



UNIVERSITY OF MINNESOTA DULUTH

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College of Liberal Arts



Cultural Entrepreneurship Newsletter

May 2021

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Hello Aparna,

This month's newsletter is dedicated to the entrepreneurial endeavor of two Cultural Entrepreneurship (CUE) students Madison Brenengen (left) and Allyson Hilgeman (right). Their work illustrates how CUE students develop an **entrepreneurial mindset**, a life skill beginning in the classroom, and taken to new heights through an entrepreneurial endeavor.



Recently, they competed in UMD's Startup Cup and **Travel Bug**, their cultural business venture, won "The Most Innovative Idea" prize for \$1000. Watch their presentation and Q&A with the judges in the video recording below.

In the **CUE Podcast** also linked below, Kameron Stone chats with them about their experience building the startup through **CUE coursework** and entering the startup competition. Listen to how CUE has helped them become well-rounded people.

Travel Bug Wins!!

Brenengen is studying **Cultural Entrepreneurship** and **Spanish**. She will be graduating in the fall of 2021 with plans to pursue work in the local tourism industry. Through different Cultural Entrepreneurship courses, she has learned how creative organizations can positively impact the growth of local economies.

Hilgeman is majoring in **Cultural Entrepreneurship** with a minor in **Psychology**. She has traveled to



UMD ENTREPRENEURSHIP COMPETITION

Mexico to study the political, environmental, social, and economic effects of U.S. policy on women and children. Hilgeman has participated in business projects throughout her university career, which has taught her the value of world connectedness through product innovation and creation. She hopes to continue her studies after graduation in the summer of 2021.

Watch Brenengen and Hilgeman's presentation along with the Q&A

(Duration: 9 minutes)
(Begins at the 16:30 minute mark)

CUE Podcast with Madison and Allyson



PODCAST EPISODE

Madi and Allyson - on creating a business - Ep. 8

CUE at UMD

University of Minnesota Duluth

Cultural Entrepreneurship Program

487 Humanities 1201 Ordean Court

Duluth, MN 55812

Phone: (218) 726-8306

Contact Us



University of Minnesota Duluth | 1201 Ordean Court, H487, Department of World Languages and Cultures ,
Duluth, MN 55812

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