed</i>
Intense one-on-one mentoring	Intense one-on-one mentoring
Top-10 entrepreneurship program	Top-10 entrepreneurship program
Funding ecosystem	Funding ecosystem
Help building your startup	Help building your startup

Unique Curriculum

The Due Diligence list of deliverables includes 40 items across 8 core areas required for successful businesses:

1. Corporate & Legal Foundations
2. Business Model/Business Strategy
3. Pitches
4. Financial Model & Projections
5. Marketing
6. Sales
7. Leadership & Talent Management
8. Milestones

Developing Your Business Model

Legal Issues, Contracting & Negotiation for Entrepreneurs

Testing Your Business Model

Business Creation
(Leadership, Marketing/Sales, Financial Statements, Raising Capital & Valuation)

Practicum: Preceptor, Board & Due Diligence Meetings

Competitive Dynamics for Entrepreneurs

Leading and Growing the Entrepreneurial Enterprise

Program Workshops

Business Launch
(Governance, Board, Advisors, Insurance, Capital Structure & Taxes)

Practicum: Preceptor, Board & Due Diligence Meetings

Program Costs (Fall 2026)

Application Requirements

- Bachelor's degree (3- or 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
- Resume
- English proficiency test (if applicable)

Program Costs

(Subject to Change)

\$25,000 USD total tuition costs

- payable semester by semester
- \$300 deposit (non-refundable, applied to tuition)

Some tuition support available

High value proposition

Top-ranked master's degree plus individual mentoring, access to grants, free marketing agency services, free PR services, award-winning curriculum

Program Value

MBC Benefit	Estimated Value
Startup growth & development	[Unlimited]
Business master's degree	\$50,000+
Personal business mentorship	\$20,000+
Information access (e.g. Pitchbook, journals, etc.)	\$15,000+
MBC Marketing Agency support	\$5,000+
Software (e.g, Adobe, Microsoft, Qualtrics etc.)	\$2,000+
In-person events & extra webinars	\$1,500+
Other (staff support, microgrants, etc.)	\$1,000+
TOTAL	\$94,500+ (Excludes startup value)

Application Deadlines

Enroll Fall 2026 (In-Person, Online & Global)

- Aug. 1, 2025 – Application opens
- March 20, 2026 – Priority application deadline – All admitted applicants who apply by this deadline will receive a minimum \$1,000 scholarship (U.S. applicants only, other restrictions may apply).
- June 15, 2026 – Application deadline
- Aug. 7, 2026 – Extended application deadline
- Aug. 25, 2026 – Classes start

A portrait of a Black man with a short beard and glasses, wearing a blue button-down shirt. He is looking directly at the camera with a slight smile. The background is a warm, out-of-focus wooden texture.

ENTREPRENEUR IN AN AWARD-WINNING PROGRAM

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THE UNIVERSITY OF UTAH

 **LASSONDE
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INSTITUTE**

Become an MBC Referral Partner

We're enrolling individuals and businesses to become referral partners for the award-winning Master of Business Creation (MBC) program

Our objective is to become the world's best business accelerator plus graduate degree for serious entrepreneurs, and we're well on our way with more than 300 founders who have participated.

The MBC program is high-value, affordable, and features one-on-one mentorship, applied curriculum, and rich resources. It's more than a program, it's a movement.

Join us.

Why Become a Referral Partner?

No Cost to You

We only ask that you are regularly encouraging qualified founders to apply to the MBC program.

Get Scholarships for Your Community

Referral partners can extend scholarships to entrepreneurs in their community.

Foster Startups in Your Community

Help develop startups by enrolling them in the MBC program to grow their potential

Join a Global Network

The MBC program is growing around the world. Be a part of the movement.

Support Entrepreneurs

Early stage and first-time entrepreneurs need your help connecting with valuable programs.



DAVID ECCLES SCHOOL OF BUSINESS

Learn More & Apply

North America: Eccles.Utah.edu/MBC | Global: Eccles.Utah.edu/MBC/Global

Case Studies



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

hellogm.com



Communication platform
for hardware
engineering teams to
make decisions faster

fiveflute.com



Dance classes and a mission for every kid to be seen, known, and loved

riseupschoolofdance.com



Affordable solutions for
African farmers

sesitechnologies.com



OCORE

Software that
streamlines operations
for critical infrastructure
and organizations such
as public utilities

ocore.io



MANDALA PIES

beautiful pies for beautiful people



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

mandalapies.com



A political-campaign
management software
tool, disrupting how
campaigns are run and
won

proximityimpact.com



cinch

An online, data science,
and marketing
automation platform

cinch.io



Automated solutions for
truck-driver recruitment

blendydstudios.io



JAMES STREET CO.

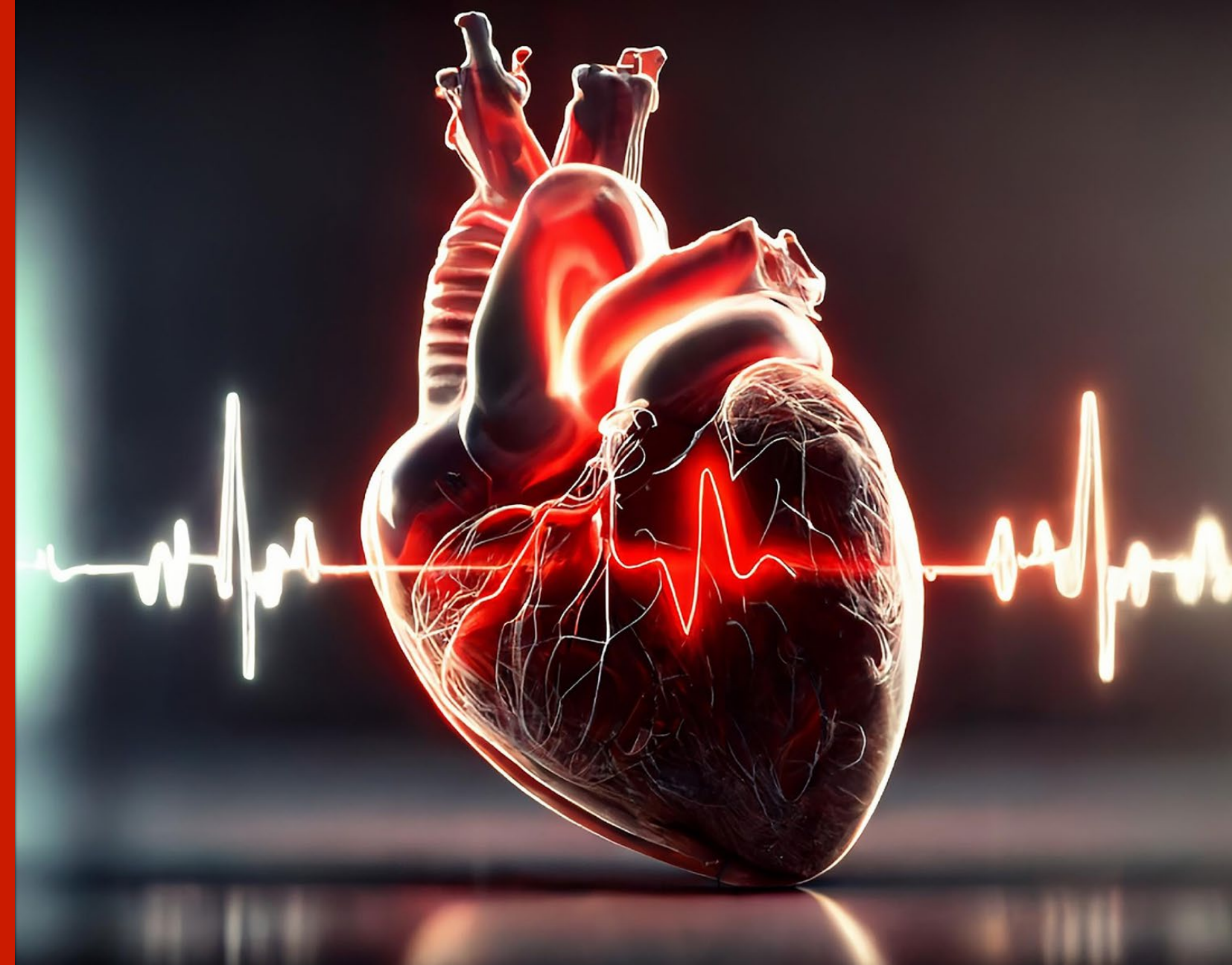
Obtainable luxury
knitwear made in small
batches with respect for
the environment

jamesstreetco.com



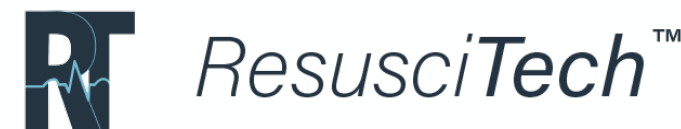
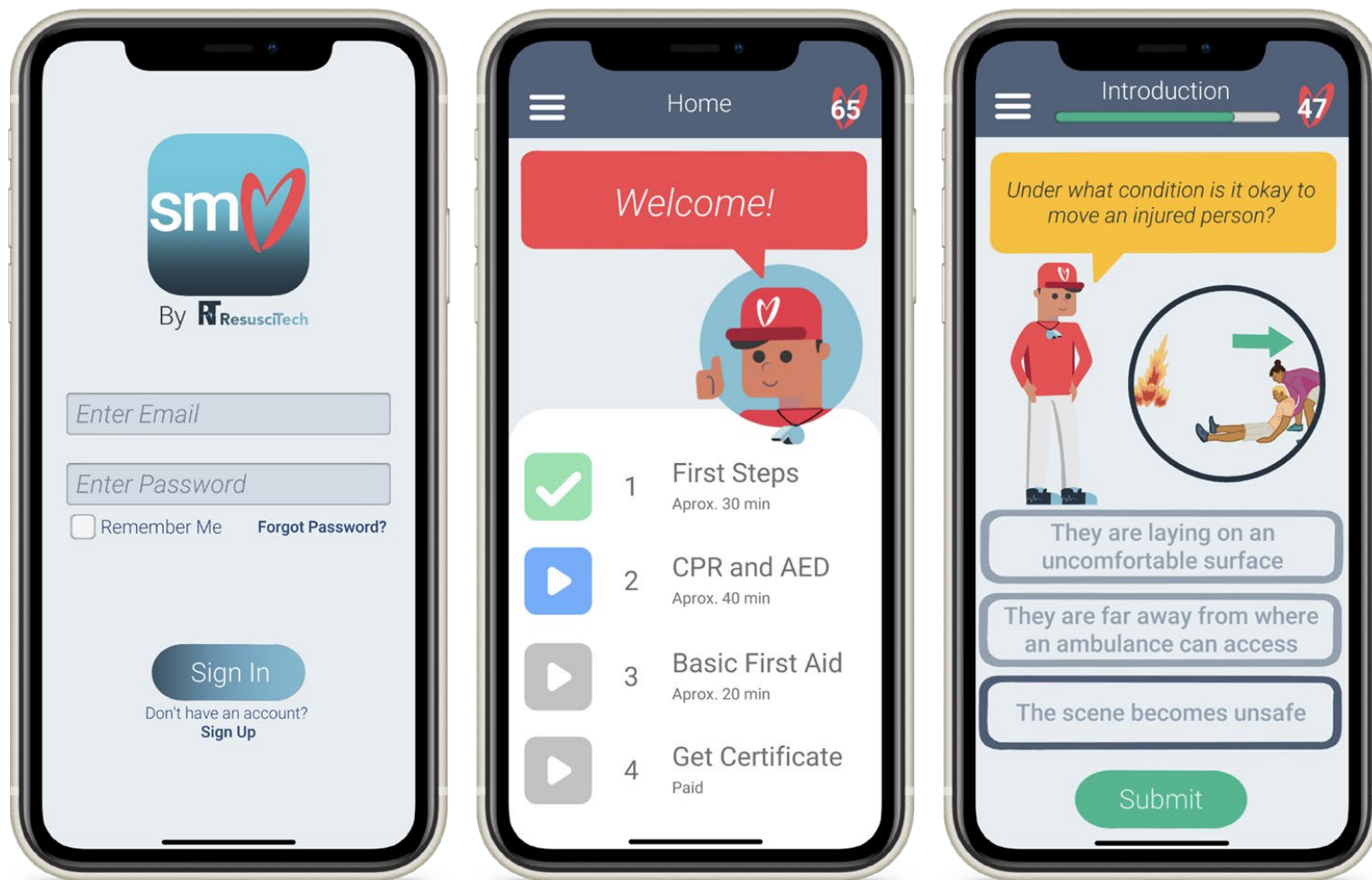
Improving patient care
through telemedicine

doxy.me



A tech-enabled
telehealth company
specializing in advanced
cardiac imaging

cardiaspace.com



Saving lives through
better CRP training
using smartphones

resuscitech.io



Metopio

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

metop.io



COLTER MAY

A contemporary
western artist

coltermay.com



High-quality packaging
options for a vast array
of products

gorillashipper.com



A pickleball paddle and
gear company

bigdillpickleballcompany.com



Khalm

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

khalmskincare.com



Webewell

Teaching people skills
from positive and
clinical psychology that
help improve their
mental health

webewell.co



Backyard Estates

Converting underutilized
backyard space into
rentable spaces for
homeowners and
landlords

backyardestates.com



Gourmet jams, sauces,
and syrups from African
marula fruit

maungocraft.com