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DifferenceMaker Program Introduction

The DifferenceMaker program made great strides this past academic year, expanding the level of student, faculty, alumni and community engagement across the campus. The number of students involved in DifferenceMaker activities was almost 6,000, and the amount of startup awards granted to student teams was approximately $70,000. Due to the high level of student engagement and DifferenceMaker activities, we involved many of our alumni and other supporters as both judges and mentors throughout the year; including the Preliminary Pitch-off event where 18 judges reviewed 25 DifferenceMaker student team pitches on April 3rd. Three colleges, the College of Fine Arts, Humanities and Social Sciences; the Manning School of Business; and new this year, The Francis College of Engineering, all put on college-based competitions in the fall 2014 semester. DifferenceMaker staff helped to coordinate these three events. Our students, faculty and alumni have embraced the DifferenceMaker program and the results are evident across campus.

This annual report is meant to provide a snapshot of the activities and impact of the UMass Lowell 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 three 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 begun to examine how the program might be tailored to best meet the needs of their own students and programs. 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.

However our greatest success will be measured by the success of our students, their ability to both learn from the DifferenceMaker experience and to succeed in their ventures and pursuits. In this regard, we are off to a promising start. Developing Nation Prosthetic (now a startup company named Nonspec), the 2013 Campus-Wide DifferenceMaker, has gone on to form a company, file a patent and raise about $180,000 in competitions across the country. They travelled to India in January to test their prototype and have built partnerships there. The 2014 Campus-Wide DifferenceMaker, Support Our Students, entered the 2014 Sandbox Accelerator and was awarded an additional $1,000 award. They applied to the Clinton Global University Initiative, raised over $4,000 in additional funding, and received over 200 guest meal donations. The 2014 Significant Social Impact team, BioBubbler, travelled to Haiti and implemented various BioBubblers into Haitian homes. In addition, they began teaching the people of Haiti about how important clean water is. As you can see, our UMass Lowell students are quite busy making a difference in our community and beyond.
We also spent time this past year examining just what our DifferenceMaker students are learning. Through the support of a New England Board of Higher Education Vision Assessment Grant, we studied how DifferenceMaker activities aligned with nationally accepted learning outcomes. Faculty members applied for and were awarded DifferenceMaker mini grants to implement entrepreneurial learning into their classrooms. These faculty members worked diligently with a team of assessment experts to determine which critical learning outcomes were addressed in their classrooms. These faculty and assessment experts analyzed the student artifacts and found that their work demonstrated the exercise of creative thinking, problem solving skills, global learning and integrative learning (the real-world application of disciplinary knowledge).

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 their financial support and for their guidance and encouragement of our efforts. Their 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.

This report provides a detailed summary of activities conducted in the third year of the DifferenceMaker program. Additional information regarding the DifferenceMaker program and our student’s efforts can be found on our website at http://www.uml.edu/differencemaker. If you would like more information regarding the DifferenceMaker program, or wonder how you might be able to help our students make a difference, please reach out to our team. We can be reached at DifferenceMaker@uml.edu, or you can call me directly (978-934-4240).

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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BioBubbler founder, Rachel Paquette, conducts research in Haiti on local drinking water.

$70,000 – Funds awarded to DifferenceMaker student startups in 2015

122 - Number of DifferenceMaker events and activities held this past academic year

122 - Number of DifferenceMaker events and activities held this past academic year
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 for Institutional Priorities
- Digital Federal Credit Union
- Enterprise Bank
- Israel & Matilda Goldberg Family Endowment
- Independent University Alumni Association
- Mitchell Kertzman Endowed Discretionary Fund
- Robert J. Manning Endowment Fund (Robert and Donna Manning)
- 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

Thank you to the many individuals that made contributions to DifferenceMaker and directly to our teams through Hawk Hatch.

Cheryl Amey   Alice A. Frye   Joel A. McCarthy
Anne C. Apigian  Robert R. Gamache  Joy Mosenfelder
Ben E. Bakker  Suzanne A. Gamache  Barbara Napolitano
Linda A. Barrington  Teresa M. George  Nandana Penukonda
Michael Beers  Peter Haxton   George J. Rose
Nathan Budrow  Anna Henson   Teresa Shroll
Chowder Factory   Ivy Ho   Heidi M. Steere
Rosemary Costello  Wayne Johnson  Imogene A. Stulken
Khanh Dinh  Mary Kate Keyes  Francis T. Talty
Darin W. Eidens  Donna M. Kilgore  Patricia A. Sullivan Talty
Enterprise Bank  Margaret Knight  Thomas Taylor
Deborah Ellen Finch  Bridget M. Marshall  Robin Toof
Partners

Our partners include:

- College of Fine Arts, Humanities, and Social Sciences
- EforAll
- Francis College of Engineering
- 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 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
- Living Learning Community (LLC)
- Entrepreneurial Speaker Series
- DifferenceMaker Idea Challenge Workshop and Coaching
- College Competitive Events
- DifferenceMaker Faculty Workshop
- DifferenceMaker Faculty Mini Grant
- DifferenceMaker Idea Challenge
- EFoAll Accelerator Program
- DifferenceMaker Central
- Innovation Hub

**Raising Awareness and Entrepreneurial Orientation**¹

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.

1. **Freshman Make A Difference- Orientation**
   A collaboration between the Office of Orientation, Student Activities and Leadership, and Residence Life in order to introduce all incoming freshmen to the DifferenceMaker program, as well as engage them in ideation and creative problem-solving.

2. **Freshman Seminar- Introduction to DifferenceMaker**
   A series of in-class discussions that introduce the DifferenceMaker program to students of all disciplines. Classroom visits included 17 classes with 425 students throughout The Manning School of Business, The Francis College of Engineering, The College of Sciences, and The College of Health Sciences.

3. **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 17 classes with over 425 participants. Faculty Fellows, Professor Finch and Professor Jordan from the Manning School of Business led this effort.

4. **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.

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¹ For more information and statistics on these programs and activities please refer to Appendix I.
5. DifferenceMaker Living Learning Community (LLC)
A partnership between the DifferenceMaker program and the Office of Residence Life to provide freshman with the opportunity to reside in a dorm with an entrepreneurial atmosphere focused on creative problem solving. Fifty nine students participated in the 2014-2015 academic year.

Basic Skills and Concept Development

1. DifferenceMaker Entrepreneurial Speaker Series
The DifferenceMaker Entrepreneurial Speaker 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. A total of 6 speakers came to campus to share their unique perspectives with students on topics including turning an idea into a start-up, IP protection, and seed funding.

2. 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.

3. DifferenceMaker Idea Challenge Coaching Sessions
More than 15 coaching sessions were conducted by faculty and staff to help students refine their idea concepts and final rocket pitch presentations. These sessions were organized on both north and south campus as one-on-one meetings between the advisor and student team.

4. 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, 9 student teams participated. The $5,000 1st place winning team was Mayday, a sexual assault prevention device which connects to the internet with preprogrammed contact information for the person who needs help.

- **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 2nd Annual DCU Innovation Contest. The Bear, a banking platform to categorize user spending, was the top winner and received $1,200 in funding.

- **The Francis College of Engineering Prototyping Competition** was launched this year 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 teams comprised of 120 students participated in this competition. The Hydraulic Walker, a stair climbing walker using hydraulic technology, was the top winner, receiving $1,000 in prize money.
5. **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. Sixteen faculty members attended this entrepreneurial workshop.

6. **DifferenceMaker Faculty Mini-grants**  
With funding from the Vision Grant, the DifferenceMaker Faculty Mini Grant program offered grants to UMass Lowell faculty who integrated elements of DifferenceMaker into their course activities and assignments. Professor Connie Seymour in the Physical Therapy department was awarded a mini grant and implemented DifferenceMaker activities into her classroom. By doing so she motivated the Hydraulic Walker team to enter both the Francis College of Engineering Prototyping Competition and the DifferenceMaker Idea Challenge. This team won first place at both events, totaling $6,000 in funding.

<table>
<thead>
<tr>
<th>Faculty Name</th>
<th>Course Name</th>
<th>School</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Morgan Bush</td>
<td>Art Administration and Marketing</td>
<td>The College of Fine Arts, Humanities, and Social Sciences</td>
</tr>
<tr>
<td>Michael Ciuchta</td>
<td>Principles of Innovation and Entrepreneurship</td>
<td>The Manning School of Business</td>
</tr>
<tr>
<td>Connie Seymour</td>
<td>Integrating Clinical Practice in Physical Therapy</td>
<td>The College of Health Sciences</td>
</tr>
<tr>
<td>YiNing Wu</td>
<td>Advanced Study in Exercise Physiology</td>
<td>The College of Health Sciences</td>
</tr>
</tbody>
</table>

### Business Formation and Development

1. **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 170 students participated in the 2015 Idea Challenge, including 56 teams, representing 32 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, Hydraulic Walker was awarded the top prize of $5,000. Additional details regarding the Idea Challenge are included on page 10.

2. **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 staff when applying to the Accelerator Program. Support Our Students, the winner of the 2014 Idea Challenge was accepted to the 2014 Summer Accelerator and was awarded $1,000 in funding.

3. **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.
4. 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 Hub.
DifferenceMaker $35K Idea Challenge

The 3rd 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. 56 applications were submitted from 171 students this year. These students represented all six academic colleges and 32 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 five interactive workshops and two days of rocket pitch coaching sessions 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 Idea Challenge. The judges consist of UMass Lowell alumni and supporters. Team materials are reviewed online by a panel of judges. Twenty five teams were selected to participate in the Preliminary Pitch-off, which took place on April 3rd. The top 10 teams went on to compete in the Idea Challenge on April 15th 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. This year the winning teams will participate in a DifferenceMaker Summer Bootcamp where they will learn how to bring their product or service concept to market.
2015 Idea Challenge Winners

Campus-Wide DifferenceMaker

Hydraulic Walker $5,000
They have designed and built a walker that utilizes hydraulics, allowing for the legs of the walker to be quickly adjusted, so that it can be used on stairs.
- Ryan Andrews  Physical Therapy  Graduate
- Peter Klausmeyer  Physical Therapy  Graduate

 Significant Social Impact

Love of the Game  1st Place - $4,000
Love of the Game is a community outreach program aiming to integrate universities and people with physical and cognitive disabilities through sports.
- Jessica Dion  Exercise Physiology  2016
- Dylan Doucette  Exercise Physiology  2016
- Lucas Parsons  Exercise Physiology  2016
- Rachel Silk  Business Marketing  2016
- Daniel Schmith  Business Entrepreneurship  2018
- Jennie Pisarik  Exercise Physiology  2016

Buddies Without Borders  2nd Place - $2,500
Buddies without Borders aims to bridge the gap between domestic students and international students starting with an in-person pair up then followed by a comprehensive website that allows members to define their profiles and micro-blog by text, photo, and video sharing.
- Tugba Arsava  Community Social Psychology  Graduate
- Burhan Colak  Civil Engineering  Graduate
- Katherine Cox  Psychology  2018
- Madeline Ormazza  Business  2017
- Shashank Raghuveer  Computer Science  Graduate
- Fang Zhang  Chemistry  Graduate

Contribution to a Healthier Lifestyle

Playable Therapy  1st Place - $4,000
This project’s goal is to create a platform of exercises and games that, with the Microsoft Kinect, will allow for motion tracking of a physical therapy (PT) patient during their exercise routine at home.
- Suhaib Alfageeh  Computer Science  2016
- Lucas Brown  English and Math  2016
- Chelsea Hayes  Business  2016
- Damir Ismagilove  Math  2016
- Anthony Pitaro  Exercise Physiology  2015
- Mark Mcgrotty  Computer Science  2016
Solar Electric Vehicles
This team is designing a series of low speed and high efficiency commuter vehicles that utilize hub motor technology to allow people to travel using purely the energy of the sun.

- Suhaib Alfageeh Computer Science 2016
- Chukwuma Azubuine Entrepreneurship Graduate
- Richard Asirifi Electrical Engineering 2016
- Anas Dahany Electrical Engineering 2015
- David Jenkins Mechanical Engineering 2015
- Oliver Kayego Electrical Engineering 2017
- Chris Leger Electrical Engineering 2015
- Jared Mrvos Computer Engineering 2017
- Charles Reid Mechanical Engineering 2015
- Kenneth Sanders Computer Science 2018
- Mukhammaddin Zinaddinov Electrical Engineering 2018

Innovative Technology Solution

Masela Dentures
Their project aims to develop a fully 3D printable denture system as an alternative solution to expensive dentures manufactured using traditional casting and milling methods.

- Cormac Hondros-McCarthy Plastics Engineering 2015
- Casey McRae Plastics Engineering 2015

Kender’s Body Armor
They created a novel design for sports equipment using shear-thickening fluids.

- Elizabeth Kender Plastics Engineering 2016
- Laura Kender Plastics Engineering 2016
- Stephen Kender Mechanical Engineering 2018

First to Market

Mayday
This project aims to develop a wearable device connected via Bluetooth technology to a mobile phone, that, when activated, sends emergency alert signals to a list of emergency contacts.

- Cibhi SelVan Business Graduate
- Alessandro Agnello Computer Science PhD

Word Builder
Word Builder is an interactive toy designed to help children build the foundations of reading at an early age.

- Sergio Coronado Computer Engineering 2016
- Ian Copithorne Computer Engineering 2016

Honorable Mention

Low-Income Community Homework Center $1,500
Their goal is to open a homework center for students from low-income families in a poverty stricken town/city such as Lawrence, Massachusetts.

- Arnaldo Rivera Psychology 2015
- Hector Rivera Psychology 2015
**Fan Favorite**

**Indoor Hydroponic System**  $2,500

Their project is a hydroponic garden that is equipped with an environment monitoring system that ensures optimal growing conditions for plants and requires little to no maintenance.

- Rapheeporn Aungaphinant  Business  Graduate
- Katherine Cain  Business  Graduate
- Tucker Holladay  Business  Graduate
- Shu-Wei Hsu  Business  Graduate
- Alima Shamuratova  Business  Graduate
DifferenceMaker Team Updates and Sustainability

In its third 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.

**BioBubbler:** This team won first place in the Significant Social Impact category in the 2014 Idea Challenge. 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 has travelled to Haiti twice and Nawal has travelled there once. They both plan to travel to Haiti again soon with more test kits for further development and implementation of the product.

**Hive:** This team won second place in the Innovative Technology category at the 2013 Idea Challenge. Their goal is to create a notebook app which will allow users to share notes and references. So far, the team has developed the app and is in the beta testing phase. They began testing their app this summer with a UMass Lowell Introduction to Business course. 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 is currently working with Professor Tom O'Donnell as their mentor to develop their business plan.

**Nonspec:** This team won the 2013 Campus-Wide DifferenceMaker title. Since winning, they have raised over $180,000 in funding from various competitions across the country. They worked with UMass Lowell to submit a patent and incorporate as a company. They also joined the UMass Lowell Mentor program and were matched with Professor Tom O'Donnell. In December 2015, they travelled to Hubli India where they tested their prototypes with amputee patients. On the right you can see a photo of their first test.

**Prevention’s Possible:** This team won Honorable Mention in the 2014 Idea Challenge. Their project is a non-profit program aimed to raise awareness about the danger of drinking and driving. This year the team worked with their faculty advisor, Professor Deb Finch, to establish themselves as a nonprofit organization with the state and IRS. They have worked to promote their services to high schools in NH, RI, CT and MA and have developed promotional packages including a DVD and a personalized letter written by Matt Clarke, the founder of Prevention’s Possible. These awareness packages have been sent out to over 500 local schools.
Support Our Students: This team was the 2014 Campus-Wide DifferenceMaker, winning $7,000. Their project is a grassroots campus program designed to prevent college student hunger and addresses the issues surrounding the stigma associated with receiving assistance. At the end of September in 2014, they raised an additional $4,000 through Hawk Hatch, EforAll, personal donations, and more. In addition they partnered with ARAMARK, UMass Lowell’s catering company, to implement a guest meal donation system. SOS received over 200 guest meal donations to help those students in need. This year they were featured on UMass Lowell’s news page in an article titled “$35K Idea Challenge Winners Address Real Problems.” The team also had the opportunity to hire a work-study student and has accepted many student volunteers to further institutionalize the program. They are working with their mentor Professor John Morgan Bush on sustainability efforts and organizational development. Professor Ralph Jordan also mentored the team in sustainability efforts.
DifferenceMaker Program Outcomes

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

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 Bootcamp 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 2013. The DifferenceMaker team visited classrooms across campus, making 33 visits to over 660 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 six major university DifferenceMaker events on campus this year involving almost 6,000 students. The signature event was the Idea Challenge where 10 teams competed for $35,000 in prizes donated by alumni. There were 56 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 First 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 third year, we found that our faculty, alumni, business and community members are supportive and willing to assist our students. Forty four alumni judged student ventures, various faculty worked across disciplines to ensure student teams made progress, and local businesses worked with student teams by providing them with ideas and guidance.
2014-2015 DifferenceMaker Team

Faculty Fellows

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

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

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

**Deborah Finch**
Professor
Manning School of Business

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

**Valerie Kijewski**
Associate Professor
Manning School of Business
Management/Marketing

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

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

**Tom O’Donnell**
Visiting Professor
Manning School of Business
Management/Entrepreneurship

**Daniel Sullivan**
Lecturer
Francis School of Engineering
Mechanical 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

**Co-op Students**

**Thalia Chodat**, Manning School of Business

**Gianni Falzone**, Manning School of Business

**Hannah St. George**, Manning School of Business

**Zackary Zolud**, College of Fine Arts, Humanities, and Social Sciences
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. These projects are receiving donations from alumni, family, friends, faculty, staff, and community members. These donations are used to further these projects and achieve milestones. Thus far, a total of $6,985 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.
- **Fresh Beets** is a food truck and music venue in Lowell that unites music, food, education, and revelry into one vehicle of change. This team has just begun raising money.

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](http://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](http://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](http://www.facebook.com/umldifferencemaker)
- Twitter @ Difference_UML
- YouTube [http://www.youtube.com/channel/UCxsHIZZY0IMVlai8NCQ30yw?feature=mhee](http://www.youtube.com/channel/UCxsHIZZY0IMVlai8NCQ30yw?feature=mhee)
- Instagram [DifferenceMakerUML](http://www.instagram.com/differenceUML)
- Blog [http://blogs.uml.edu/differencemaker](http://blogs.uml.edu/differencemaker)
Thank You

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

Idea Challenge Judges-April 15, 2015

- Mark V. Forziati, Retired Senior VP and Partner, Tudor Investments Corp.
- Amy J. Hoey, Executive VP & Chief Operating Officer, Lowell General Hospital
- Udi Laska, Partner, Reins Financial Group
- L. Donald LaTorre, President, L+ G Management Consultants Inc.
- Taniya Nayak, Television Host, Design Destination, HGTV
- James F. Regan, President & CEO, Digital Federal Credit Union
- Jack M. Wilson, President Emeritus UMass System, University of Massachusetts Lowell

Preliminary Pitch-off Judges-April 3, 2015

- Lisa Allocca, Founder and Principal, Red Javelin Communications
- Andrew Amigo, Principal, Blackburn Energy
- Michael Covino, CEO and Owner, Niche Hospitality Group
- Thomas Curely, Adjunct Professor, Executive-in-Residence of EMBA, The Ohio State University Fisher College of Business
- Mark Dionne, Partner, PricewaterhouseCoopers
- Mark Dyment, Principle, ML Dyment Consultants
- Steven Geyster, Consultant, Medical Device and Practice
- James Heelon, CFO, Blue Cod Technologies
- Wendy LaBate, Sr. VP Operations North East, Genesis HealthCare Inc.
- Michelle Massaro, Attorney, Law Office of Michelle Massaro
- Paul Makis, Director of International Operations, Senior Project Management Engineer, Ameresco
- Glenn Morgan, Partner, Skyworld Interactive
- Michael Rider, VP of Engineering & Operations, Coravin Inc.
- Richard Rosetti, Mechanical Engineer, BEA Systems
- Raymond Southworth, Trustee, Netria Corporation
- Susan Stemporzewski, Principal Research Scientist, Tyco Adhesives,
- Andrew Sutherland, Co-founder and CFO, Applied BioMath LLC
- Michael Zuccaro, Sr. Director, Finance and Accounting, Cambridge Health Alliance
Contact Information

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Program Staff

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Ha Pho:   978-934-6443, Ha_Pho@uml.edu
## Appendix I.

### 2013 – 2015 DifferenceMaker Activity Statistics

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>2013-2014</th>
<th>2014-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No of Events</td>
<td>No of Student Contacts</td>
</tr>
<tr>
<td>Awareness Raising &amp; Entrepreneurial Orientation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classroom Visits/Presentation</td>
<td>49</td>
<td>1,285</td>
</tr>
<tr>
<td>Climate Change Teach-in</td>
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<td>1</td>
</tr>
<tr>
<td>Convocation/Johnny Cupcake/Fall festival</td>
<td>3</td>
<td>1,500</td>
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<tr>
<td>DM Introduction Events/Speaker Series</td>
<td>4</td>
<td>89</td>
</tr>
<tr>
<td>DM Kickoff</td>
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<td>1</td>
</tr>
<tr>
<td>DM Living Learning Community</td>
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<td>17</td>
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<tr>
<td>Freshman Summer Orientation Sessions</td>
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<td>1,303</td>
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<tr>
<td>Freshman Seminars/ Problem Solving with Lego</td>
<td>21</td>
<td>922</td>
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<tr>
<td>UML Club Meeting Visit</td>
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<td>35</td>
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<tr>
<td>Building Basic Skills &amp; Concept Development</td>
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<td></td>
</tr>
<tr>
<td>College Competitive Events</td>
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<td>58</td>
</tr>
<tr>
<td>DM Course Credit Project</td>
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<td>117</td>
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<tr>
<td>Idea Challenge Workshops</td>
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<td>63</td>
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<tr>
<td>Reverse Pitch</td>
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<td>25</td>
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<tr>
<td>Rocket Pitch Coaching</td>
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<td>52</td>
</tr>
<tr>
<td>Supporting Business Formation</td>
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<td></td>
</tr>
<tr>
<td>Idea Challenge Kick-off</td>
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<td>57</td>
</tr>
<tr>
<td>Idea Challenge Events</td>
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<td>198</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>5,721</td>
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