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FOR IMMEDIATE RELEASE  
Jan. 22, 2014

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## Cal Poly Entrepreneurship Forum to Explore Future for New Generation of Entrepreneurs on Feb. 3

SAN LUIS OBISPO — The Cal Poly Center for Innovation & Entrepreneurship’s third forum of the academic year, from 4:30 to 7:15 p.m Monday, Feb. 3, will address the challenges young entrepreneurs face — specifically the process of turning passions into profitable businesses and careers. The event will be held in the Pavilion Cal Poly Performing Arts Center on campus.

In 2011, Millennial generation entrepreneurs (those born from 1980 to 1999) launched almost 160,000 startups every month. In that same year, almost 29 percent of all entrepreneurs were 20 to 34 years old. This rapidly growing movement has significant implications for the future of entrepreneurship, challenging the current paradigm that surrounds the word “entrepreneur,” said

Tim Sweeney, past-president of Cal Poly Entrepreneurs (CPE).

“Being an entrepreneur is much more than owning a business,” he said. “It is my goal to blend business and technology to establish economic freedom for myself and positively affect the world around me. My vehicle for doing so is entrepreneurship.”

The PEN (Pitches, Exhibits & Networking) portion of the evening will emulate the popular “Shark Tank” television show, allowing participants to interact with the winners of Startup Weekend SLO and other Cal Poly students who have created startups and “invest” in their favorite company. The business with the highest investment at the end of the activity will have the opportunity to participate in a sales workshop hosted by the Cal Poly Small Business Development Center, valued at \$150.

The panel portion of the evening will be moderated by Lynn Metcalf, professor and area chair of marketing in Cal Poly’s Orfalea College of Business. Panelists include a diverse group of young Cal Poly alumni entrepreneurs: Dave Schlossberg, current president/CEO of Poly Performance, Synergy Manufacturing, and 4130 Clothing; Tricia Compas-Markman, founder and chief executive officer of DayOne Response; DeNai Jones, head designer and founder of Petunia Corp.; and Nicole Macaluso, co-founder of SanTásti and Evo Revitalizing Water.

CIE Forums are intended to unite the Cal Poly and San Luis Obispo entrepreneurial communities. Guests can network with local and national innovators, meet student entrepreneurs, and learn more about CIE resources and services.

Attendees can support entrepreneurship and innovation at Cal Poly by becoming Pioneer Pass Holders with a pledge of \$100. This annual pass gives holders expedited registration, access to special industry events, and more.

The events are free and open to the public; advance registration is required. For more information and to register, visit [cie.calpoly.edu](http://cie.calpoly.edu).

About the Cal Poly Center for Innovation & Entrepreneurship

The CIE opens a world of entrepreneurial opportunity to Cal Poly students and faculty members and promotes entrepreneurial activity, scholarship and dialogue across the university and throughout San Luis Obispo County.

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