

PURDUE

FOUNDRY

Purdue Foundry

The Purdue Foundry (Foundry) exists to help inventors, entrepreneurs and researchers turn their ideas into startups. The Foundry mobilizes Purdue's entrepreneurial resources that are aimed at launching new ventures. Located in the Burton D. Morgan Center for Entrepreneurship, the Foundry builds on the strong entrepreneurial activities already taking place in the center and has created an entrepreneurship and commercialization hub *'where learning becomes doing.'*

Assistance for Entrepreneurs

The process at the Foundry begins with ideation activities aimed at refining and determining value propositions for the idea and potential pathways to the marketplace.

The Foundry team includes Entrepreneurs-in-Residence and an Alumni Relations Specialist. The Entrepreneurs-in-Residence draw on their own entrepreneurial experiences in order to advise and assist companies as they seek to create and implement their unique business model. The Director of Alumni

Engagement seeks to identify experienced Purdue alumni who are willing to provide advice to new companies and entrepreneurs based on their specific technical, business and entrepreneurial experiences. With both the Entrepreneurs-in-Residence and the Director of Alumni Engagement, the Foundry is leveraging vast networks in order to provide insight and direction to new ventures.

If Purdue innovators have a new idea, the Foundry team can help them think through the pathways to create a new company.

Purdue Foundry professionals offer an entrepreneurial assistance program called LaunchBox. The program provides entrepreneurs with resources and services aimed at accelerating the progress of a startup and helping to improve chances for success including key elements of articulating a value proposition, creating a business model and developing an investor slide deck.