

# College Campuses Are Amazing Resources for Entrepreneurs to Utilize When Launching a Business

By [Geoff Ficke](#)



Recently I read about a new cosmetic product that was launched on a college campus. This bootstrapped product was taking advantage of a resource that can be available to all, but is rarely accessed by any. The entrepreneurs behind the novel lip balm Kisstixx offer an example of just one way to leverage the benefits that are present in abundance on university campuses everywhere.

Shake Smart natural smoothies are another example of a start-up bootstrapped on a university campus. Clever entrepreneurs for this breakthrough concoction looked closely at their personal environment and realized that many, if not all, of the assets they needed to perfect, test and launch their product was on offer within their schools facilities.

The modern university is an amazing amalgam of talent, facilities, knowledge, money and energy. Students are almost universally ambitious. Faculty is experienced and keen to see their student charges succeed in their chosen fields. College administrators are excited to leverage their facilities and resources in ways that drive institutional reputations and endowments. This is the perfect confluence of opportunity and assets for innovators seeking to commercialize their novel business concepts.

Let's start with the student body. Each member is majoring in an offered course of study. Each is driven to gain as much education as possible in

their field of study and compliment this knowledge with practical, complimentary work experience; Thus, the scramble for internships.

For our client consumer product development projects we often visit college deans and ask for student participation in accomplishing specific research and development tasks. Inevitably the dean is happy to recommend one or more students. The students are thrilled for the opportunity to add to their credentials with a hands-on work experience that can be detailed for future employers to consider. Our clients always are amazed at the enthusiasm and quality of the work product provided by their interns.

We all read about the technology advances that are born in some university and then become massive commercial successes. Universities across the country have taken notice of this opportunity and almost all have Technology Transfer programs established or in development. They actively seek ideas that can be patented and commercialized by utilizing the massive resources, and fixed overheads, that are a constant in every college. Entrepreneurs are encouraged to approach these programs with their concepts and ideas for review, consideration and possible joint venture collaboration.

We have utilized the resources of colleges and universities on a number of our Consumer Product projects. Schools are not only keen to develop science and technology opportunities. They are aggressively seeking products and services that can be perfected and launched in many areas. For one client we used the Nutrition and Dietary college program to develop a gluten and sugar free line of bakery goods. Focus Groups and test markets conducted at colleges are ideal venues for gauging market sentiment about key elements of Branding, Packaging, taste, pricing, etc.

Business Schools today almost universally emphasize an Entrepreneurial course of study. A capstone class requirement to qualify for a degree is that each student must write or collaborate on creating a

customized Business Plan. Let these eager students work on your Business Plan.

Many inventors approach us seeking help in designing, prototyping and engineering their product idea. Many colleges possess every tool needed to create CAD art, scale models, assembly and engineering plans. The College of Engineering is a wonderful tool to access when needing prototype work completed on a small budget and with professionalism.

Wellness drinks and supplements, skin care, oral care, exercise and sporting goods products, fashion design and juvenile products are all product areas in which we have used the assets that are available, and FREE, at a local college or university. Students, faculty and administrations actually welcome the chance to apply their theoretical knowledge to gain practical project experience from working on real world product development. Take advantage of this wonderful resource. After all, as a taxpayer you are paying for these excellent resources.

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