You provide the entrepreneurial spirit, we provide the tools. Together we cultivate your passion, channel your innovation and grow your business. Through world-class education, leading-edge research, applied training and mentorship, we help you turn your dreams into reality. We love what we do, which, at the end of the day, is about helping you do what you love.

We are The Jim Moran Institute for Global Entrepreneurship.
Our VISIONARY

Born into humble beginnings, Jim Moran had a strong desire to succeed and believed in the power of hard work and giving back. As founder of JM Family Enterprises, Inc., a diversified automotive company, and The Jim Moran Foundation, he is recognized as a true entrepreneurial pioneer with a heart for philanthropy and a career that spanned more than six decades.

A 1995 contribution from Jim and Jan Moran and JM Family Enterprises established the Jim Moran Institute for Global Entrepreneurship at the Florida State University College of Business with additional support through the years. Since 2011, further enhancements to the Institute and its outreach have been made possible by Jan Moran and The Jim Moran Foundation.

Learn more about Jim Moran’s legacy of giving at www.jimmoranfoundation.org.
Our TEAM

We are dedicated entrepreneurship professionals, scholars and staff who are passionate about fostering the entrepreneurial spirit. We organize, expand and promote the knowledge and practice of entrepreneurship to facilitate the creation of new business, further the goals of established businesses and collaborate with peer institutes for continual growth.

Our guiding mission embraces three core ideas: a commitment to serve the community, a focus on practical classroom learning, and a strong interdisciplinary research foundation.
Student Engagement

We cultivate students’ dreams, and provide tools that turn ideas into realities.

Starting a business is a complex process. The Jim Moran Institute for Global Entrepreneurship is the source of information and expertise for student entrepreneurs at Florida State University – both at the undergraduate and graduate levels. Our services include consulting, mentoring, speaker series and workshops, which help students develop innovative ideas and provide the tools that allow them to reach their fullest potential. Our major and minor programs in entrepreneurship are offered through the Department of Entrepreneurship, Strategy & Information Systems (ESIS).

Outreach

We help channel innovation to grow businesses.

The Jim Moran Institute for Global Entrepreneurship team develops and serves existing entrepreneurs, non-profit leaders and business owners through various programs and training events. We are committed to advancing entrepreneurship throughout Florida.

Research

We conduct and fund leading-edge entrepreneurship research.

Research conducted by the Jim Moran Institute for Global Entrepreneurship and the Department of Entrepreneurship, Strategy & Information Systems (ESIS) faculty shapes and advances entrepreneurship education, improves collaboration between businesses and peer institutes, and is indicative of Florida State University’s commitment to scholastic advancements.

Entrepreneurial University Initiative

The Entrepreneurial University initiative promotes a culture of entrepreneurship across campus and all disciplines. This culture encourages innovation and creativity, and provides resources that allow students to achieve success in their entrepreneurial ventures.

This research has been published in top academic journals and presented at national and international conferences and universities. It addresses a range of important topics, including venture performance and growth, financing for small businesses, entrepreneurial learning and cognition, market orientation, and the role of an innovative culture in entrepreneurial firms.
The Jim Moran Institute for Global Entrepreneurship team understands students need resources and services to launch a business, as well as access to expertise and networking opportunities. We provide students with the best education and empower future entrepreneurs by giving them tools that turn dreams into realities. Introductory courses in entrepreneurship, along with specialized courses in technology commercialization, strategy formulation, organizational design and venture financing, provide students opportunities for classroom and experiential learning.
InNOLevation® E-Clinic
The InNOLevation® E-Clinic is open to all Florida State University students. Appointments for one-on-one consulting are available with the director of Student Engagement. Student entrepreneurs can obtain answers to questions about creating new ventures and connect with resources to move their business ideas forward.

InNOLevation® Center
The InNOLevation® Center develops and supports Florida State University students interested in starting or growing a new venture. Student businesses apply for acceptance into the program as resident clients. Services include assisting new student business owners in developing a business model, validating the market and key assumptions, establishing the company and launching operations. Students are connected with mentors from faculty and the business community, provided professional co-working space and educational seminars, and guidance in business development and solving problems every new venture faces. Our goal is to create a comfortable learning environment in which classroom education translates into real-life experiences. With a focus on creating a cohesive group of entrepreneurs, students work together to promote the success of each other’s ventures. They demonstrate leadership by actively engaging and supporting entrepreneurial activities across campus.

InNOLevation® Challenge
The InNOLevation® Challenge business model competition focuses on identifying and precisely defining the assumptions of a student or student team’s new venture, testing those assumptions in the field and then pivoting based on the lessons learned. This challenge is available to all Florida State University students. Cash prizes are awarded to the top finalists.

Entrepreneurship Month
Designed to foster a culture of entrepreneurship across campus, the Jim Moran Institute for Global Entrepreneurship hosts Entrepreneurship Month (eMonth). eMonth celebrates entrepreneurial spirit and provides an introduction to the world of entrepreneurship.

Entrepreneurship Student Business Exposition
Entrepreneurship majors showcase the enterprises they developed and launched through the Sophomore Experience – a two-semester course during the sophomore year.

7 Under 30
Open to all Florida State students, the speaker series, 7 Under 30, features seven successful entrepreneurs who started businesses before the age of 30. Each entrepreneur speaks for seven minutes about his or her experiences. The talks are followed by a brief Q&A session.

Start-up Expo
Every spring, up to 50 student business teams showcase their new ventures at the Start-up Expo held on campus. Priority is given to entrepreneurship majors, minors and InNOLevation® Center residents. Additional openings are made available to any student business on campus.

Competitions
In addition to the InNOLevation® Challenge, Florida State University students have many opportunities to participate in entrepreneurial competitions, on campus and at other venues and universities. The Jim Moran Institute for Global Entrepreneurship regularly sponsors campus events aligned with our vision, provides coaches to prepare individuals and teams to present at competitions, and subsidizes travel to selected events.

Student Organizations
Several entrepreneurship organizations exist on campus to inform, support and inspire students to be entrepreneurial and seek opportunities through enterprise creation. These organizations allow any Florida State University student to take part in activities and events involving business owners and entrepreneurs.
Entrepreneurs-in-Residence

Nearly every academic unit at Florida State University has an Entrepreneur-in-Residence (EIR), an entrepreneur with extensive business experience. EIRs mentor students and answer questions that can assist students in starting their own businesses.

Council on Entrepreneurship

All EIRs are part of the Council on Entrepreneurship, which was formed by the Jim Moran Institute for Global Entrepreneurship as a self-governing and independent entity. The Council on Entrepreneurship’s mission is to facilitate students’ success and support the university’s focus on entrepreneurship by:

- Advising university leadership on the Entrepreneurial University Initiative
- Sharing best practices in and out of the classroom
- Working cooperatively to create entrepreneurial activities on and off campus
- Collaborating on external funding opportunities
- Actively engaging with external stakeholders

The “Preneur” Series

Recognizing that student entrepreneurs enter several different professional fields, the Jim Moran Institute for Global Entrepreneurship has created an opportunity for entrepreneurship students to assist a graduate student or a professor in developing and marketing the intellectual property resulting from the graduate student or faculty member’s research. The “Preneur” Series also takes place in class as a speaker series.

Artpreneur®

Artpreneur® focuses on the commercialization of new technologies in the field of art.

Chempreneur®

Chempreneur® focuses on developing and marketing the intellectual property resulting from research in chemistry or biochemistry.
Curepreneur®
Curepreneur® focuses on the commercialization of new technologies in the field of healthcare.

Engpreneur®
Engpreneur® focuses on the commercialization of new technologies in the field of engineering.

STEMpreneur®
STEMpreneur® focuses on the commercialization of new technologies in the fields of science, technology, engineering and math.

Entrepreneurship Major
The entrepreneurship major is a limited access, three-year program. The 40 students entering the program each year progress through the program with the same cohort, which enables them to foster relationships and develop networks they can be involved in beyond graduation. Criteria for admission to the major include academic achievement, evidence of prior entrepreneurial activity and a compelling essay. Applications for admission are accepted during the spring semester. Courses for this major begin during fall semester.

Entrepreneurship Minor
The entrepreneurship minor is available to students from all disciplines and consists of 12 credit hours that emphasize innovation, entrepreneurial thinking and creative processes, cross-functional integration and hands-on experiential practice.

Whether students aim to start a for-profit business or non-profit venture or to simply be innovative within an existing entrepreneurial company, the tools offered in the entrepreneurship minor can complement the skills that enhance each student’s ability to identify opportunities for innovation.
The Jim Moran Institute for Global Entrepreneurship provides tools that help business owners channel innovation and grow businesses, and encourages the entrepreneurial spirit in communities throughout Florida. Outreach services are provided to CEOs, entrepreneurs, business owners and presidents of non-profit and for-profit businesses. Ideal candidates for this service are companies established for more than five years with three or more employees. Most of our services are offered free of charge, however, fees may apply to certain events. Programs and resources include:
Small Business Executive Program (SBEP)

Created to be a world-class learning experience that accommodates busy schedules, the program equips executives to emerge as stronger leaders ready to capitalize on business opportunities, implement best-practice management and turn challenges into strategic advantages. Participants receive assistance in developing long-term strategies, creating practical action plans and connecting with fellow business owners and members from our network for advice and support.

Non-Profit Executive Program

This program, designed for the non-profit executive, focuses on organizational growth, leadership and financial success. Participants explore a broad range of topics encompassing finance, marketing, human resources and technology. The curriculum reinforces business fundamentals and examines strategies and best practices from a non-profit executive’s perspective.

Advice Straight Up

We created this speaker series to host nationally recognized business professionals and entrepreneurs who share their experiences in launching new ventures and building successful and innovative businesses. Speakers combine genuine passion for entrepreneurship with valuable practical insight about surviving and thriving in today’s aggressive and global marketplace.

Alliance of Entrepreneur Resource Organizations (AERO)

AERO is a coalition of public agencies and community non-profit organizations that provide established and new businesses resources to aid in their success. The Jim Moran Institute for Global Entrepreneurship’s participation in AERO connects entrepreneurs to community resources that analyze problems, find solutions, and create ideas and strategies to take businesses to the next level.

Business Conferences

Each year, the Jim Moran Institute for Global Entrepreneurship hosts several conferences at which great leaders speak on topics important to every business. Breakout workshop sessions are held during which attendees can join smaller, more focused groups to discuss topics that interest them most. Attendees have opportunities to meet, network and learn from other entrepreneurs and business executives.

CEO Peer2Peer Groups

We promote cross sharing in a structured and confidential environment to provide opportunities for business owners and executives to help and support each other, and impart business expertise and best practices. Each group consists of like-type, non-competing businesses, and new groups are formed year-round.
**Fellows**

We engage an elite group of fellows to share knowledge and experiences with entrepreneurs in the community through programs, events and resource outreach.

**Entrepreneurship Bootcamp for Veterans with Disabilities**

The Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) is a one-of-a-kind initiative designed to leverage the skills, resources and infrastructure of higher education to offer cutting-edge, experiential training in entrepreneurship and small business management to post-9/11 veterans with service-connected disabilities. This program is designed to open the door to economic opportunity by developing the veteran's competencies in the steps and activities associated with creating and sustaining an entrepreneurial venture. Program curriculum is designed to take veterans through the steps and stages of venture creation, with a tailored emphasis on the unique challenges and opportunities associated with being a veteran business owner. The EBV training program is offered without any cost to participating veterans. Successful candidates for admission demonstrate a strong interest in entrepreneurship, high motivation for owning and managing a business and a high likelihood of successful completion of this intense training program.

**Entrepreneurship Bootcamp for Veterans’ Families**

The Entrepreneurship Bootcamp for Veterans’ Families (EBV-F) is an education and self-employment training program designed to take advantage of the skills, resources and infrastructure of higher education to offer cutting-edge, experiential training in entrepreneurship and small business management. The program leverages the flexibility inherent in small business ownership to provide a vocational path forward for military family members. Applications will be accepted from first-degree family members of veterans with a service-connected disability, as designated by the Veterans Administration, who served active duty after September 2001. This program is free to the accepted applicants.

Successful candidates for admission will demonstrate a strong interest in entrepreneurship, high motivation for owning and managing a business and a high likelihood of successful completion of this intense training program.
Youth Development

Guided by Jim Moran’s philosophy that the future belongs to those who prepare for it, we support youth development by providing opportunities for future entrepreneurs. Youth Development gives elementary and high school students the knowledge and skills needed to own their economic success, plan for the future and make smart academic and economic choices. We do this by providing corporate and community volunteers, hands-on experience, materials, scheduling and training through partnership with Junior Achievement Big Bend.

Youth Achiever Awards

The Jim Moran Foundation, in partnership with Florida State University, annually recognizes two African-American Youth Achievers as Jim Moran Scholars – high school seniors from South Florida and North Florida – who are role models and have received admission to FSU with an identified financial barrier. Both Achievers receive a four-year, needs-based scholarship with funding provided through the Jim Moran Institute for Global Entrepreneurship.

For more information, visit www.jimmoranfoundation.org/achievers.
Research conducted by the Jim Moran Institute for Global Entrepreneurship and the Department of Entrepreneurship, Strategy & Information Systems (ESIS) faculty members continue to shape and advance entrepreneurship and is indicative of Florida State University’s commitment to scholastic advancements.
Over the past decade, our faculty have published more than 120 articles in top management and entrepreneurship journals and presented at national and international conferences and universities.

This research addresses a range of important topics, such as venture performance and growth, financing for small businesses, initial public offerings (IPOs) and IPO firms, entrepreneurial learning and cognition, market orientation and the role of an innovation culture in entrepreneurial firms and franchising as an entrepreneurial strategy, among others.

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