

# STC.UNM

SUPPORTING TECHNOLOGY TRANSFER AND  
CATALYZING ECONOMIC DEVELOPMENT AT  
THE UNIVERSITY OF NEW MEXICO

## New Mexico Rainforest University Center



August 2019

# Meet the Mentor

Y d q h v v d # J r d q k r u v h #

F H R # J r d q k r u v h # F r q v x o w l q j

F r O I r x q q h u # Q d w l y h # Z r p h q # O h d g

F r q w d f w # y d q h v v d C u r d q k r u v h f r q v x o w l q j l f r p



## Meet the Mentor – Vanessa Roanhorse

Tó'áhání (Near the Water Clan), born for Tódích'íi'nii (Bitter Water Clan). Her grandfather on her mother's side is Tábaqahá (Water's Edge Clan), and her grandfather on her father's side is Táchii'nii (Red Running Into the Water Clan).

- Reluctant Entrepreneur
- Launched RCLLC 2016
- Co-founded Native Women Lead 2017
- Growing a company and movement
- Mom, partner, aspiring basketball player



## The Mentor's Why?

**Future of Work** will not resemble the work we are accustomed to.

&

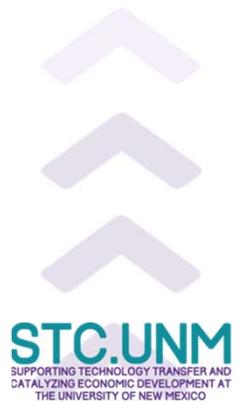
Everyone deserves to live a quality life and **self-determine** their own futures.

# What can you expect today?

- ❖ An overview of the University Center program and other programs that can be relevant to you as a UNM student, community member, or entrepreneur
- ❖ A preview of what you can expect as a participant in one or many of these programs.
- ❖ How to work with the Mentor – explore ideas, learn to pitch, and more!
- ❖ Sign-up for the many programs available to you!
  - [NMRainforest.com](http://NMRainforest.com)

# New Mexico Rainforest University Center

## Program Overview



# Overview

- ❖ Funded by multi-year EDA Grant to STC.UNM in collaboration with UNM innovationAcademy
- ❖ The University Center will provide training and technical assistance at all of the University of New Mexico sites (Main Campus in ABQ, UNM Taos, Valencia, Gallup and Los Alamos)

# New Mexico Rainforest University Center

## Summary

- ❖ The New Mexico Rainforest University Center mission is to:
  - Advancing high-growth entrepreneurship
  - Cultivating innovation
  - Encouraging business expansion in a region's innovation cluster(s)
  - Developing a high-skilled work force through entrepreneurship fundamental training



## eCommerce for All

- ❖ The platform for the training will be eCommerce, designed to assist any business with its digital presence.
- ❖ Courses and certificates will be available to UNM students and community members thru UNM's Innovation Academy. An outline of the program follows:

# Create. Sell. Bank!



CREATE. SELL. BANK!

- ❖ Online Course Offering: Create, Sell, Bank
  - Framework for eCommerce, affiliate marketing, how working online can inform your business/non-profit
  - Class offered for credit via UNM Online or for certificate for community members
- ❖ Instructor: Bill Szaroletta, P.E., [szar@unm.edu](mailto:szar@unm.edu)



# Seminar Series

- ❖ STC will host a seminar series. The seminars are free and open to the UNM community and the public via in-person or web access, but registration is required
- ❖ 12 Seminars per year (1/month)
  - 4 face-to-face at each branch campus
  - 8 offered via Zoom (Zoom can be accessed via the web with internet or on a smart phone with data)

# Upcoming Fall Seminars

- September 23<sup>rd</sup>, 12pm-1pm - **“Starting an E-Commerce Business While Being a UNM Student”**, Presented by: Kyle Guin
- October 29<sup>th</sup>, 10am – 12pm – **“Selling Without a Store”**, Presented by: Christopher Garcia
- November – **“Corporate Structure”**
- December – **TBD**

# Upcoming Fall Programs and Events for Students

- UNM Network of Student Inventors Meeting – September 26<sup>th</sup>
- Rainforest Pitch Competition – October 28<sup>th</sup>
  - Deadline for online pitch submissions is October 21<sup>st</sup>
  - Apply at [stc.unm.edu/epc](http://stc.unm.edu/epc)
  - Cash prizes for top pitches!
- COMCAST Pitch Deck Competition – December 2<sup>nd</sup>
  - Submit video and preliminary pitch deck by November 15<sup>th</sup>
  - Cash prizes and travel scholarships available!

# Entrepreneurial Capabilities Certificate

- ❖ Must attend (and pass assessment for) 7/12 seminars  
OR
- ❖ Complete the Create. Sell. Bank! Course
  
- ❖ Each seminar session (online or in-person) will be followed by a 10 question multiple choice quiz to demonstrate knowledge.
  
- ❖ If interested in receiving a certificate, please reach out to Director of the UNM Innovation Academy, Rob Delcampo, [delcampo@unm.edu](mailto:delcampo@unm.edu).

## Dedicated “Site Mentor”

- ❖ Provided by New Mexico Rainforest University Center
  - Email support, “ask me anything”
  - 4 visits per year
  - Connection point for entrepreneurial resources

# What is your idea or venture?

- ❖ You have 2 minutes per person to create and pitch your idea to your new partners and draw on paper with crayons your basic (not detailed technical idea), market, any data you have, partners, and what you are seeking (funding?).
- ❖ Provide feedback on the idea in the form of questions: What is your market? Who is going to buy your product? How do you know?

# What it takes

- ❖ You care about what you are doing.
- ❖ You are excited every day by what you are creating.
- ❖ You know there is a market, a customer out there waiting for you. If you aren't sure, you know that is what you got to determine.
- ❖ You are always learning. Being responsive to your customers and markets are real, you got to be learning in real time constantly.
- ❖ You have a squad, a team, a crew that is there to support you. For some it is family and friends cheering you on and for others it is more business specific, a co-founder, a operations manager etc. Find you who you can count on to give you the real feedback you need.
- ❖ You are ready for a mentor. Mentorship with someone who has past experience in what you are about to embark on is vital. You are not alone.
- ❖ You deliver what you say you are going to deliver.
- ❖ You are ready for the adventure!

# Some Final Thoughts

- ❖ This is not easy.
- ❖ If you are scared, it's okay to be scared.
- ❖ Discuss your ideas with a mentor. There is a lot more to be gained by networking, talking to friends and family, potential customers, and discussing your idea with people who can help.
- ❖ This may be a good time to obtain a provisional patent.
- ❖ Whatever you write or photograph or draw or present, place the © or ™ or ® next to it.
- ❖ Consider a co-founder. At least join programs at the UNM Lobo Rainforest, you will be excited you did.

# Questions?

To stay update on the University Center Program, contact a mentor, or register for upcoming seminars go to:

**NMRainforest.com**

or contact Cecilia Pacheco, [cpacheco@stc.unm.edu](mailto:cpacheco@stc.unm.edu).

 **RAINFOREST**