

2023 Impact Report



Together, Shaping the Future.

The NIACC Pappajohn Center is the expert in rural business innovation and success.

We're growing Iowa's entrepreneurial culture through grade school initiatives, college and community programs, and business training and development.



JOHN
PAPPAJOHN
ENTREPRENEURIAL
CENTER

Entrepreneur and Business Support



35

NEW BUSINESS STARTS



1,246

COUNSELING HOURS



144

JOBS CREATED



\$128K

SEED MONEY AWARDED TO CLIENTS



\$5,519,341

TOTAL CAPITAL INFUSIONS

Entrepreneurship Education



22

SMALL BUSINESS
PROGRAMS & WORKSHOPS



395

ATTENDEES



24

MENTORS

Student Entrepreneurship



607

STUDENTS IMPACTED

17

EVENTS

\$12,950

SEED MONEY & SCHOLARSHIPS
AWARDED TO STUDENTS

College Entrepreneurship Organization

Activities & Events

- National CEO Conference
- Morning Brew Speaker Event
- NIACC Marketplace - Management
- Everyday Entrepreneur Pitch Competition
- Salvation Army Service Project

Youth Entrepreneurial Academy

12 high school students participated in a 5 day academy where they transformed their interests and strengths into a viable business plan. The academy concludes with a Pitch Competition where students can compete for seed money to invest in their business.

Entrepreneur for a Day

581 5th grade students from 11 North Iowa schools participated in a two-session program where they learned the fundamental principles of entrepreneurship, including business planning and financial literacy, and put them into action by creating their own business.

Social Media Impact

224

POSTS PROMOTING
ENTREPRENEURS*
& PROGRAMS

127,458

TOTAL POST REACH
of Unique Accounts who Saw
or Interacted with Content *



6,056 561
Post Reach Post Reactions

*Facebook January 1-December 31, 2024

2023 Highlights

Deb Dalziel Woman Entrepreneur of the Year Award

Melissa Fabian of Simply Nourished Market & Mercantile was awarded this prestigious honor by America's SBDC Iowa which recognizes an Iowa woman entrepreneur who has significantly changed or improved her life and the lives of others. Melissa was presented with her award in a ceremony at the Iowa State Capitol.

Venture School Launch Day

Mary Jo Vrba of Mags & Lu, a full-service pet boarding and daycare business in Mason City, won the Third Place prize of \$5,000 at the 2023 University of Iowa Venture School Launch day competition, held during EntreFest, a two-day entrepreneurial conference in Iowa City.

InnoVenture Iowa Challenge

Jayson Ryner of ReEnvision Ag in Nora Springs won the top prize of \$100,000 at the InnoVenture Challenge which invites the best and brightest Iowa entrepreneurs to participate in a pitch competition where three early-stage startup companies compete on-stage for a winner-take-all award.

Lowe's Product Pitch Event

Billie Asmus of Repaint Studios in Hampton competed at Into The Blue: Lowe's Product Pitch Event, a global pitch competition. Her invention, the Repaint Tray, received Gold Ticket status and won the largest purchase order in the Paint Department Category. The Repaint Tray is expected to be available in Lowe's stores across the nation and online in 2024.

John Pappajohn

1928-2023

A self-made entrepreneur, visionary philanthropist, and generous champion of Iowa students, John Pappajohn used his success in the business world to make the greater world a better place.

Born in Greece, John immigrated to the United States with his mother at the age of nine months. He graduated from the University of Iowa, taking six years to do so because he alternated going to college with his two brothers—two would work while the other attended classes. John often said he learned the value of hard work early growing up in Mason City. After selling his insurance company in 1969, he used the funds to start his own venture capital fund, Equity Dynamics. The firm grew rapidly and has been involved in over 100 startups.

In 1996, John launched the John Pappajohn Entrepreneurial Centers housed at North Iowa Area Community College, the University of Iowa, Iowa State University, University of Northern Iowa, & Drake University.

His goal was to revive the entrepreneurial spirit in Iowa and make Iowa the most entrepreneurial state in America.



"Since I was a child, I dreamed of things I wanted to do. I wanted to make money and give it to others. I dreamed of helping people."

— John Pappajohn

The Pappajohn Center seeks to elevate the quality of life in North Iowa by fostering economic growth, enriching student and stakeholder experiences, ensuring organizational excellence, and cultivating collaborative partnerships to address educational and economic development needs.

VISIT OUR
WEBSITE



UPCOMING
EVENTS



REQUEST
COUNSELING



CONTACT US

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