HUNT CENTER FOR ENTREPRENEURSHIP AT ARROWHEAD CENTER
ECONOMIC DEVELOPMENT THROUGH COLLABORATION

HUNT
FAMILY FOUNDATION

FY 2020 GIFT REPORT
CATALYZING ECONOMIC OPPORTUNITIES

The Hunt Center for Entrepreneurship is advancing opportunity in the Borderplex: teaching an entrepreneurial mindset to the next generation of entrepreneurs, launching and growing new businesses, moving technologies to market, and providing investment and industry expertise. We’re bringing together the strengths of economic development and educational organizations throughout the region for maximum impact.

“THE CONCEPT OF THE BORDERPLEX IS POWERFUL: BY MERGING THE STRENGTHS, ASSETS, AND TALENT OF LAS CRUCES, NM, EL PASO, TX, AND CIUDAD JUAREZ, MEXICO, WE CAN BRING ABOUT PROGRESS THAT SUPPORTS AN ENTIRE REGION.”

-Kathy Hansen, Arrowhead Center Director
VISIONING

The Hunt Center for Entrepreneurship has grown into a cornerstone for regional economic development. We’re leveraging the partnerships we’ve created to benefit the Borderplex.

BORDERPLEX COLLABORATIONS

Partnerships are the Hunt Center’s hallmark. Working with a broad range of collaborators, we bring together the strengths of each to benefit all. For example, we continue close work with El Paso’s Success Through Technology Education (STTE) Foundation to bring K-12 programming to the Borderplex’s youngest entrepreneurs; we joined forces with the Pioneers 21 business incubator, TechHUB, and the Medical Center of the Americas Foundation to deliver virtual Community Conversations on dealing with COVID-19 challenges; and a growing affiliation with the University of Texas at El Paso led to the establishment of a Studio G university student business accelerator site at that institution.
2019

REZA FOUDAzi
FILTRAVATE

Dr. Reza Foudazi (Chemical & Materials Engineering Department, NMSU) is working as a consultant with new company Filtravate to refine his ongoing research. Filtravate emerged from LAUNCH 2019.

AGGIE SHARK TANK
OCTOBER 2019

Three new health care- and fitness-focused businesses received investment offers, helping them take the next steps toward success.
**2020**

**HUNT SPONSORED STUDENT ENTREPRENEURS 2020**
Hunt Sponsorships were offered virtually in 2020 due to COVID-19. Five startups were awarded, including Kate Ashton (pictured) who launched an integrative life coaching business, Kate Ashton Coaching.

**STUDIO G EXPANSION FEBRUARY 2020**
Studio G opened to UTEP students. Through the end of FY 2020, 141 students had joined Studio G from UTEP to work on 89 ventures. Please see pg. 8-9 for details.

**AGSPRINT JULY 2020**
Our agriculture-focused business accelerator, held jointly with the College of ACES. Entrepreneurial training, business model development, customer discovery, micro-grant support, customized assistance, and access to industry leaders.

**ARROWHEAD INNOVATION FUND**
AIF II, a follow-on seed and early-stage investment fund for regional businesses launched, providing critical support for growing businesses.
Steven Khuong Enterprise Advisor

Steven has over a decade of deep experience in launching and growing businesses and solving problems from idea conception to developing and bringing technology to market. Steven is currently the CEO of Curacubby, a leading integrated payments and business platform for schools of all sizes. As a parent and co-founder of an early education program for children with special needs, Steven has first-hand knowledge of the challenges faced by child education organizations when relying on manual data entry and antiquated billing and payment methods. Steven is a thought leader in business operations and process management, as featured in Forbes.com and Inc. Magazine. Previously, Steven cofounded Ice Chamber Athletic Performance Training and was the inventor of KettleGuard, a best-selling patented protective wrist device for kettlebell lifting. He was a member of the 2016-2017 Envestnet | Yodlee Incubator, an awarding-winning accelerator for next-generation fintech disruptors. Curacubby, opened its second business office in El Paso last year, with the support of the Borderplex Alliance. Steven has worked closely with young entrepreneurs in El Paso and Las Cruces, and recently presented a virtual workshop with Arrowhead on Successful Fundraising through Powerful Storytelling.

BY THE NUMBERS | July 1, 2019-June 30, 2020

- **1987** Business startups and accelerations
- **106** Entrepreneurial skill-building programs and events
- **43** Enterprise Advisors providing expertise and mentorship to clients
- **$2.5M** In funding for Arrowhead Center’s entrepreneurial programs
HIGHLIGHTS

**Yun Li, VIC Ventures**
Arrowhead Center is working with VIC to support efforts to move NMSU-developed research into the marketplace, such as the technology behind Filtravate (see pg. 4). Such partnerships provide ensure the regional ecosystem is advancing.

**Nizhoni LaFrance, Aggie Shark Tank 2019**
NMSU alum Nizhoni has invented AB-SOLUTELY, The Plank Helper. AB-SOLUTELY is a patent-pending device to help individuals achieve the perfect plank, which isolates, stimulates, and intensifies the upper, middle, and lower abdominal muscles in a single workout.

**Innoventure, Camp 2020**
As COVID-19 stay-at-home orders continued, Camps went virtual. Students from NM, TX, GA, SC, and Mexico came together to learn and practice entrepreneurship. More than 100 children participated. Students studied basics of entrepreneurship through topics such as recycling and technologies developed for space exploration.

**Matt Martin, CEO/Founder, TakeFlight**
Matt Martin was awarded a Hunt Sponsorship to develop his business TakeFlight, a new app making it easier for private pilots to rent airplanes. He built a team of developers and won $5,000 from the UNM Entrepreneurial Challenge. He is currently raising additional investment to bring TakeFlight to market.
In partnership with UTEP's Mike Loya Center for Innovation and Commerce and Arrowhead Center at NMSU, the Hunt Center was instrumental in establishing a Studio G university student business accelerator site at UTEP.

Inaugurated at a February 2020 ceremony attended by leaders from both institutions and the Hunt Family Foundation, Studio G is providing El Paso/Juarez-based students education, networking opportunities, and mentorship to help them explore and practice entrepreneurship while maintaining their academic responsibilities. Bringing together the resources of the Mike Loya Center and Arrowhead Center ensures that student-entrepreneurs across the Borderplex are benefitting from the strengths of multiple programs.
NMSU Chancellor Dan Arvizu noted, “We want all students to share in the benefits of entrepreneurship and business creation, which helps build a stronger economy in our region.” UTEP President Heather Wilson commented, “Studio G has helped hundreds of students start and grow their own businesses. We want more UTEP students to have that opportunity. We appreciate the support of the Hunt Foundation and the partnership with NMSU.”

Since its opening, Studio G at UTEP has worked with more than 250 entrepreneurs, including via online services throughout COVID-19 closures. Student ventures represent a range of industries, such as healthcare technology, agriculture, technology consulting, food services, and financial planning.
Philanthropy and Volunteerism: Funding, advising, and mentorship: such as Enterprise Advisors.

Talented, Diverse, Imaginative Students: Individual and team skill-building and youth entrepreneurship: such as Innoventure, internships.

Risk-Taking Culture: Experimentation, learning from failure, startup journey programs, company and product creations: such as Shark Tank, LAUNCH, Sprint accelerators.

Collaboration with Industry: Expertise, knowledge of industry concerns, industry access to NMSU: such as industry-led workshops.

Government Support: Government funding, sponsored projects, and awards: such as National Science Foundation, U.S. Small Business Administration.

Abundant Capital: Competitions with funding: investment opportunities: such as Arrowhead Innovation Fund.

Innovation and entrepreneurial ecosystems are the results of a range of activities and opportunities. The Hunt Center is instrumental in setting the stage for the region’s ecosystem.
The Hunt Center’s accomplishments-to-date are impressive, but we are convinced the best is yet to come. Our growing relationship with UTEP – its ambitious students, experts well-versed in innovation and entrepreneurship, and excellent programs – will continue to benefit the region. The same holds true for Innoventure K-12 programming, which will continue to grow its engagement with the Borderplex’s youngest potential creators and entrepreneurs. We will be seeking ways to emphasize programming in healthcare, and medical research, a significant regional strength, with partners such as the Medical Center of the Americas Foundation. The Hunt Center will also add a new Entrepreneur-in-Residence: an expert steeped in the unique culture of the region, and ready to work with people throughout the Borderplex.

We are confident that – through the power of collaboration – we will achieve this, and more.