Entrepreneurial Makers
A Process Perspective

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Innovation & Venturing
(Startup or Corporate)

is essentially

a Learning Process

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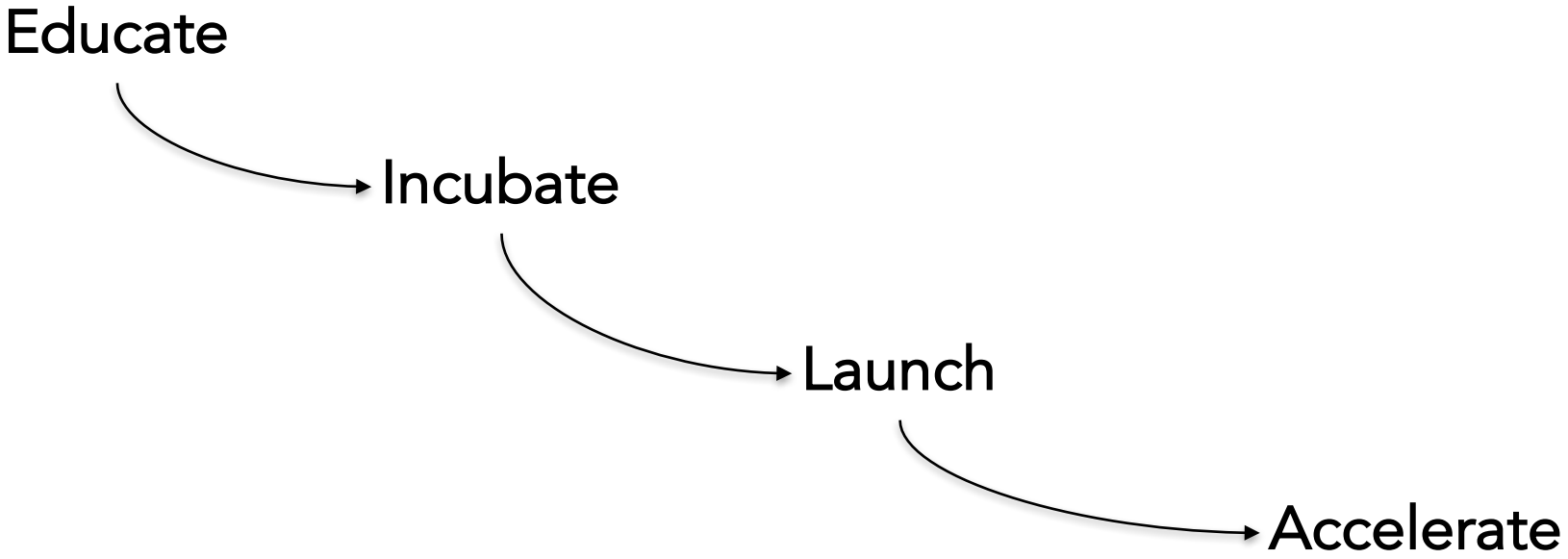
Our Entrepreneurial Maker Model



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Educate

Students

- Undergraduate
- Graduate
- Labs - ICorps
- Alumni
- Corporate

Tracks

- Tech entrepreneurship
- Family: next gen
- Social entrepreneurship
- Corporate innovation

Courses

- Design thinking
- Entrepreneurial and digital marketing
- Rapid prototyping and test
- Business model design
- Integrated business planning and pitching

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Northeastern's Summer Session in Silicon Valley

Seven weeks: July 7th through August 31st.

Semester in Silicon Valley provides your students with a special approach to entrepreneurship education which includes courses, experiential field-based projects, and structured immersion into the entrepreneurial culture of San Francisco. It is designed for both undergraduate and Masters level students.

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INCUBATE

Ready

- Customer value proposition
- Customer discovery
- Solution design
- IP strategy

Set

- Business model
- Unit economics
- Sales funnel metrics

Go

- Business plan
- 5 yr P&L
- Prototypes
- Investor pitch & financing strategy

- Students manage the process / methodology.
- Alumni are business planning coaches, using the same methods.
- Industry mentors, assigned to ventures, help focus teams and open doors to customers.
- Gap Funds to validate products and business models, in-market.

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A Community of Practice in Entrepreneurship

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ORIGIN
Northeastern's Deep Tech Hub

SCOUT
Northeastern's student-led design studio

mosaic
Student-led entrepreneurship
at Northeastern University

generate | Student-Led Product Development Studio

IP CO-LAB

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Launch

400+

Current Ventures

$133M

External Funding Raised

52

Launched Ventures

- 5 staff
- 50 internal coaches
- 200+ mentors

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Mentoring Network

Venture Mentoring Network
NORTHEASTERN UNIVERSITY

ABOUT | MENTORS | VENTURES | STEERING COMMITTEE | EVENTS | MEDIA | CONTACT

- 200+ formal mentors, University-wide affiliations
- Monthly lunches to pair Mentors with Ventures
- Business mentors, R&D mentors, and Invest mentors

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Our Partners Program

- India
- China
- Korea ?

- Education challenges
- IDEA Process & Training
- Leveraging local Investor Networks
- Student & Faculty exchanges

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And With This, An Ecosystem of Makerspaces

Artisan's ASYLUM

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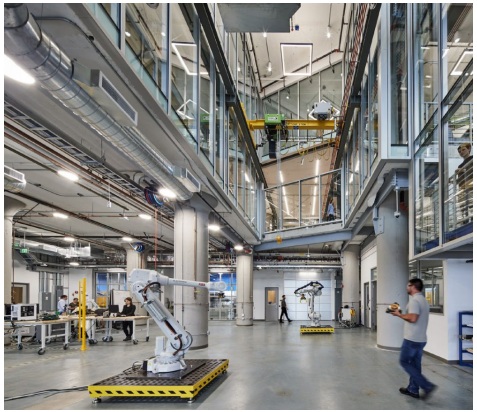
Now, Increasingly Specialized

GREENTOWN LABS

BOSTON'S FOOD BUSINESS INCUBATOR
COMMON WEALTH KITCHEN
Cook. Create. Collaborate.

AUTODESK BUILD SPACE



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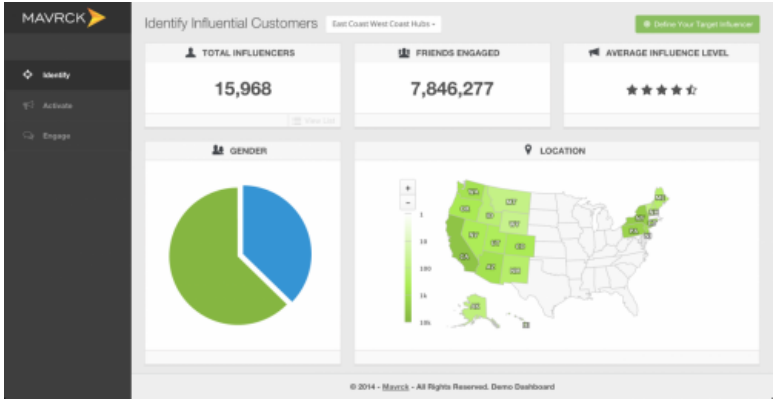
And, Business Accelerators

MASSCHALLENGE

techstars®
BOSTON ACCELERATOR



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What Can Corporations Learn From This?

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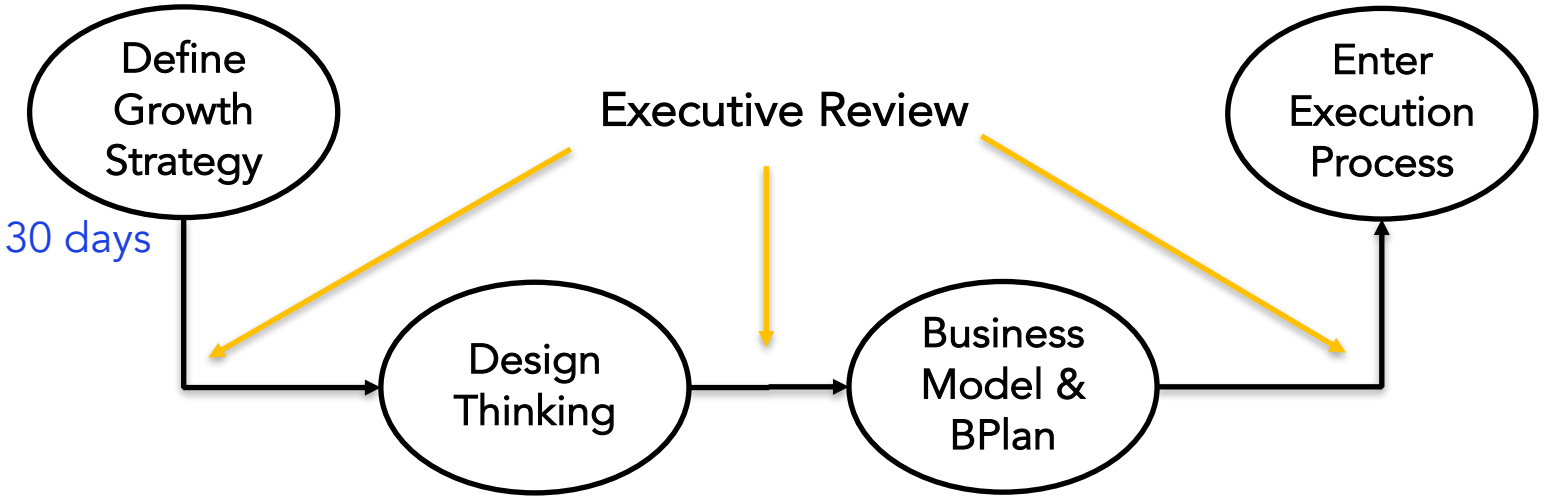
Educate: Off-Site Innovation Bootcamps



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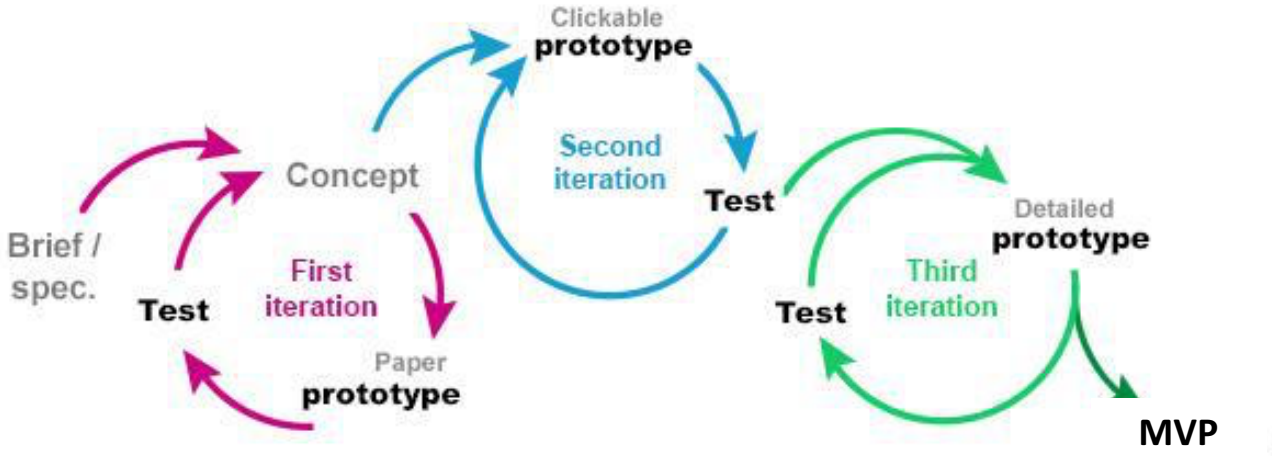
Connecting Ethnography to the Business, Business Horizons, 2016

An Agile R&D Lab

With Innovation-Friendly HR Policies



Employee slack time (5-15%) for prototyping new ideas that could become new products (the 3M model).

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A Pilot Plant
Or the Freedom to Work with SubContractors

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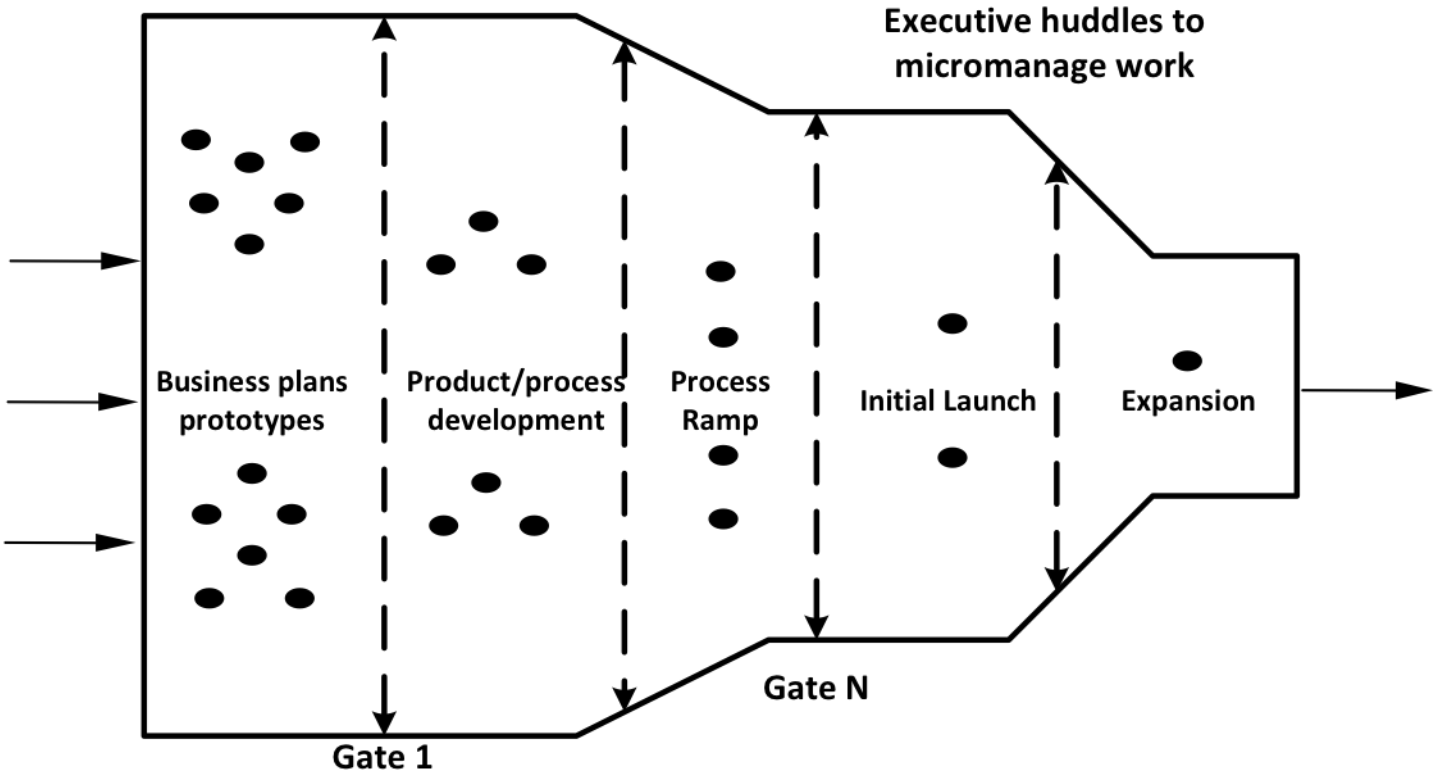
And, Not This

Stage-Gates are for Risk Management, Not Innovation



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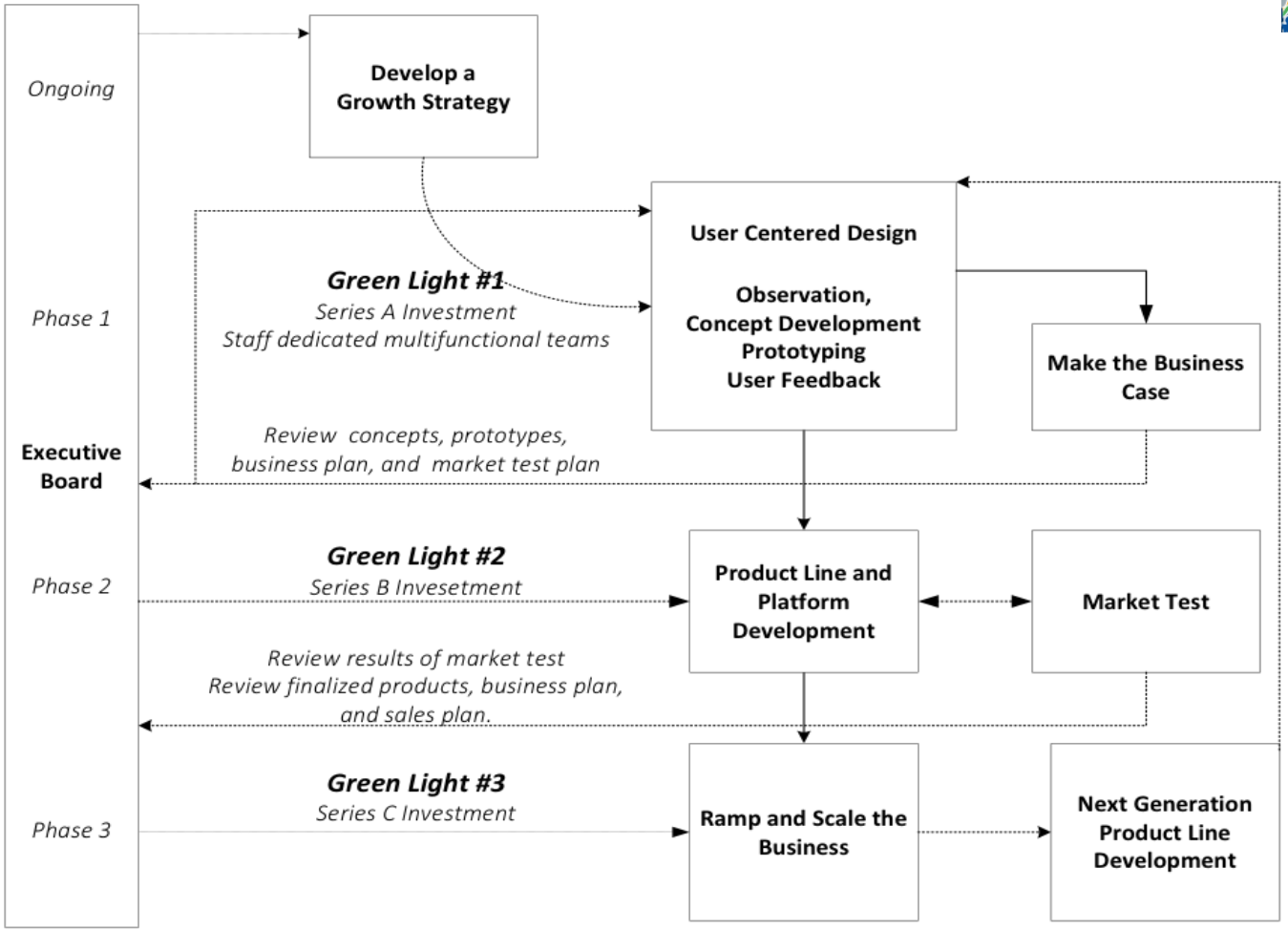
But This:

A Fast Path Corporate Venturing Process



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With External Partners & Even Investors

Buick
Baojun

Marketplace

Cruise Automation

Maven

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Action Steps

- If you are a University, www.northeastern.edu/entrepreneurship
- If you are a company, www.instituteforenterprisegrowth.com

➢ Either way: ma.meyer@northeastern.edu

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