

CHANGING the WORLD

PROMOTION

Your investment
in UT makes a
world of difference



START IT UP

UT's Genesis Program is unlocking entrepreneurship for every Longhorn.

RAISING THE ROOF

This fall, campus will look a little different from what you remember.

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This spring, almost 75 venture capitalists, entrepreneurs, UT alumni and friends raised \$1.2 million in a record-breaking campus crowdfunding campaign. Their cause? Genesis, UT's student- and alumni-run startup investment fund.

Genesis is growing the next generation of Longhorn innovators on both sides of the investment table. Through its unique model, student-run startups get the support and funding they need while student analysts develop the tools needed in venture capital investing. Alumni—"the secret sauce" of the program, says co-founder and partner Katherine Allen, BA, BS '19 ³—advise and support the student investors as well as the startup founders.

"Genesis was built as a long-term relationship between students and alumni," explains co-founder Jacob Cordova, BS '07. "For the students, it's experiential learning in leadership and development. Alumni find an opportunity to give, and to see the future grow and transform thanks to what they can bring to the table."

The financial push a student startup usually needs is modest, but "in UT lingo, lack of resources and mentorship limits someone's ability to change the world," Cordova says. When a startup is added to the Genesis portfolio, students receive much-needed funding, but an even more valuable benefit—connections with experienced UT alumni.





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“Genesis’ value goes far beyond the money,” says Kush Singh, BBA ’21, **2** **LEFT** the CEO of city-to-city rideshare startup Krew. “Being a first-time entrepreneur, there’s a ton I don’t know about fundraising, management and pitching. [Genesis analysts and mentors] really take the time to make valuable introductions and provide feedback on the product. It’s been instrumental in accelerating my growth as a CEO.”

In Genesis’ first two years, 20 students and alumni screened more than 200 ventures and funded 16 startups. Looking to the future, the funding received from their HornRaiser crowdfunding campaign will allow the team to invest in more startups, grow the opportunities and professional development for their student analysts, and ultimately “make Genesis synonymous with the Forty Acres— to bring awareness to Genesis as one of the ultimate experiential learning opportunities at UT,” Allen says.

Founding partner Cordova puts it best: “We’ve built a rocket ship and now we have a full tank of fuel.”

Visit genesisprogram.org to learn more about Genesis’ students, alumni and startups and get involved.

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“UT will benefit greatly as Genesis grows, because the bigger the impact we are able to have, the more UT will be known as a hub for entrepreneurship where students don’t have to settle for traditional careers— because they are fully supported to go out and, in the true spirit of UT, change the world.”

JUAN ALVAREZ, BBA ’20, ANALYST

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“Since joining the Genesis team, I have met incredible entrepreneurs from all walks of life pursuing passions ranging from agriculture to security. Genesis not only helps me combine my interest in technology and business, but also enables me to develop venture capital skills as an undergraduate.”

CATHERINE CHENG, BBA ’20, ANALYST

Genesis has funded 16 student startups in areas as diverse as intelligent prosthetics, future foods, and software solutions. Here are just a few of the companies and founders in their portfolio:

- **Mudra**, founded by Aadesh Brahmabhatt, BS ’20, is a medical device startup that offers a low-cost prosthetic hand built from off-the-shelf and 3D-printed components.
- UT alums Amin Bahari, BS ’17, Timothy Cole, BS ’16, and Caleb Bluiett, BS ’16, recently visited San Francisco, where they won \$180,000 from the WeWork Creator Awards for their protein donut business, **Elite Sweets**.
- Texas McCombs MBAs Michael Cohen, ’18, and Kevin Lenau, ’21, are developing the counter-drone solution **Drones of Prey**, an autonomous defense system for civilian spaces.

RAISING THE ROOF

When the Class of 2022 steps onto the Forty Acres this fall, the campus they'll encounter will look a little different than what you remember from your days as a Longhorn.

The physical landscape at UT is growing—as are our research and educational capabilities—thanks to generous investments by alumni and friends. These spaces, and the work that happens inside them, are extending the boundaries of what's possible at Texas.



EER

ENGINEERING EDUCATION AND RESEARCH CENTER (EER)

The Cockrell School of Engineering's largest multidisciplinary building, the EER offers 21st-century spaces for teaching, research, innovation, technology development, and hands-on work. Hundreds of generous alumni, corporate partners, and friends of the school donated more than \$65 million to help make the EER a reality.



RLP

SHERRI AND ROBERT L. PATTON, JR. HALL (RLP)

This fall, the College of Liberal Arts Building was renamed to honor the Pattons' \$20 million gift to support students and faculty across the college, which offers more than 50 majors across 22 academic departments. "After I left UT I realized just how important liberal arts were to my life," said Mr. Patton. "They taught me how to learn and keep on learning."



Sherri and Bobby Patton



RRH

ROBERT B. ROWLING HALL (RRH)

With the opening of Rowling Hall, Texas McCombs MBAs now have their own home on campus. The 497,500-square-foot building at the southwestern edge of campus is designed to promote conversation and idea-sharing. "Advances in business are made when different communities come together and share ideas," said Jay Hartzell, dean of the McCombs School of Business. "And that's what drove this building's design."



Bob Rowling

HEALTH DISCOVERY BUILDING (HDB)

Researchers from across campus—including Dell Med, the College of Natural Sciences and the Cockrell School of Engineering—conduct interdisciplinary research in HDB. An integrated technology incubator ensures that innovative health products developed at UT reach the consumers who need them.



HDB

HEALTH LEARNING BUILDING (HLB)

The nerve center of Dell Medical School and Austin's growing Health District, HLB houses five levels of labs, patient-simulation rooms, gathering spaces, and an interactive auditorium for UT's physicians of the future.



HLB

HEALTH TRANSFORMATION BUILDING (HTB)

Imagine a doctor's office that's more than a doctor's office. HTB is home to UT Health Austin, the clinical care practice of Dell Med. Here, patients are at the center of everything, and teams of providers come together in one place.



HTB



Michael and Susan Dell