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DifferenceMaker Welcome

Dear Friends,

It is our honor to share this Fourth DifferenceMaker Annual Report with you. Our students, faculty, staff and alumni have worked together over the past four years to build a student-centered, entrepreneurship program that is the envy of institutions across the world. This may sound boastful, but please, indulge us for a moment. This past year a Canadian University adopted the DifferenceMaker logo and program for use with its students, a Wisconsin institution adopted the Idea Challenge and Fellows model, a British college asked to use our DifferenceMaker Method and two other US universities asked for assistance in building a similar student mentor program. Holly Butler, our DifferenceMaker Project Director, travelled to KLE University in Hubli, India for two weeks as part of the Global Entrepreneurship program which taught the DifferenceMaker Method to KLE University faculty, and, we received the 2016 Deshpande Symposium Excellence in Student Engagement in Entrepreneurship Award – a national recognition. It has been a successful and busy year for the program and for our DifferenceMaker team.

This annual report details the activities and impact of the University’ DifferenceMaker program. As you review these pages, you will see examples demonstrating the breadth of the program and the value it adds for our students and our campus. Only four years old, DifferenceMaker is fast becoming an important part of the culture and experience of UMass Lowell students. Administrators, faculty and students regularly discuss “making a difference” through their coursework, extracurricular and volunteer activities. Colleges with lower representation in DifferenceMaker events have challenged us to try different approaches, resulting in the creation of Engineering and Health Sciences DifferenceMaker Mixer, the first annual DifferenceMaker Student and Alumni Celebration and a very successful, student-run “Hawkathon” which attracted 125 students from 17 colleges across New England. New traditions, such as the Convocation Pitch Event, college-based competitions and the DifferenceMaker Idea Challenge are emerging and are now embraced by the broader campus community. DifferenceMaker has “caught on” and is now taking root in our campus culture.

We also share, and take great pride in the success of our student teams. Nonspec (formerly known as Developing Nation Prosthetic), the 2013 Campus-Wide DifferenceMaker team, has gone on to form a company, receive an issued patent, raise over $200,000 in competitions across the country, and is now a tenant in our brand new Innovation Hub. 2014 First to Market winner Savannah Marshall learned the business of operating a food truck in Austin, Texas and has returned to Lowell to launch her business, Fresh Beets. 2016 Campus-Wide DifferenceMaker Project eNABLE, has used their prize to support the delivery of 3D printed hands to children in the US, Budapest, Ghana, and also inspired the creation of a Project Enable chapter in Ireland. As you can see, our UMass Lowell students are quite busy making a difference in our community and beyond.
The Idea Challenge and other DifferenceMaker activities would not be possible without the generous support of our alumni, and the sponsors that share our vision for engaging students in innovative and entrepreneurial problem solving. We are very grateful for your financial support and for the guidance and encouragement you provide our students, teams and staff. Your financial contributions help support our student Enterprise Scholars, the DifferenceMaker Idea Challenge, student development workshops, and our Faculty Fellows program. If you would like to learn more about how you might support our DifferenceMaker students, please reach out to me directly, and we can discuss an approach that aligns with professional and philanthropic interests.

Thank you for your interest in the DifferenceMaker program, we look forward to working with you as we grow a culture of innovation, entrepreneurship, and creative problem-solving at the University of Massachusetts Lowell.

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DifferenceMaker Supporters and Partners

Our goal is simple: engage students in developing sustainable solutions to real world problems. Tackling “big problems” like climate change, poverty, pollution, and hunger can prove challenging for one person, or even one organization, so DifferenceMaker works with partners to leverage experience, reach, and resources. We also depend on the financial support of alumni, friends, donors, and organizations that value the work DifferenceMaker does with our students.

Supporters

We would especially like to thank the organizations and individuals who provide financial support to DifferenceMaker:

- John E. Cadigan (Andrews-Cooper)
- Joseph C. Day Chancellors Fund
- Digital Federal Credit Union
- Joseph Donahue Charitable Foundation
- Nancy L. Donahue Endowed Fellowship in Values and Ethics
- Enterprise Bank
- Israel & Matilda Goldberg Family Endowment
- Eric J. Helliwell
- Independent University Alumni Association
- Mitchell Kertzman Endowed Discretionary Fund
- Russell V. LeClaire (Texas Instruments Foundation)
- Robert J. Manning Endowment Fund (Robert and Donna Manning)
- Francis L. McKone Chancellor’s Discretionary Endowment Fund
- Mark McCarthy (Screw-Matic Corporation)
- Francis L. McKone Chancellor’s Discretionary Endowment Fund
- Pernick Chancellor’s Endowed Discretionary Fund
- James Regan
- Spinola Angel Investment Fund for Entrepreneurship
- Jack Wilson Endowed Presidential Entrepreneurship Fund

*Thank you to the many individuals that made contributions through Hawk Hatch.*
Partners

Our partners include:

- College of Fine Arts, Humanities, and Social Sciences
- Digital Federal Credit Union
- EforAll
- Francis College of Engineering
- UMass Lowell Innovation Hub
- UMass Lowell Climate Change Initiative
- UMass Lowell Division of Student Affairs
- UMass Lowell Honors Program
- UMass Lowell Innovation Hub
- UMass Lowell Orientation Office
- UMass Lowell Office of Residence Life
- University Advancement
- Manning School of Business
- Massachusetts Medical Device Development Center
- Service-Learning and Community Co-op Resource Office
DifferenceMaker is Making an Impact

Since 2012, the DifferenceMaker Program has impacted students and their success in making a difference in the community and the world.

<table>
<thead>
<tr>
<th>OUR IMPACT</th>
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<tbody>
<tr>
<td>HOW WE’VE REACHED UML</td>
<td>$153,000</td>
<td>4 DEDICATED</td>
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<tr>
<td>STUDENTS REACHED</td>
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<td>ENTREPRENEURIAL</td>
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<tr>
<td>20,441</td>
<td>RAISED BY</td>
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<td>TEAMS</td>
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<td>52 WINNING</td>
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<td>TEAMS</td>
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DifferenceMaker activities organize around three primary functions. First, raising awareness of, and student orientation to entrepreneurial thinking. Next, we introduce workshops and activities that assist students and faculty to develop an understanding of entrepreneurial skills and concepts. Then, we provide resources to support business formation and launch.

DifferenceMaker Process and Activities

**DifferenceMaker Process**

- Raising Awareness & Entrepreneurial Orientation
- Building Basic Skills & Concept Development
- Supporting Business Formation

**DifferenceMaker Activities**

- Freshman Make a Difference Orientation
- Introduction to DifferenceMaker – Freshman Seminar
- Lego Problem Solving Sessions
- DifferenceMaker Introductory Events
- Engineering and Health Sciences Student Mixer Events
- Student and Alumni Celebration

- Entrepreneurial Speaker Series
- DifferenceMaker Idea Challenge Workshops and Pitch Coaching
- College-based Competitions and Events
- Hawkathon
- DifferenceMaker Faculty Workshop

- DifferenceMaker Idea Challenge
- EforsAll Accelerator Program
- DifferenceMaker Central
- Innovation Hub
- DifferenceMaker Summer Boot Camp
- Mentor Program

1 More information and statistics on these programs and activities please refer to Appendix I.

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1. **NEW EVENT - Engineering and Health Sciences Student Mixer Events**

   In collaboration with the Francis College of Engineering and the College of Health Sciences, DifferenceMaker developed a 3 session mixer program where engineering and health science freshman coop scholars had the opportunity to engage with one another through creative problem solving activities. Approximately 30 students engaged in these activities.

2. **NEW EVENT - Student and Alumni Celebration**

   This event took place on October 21, 2015 in Moloney Hall. The goal of this event was to connect, network and share DifferenceMaker experiences, as both students and alumni. Three DifferenceMaker teams were part of the student panel, BioBubbler, Love of the Game and Nonspec, and 5 alumni were part of the alumni panel, Mike Covino, Marianne Downing, Glenn Morgan, John Pulichino and Frank Spinola. Over 50 students attended, and over 70 faculty, staff and alumni totaling over 120 participants. The keynote speaker was Ron Insana, Senior Business Analyst and Commentator on CNBC, who was hosted by Ed Gallagher, Senior Vice President and General Manager at Comcast.

3. **Freshman Make A Difference - Orientation**

   A collaboration effort between the Office of Orientation, Student Activities and Leadership, and Residence Life, to introduce all incoming freshmen with the DifferenceMaker program, as well as engage them in ideation and creative problem-solving activities.
4. **Class Visits - Introduction to DifferenceMaker**
A series of in-class discussions that introduce the DifferenceMaker program to students of all majors and disciplines. Classroom visits included 58 classes with 1,495 students throughout all six colleges.

5. **Lego Problem Solving Sessions in Freshman Classes**
A collaboration between DifferenceMaker, The Manning School of Business, and The College of Fine Arts, Humanities, and Social Sciences to introduce freshman students to ideation, creative problem solving, and teamwork. These sessions were conducted in 13 classes with over 270 participants.

6. **DifferenceMaker Introductory Events**
A series of events held across campus to introduce students to DifferenceMaker program concepts. These events include the DifferenceMaker Convocation Pitch Contest, Climate Change Teach-in, and Kick-off events to name a few.

### Basic Skills and Concept Development

1. **NEW EVENT - Hawkathon**
This event was a 24-hour student-led hackathon supported by the DifferenceMaker program and various organizations across campus. This event attracted 78 students from 17 colleges and universities across the region including MIT, MCPHS and Simmons College to name a few. Six teams were awarded $6,500 in total prize money and $2,600 in computer hardware, software and service prizes.

2. **DifferenceMaker Entrepreneurial Lunch Series**
The DifferenceMaker Entrepreneurial Lunch Series brought alumni and student entrepreneurs to campus to share their experiences, insights, and challenges with UMass Lowell students. The series aims to educate students about entrepreneurship, and help them avoid the mistakes made by entrepreneurs in the past. There were a total of 4 events on topics including turning an idea into a start-up, IP protection, and nonprofits.

3. **DifferenceMaker Idea Challenge Workshop Series**
A series of four workshops that assist students in transforming their ideas into sustainable projects by using the DifferenceMaker method of identifying problems, investigating opportunities, developing solutions and securing resources. These workshops are conducted on campus, but are also recorded so students who cannot attend physically can go online and retrieve the content from the DifferenceMaker resource website page.

4. **DifferenceMaker Idea Challenge Coaching Sessions**
More than 25 coaching sessions were conducted by faculty and staff to help students refine their idea concepts and final rocket pitch presentations. These sessions were organized in DifferenceMaker Central as one-on-one meetings between the advisor(s) and student team.
5. **College Competition Events**

DifferenceMaker co-sponsored three college competitions:

- **The FAHSS Creative Venture Competition** was first introduced by the College of Fine Arts, Humanities, and Social Sciences and alumni Glenn Morgan in 2013. The FAHSS Creative Venture Competition seeks to leverage and highlight the entrepreneurial spirit and creative abilities of UMass Lowell students, especially within the FAHSS departments. In this year’s Creative Venture Competition, 21 student teams participated. The $5,000 1st place winning team was Get Girls Going, a program creating a support system for at-risk girls in high schools while providing female college students with responsibility and leadership roles.

- **The DCU Innovation Contest** was first introduced by the Manning School of Business and Digital Federal Credit Union in 2013. The DCU Innovation Contest seeks UMass Lowell students who have a cutting-edge banking and/or financial innovation which could drive future success in the banking industry. Five student teams participated in the 3rd Annual DCU Innovation Contest. BankBR, an internet banking app that is designed to aid users with budgeting their finances came in first place.

- **The Francis College of Engineering Prototyping Competition** was launched in October 2014. The Prototyping Competition seeks UMass Lowell students who have an idea and want to build a prototype of a real product that a customer would buy or use. Twenty four teams comprised of 71 students participated in this competition. TopaCan, a plastic-mold ashtray that turns any empty can into an environmentally friendly way to dispose of cigarette butts, was the winner in the graduate student category, receiving $1,000 in prize money. LoreBooks, an internet platform that allows writers to publish stories online as virtual 3D e-books to create a more immersive and quality reading experience, was the winner in the undergraduate student category, receiving $1,000 in prize money.

6. **DifferenceMaker Faculty Workshop**

This workshop introduces the DifferenceMaker program to UMass Lowell faculty and assists them in integrating elements of DifferenceMaker into their classrooms and course work. Twenty one faculty members attended this entrepreneurial workshop, held at the Innovation Hub.

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**Business Formation and Development**

1. **NEW EVENT - DifferenceMaker Summer Boot Camp**

This is a one-month intensive program designed to help Idea Challenge winners get their entrepreneurial idea another step closer to launch. Six teams with a total of 20 students participated in 4 full day workshops and a final demo day where they were matched with alumni and community mentors.
2. **DifferenceMaker Idea Challenge**

The Idea Challenge is the signature event for the program. Students present a concept proposal for a needed service, product or business that addresses a real world challenge. Over 134 students participated in the 2016 Idea Challenge, including 50 teams, representing 36 various academic departments. Eleven teams shared in a portion of the $35,000 in funding, including a fan favorite team. The Campus-Wide DifferenceMaker winning team, eNABLE was awarded the top prize of $6,000. Additional details regarding the Idea Challenge are included on page 11.

3. **Mentor Program**

This is a committed network of mentors with a broad set of skills and professional experience used to assist UMass Lowell student entrepreneurs in building knowledge and growing startups. The pool of 32 mentors is comprised of alumni, faculty, staff and community friends. Currently 52 students from 10 DifferenceMaker teams have been matched.

4. **EforAll Accelerator Program**

DifferenceMaker works closely with EforAll, a community-based program funded by the Deshpande Foundation, to support entrepreneurs with launching new businesses. The EforAll Accelerator Program provides 3 months of mentorship, weekly workshops, and seed funding to entrepreneurs with promising start-ups throughout the cities of Lowell and Lawrence, as well as UMass Lowell DifferenceMaker students. Students receive consultation from DifferenceMaker been participated in EforAll’s Accelerator Program and Pitch Contests.

5. **DifferenceMaker Central**

DifferenceMaker Central is a physical working space on North Campus that has a vibrant start-up community atmosphere where entrepreneurial teams come together to work, brainstorm, and network. Students have access to flexible workstations, televisions, computers, mentors, and a dynamic meeting space to develop their ideas and collaborate with their teammates and other students.

6. **Innovation Hub**

The University of Massachusetts Lowell launched the UMass Lowell Innovation Hub, a space and center that fosters innovation, entrepreneurship, economic development and job creation. The Innovation Hub does this by linking the region’s technology startups and entrepreneurs to resources that facilitate the development, manufacturing and commercialization of their respective innovations. This space hosts technology based startup companies based on University technology as well as innovations and concepts developed in the larger, regional entrepreneurial community. When DifferenceMaker student teams need office space and other resources, they have the opportunity to move into the Innovation Hub located at 110 Canal Street in downtown Lowell. Nonspec, our 2013 Campus-wide DifferenceMaker team is the first to have space at the Innovation Hub.
DifferenceMaker $35K Idea Challenge

The 4th Annual DifferenceMaker Idea Challenge was a huge success. The goal of the Idea Challenge is to provide a competitive forum where students from all majors can demonstrate their ability to develop a sustainable solution (product, service, for-profit or non-profit venture) to a real-world problem or opportunity. Students are recruited through a variety of on-campus and online avenues, including classroom visits, social media, campus media, and north/south kick-off events. 50 applications were submitted from 134 students this year. These students represented five academic colleges and 36 academic departments.

All teams are asked to develop an Idea Plan (2-3 page project proposal paper), a 3-minute rocket pitch and a project poster. A series of 4 interactive workshops and individual rocket pitch coaching sessions (25 from 2015-2016) are offered to assist these students in developing their project concepts and refining their pitches. Student teams pitch their ideas to two panels of judges, one at the Preliminary Pitch-off Event and the other at the Annual Idea Challenge. The judges consist of UMass Lowell alumni and supporters. Team materials are reviewed online by a panel of readers. Twenty six teams were selected to participate in the Preliminary Pitch-off, which took place on April 1st. The top 10 teams went on to compete in the Idea Challenge on April 13th where $35,000 in funding was awarded to those 10 teams and 1 fan favorite team.

Idea Challenge Awards

A total of $35,000 in prizes was awarded to 11 student teams. The award money is provided through the generous support of our own University alumni and other university supporters. A complete list of the award winning teams is listed on the next page.

Once funds are awarded to each team at the Idea Challenge, the DifferenceMaker staff meets with each team to identify the next steps in the implementation of their proposed solutions. They are instructed on how to develop a project plan and budget for the use of their winning funds. Each team is also provided with access to DifferenceMaker Central for work space, and is also introduced to potential mentors to facilitate the development of each team concept through the Boot Camp process where they will learn how to bring their product or service concept to market.
2016 Idea Challenge Winners

**Campus-Wide DifferenceMaker**

**eNABLE Lowell**  
A chapter model to help expand eNABLE – an international volunteer organization that produces 3D printed prosthetic hands for children around the world.  
- Katherine Bilodeau  Exercise Physiology  2016  
- Allison Dunbar  Exercise Physiology  2017  
- Kreg Kaminski  Biology  2016  
- Craig Kelly  Mechanical Engineering  2018  
- Peter Larsen  Biology  2016  
- Shannon Maguire  Business Administration  2018  
- Alexander Peters  Mechanical Engineering  2016

**Significant Social Impact**

**Veteran’s QRF**  
A web platform that will simplify the application process for Veteran service connected disability benefits.  
- Henry DeLima  Psychology  Alumni  
- Terry Fox-Koor  Plastics Engineering  2018  
- Brian Holt  Criminal Justice  2017  
- Ann McGill  English  Adjunct Faculty  
- David Tetreault  Management  2016

**Contribution to a Healthier Lifestyle**

**OmniSense**  
A specialized device to track the bar path of a barbell when it is in motion. This device will sync to a smartphone so users will have real time access to their lifting data such as bar path and acceleration.  
- Bolutife Anifowose, Senior,  Marketing  2016  
- Michael Dollogono  Biomedical Engineering/Biotech  Graduate  
- Martin Lee  MIS  2016

**Innovative Technology Solution**

**Flaire**  
A wearable device that connects to a smart phone via Bluetooth. With the simple push of a button, it sends help messages and location information to predetermined emergency contacts.  
- Rajia Abdelaziz  Computer Science  2016  
- Erin Graceffa  Electrical Engineering  2016  
- Raymond Hamilton  Electrical Engineering  2016
First to Market

**TopaCan** $4,500
A product – Can Ashtray that turns any empty can into an environmental friendly way to dispose of your cigarette butts.
- Justin Lozier Mechanical Engineering 2017

Honorable Mention

**BASH** $2,000
A new waste management system for the city of Les Cayes, Haiti that would improve the quality of water sanitation while creating job opportunities.
- AgMohd AgmohdTahir Biochemical Engineering 2016
- Michael Doane Chemical Engineering/Biology 2016
- Andrew Koplove Plastics Engineering/Business 2016
- Shaquilla Terry Public Health 2016

**Happy Heart Cart** $2,000
A program that provides advanced therapeutic and holistic practices to improve patient stays in adult hospitals through an activity cart that can either be wheeled between rooms, be stationary or present in every room.
- Irtiza Khtar Mechanical Engineering Graduate
- MaryKate McDonough Business Administration 2017
- Olivia Vieira Nursing 2016

**Security Top** $2000
A reusable bottle cap for the purpose of increasing the prevention of contaminates that enter a bottled beverage.
- Cleveland Atkinson Plastics Engineering 2016
- Joshua Desrochers Plastics Engineering 2017
- Travis Goodrum Plastics Engineering 2017
- Tabatha Ferreira Plastics Engineering 2017
- Craig Frigon Plastics Engineering 2017
- Malinna Pheng Plastics Engineering 2017
- Andy Polanco Plastics Engineering 2016

**SmartEater** $2,000
An Automated Diet Monitoring (ADM) System designed to help people to manage their dietary behavior.
- Yang Gao Computer Science Phd
**WordPro**
A vocabulary builder – Digital flashcards – aimed at high school students learning a second language.
- Ruban Isagolov  Business Administration  2019
- Yovaldi Venter  MSITE  Graduate

**Fan Favorite**

**Expect**
An application that facilitates communication between referring facilities/emergency medical services and accepting inpatient/emergency units.
- David Machado  Computer Science  2016
- Emily O'Brien  Nursing  2016
- Amanda Reardon  Nursing  2016

BASH pitches to eight alumni judges at the 2016 Idea Challenge held on April 13th. This team won Honorable Mention, a $2,000 prize.
DifferenceMaker Team Updates and Sustainability

In its fourth year, DifferenceMaker has proven to be a vital resource for our entrepreneurial students. Several teams seeded through earlier competitions and events have continued to grow and develop sustainable models and ventures. Our students are making an impact on a regional and global basis.

**eNABLE Lowell:** This team won Campus-wide DifferenceMaker, a $6,000 prize at the 2016 Idea Challenge. This team started a chapter of eNABLE in Lowell by creating a club and partnering with the Makerspace at UMass Lowell. By doing so, they are able to utilize materials and machines to produce 3D printed hands for children in need. Thus far, they have manufactured several hands including one hand for a specific child in need, Ethan, five hands for a project run by a partner chapter in Budapest that eventually made their way to Ghana, along with a 3D printer and dozens of other hands, and are currently working on more elaborate designs to help other children that have reached out to the team. This team inspired a group in Ireland to create a chapter of their own. eNABLE Lowell is inspirational and is already making a difference across the world. They also launched an Indiegogo campaign where they raised over $1,000 to help fund material costs.

**Fresh Beets:** Savannah Marshall won First to Market, a $4,000 prize at the 2014 Idea Challenge. Her business idea was to start a food truck in Lowell that encompassed education, food and music. The truck would have a stage that folds off the back where musicians play, healthy food would be served and students would have the opportunity to work on the truck in exchange for music lessons from Savannah. She used some of her funding to gain real-world experience by travelling to Austin, Texas from December 2015-May 2016. Savannah took advantage of Austin’s vibrant food truck community. She built up her network, learned more about the food industry and is now ready to move forward with her business. Please see the DifferenceMaker blog for two posts about Savannah’s journey.


**BioBubbler:** This team wins first place in the Significant Social Impact category in the 2014 Idea Challenge, a $4,000 prize. Their project is a nonprofit program that aims to implement a simple and low-cost water filtration system in Haiti. Currently their project is run by the Haiti Student Study Development Center, a center supported by UMass Lowell faculty member, Professor Robert Giles. The center has seven local students who are paid $100 in scholarship money, to manufacture and test the BioBubblers. A report on the testing is sent weekly to Rachel Paquette and Nawal Khan, the winning DifferenceMaker students, to receive guidance for further testing and development. Rachel travelled to Haiti twice and Nawal travelled there once. They have successfully implemented 7 BioBubblers into Haitian homes and have educated the community on building, cleaning and sustaining them. Rachel is planning to travel to Haiti at the end of the summer, 2016. She is also applying to medical school where she hopes to become a doctor and work out of Haiti. Rachel and Nawal work virtually with the Haitian team and community on a weekly basis.
**Hive:** This team won second place in the Innovative Technology category at the 2013 Idea Challenge. They worked diligently throughout the years to develop their product, a smart note taking app that allows users to share notes and references and check facts. So far, the team developed the app and is beta testing it with several UMass Lowell faculty and their students. Due to their app development, they were able to form a partnership with Wolfram Alpha who has shown interest in working with the team. The team travelled to California in March 2016 to meet with a Venture Capital Firm that showed interest in their business, 1517. They received great feedback and are working to move their business forward.

**Love of the Game:** This team won first place in the Significant Social Impact category at the 2015 Idea Challenge, a $4,000 prize. This team went through the DifferenceMaker Summer Boot Camp and was matched with an alumni mentor, Tammy Concannon who helped them with the strategy of their business. This team was able to put on two successful sporting events for disabled children by partnering with the athletic department and recreation center at UMass Lowell, as well as various Lowell-based organizations. Love of the Game continues to strive for success and fundraise by applying to various grants including NTScout. The team also formed a club on campus where they have been recruiting new volunteers.

**Nonspec:** This team won the 2013 Campus-Wide DifferenceMaker title. Since winning, they have raised over $220,000 in funding from various competitions across the country. They worked with UMass Lowell to submit a patent, which has been issued and they incorporated as a company. They are currently working out of their office at the UMass Lowell Innovation Hub, located at 110 Canal Street, downtown Lowell. They have travelled to India twice where they continue to test their prototypes with amputee patients. On the right you can see a photo of their first test.
DifferenceMaker Program Outcomes

The DifferenceMaker Program strives to meet the following four goals each year:

1) Creating an entrepreneurial community and awareness among UMass Lowell students, to be assessed by examining the level of student and college participation across campus.
2) Increasing the percentage of student teams that continue to build and develop their solution or concept post Idea Challenge award. For example, the DifferenceMaker Summer Boot Camp was developed to help students learn how to use the business model canvas to define and validate their business strategy and to create a launch plan for their projects.
3) Increasing the number of faculty and academic departments actively engaged in recruiting and mentoring DifferenceMaker teams.
4) Developing and launching a robust mentoring program that supports the sustainability and success of DifferenceMaker teams.

Creating a Community and Awareness of Innovation and Entrepreneurship across the University

DifferenceMaker maintained a high level of student involvement with over 5,000 student contacts each year since inception in 2012. The DifferenceMaker team visited classrooms across campus, making 58 visits to over 1,495 students. The Francis College of Engineering, The Manning School of Business (MSB), The Graduate School of Education, and The College of Health Sciences were among several of the colleges that were visited. There were 8 major university DifferenceMaker events on campus this year involving over 7,000 students. The signature event was the Idea Challenge where 10 teams competed for $35,000 in prizes donated by alumni. There were 50 applications submitted and nearly 200 student participants.

DifferenceMaker supported 3 different college pitch contests sponsored by The Manning School of Business, The College of Fine Arts, Humanities and Social Sciences (FAHSS), and The Francis College of Engineering. MSB sponsored a DCU Innovation Contest with Digital Federal Credit Union, FAHSS sponsored a Creative Venture Competition with Alumni Glenn Morgan, and The Francis College of Engineering sponsored the Second Annual Prototyping Competition.

UMass Lowell’s medical device incubator (M2D2) recruited Lowell High School students into a medical device course to teach them about the industry and entrepreneurship. The students were invited to the DifferenceMaker workshops and to pitch their idea at the college level in the Preliminary Pitch-off.

During this fourth year, we found that our faculty, alumni, business and community members are supportive and willing to assist our students. Thirty eight alumni judged student ventures, various faculty worked across disciplines to ensure student teams made progress, and many local businesses worked with student teams by providing them with guidance.
2015-2016 DifferenceMaker Team

Faculty Fellows

Faculty Fellows are chosen amongst their colleges to help support DifferenceMaker activities and students.

**John Brown**  
Lecturer  
Graduate School of  
Education  
English Education

**John-Morgan Bush**  
Lecturer  
College of Fine Arts,  
Humanities, and Social  
Sciences  
Music

**Guanling Chen**  
Professor  
Kennedy College of Sciences  
Computer Sciences

**Deborah Finch**  
Professor  
Manning School of Business

**Ralph E. Jordan**  
Visiting Instructor  
Manning School of Business  
Management

**Ainat Koren**  
Associate Professor  
College of Health Sciences  
School of Nursing

**Stephen Johnston**  
Assistant Professor  
Francis College of  
Engineering

**Steven F. Tello**  
Associate Vice Chancellor  
for Entrepreneurship and  
Economic Development
Staff

Holly Butler
Entrepreneurial Initiatives
Program Director

Ha Pho
Entrepreneurial Initiatives
Program Manager

Enterprise Coop Students

Thalia Chodat, Manning School of Business

Casey Davies, Manning School of Business

Stephen Sarrouf, Manning School of Business

Hannah St. George, Manning School of Business
DifferenceMaker Online

DifferenceMaker uses online platforms and various social media portals to assist and publicize student teams.

Hawk Hatch

Hawk Hatch is UMass Lowell’s philanthropic crowd funding site. This platform assists projects, programs, and ventures around the campus, including DifferenceMaker projects, in raising money to reach a goal amount. Currently two DifferenceMaker projects are being showcased on Hawk Hatch, Veterans QRF and Love of the Game. These projects are receiving donations from alumni, family, friends, faculty, staff, and community members. Thus far, over 100 people have donated to DifferenceMaker teams through the Hawk Hatch portal. These donations are used to further these projects and achieve milestones. Thus far, almost $7,000 has been raised by three DifferenceMaker teams through Hawk Hatch. @That raised a total of $1,230. @That is a smartphone application that promotes student engagement on campus.

- **Nonspec raised a total of $2,590.** Nonspec is a company that produces low cost, adjustable and expandable prosthetic limbs for people in developing nations.
- **Support our Students raised a total of $3,165.** SOS is a student group that created a meal plan donation system on campus for students in need.

Each semester new projects are cycled in and out of Hawk Hatch to give various teams a chance at raising additional funds www.uml.edu/hawkhatch.

TeamMaker

TeamMaker is an internet-based tool for student collaboration and multidisciplinary team building.

- There are "seekers" who are individual students that post their information wanting to join a current team.
- There are teams who post their project information to “build a team” and are looking for additional teammates, or “seekers”.

Teams are able to meet, share, merge, and work together to strengthen the dynamic of their projects www.uml.edu/teammaker.

DifferenceMaker on Social Media

DifferenceMaker maintains active social media profiles to help promote student teams and DifferenceMaker activities and events. These social media portals include:

- Facebook  www.facebook.com/umldifferencemaker
- Twitter  @Difference_UML
- YouTube  http://www.youtube.com/channel/UCxsHIZZY0IUMVlai8NCQ30yw?feature=mhee
- Instagram  DifferenceMakerUML
- Blog  http://blogs.uml.edu/differencemaker
Thank You

Thank you to all of the DifferenceMaker judges for supporting this program and making it a great success.

Idea Challenge Judges - April 13, 2016

- L. Donald LaTorre, President, L&G Management Consultants, Inc.
- Joan Marchessault, Principal and Founder, Strategic Leadership Group
- Richard Miner, General Partner, Google Ventures, Inc.
- Brian Rist, President and CEO, The Smart Companies
- Kevin Murphy, City Manager, Lowell, MA
- Mark Saab, Chief Technology Officer, Vention Medical
- Jack M. Wilson, President Emeritus UMass System, University of Massachusetts Lowell

Preliminary Pitch-off Judges - April 1, 2016

- Paul Bessette, President, Triboscience & Engineering, Inc.
- Carly Burson, CEO, Tribe Alive
- John Cadigan, CEO, Andrews-Coopers
- Cheryl Callahan, Manager, Blood Lead Support and Technical Service, Magellan Biosciences, Inc.
- James Clancy, Principal, Blitzer, Clancy & Company
- Jason Cronin, Managing Director, Wellington Management Company
- Lisa Dana, Superintendent, Danvers Public Schools
- Janet Dellea, Senior Manager, Business Ethics and Compliance, Raytheon Company
- Ken DiPoto, CFO, Northbridge Venture Partners
- John Doherty, Superintendent, Reading Public Schools
- Josh Entner, Business Owner, Aurora Communications, LLC
- Jonathan Geanakos, CEO, Cabot Street Capital Partners
- Steven Geyster, Vice President, PeerBridge Health Inc.
- Charles Gobron, Interim Curriculum Director, Maynard Public Schools
- Amy Hoey, Executive Vice President & COO, Lowell General Hospital
- Michele Holland, Registered Physical Therapist, Performance Rehab
- Christopher Ianelli, Founder and CEO, iSpecimen Inc.
- France Lampron, CEO, Enterprise Information Resources
- Brenda Maille, Principal/Attorney, Law Office of Brenda Maille
- Elkin McCallum, CEO, Joan Fabrics
- Chris McKenna, Patent Attorney-Partner, Foley and Lardner, LLP
- Glenn Morgan, Partner, Skyworld Interactive
- John Norden, Vice President, Strategic Pricing, Management Services Group
- Ed Roberts, Dean, Haverhill High School
- Martin Schedlbauer, Clinical Professor, Information Science, Northeastern University
- Bhupen Shah, Vice President of Engineering, Acacia Communications, Inc.
- Andrew Sutherland, Co-founder, Applied BioMath
- Jack Swartz, Partner, S&S Investments
- Annita Tanini, Vice President of Finance, Avedro
- Anne Veilleux, President, Via Travel Solutions
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Staff
Holly Butler, Director: 978-934-6444, Holly_Butler@uml.edu
Ha Pho, Program Manager: 978-934-6443, Ha_Pho@uml.edu
## Appendix I.
### 2014-2016 DifferenceMaker Activity Statistics

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>2014-2015</th>
<th>2015-2016</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>No of Events</td>
<td>No of Student Contacts</td>
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<tr>
<td>Awareness Raising &amp; Entrepreneurial Orientation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classroom Visits/Presentation</td>
<td>33</td>
<td>660</td>
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<tr>
<td>Climate Change Teach-in</td>
<td>1</td>
<td>500</td>
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<tr>
<td>Move-in Weekend/Convocation/Homecoming</td>
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<td>1,500</td>
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<tr>
<td>DM Introduction Events/Speaker Series</td>
<td>6</td>
<td>55</td>
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<tr>
<td>DM Kickoff</td>
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<td>64</td>
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<tr>
<td>DM Living Learning Community</td>
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<tr>
<td>Freshman Summer Orientation Sessions</td>
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<tr>
<td>Freshman Seminars/ Problem Solving with Lego</td>
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<td>425</td>
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<tr>
<td>Hawkathon</td>
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<tr>
<td>Student and Alumni Celebration</td>
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<tr>
<td>Building Basic Skills &amp; Concept Development</td>
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<tr>
<td>College Competitive Workshops</td>
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<tr>
<td>College Competitive Events</td>
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<td>DM Course Credit Project</td>
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<td>Idea Challenge Workshops</td>
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<tr>
<td>Rocket Pitch Coaching</td>
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<td>Supporting Business Formation</td>
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<td>Idea Challenge Kick-off</td>
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<td>Idea Challenge Events</td>
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<td>Total</td>
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