DUKE'S PREMIER UNDERGRADUATE ENTREPRENEURSHIP PROGRAM.

Preparing the next generation of great entrepreneurs.
You can learn about entrepreneurship in a classroom — or you can get hands-on experience building your own startup with Melissa & Doug Entrepreneurs. Melissa and Doug Bernstein are lifelong entrepreneurs who have sold over a billion dollars in toys. Their entrepreneurship program at Duke University provides you with support tailored to your startup’s needs, including a dedicated team of mentors, opportunities to attend exclusive workshops and presentations, connections with investors and other startups, and direct access to Melissa and Doug Bernstein.

When you get through this intensive, year-long program, you won’t be a student with a business education, you’ll be an entrepreneur with a business. Keep reading to see what some past participants were able to achieve.
Suhani JALOTA ‘16

After four years working in slums in Mumbai, India, Suhani knew she wanted to make a bigger difference.

Her startup, the Myna Mahila Foundation, is based on her passion for creating employment opportunities for women and empowering women by increasing access to needed feminine hygiene products. The foundation is a network of female entrepreneurs who produce and sell high-quality, low-cost sanitary and maternity pads. In fact, Myna has a factory in a slum-redeveloped colony, currently employing 20 women, helping improve the economic health of the area as well.

Turning her vision into a reality wasn’t easy. “I always had these ideas, but solely focused on creating social impact. Initially, I hadn’t even thought about our business model at all,” says Suhani.

“It was the Melissa & Doug Entrepreneurs program which really helped me focus and execute this idea.”

Her efforts recently gained the attention of Glamour Magazine, which named her one of their 2016 College Women of the Year. The honor includes a $20,000 prize, which she’s using to expand the foundation throughout India and around the world.

RIGHT:
Women at Myna making sanitary pads to be packaged and sold in slums and hospitals.
He co-founded Carpe Lotion because he realized sweaty hands were more than a nuisance — they were a bad first impression, lost opportunity, or missed shot at the buzzer. He also realized that there were no products addressing this common need.

It took more than 50 prototypes before the innovative antiperspirant hand lotion was launched. “I think you get a few chances in your life where you see a real opportunity to solve a problem, a real opportunity to make a change,” Kasper says. “That’s what I saw with this.”

“Being part of Melissa & Doug Entrepreneurs helped me legitimize that I was going to focus all my effort into the company above everything else because I had a reputable program standing behind me in that decision.”

After receiving $100,000 in funding from Durham investment firm, Bootstrap Advisors, the team took the product to market. Today, Carpe Lotion is available at pharmacies, men’s clothing stores, athletic stores, retail outlets and Amazon. They’ve even expanded the brand to include a foot lotion with more innovations — and successes — on the way.
Ivonna
DUMANYAN ‘16

Co-founder of BioMetrix
BioMetrix is a wearable device that uses artificial intelligence and biosensors to prevent injuries in elite athletes
Thiel Fellowship recipient
BioMetrixTech.com

She and her partner, Gabrielle Levac ‘14, didn’t know how to write code or engineer wearable tech devices, but they knew athletes needed a better way to prevent injury, reduce risk and improve form. Staying focused on their vision of a wearable device that could measure all metrics of an athlete's form, they founded BioMetrix.

Working tirelessly in Duke’s new Innovation Co-Lab and other departments across campus, Ivonna was able to access the expertise she needed — from mechanical and computer engineering to prototype development and testing. She encourages other students to explore all Duke has to offer. “We’re not in a box, we’re in a fluid system where the exchange of ideas and talents is free-flowing.”

“The Melissa & Doug Entrepreneurs program gave us the space, time, and support to pursue a dream. It allowed us to lay the platform for a real company with huge ambitions for growth and impact.”

Ivonna and her team have won prizes and recognition from some of the biggest names in tech. Ivonna was awarded the Thiel Fellowship, her team won first place in the 2016 ACC Inventure Prize, and BioMetrix received recognition from Google and Microsoft as a notable startup. Today, Ivonna and her team have raised funds to bring the product to athletic programs across the country. The thin, rugged, wearable device, mobile app, and artificial intelligence training platform will be helping train athletes’ weaknesses and fortify their strengths this winter.

RIGHT:
Ivonna and her partner, Gabrielle Levac, analyze body movement data collected by BioMetrix.
Josh MILLER ’16

Farming is all about what happens on the ground, but Josh saw a better way to do it from the sky.

While Josh was in the Melissa & Doug Entrepreneurs program, he was inspired to put his electrical engineering and computer science majors to work in the agricultural field. He began envisioning a way that computer code could positively impact crops.

Today, his company, FarmShots, analyzes satellite and drone imagery of farms to identify diseases, pests and poor nutrition, reduce fertilizer application, and optimize farm production. Along with developing the technology, his team spent hours meeting with mentors, talking with investors, and transforming FarmShots from a great idea into a real business.

“The best resource Melissa & Doug Entrepreneurs provided to me was the mentors. After pitching my idea, I was connected to folks who were able to point me in the right direction.”

For Josh, FarmShots is more than a business opportunity — it’s a chance to change the world. “By 2050, the food production in the entire world is going to have to increase by 70 percent,” he says. “The only way to keep pushing that limit of yield per acre is through application of technology.”

LEFT:
Josh works with a fellow team member in their company office.
SHAPING DUKE UNDERGRADUATES INTO THE NEXT GENERATION OF LEADING ENTREPRENEURS.

This one-of-a-kind program delivers an extraordinary experience — offering unique insight into how entrepreneurial experts succeed, providing unparalleled access to business and thought leaders, and offering unparalleled support that leads to new and original businesses, products, and innovations.

THE PROGRAM EXPERIENCE:

**Mentors**
Along with working with a dedicated group of mentors for the year, students attend workshops, enjoy VIP access to visiting speakers, and gain insight from experts with real-world knowledge.

**Funding**
During the summer, a stipend allows students to fully focus on their own ventures.

**Melissa & Doug**
Melissa and Doug Bernstein personally assist students with the support, encouragement and network opportunities they need to help turn their creative ideas into promising ventures.

You have big ideas — and now you have the opportunity to make them real.

APPLICATIONS ARE DUE IN JANUARY, SO DON’T WAIT.

entrepreneurship.duke.edu/melissaanddoug

Questions? Reach out to Howie Rhee at hwr2@duke.edu
ABOUT MELISSA & DOUG BERNSTEIN:

Melissa Bernstein, an ’87 Duke alumna, and Doug Bernstein co-founded Melissa & Doug in 1988. What began as a business selling children's educational videotapes has grown into a hugely popular toy company. Melissa and Doug are passionate about sharing their experience and helping students advance their futures through entrepreneurship.

MelissaAndDougEntrepreneurs.com