

TANGEN HALL

A New Home for Campus-Wide Entrepreneurship



Wharton
UNIVERSITY of PENNSYLVANIA

Inspire.
Achieve.
Scale.







A hallmark capital project of the Wharton School, Tangen Hall is the physical “start here” button for aspiring entrepreneurs and students interested in engaging with startups across the University of Pennsylvania, providing students access to tools, resources, and workspaces to invent, experiment, and collaborate.



CROSS-CAMPUS STUDENT COLLABORATION



INCUBATION OF IDEAS



CONVENIENT LOCATION ON CAMPUS

KSS

Architects

For information about naming a space, please contact:
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Tangen Hall is the newest star in Penn’s constellation of innovation resources. Wharton-led and Penn-wide, the approximately 70,000-square-foot facility at 40th and Sansom Streets is ushering in a new era of innovation and entrepreneurship at Penn. In addition to Venture Lab, the building houses signature programs such as the Jay H. Baker Retailing Center; the Harris Family Alternative Investments Program; and the Stevens Center for Innovation in Finance.

Many student entrepreneurial initiatives currently spread across campus are centralized in five floors of the new building. Within its walls, state-of-the-art spaces have been specifically designed to spark creativity, foster collaboration, and enable students to prototype products. At Tangen Hall, students from all of Penn’s schools can find the resources and support they need to make their ideas a reality.

Tangen Hall:

- Centralizes longstanding campus entrepreneurship-focused programs, including Venture Lab; the Goergen Entrepreneurial Management Program; Weiss Tech Hub; the Sol C. Snider Entrepreneurial Research Center; and the master’s level Integrated Product Design Program;
- Offers collaboration and incubator spaces, study and seminar rooms, faculty offices, and spaces where students meet with alumni mentors and other members of the entrepreneurial community;
- Includes a virtual reality cave, maker spaces, food innovation lab, and pop-up retail space for newly developed products;
- Enhances student life at the western end of campus, along with New College House West and the renovated high-rise College Houses.

The following pages describe naming opportunities in the building.

LEVEL ONE



Upon entering Tengen Hall, you are immersed in Penn's entrepreneurship ecosystem.

Whether students are at an early stage in building a prototype or scaling an established startup, the labs on level one provides the spaces and tools needed to create and showcase products. Large windows and doors offer views of creativity coming to life.

A RETAIL LAB

\$5,000,000

Flex retail space showcases successful alumni and student ventures. Aspiring founders in retail space are able to conduct customer and market research, test products, and get customer feedback.

E FABRICATION STUDIO

\$5,000,000

A 60-seat large collaboration and instructional area for students to get training and experience with various fabrication tools. The floor-to-ceiling windows provide a prominent view into the space from 40th and Sansom Streets.

B FOYER

Gift Committed

F DIGITAL REALIZATION LAB

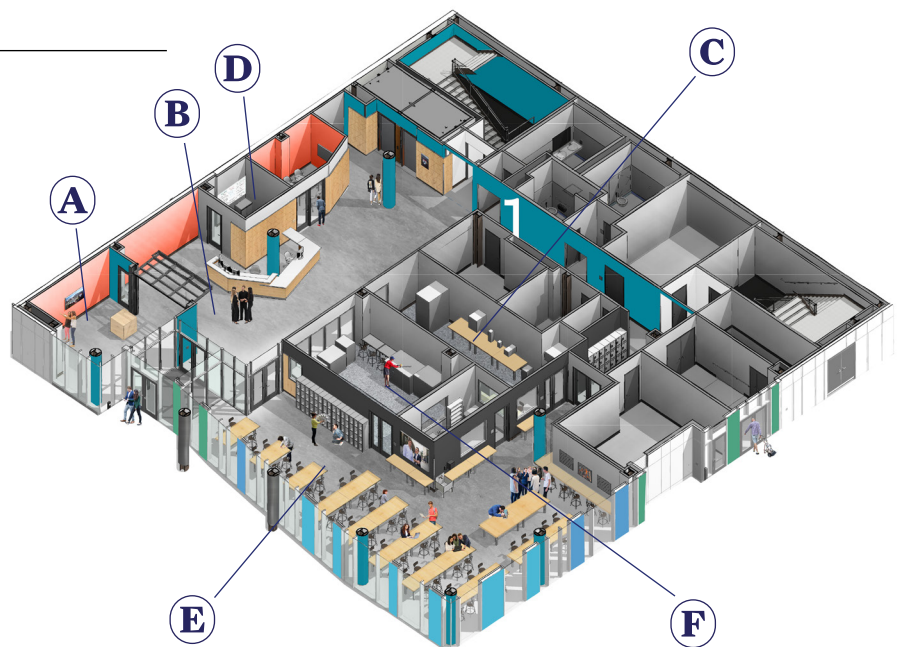
Gift Committed

C FABRICATION LAB

Gift Committed

D CONFERENCE ROOM

Gift Committed



LEVEL TWO

The second level showcases and celebrates ideas that have come to fruition. Signature events, such as the Startup Showcase, and special workshops take place in the colloquium, while faculty and staff use mentoring suites to guide and advise students in their work.



A COLLOQUIUM

Price available upon request

The heart of Venture Lab, the space is designed for events and programming, such as the Startup Showcase, as well as co-working space for student teams. The colloquium can accommodate up to 200 people for special events.

E MENTORING SUITES

\$250,000

Faculty, alumni, and entrepreneurs-in-residence can meet with students and other members of the entrepreneurial community. Rooms comfortably fit two to four people.

B FOOD INNOVATION LAB

Gift under Consideration

Adjacent to the colloquium, this state-of-the-art facility enables Penn student entrepreneurs to experiment and create ventures focused on food innovation; sourcing and sustainability; health and wellness; and innovations in packaging and product design.

C DIRECTOR OFFICES

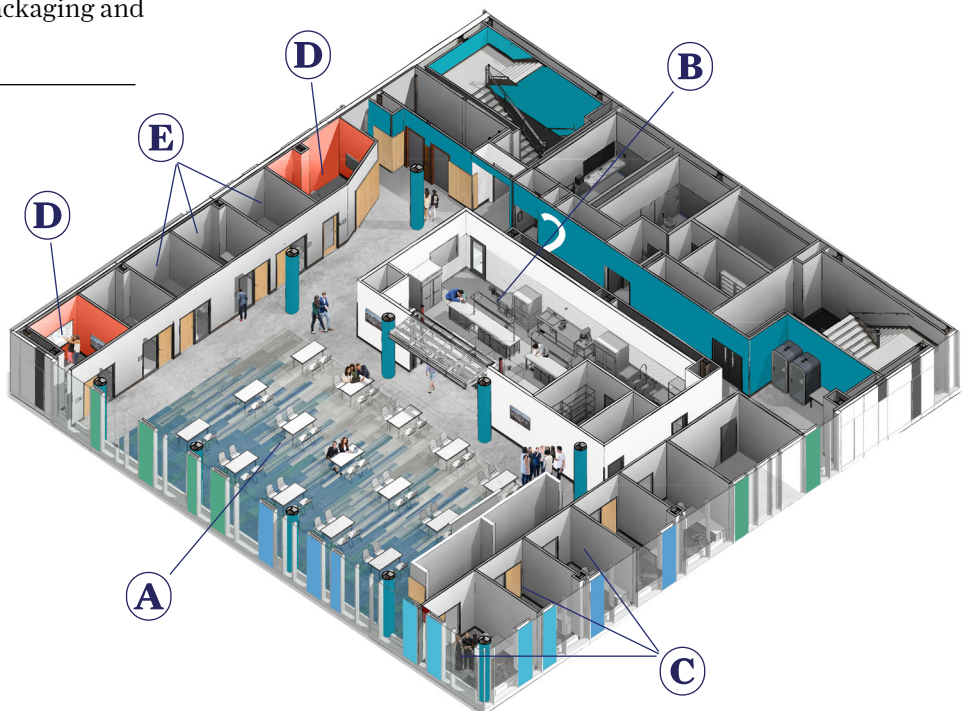
\$250,000

These dedicated office spaces are for senior leadership of the programs housed in Tangen Hall.

D TEAM ROOM

\$250,000

These enclosed rooms are designed to give teams a landing place to work on projects in a private setting. Rooms comfortably fit two to four people.



LEVEL THREE



Levels three and four are designed with collaboration in mind, especially for students who are ready to launch their ventures. There are a multitude of spaces for cross-curriculum connections and team projects.

The founders suite contains over 20 workstations, plus break out desks for meetings and opportunities for founders to learn from each other.

Advanced engineering labs operated by the School of Engineering provide access to more sophisticated tools, such as a Computer Numeric Control (CNC) machine. Team rooms can be used for market research.

A FOUNDERS SUITE

Gift Committed

D TEAM ROOM

\$250,000

Enclosed rooms designed to give teams a landing place to work on projects in a private setting. Rooms comfortably fit two to four people.

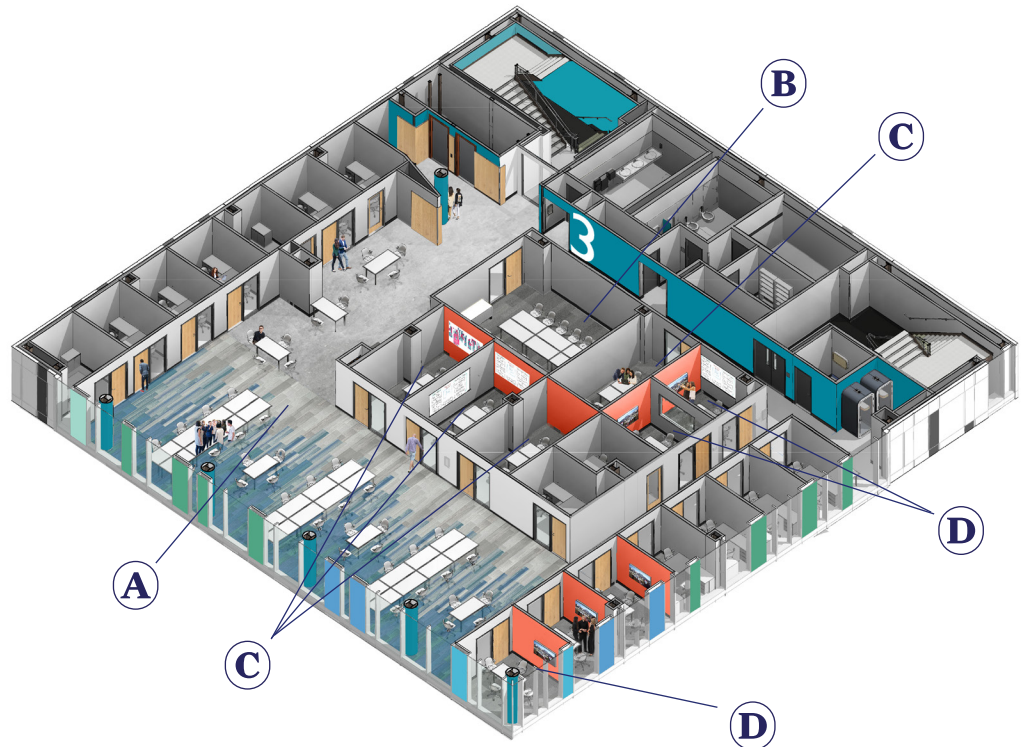
B LARGE CONFERENCE ROOM

Gift Committed

C VENTURE POD

\$300,000

Dedicated space for new ventures are available to be leased for a set amount of time while the new startup has time to launch and grow.



LEVEL FOUR



A INTEGRATED PRODUCT DESIGN STUDIO

\$2,500,000

This 80-seat studio is for students in the master's level Integrated Product Design Program, an interdisciplinary collaboration among the Wharton School, the School of Engineering and Applied Science, and the Stuart Weitzman School of Design.

E VENTURE POD

\$300,000

Dedicated space for new ventures are available to be leased for a set amount of time while the new startup has time to launch and grow.

B DIGITAL MEDIA LAB

Gift Committed

C ADVANCED FABRICATION LAB

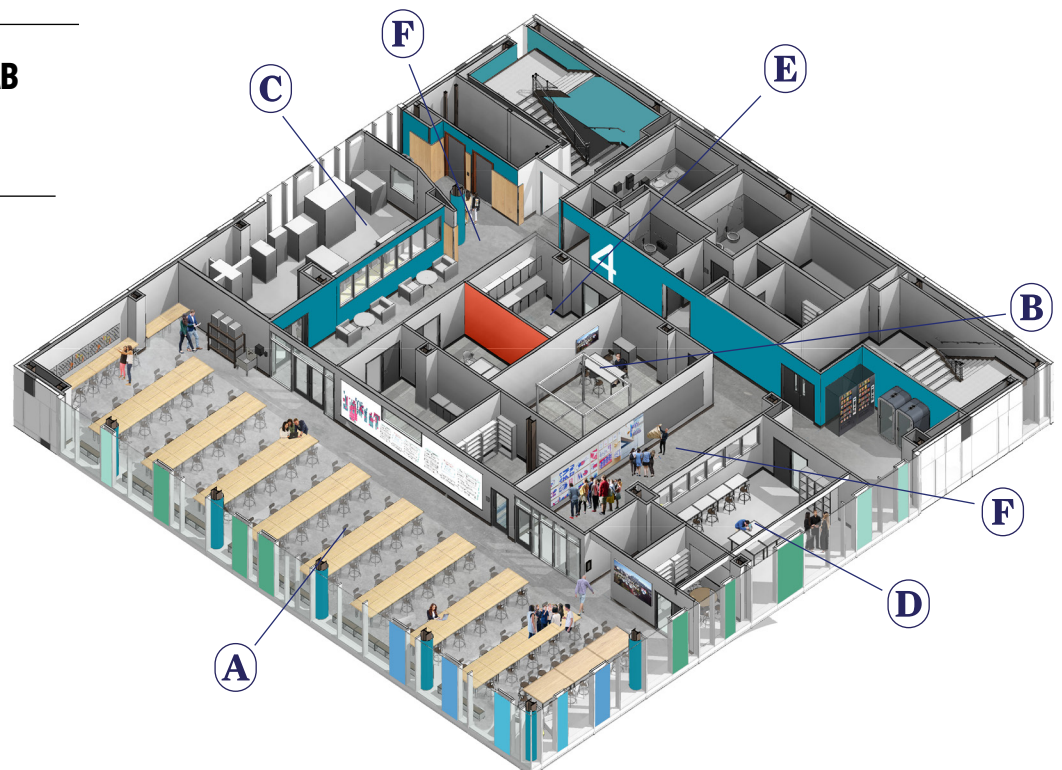
Gift Committed

D ELECTRONICS AND MECHATRONICS LAB

Gift Committed

F IDEAS FORUM

Gift Committed



LEVEL SEVEN

Learning, collaborating, and strategizing take place on this level. Interactive workshops and instructive seminars take place in one of two active learning spaces. Technologically connected team rooms, venture pods, and a rooftop terrace are ideal spaces for creative thinking and serendipitous encounters that spark innovative ideas.

The summit and rooftop terrace can be used for special events.



A THE SUMMIT

\$3,000,000

An inviting co-working space that is ideal for collaboration. The summit leads to the rooftop terrace and can be used as an assembly space for the adjacent active learning rooms.

E ROOFTOP TERRACE

Gift Committed

B LARGE ACTIVE LEARNING SPACE

\$2,500,000

A large workshop-style learning space is designed for instruction, active learning, and seminars.

F TEAM ROOM

Gift Committed

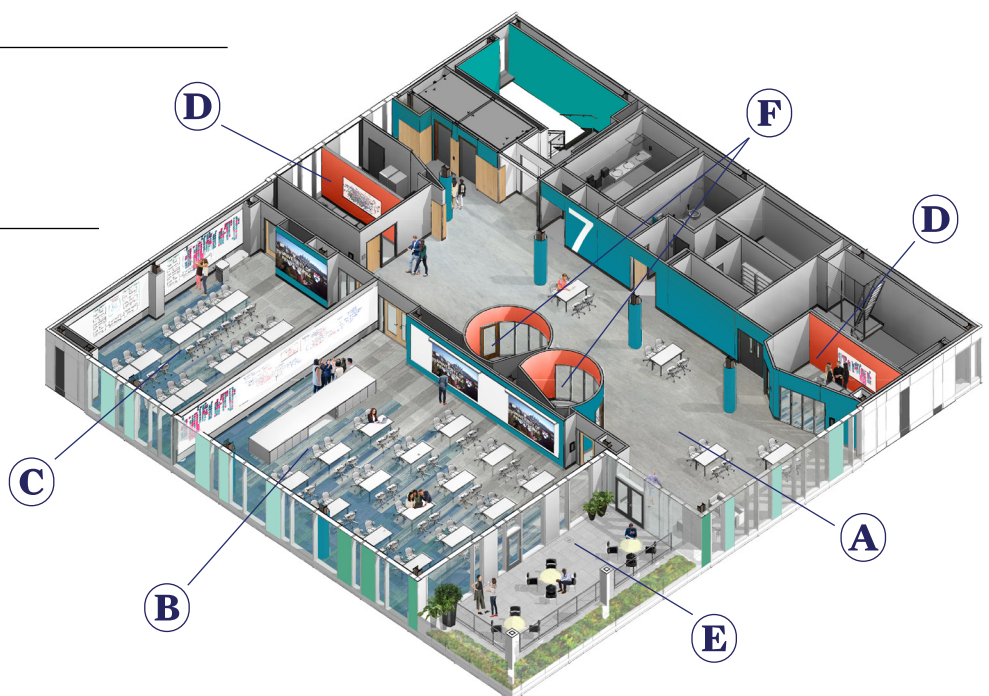
C ACTIVE LEARNING SPACE

Gift Committed

D VENTURE POD

\$300,000

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NAMING OPPORTUNITIES AT A GLANCE

Colloquium	<i>Pricing upon request</i>	Level Two
Fabrication Studio	\$5,000,000	Level One
Retail Lab	\$5,000,000	Level One
Food Innovation Lab	\$5,000,000	Level Two

The Summit	\$3,000,000	Level Seven
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Founders Suite	<i>Gift Committed</i>	Level Three
Integrated Product Design Studio	\$2,500,000	Level Four
Large Active Learning Space	\$2,500,000	Level Seven

Active Learning Space	<i>Gift Committed</i>	Level Seven
Foyer	<i>Gift Committed</i>	Level One
Rooftop Terrace	<i>Gift Committed</i>	Level Seven
Digital Media Lab	<i>Gift Committed</i>	Level Four

Advanced Fabrication Lab	<i>Gift Committed</i>	Level Four
Digital Realization Lab	<i>Gift Committed</i>	Level One
Electronics and Mechatronics Lab	<i>Gift Committed</i>	Level Four
Fabrication Lab	<i>Gift Committed</i>	Level One
Large Conference Room	<i>Gift Committed</i>	Level Three
Conference Room	<i>Gift Committed</i>	Level One
Venture Pods	\$300,000	Levels Three, Four, and Seven

Director Offices	\$250,000	Level Two
Mentoring Suites	\$250,000	Level Two
Ideas Forums	<i>Gift Committed</i>	Level Four
Team Rooms	\$250,000	Levels Two and Three
Office Space	\$125,000	Level One, Three, and Four

Typically, philanthropic commitments are paid over a period of three to five years.

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All donor recognition will be developed within
Wharton and University standards and shared
with donors before designs are finalized.



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