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Dear Friends and Colleagues:

Welcome to **Principles of Innovation and Entrepreneurship (ENTR 3000)**. This course is designed to help both business and non-business students understand the importance of innovation and entrepreneurship in today's global economy and to cultivate an entrepreneurial mindset among students in the Manning School of Business entrepreneurship concentration. It will cover different forms of entrepreneurship such as small businesses, growth ventures, corporate entrepreneurship and social entrepreneurship. The course will focus on the types of innovation, turning innovation into an ongoing new venture and on the entrepreneurial process. Innovation and entrepreneurship theories and concepts will be discussed with real life examples and cases.

For those who are curious enough to want to learn more, you can go to the web site <http://www.jackmwilson.net> and check out the details and even read some of my articles or speeches. Since most of you are too busy for that, I would summarize that I began my career as a newly minted Physics PhD who became a professor after a brief flirtation with industry. I often joke that I was a part of the team that built the first liquid crystal display devices (which you are likely now using to read this pdf file), and that I got the PhD, but my professors got the patents, licenses, and royalties. That may have been what inspired me to follow a career that took me through computing, information technology, and into entrepreneurship.

I have spent my 50-year career enjoying life along the virtuous path from hard core research, through development, commercialization, entrepreneurship, university education, and operation of new ventures. Today, I am teaching and doing research on how others might follow those paths and on the operation of entrepreneurial universities and how technology is changing everything.

In addition to being a professor and serving in nearly every academic administrative position in research universities, from Department Chair to Dean, Research Center Director, Provost and President, I took time out to lead some of the national physics societies and to become an entrepreneur. I retired from full time work at the University in June 2022.

Becoming an entrepreneur was a natural outgrowth of the research in my laboratory which led to a company, ILinc, that I founded with two former students. As President, Chairman, and CEO of that company over the years, I took it through three rounds of venture capital, and then did several acquisitions, a triple reverse merger, and eventually sold the company to investors. When I left the company, it had a \$500 million market cap in March of 2000. You can read all about it at: <http://www.jackmwilson.net/Entrepreneurship/Cases/Case-TheILincStory.pdf>.

After selling the company, I came back to my teaching, administration, and research. I was the founding CEO of UMass Online in 2001, which now serves over 100,000 enrollees and makes over \$100 million a year for the University –much of which we invested in financial aid for students.

Today, in addition to my teaching and writing, I serve as the Chair of the Riverhawk Venture Group. This is a group of donors who provide pro-bono funding to the University to allow the University to invest in early-stage ventures generated from our research. Until this year when I retired from full time work, I also Chaired the University Conflict of Interest Committee, which may sound boring and political, but is actually a group that helps facilitate the spin-off of research in partnership with new ventures or established industries. In order to do that properly and legally, we work with the University General Counsel's Office and outside legal counsel to ensure that no University employee profits inappropriately from our work or otherwise uses their position improperly.

In order to convert our research into cures for diseases or development of new products, we must have our employees work with outside ventures, but it must be done according to the law and ethics that apply. It is our job to make that happen. I also spend time on projects that mentor and assist other aspiring entrepreneurs to succeed.

Outside the university, I serve on the Advanced Cyber Security Center board as a founding member. Previously I had served on the National Security Higher Education Advisory Board advising the FBI, Homeland Security, and the CIA on issues of cyber-security, intellectual property espionage, and other security issues. I serve as the Chair of the Investment Advisory Committee for the Massachusetts Technology Collaborative Innovation Institute.

So, enough about me, let's talk about each of **you**. I suspect that you are a bit earlier on your trajectory than I am. I hope that this course can help you find the next steps on your path a little faster and a little more confidently.

First Assignment

I will ask you to write out your introduction by addressing the following points:

In your introduction please include:

- Name
- Where you live and/or grew up (optional -and please do not share any personally identifiable information such as address)
- Any interesting work experience in your past or currently which you would like to share?
- Have you ever been involved with entrepreneurship?
- Is this your first web-based course or the next of many?
- Any other information you wish to share (hobbies, interests, etc.).
- What would you most like to get out of this course (other than a good grade!)?

You can write directly into the course discussion section or first compose the introduction in your favorite word processor or editor and copy and paste or upload it into the course discussion.

The discussion is accessed by clicking on the *Discussion Board* link in your course tools list (to the left of your screen). Then click on the Icebreaker forum and then start to write by clicking on "Create Thread." Your introduction is due by midnight, Sunday evening of the first week.

Live On Line –Optional

Beginning on **Monday September 11** and on successive **Monday nights at 8 pm**, I shall be online to answer questions, summarize the week, and suggest the key points for you to consider. I will generally use video, audio, and text chat to interact with you all in live time. You can ask questions by text chat or by audio if you attach a microphone to your computer. You can do video both directions if you have a webcam, or you may simply view the video that I send on your computer. Participation is voluntary, but highly encouraged -if you can do it. I will also record the Chat so that you can view it later if you missed it or simply want to review it.

I keep a website with most of the links to assignments –in case you cannot get to UMassOnline's Blackboard system for some reason. You can access that site at <http://www.jackmwilson.net/Entrepreneurship/Principles/index.html>

I am very much looking forward to getting to know you through this course.

Jack M. Wilson, Distinguished Professor of Higher Education, Emerging Technologies and Innovation
<http://www.jackmwilson.net/index.html>