

Published on *University of Colorado* (<https://www.cu.edu>)

[Home](#) > [Episodes](#) > Faven Assefa, Dual Major in Business and Computer Science and Owner of LuXe Coffee

---

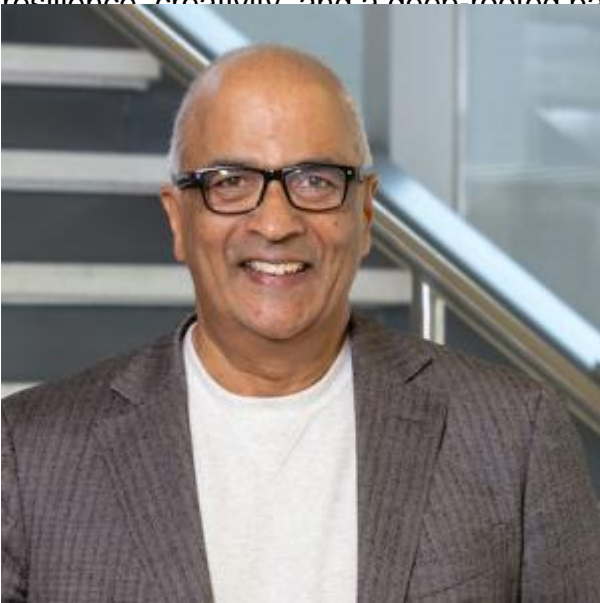
## Faven Assefa <sup>[1]</sup>





[2]

Guest: Faven Assefa [3], a dual major in business and computer science and owner of LuXe Coffee, embodies the spirit of entrepreneurship. Hailing from Colorado with Ethiopian heritage, she brings a unique perspective shaped by her cultural background and experiences within the vibrant Ethiopian community in Aurora. Faven's entrepreneurial journey showcases resilience, creativity, and a deep-rooted passion for innovation.



[5]

Interviewer: Dr. Madhavan Parthasarathy is a Professor of Marketing and Entrepreneurship and the Academic and Executive Director of the Jake Jobs Center for Entrepreneurship [6] at the University of Colorado Denver [7]. He co-teaches the entrepreneurship capstone classes with Joel Appel. His primary research focuses on the diffusion and discontinuance of disruptive innovations, with publications in notable journals such as Information Systems Research and Small Business Economics. Dr. Parthasarathy has fostered close relationships with Colorado's top entrepreneurs and business leaders and played a key role in securing a major gift from Jake Jobs. He advocates for a balanced education that combines academic and experiential learning, empowering students to thrive in Colorado's entrepreneurial ecosystem. Under his leadership, the Jobs Center offers innovative mentorship programs,

hosts cutting-edge events, and maintains strong ties with the business community.

[Learn more about Professor Parthasarathy](#) [8]

---

TEXT TRANSCRIPT [9]

**Groups audience:**

CU Innovators

---

**Source URL:**<https://www.cu.edu/cu-innovators/episodes/faven-assefa>

**Links**

[1] <https://www.cu.edu/cu-innovators/episodes/faven-assefa>

[2] [https://www.cu.edu/sites/default/files/2024\\_cui\\_faven\\_headshot.jpeg](https://www.cu.edu/sites/default/files/2024_cui_faven_headshot.jpeg)

[3] <https://luxecoffee.coffee/pages/founder> [4] <https://luxecoffee.coffee/>

[5] [https://www.cu.edu/sites/default/files/2024\\_cui\\_faven\\_mp.jpg](https://www.cu.edu/sites/default/files/2024_cui_faven_mp.jpg) [6] <https://jakejabscenter.org/>

[7] <https://www.ucdenver.edu/> [8] [https://business.ucdenver.edu/about/our-people/madhavan-](https://business.ucdenver.edu/about/our-people/madhavan-parthasarathy-phd)

[parthasarathy-phd](https://business.ucdenver.edu/about/our-people/madhavan-parthasarathy-phd) [9] <https://www.cu.edu/doc/202403-04cu-innovatorsucdfavencoffeetranscriptpdf>