CATALYZING ECONOMIC OPPORTUNITIES

The Hunt Center for Entrepreneurship is housed at Arrowhead Center at New Mexico State University. With an overarching goal to improve the economic landscape in the Borderplex region, the Hunt Center spearheads a number of initiatives that grow innovation and entrepreneurship.

“THE HUNT FAMILY FOUNDATION’S GIFT CONTINUES TO BE A GAME-CHANGER FOR THE BORDERPLEX REGION. THE COLLABORATION WE’RE ABLE TO LEVERAGE IS TRANSLATING TO REAL RESULTS.”

-Kathy Hansen, Arrowhead Center Director
REGIONAL COLLABORATION

Perhaps the most important goal of the Hunt Center for Entrepreneurship is advancing collaborative economic development work in the Borderplex – bringing together the wealth of people and organizations working to improve the economic landscape as a whole.

BORDERPLEX COLLABORATIONS

Since its launch in early 2017, the Hunt Center has worked with partners in El Paso, TX, Juarez, MEX, and many other communities in southern New Mexico – the Borderplex Alliance, the Council on Regional Economic Expansion and Educational Development, CoWork Oasis, the Hub of Human Innovation, the Hunt Institute for Global Competitiveness at the University of Texas at El Paso, the Medical Center of the Americas Foundation, Mesilla Valley Economic Development Alliance (MVEDA), the Success Though Technology Education Foundation, and TechHub, for example. These partnerships ensure that the work counterpart organizations are conducting and the accomplishments they are achieving benefit the region.
HUNT CENTER HIGHLIGHTS

IGNITE AGGIE DISCOVERY
APRIL 2017
The Hunt Center is introduced to the Borderplex at NMSU’s Ignite Aggie Discovery initiative kickoff.

LAUNCH
APRIL 2017
Nineteen innovators and entrepreneurs participate in work to commercialize NMSU technologies.

HUNT STUDENT STARTUP SPONSORSHIPS
SPRING 2017
Seven student entrepreneurs, including Mariel Haddad (left), receive support for their new businesses.

REGIONAL COLLABORATION
MAY 2017
LAUNCH included the first collaborative commercialization effort between NMSU and the Burrell College of Osteopathic Medicine.
The first regionally-coordinated Startup Weekend for Las Cruces, NM, El Paso, TX, and Ciudad Juarez, MEX is held in El Paso.

The first sessions for middle school entrepreneurs outside of NM are held in El Paso, TX.

Student Ajit Karna receives a substantial investment in a device that traps mosquitos for disease testing.
A Hunt Center hallmark is its Student Startup Sponsorship program, which provides crucial financial support and mentorship for promising students participating in Arrowhead Center’s student business incubator. Student entrepreneurs supported by Hunt sponsorships are diverse, both in their personal and educational backgrounds, and in the ventures they are pursuing. From soft skills training to innovative antenna technology to an organic de-icer to a clothing company, Hunt Center-sponsored students are forging entrepreneurial pathways as they pursue their academic degrees.

The Hunt Center also encourages younger potential entrepreneurs, lending its support to Arrowhead Center’s Camp Innoventure, a week-long summer camp experience that introduces middle school students to entrepreneurship. Through the Hunt Center, Camp Innoventure staged its first-ever session outside of NM – a camp held in El Paso, TX.
A rich network of relationships allows the Hunt Center to cross geographical and institutional boundaries to bring to clients and businesses the best expertise the region has to offer in science, technology, industry, and business. The Hunt Center supports Arrowhead Center’s network of enterprise advisors, Entrepreneurs-in-Residence, and Investors-in-Residence. These mentors – experts from a range of industry sectors, disciplines, and business subjects – provide one-on-one advice to faculty, students, and clients seeking to start and grow businesses. Thanks to regional collaboration through the Hunt Center, entrepreneurs have access to all the Borderplex has to offer.

**BY THE NUMBERS | July 1, 2017-June 30, 2018**

- **104** Business startups and accelerations
- **97** Entrepreneurial skill-building programs and events
- **40** Enterprise Advisors providing expertise and mentorship to clients
- **$2.5M** In funding for Arrowhead Center’s Entrepreneurial programs
The Hunt Center helps support a number of initiatives advancing technologies and businesses in the Borderplex region.

Carlos Murguia, Kool Kat

Through the Hunt’s support, I’ve been able to convert an idea into reality. It is fascinating the number of available resources to test your idea, do customer research, market analysis, pitch it to investors. I’m so thankful to for the opportunity to be part of this entrepreneurship ecosystem.

Reza Foudazi, Prosthetic Sleeveliner

We received support to do customer discovery, develop our business plan, and talk with investors and venture capitalists. We received great mentoring from Arrowhead on how to establish a company and turn our intellectual property into real products in the market.

Alex Gorsuch, MagPi Innovations

The Hunt Center has accelerated my product, refined my soft skills as an engineer, and helped expand both my startup technology commercialization ($65,500 raised) and my consulting career.

Robin Brown, True Spine

Our first full-size prototype of TrueSpine has begun. We anticipate filing with the United States Patent and Trademark Office by April. The confidence I acquired from Aggie Shark Tank has proven to be a springboard for me.
“We had 22 students participate in three camps across El Paso, which we couldn’t have done without the generous financial support from the STTE Foundation and the Hunt Center.”
- Lydia Hammond, Innoventure Deputy Director

“Thanks to the Hunt Startup Sponsorship, I was able to turn my idea into a minimum viable product.” Alexis Cornidez, NMSU student working on Maslow, a mobile application that connects college students and supports local economies
- Alexis Cornidez, NMSU Student

“The Hunt Center sponsorship of LAUNCH has been a game-changer, in terms of the amount of resources we’re able to provide promising teams...It also allows our winning team the funds they need to take the next steps after the competition.”
- Kathy Hansen, Arrowhead Center Director
One of Arrowhead Center’s primary aims is bringing cutting-edge technologies emerging from NMSU and other regional research institutions to the marketplace and consumers/users - a goal to which the Hunt Center has contributed significantly. A successful vehicle for this work has been LAUNCH, an eight-week technology and business development experience that culminates in a judged competition with a substantial cash award. LAUNCH partners inventors with legal, corporate, and marketing experts, all bolstered by Arrowhead Center’s advising and mentorship resources. Hunt Center support has allowed us to increase the scope and scale of the competition, attracting a greater number of promising innovators and entrepreneurs to engage in commercialization.

“ONE OF THE GREATEST STRENGTHS OF THE HUNT CENTER IS ITS ABILITY TO LEVERAGE COLLABORATION AMONG REGIONAL PLAYERS. WE HAVE SO MANY GREAT PEOPLE AND GROUPS WORKING ON ECONOMIC DEVELOPMENT IN THE BORDERPLEX, AND THE HUNT CENTER IS A PERFECT VENUE TO COLLABORATE ON THAT ENDEAVOR.”

-Kathy Hansen, Arrowhead Center Director
While the Hunt Center will continue to advance the programs outlined earlier, existing and emerging regional partnerships are certain to suggest new pathways for programming. These relationships will introduce to the Hunt Center additional experts and specialists who will bring to clients and participants the guidance they need to successfully build and grow new ventures. Programs will be made accessible to new audiences and the unique needs of these audiences will spark fresh ideas for improved offerings and delivery. Moving forward, the Hunt Center will be a regional relationship hub, bringing together the best the Borderplex has to offer, ensuring all in the region benefit.