motivated through the hard times, hard work, and inevitable setbacks. Armed with a deep understanding of their personal driving purpose will keep our students driving purpose for launching a business will keep them motivated through challenges and failures.

We also weave resilience into the Venture Design Challenge by asking all teams to address the question, “When did you last struggle? What happened? How do you think you learned from that experience to make yourself stronger and wiser?”

One way we do this is by identifying and reframing dysfunctional beliefs that hold us back from launching a business. People believe creative geniuses rarely fail. The reality is creative geniuses, like Mozart or Martin Seligman, Zellerbach Family Professor of Psychology and Director of the Positive Psychology Center, learn to embrace failure as a necessary step towards success.

How do ENTP students learn to develop a failure resilient mindset? The answer lies in teaching our students to accept and expect the reality of failure. Across all ENTP classes we teach the failure resilience mindset. But why does it matter for ENTP students under the direction of Professor Thomas to have this mindset? Why not just accept failure and move on?

Failing and learning from that failure is critical for future entrepreneurial success: to be successful, you need to be willing to fail. We hope you enjoyed Monday’s conversation with Claire Babineaux-Fontenot, CEO of Future Founders.

This year’s student teams have been matched with mentors and coaches with myriad start-up experience. On Leap Day, our teams will leap into pitching their ideas to a panel of judges. Our four Venture Design Challenge Finalists will compete in the final championship event of the Schulze Entrepreneurship Challenge. The challenge e-Fest is a three-day celebration of undergraduate student entrepreneurship, culminating in the final championship event of the Schulze Entrepreneurship Challenge. The challenge happens on April 12th and 13th.

Applications open Friday, February 14th. Deadline: Sunday, March 8th at 11:59 pm

TCU Prizes: $100K grand prize, $200K total cash awards

Students from around the world pitch ideas for conscious capitalism ventures that make a difference. TCU Entrepreneurial Values and Ventures Competition (www.neeley.tcu.edu/vandv) or e-fest (eix.org), email If you are interested in competing in TCU’s Values & Ventures Competition.

ENTP students under the direction of Professor Thomas have successfully competed at national competitions. Our teams have won $400K+ in cash prizes and $9 million at national competitions. But why do ENTP students under the direction of Professor Thomas have a competitive advantage over other teams? One reason is our students develop a failure resilient mindset.

As a result of this mindset, the Anti-Prick Project, team: Alex Armas ‘20 and Lucas Deely ‘20, developed a new device to help people get rid of used needles. Vlaza, team: Bobby Inman ‘20 and Bob McKeon ‘21, developed a new mobile app to allow people to track their health and wellness. Thermobor, team: Alex Reed ‘23 and Winston Stock ‘23, developed a new technology to help people avoid getting sick. ReCampus, team: Natalie Kiely ‘21, Magdiel Miranda-Lopez ‘20, and Pratheek Mandalapu ‘22, developed a new platform to help college students find housing.

Lake Forest College does not have a safe, easily accessible way to dispose of sharps and needles because not knowing if the culture is a good fit for your personality can be scary, but ENTP students under the direction of Professor Thomas have a competitive advantage over other teams.

Team: Merima Prijic ‘20 and Aleksandra Oluic ‘20, developed a new streaming platform to help people with their music tastes. Music lovers need a unified streaming platform to wager friendly battles with friends and family because everyone has a different taste in music. Team: Alex Armas ‘20 and Lucas Deely ‘20, developed a new technology to help people avoid getting sick. People in the U.S. located around polluted areas need a way to protect themselves from hazardous air entering their homes because it can cause lung cancer, heart disease, asthma, and shortened lives.

We hope you enjoyed Monday’s conversation with Claire Babineaux-Fontenot, CEO of Future Founders.