

OUR MISSION

We are a safe and brave space for **all students** to share their dreams, advance their ideas, and receive **valuable entrepreneurial skills**.

INTERESTED?

Visit **The Launch Pad** or contact us

LOCATION

Xavier Academic Hall, Room 402

EMAIL

Jeff Binczyk
jbinczyk@jwu.edu
Director of The Launch Pad
Larry Friedman Center for Entrepreneurship

READY TO GET STARTED?



Scan the QR code to submit your personal profile and book an appointment with The Launch Pad.

FAQ

What resources, services, and workshops does The Launch Pad offer?

The Launch Pad at the Larry Friedman Center for Entrepreneurship provides all students with 1-on-1 mentoring, coaching, and workshops, such as:

- Developing Your Brand
- Using Social Media To Promote Your Brand
- Creating Financials For Your Product or Service
- Spring and Fall Speaker Series with Prominent Entrepreneurs

Who can use The Launch Pad?

The Launch Pad is available to all JWU students from every college, whether they are in Providence or Online.

Do you host any pitch competitions?

Entrepreneurship has a long history at JWU. Sharkfest, our annual pitch competition, has been a marquis event within our Entrepreneurship Center since 2011. To learn more about Sharkfest and The Launch Pad, visit: <https://ecenter.jwu.edu/>

TESTIMONIALS

Jaelynn Accola '24 Cannabis Entrepreneurship, Culinary Nutrition

“Working in The Launch Pad has brought my business plan to life. I am so grateful for what the Center has been able to do in terms of helping me develop, execute, and market my business plan.”

Randy J. Benitez '25 Finance

“The Launch Pad has provided me with invaluable mentorship, resources, and guidance that I never had before in a professional and academic setting. JWU’s Launch Pad offers endless possibilities for students to make their dreams come true. The future is ours.”

Sahteen Dillon '25 Entrepreneurship

“The Launch Pad not only has given me a safe space to share my entrepreneurial ideas, but to also make them come true! Because of The Launch Pad, I was able to turn my idea, Lokyt, a fashionable key accessory, into a reality.”

INSPIRING IDEAS TO TAKE FLIGHT



HAVE AN IDEA?
THE LAUNCH PAD
MEETS **YOU** AT
EVERY **STAGE**
IN YOUR
JOURNEY

JWU LAUNCH PAD
LARRY FRIEDMAN CENTER
FOR ENTREPRENEURSHIP



STAGE 1 EXPLORER

Idea Generation



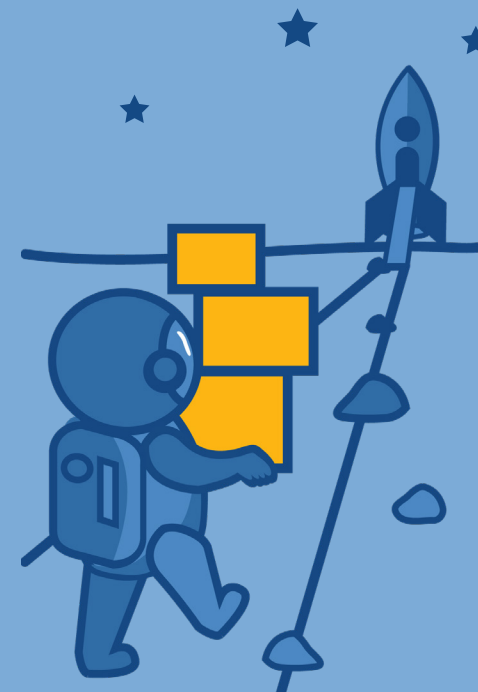
“I have an idea, but it needs development”

WORKSHOPS OFFERED

- Problem identification
- Create a solution to the problem
- Competitive analysis
- SWOT analysis

STAGE 2 EXPERIMENTER

Concept and Prototype



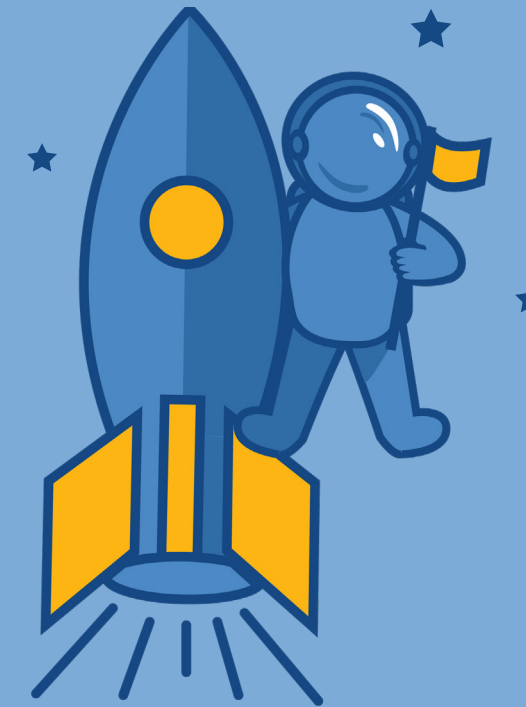
“My idea needs to be tested and prototyped”

WORKSHOPS OFFERED

- Conduct consumer research
- Logo and packaging design
- Build a 3D prototype
- Create a website wireframe

STAGE 3 VENTURER

Business Plan



“My idea needs a launch model and pitch strategy”

WORKSHOPS OFFERED

- Finalize prototype
- Create financial model
- Legal considerations
- Fundraising strategy