

# Thomas Wilson Knapp

Academic Director Master's of Science in Entrepreneurship and Innovation  
Assistant Professor of Clinical Entrepreneurship  
University of Southern California, Marshall School of Business  
Lloyd Greif Center for Entrepreneurial Studies  
610 Childs Way, JFF 521, Los Angeles, CA 90089 (949) 632-5866

## Education

### University of Southern California-Los Angeles, CA

Masters of Business Administration May 2013

Bachelors of Science in Business Administration May 1986

## Academic Employment

### USC Marshall

Academic Director Masters of Science in Entrepreneurship and Innovation 2014-

Associate Professor of Clinical Entrepreneurship 2017-

Assistant Professor of Clinical Entrepreneurship 2009-2016

Associate Director Lloyd Greif Center of Entrepreneurial Studies 2011-2013

Adjunct Professor 2008

## Honors

- MBV Outstanding Teaching Recognition 2016
- Certificate of Recognition City of Los Angeles Outstanding Summer Program 2015
- Golden Apple Teaching Award 2011
- Outstanding University Professor, Sigma Chi Fraternity, USC Alpha Upsilon Chapter 2010
- Golden Apple Teaching Award 2009
- Outstanding Community Service Contribution, NFTE Los Angeles 2009
- Alumni Entrepreneur of the Year, USC Marshall Greif Center 1990

## Teaching

### Courses Taught

BAEP 549 The Entrepreneurial Journey

BAEP 550 Entrepreneurship and Venture Management

BAEP 551 Introduction to New Ventures

BAEP 552 Cases in Feasibility Analysis

BAEP 554 Venture Initiation

BAEP 597 Consulting Project in Business Entrepreneurship

GSBA 573 Managing Strategic Change and Implementation  
GSBA 574 The Executive of the Future  
BAEP 450 Fundamentals of Entrepreneurship  
BAEP 451 The Management of New Enterprises  
BAEP 452 Feasibility Analysis  
BAEP 453 Venture Management  
BAEP 454 Entrepreneurial Business Plan  
BAEP 454 Venture Initiation: Launching and Scaling Your Startup  
BAEP 499 Applied Entrepreneurial Feasibility Lab  
BAEP 480 Entrepreneurial Family Business  
BUAD 104 Learning International Commerce  
CORE 195 Exploring Entrepreneurship

## **Curriculum Development**

BAEP 549 a 2-unit course for MSEI Program. Updated the course objectives and assignments to fit in a 5-day structure for an intensive learning experience. Focused on early stage entrepreneurial lessons with an emphasis on Effectual Thinking and Entrepreneurial Mindset. Introduced living cases with early stage entrepreneurs challenging the students to look for new solutions in education, online and retail channels.

BAEP 551 a 3-unit course for the MBV Program. Updated the course objectives and assignments to adjust for 7-session format over a semester period. Developed activities and learning exercises that focused on entrepreneurial thinking as opposed to “Military Thinking”. Created assignments that focused on effectual logic and evaluated and created strategies on entrepreneurial ventures with military connections.

BAEP 554 Venture Initiation the capstone course in the MBA and MSEI programs. Focused on the Lean Launchpad strategy of using customer discovery to help build a venture when I updated this course. Brought in elements from the successful NSF I-Corps courses for students to use as they developed their ventures. Engaged the local startup community as mentors and lecturers including a Final pitch night at UpFront Ventures.

BAEP 454 Venture Initiation: Launching and Scaling Your Startup is the capstone course of the undergraduate program. Refreshed this course using the online tool LaunchPad Central to have students focus on the Business Model Canvas. Emphasized pitching and presenting the business model along with deeper customer discovery.

GSBA 573 and 574 are courses taught during the final session of the GEMBA program. Worked with the Academic Director to update the entrepreneur portion of the final session to make it more impactful and relevant to this international focused group of students. Developed living cases and brought in guest entrepreneurs with international experience to challenge the students to identify new outcomes for existing solutions.

BUAD 104 Learning International Commerce is a course for First Year students to learn and explore best practices of doing business in a foreign country. I have developed and lead trips to Australia, Argentina and Japan. Each country requires new readings and updated lesson plans based around current business environment and political change. Developed strategy and identified and garnered startup companies to present or visit while in country. Set-up over 20 in person visits at new companies such as Grimoldi, Westfield Properties, InfoBae, Arcor, Accenture and Wormhole.

BAEP 550 Entrepreneurship and Venture Management is a 1.5-unit course for the Full-Time MBA program. Developed the new course to meet the demands of the students for more variety in elective classes. Built curriculum to be taught in a 8-week timeframe and still deliver the impact needed to understand the entrepreneurial mindset, how to identify opportunity and the steps needed to acquire customer feedback. Launched 2 sessions in the Spring of 2015.

BAEP 480 Entrepreneurial Family Business is a course developed to teach the unique challenges faced by family lead companies as they look for opportunities to pass on the firm to future generations. Researched and met with other leaders in the field before building a completely new course for USC Marshall. Built curriculum, developed assignments, implemented textbook and readings and launched the course. Continues to be a successful course offered year round.

Developed, successfully launched and taught 2-unit Entrepreneurial Feasibility Lab, BAEP 499 that was used as a model for updating the curriculum for BAEP 453 Venture Management. Developed strategies and content to instruct students how to launch micro-ventures with limited capital so they would better understand the challenges facing new enterprises.

### **NSF National Science Foundation – Arlington, VA**

National Educator NSF I-Corps  
National Innovation Network  
October 2014-Present

Lead Instructor (1-10 faculty members nationwide) National Innovation Network I-Corps program.

Lead and Educate Professors and PhD students from Universities around the country in developing business strategies to help commercialize the technology they have developed in their University labs. Participating University Professors and PhD students include Stanford, MIT, Harvard, Georgia Tech, UC Berkley, UC San Diego, Cal Tech, University of Michigan, among others.

“I-Corps prepares scientists and engineers to extend their focus beyond the laboratory, and broadens the impact of select, NSF-funded, basic-research projects. This program

teaches NSF grantees to identify valuable product opportunities that can emerge from academic research, and offers entrepreneurship training to participants by combining experience and guidance from established entrepreneurs through a targeted curriculum.”

- Lead Instructor National Faculty: Fall Cohort III Los Angeles October 2016
- National Faculty: Spring Cohort II Los Angeles April 2016
- Faculty: Fall Cohort II Los Angeles October 2015
- Adjunct Faculty: Winter Cohort I San Francisco 2015
- Adjunct Faculty: Fall Cohort II Los Angeles October 2014

### **USC Summer Programs Exploring Entrepreneurship**

As Program Director of the 4-week Summer Program for High School students where students earn college credit while attending class each day from 9:00-4:00. Established teaching team of 8 professors to lead in the classroom, built curriculum and course plans and identify and arrange for guest entrepreneurs at different stages in their careers to share on campus. In addition we go out into the business world for 4-5 field trips at companies such as New Deal Studios, UpFront Ventures, Idealab, Active, American Apparel and Start Engine.

## **Service**

### **University:**

- USC University Club 2011-2013
  - President
  - Vice President
  - Member Board of Councilors
  - Member Strategic Planning Committee
- USC Parent Leadership Circle 2014- 2017
  - Member Executive Committee
- Viterbi Maseeh Entrepreneurial Prize Competition 2010-2012
  - Lead educator

### **Marshall:**

- Committee on Technology 2013-2016
- MCP Meals with Faculty Mentors program 2013-
- Marshall Faculty Elective Advisor 2009-
- Marshall Committee for Undergraduate Programs 2009-2013
- Marshall Corporate Council 2011-2013
- Marshall Admissions, Merit Scholars Interviews 2011-2013
- Marshall Undergraduate Advising Search Committee 2012
- Marshall Undergraduate Curriculum Committee 2011-2012

- Global and Discovery Scholar Submission Committee 2012
- Marshall Business Floor Advisor, Faculty Advisor 2011-2012
- Marshall Bendheim Executive in Residence Program 2011-2012
- Marshall Strategic Planning Initiatives 2011

### **Lloyd Greif Center:**

- Undergraduate Coordinator 2009-
- Undergraduate Curriculum Committee 2015-
- Homecoming Event, Event Chairman 2010-2013
- New Venture Seed Competition, Director 2011-2013
- Networking Day Alumni/Students Committee Chair 2011-2012

### **Presentations and Conferences:**

- I-Corps National Faculty Meeting 2015, NSF National Science Foundation, Washington DC, Presenter. (December 8, 2015).
- Education Uncubed, Uncubed, New York City, NY, Attendee. (November 2, 2015).
- Encore Alumni USC, USC Alumni Association and Career Center, Los Angeles, Presenter. (October 29, 2015).
- YPO Entrepreneurial Energy, Young Presidents Organization, Los Angeles, Presenter. (July 8, 2015).
- YPO Entrepreneurial Energy, Young Presidents Organization, USC, Presenter. (July 9, 2014).
- USC Homecoming Weekend, USC Alumni Association, Tutor Campus Center, Presenter. (November 9, 2012).
- West Coast Research Symposium, USC Greif Center for Entrepreneurial Studies, Los Angeles, CA, Attendee. (September 7, 2012).
- USC Marshall Bay Area Entrepreneur Day, USC Marshall Partners, Box Headquarters, Palo Alto CA, Presenter. (May 1, 2012).
- USC Homecoming Weekend, USC Alumni Association, Tutor Campus Center, Presenter. (November 11, 2011).
- USC Family Weekend, USC Marshall, Hoffman Hall, Presenter. (October 28, 2011).

- Global Consortium for Entrepreneurship Centers, USC Greif Center, USC Campus, "Attendee", Attendee. (October 22, 2011).
- USC Marshall Admitted Student Reception, Faculty Speaker, Town and Gown. (April 2011)
- Kairos Global Summit, Kairos Society, New York City, "Presenter and Panel Participant", Session Chair. (February 25, 2011).
- SIMA Boot Camp, Surf Industry Manufacturers Association, Huntington Beach, "Keynote Speaker", Presenter. (November 8, 2010).
- SIFE World Congress, Students in Free Enterprise, Anaheim, California, "Judging Panel for Finalists", Judge. (October 11, 2010).
- Kairos Global Summit, Kairos Society, New York City, "Faculty Advisor for USC Chapter; Largest Delegation", Session Chair. (April 17, 2010).
- Board Retailers Association Retail Summit, Board Retailers Association, Huntington Beach, "Keynote Speaker", Presenter. (April 22, 2009).
- SIMA Boot Camp, Surf Industry Manufacturers Association, Huntington Beach, Session Chair. (March 19, 2009).
- Sigma Alpha Epsilon Scholarship Dinner, Sigma Alpha Epsilon, Los Angeles, "Keynote Speaker". (February 24, 2009).

## **Professional Work Experience**

### **Blue Jay Bay Ventures/ DW Investments-Costa Mesa, CA**

Partner

2011-Present

Acquire, redevelop and Manage multi-family housing in Southern California

Own and operate over 1,000 housing units

### **Club Sportswear, Inc.-Irvine, CA**

Founder/President

1984-Present

Established during junior year at USC

Achieved \$840,000 in revenue in 1986, Graduation Year

Grew revenue to more than \$10,000,000 and 10 countries in six years

Leader in the beach apparel industry

**Billabong International, LTD Australia**

Consultant  
2007-2013

Worked directly with President and leadership on a multitude of projects  
Responsible for P&L issues on retail projects  
Represent Company with major retail developers and property owners

**Billabong International-Irvine, CA**

President GSM Investments  
2004-2007

President of retail division that ran over 40 surf shops  
Successfully completed two multi chain acquisitions

**Island Fun, Inc.-Lahaina, Maui HI**

Founder/President **Honolua Surf Co.**  
1995-2004

Founder of successful Hawaiian based chain of retail stores  
Built chain and brand to 19 locations and over \$20 million in revenue  
Successful sale to Billabong International in January 2004

**Mad Dog Enterprises, LLC- Santa Ana, CA**

Partner Initium Eyewear  
2007-2011

Start-up eyewear and sunglass manufacturer  
Distribution through high end optical and retail boutiques  
Distributorships established in 8 foreign markets

**True Textiles, Inc.-Santa Ana, CA**

Founder/Chairman  
1989-2005

Full service garment screen-printing business  
Established to meet the demand of growing Club Sportswear  
Successful sale of company to larger competitor

## **Additional Personal Accomplishments**

University of Southern California-Los Angeles

- 1986 Graduated top of USC Business School in Entrepreneurship
- Marcia Israel Award Winner

International Triathlon Union World Championships

- 2004 Madeira Portugal Gold Medalist
- 2005 Honolulu Hawaii Gold Medalist
- 2008 Vancouver Canada Bronze Medalist
- 2011 London England Bronze in Pre-Olympic Paratriathlon

United States Triathlon Association

- 2011 Para-Duathlon National Champion-Tucson Arizona
- 2010 Bronze Medalist National Championships- NYC, NY

Ernst & Young Entrepreneur of the Year Award

- Winner 1991 Orange County
- Finalist 1988, 1989 & 1990

Harbor Day School -Newport Beach, California

- 2004 Alumnus of the Year

SIMA -Surf Industry Manufacturers Association

- 2000 Environmentalist of the Year

S.B.A. 1991 Young Entrepreneur of the Year for the Western Region

ACE- Association of Collegiate Entrepreneurs

- Top 20 in 1990, 1991, 1992 and 1993

### **Board of Directors Positions:**

Colony Starwood Homes NYSE symbol SFR

- Member Board of Directors 2013-present
- Member of Audit and Compensation committees

CAF- Challenged Athletes Foundation

- Member Board of Directors 2006-present
- Chairman of Finance Committee
- Treasurer



Semester at Sea-Institute for Shipboard Education

- Member Board of Directors 2014-present
- Vice Chairman of Academic Affairs committee

Lloyd Greif Center for Entrepreneurial Studies USC Marshall

- Member of Advisory Board 2007-2013

SIMA -Surf Industry Manufacturers Association

- President 1993& 1994
- The Waterman's Ball-Chairman 1993, 1994, 1996 & 1997
- Treasurer 1992

The Orange County Marine Institute

- Vice Chairman 1995 & 1996
- Orange County Marine Institute-Major Gifts Chairman 1993

American Oceans Campaign

- Member of the Board of Directors-1994

Harbor Day School, Newport Beach, CA.

- Member Board of Trustees 1996-2002

The Pacific Club-Newport Beach, CA.

- Member Board of Directors-1996-1998