



# MISSISSIPPI STATE UNIVERSITY™

The Mississippi State University EDA University Center is housed in the MSU Center for Entrepreneurship and Outreach. Its mission is to leverage university resources for economic and community development throughout the state of Mississippi. Clients include large corporations, established businesses, start-ups and local communities. Additionally, the center is home to an extensive K-12 outreach program. Our mission is a holistic approach to growing, promoting and fostering not only successful businesses but also the next generation of Mississippi business leaders.

Some of the services the MSU University Center provides include:

### Applied Research

The MSU University Center oversees teams of MBA students conducting semester long applied research for clients. Each project is customized based on the needs of the client's business and can include:

- Market Research
- Supply Chain
- Barriers to Entry
- Competitor Analysis
- Social Media Strategies
- Patenting Process

### Technical Assistance

Service includes assisting clients doing information systems analysis, incorporating a business, mentoring small businesses and start-ups, and developing an online presence. We also collaborate with communities providing guidance on building robust entrepreneurial ecosystems.

### Outreach

The MSU University Center is a part of a public maker space, the Idea Shop. Located in Downtown Starkville, this space gives users access to 3D printers, laser engravers, comprehensive woodworking tools and CNC machines. The Idea Shop also hosts regular STEM and STEAM related workshops for the public.

Other outreach activities include facilitating Lemonade Day in several cities across the state to introduce K-6th graders to basic financial literacy and business concepts. The center also facilitates pitch competitions in high schools around the state.

The iCREATE camp is a week-long residence camp where young teens form a company, elect officers, develop products, source raw materials, make the products, market the products then sell them at a pop-up shop the last day of camp, keeping all the profits.



## EDA University Center

### Location

MSU Center for  
Entrepreneurship and  
Outreach

101 McCool Hall  
Mississippi State  
University  
Mississippi State, MS  
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### Director

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