



Information Session

Fall 2012

# Meeting Agenda

- What is IdeaLab?
- What do we do and how do we do it?
- Results? Check out our Alumni!
- How do I get involved?
- Q&A

# A CMU Grad Student Incubator for Social Good



IdeaLab Consultants



Cohort of Student Social Entrepreneurs

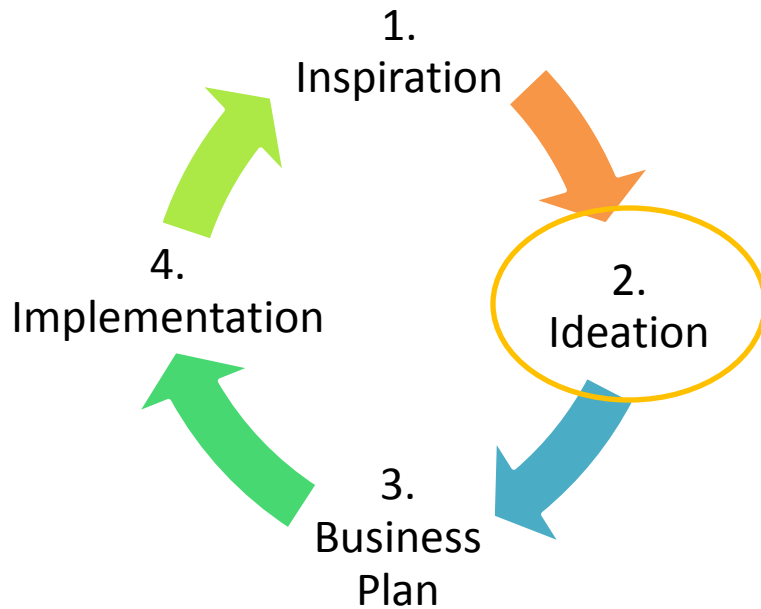
IdeaLab Board



IdeaLab Alumni & PGH Community



# A Simple Student-friendly Framework for Ideation



## Ideation:

Ideation is the process of forming and testing ideas in planning, ad-hoc, and research and development activities. \*

## Our Value Proposition:

- Community & Resources
- Structured Time & Accountability
- Process to develop and vet your idea

## Key Features of our Structure:

- Workshops twice per month
- SMART Goals, Elevator Pitch Practice, One-on-ones
- Consultants & External Partners

# Cohort Schedule

## Workshop 1: Intro to Entrepreneurial Strategy

Sept. 21<sup>st</sup>

- ❖ Intro to IdeaLab & Social Entrepreneurship
- ❖ Assessing structure for your idea : Project, Product or Enterprise?
- ❖ Setting SMART goals for the semester

## Workshop 2: Analyzing & Framing Social Impact

Sept. 28<sup>th</sup>

- ❖ Mini Case Exercise
- ❖ Social Impact Creative Brainstorming Activity & Discussion

## Workshop 3: Market Analysis & Strategy

Oct. 26<sup>th</sup>

- ❖ Market Analysis: SWOT & Porter's Five Forces
- ❖ Market Strategy: Customer Segments & Targets, Position

## Workshop 4: Finance & Business Entity Design

Nov. 9<sup>th</sup>

- ❖ Revenue Model Discussion
- ❖ Finance Activity

## Workshop 5: Connect Event

Nov. 16<sup>th</sup>

- ❖ Elevator Pitch Practice
- ❖ IdeaLab Consultants Feedback

## Workshop 6: Courage + IdeaLab Fall Showcase

Nov. 28<sup>th</sup>

- ❖ Courage and Resilience as a Social Entrepreneur
- ❖ Public Presentation of Ideas

# Special Events

## Social Entrepreneurship Roundtable Luncheon

Sept. 24<sup>th</sup>

- ❖ Discussion about local and national social entrepreneurship space with peers, experts, and incubator/fellowship representatives
- ❖ HBH 1001
- ❖ 12 – 1:20 pm

## OpenIDEO Night!

Oct. 12<sup>th</sup>

- ❖ NEW AWESOME EVENT!
- ❖ Group workshoping of OpenIDEO ideas ([www.openIDEO.org](http://www.openIDEO.org))
- ❖ Gates 4211
- ❖ 5 - 7 pm

## Expert & Alumni Panel

Nov. 2<sup>nd</sup>

- ❖ First hour, panel of local experts in social entrepreneurship
- ❖ Second hour, panel of Idea Lab alumni
- ❖ HBH 1003
- ❖ 5 – 7 pm

## Connect Event

Nov. 16<sup>th</sup>

- ❖ Replaces workshop
- ❖ Pitch and collaboration with consultants
- ❖ Gates 4211
- ❖ 5 – 7 pm

## IdeaLab Showcase

Nov. 28<sup>th</sup>

- ❖ Cohort members pitch and present ideas to the public
- ❖ Networking reception
- ❖ HBH 1004
- ❖ 12 – 1:20 pm

# Check out our Alumni!

*Spring 2012*



Ketaki  
Desai  
*Promise2  
Protect*



Anup  
Shete  
*Samaiti*



Varun  
Biyani /  
Anup  
Shete  
*RELT*

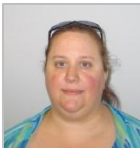
*Fall 2011*



Andrea  
Foncerrada



James  
Schintz



Angela  
Stabryla



Jon-Francis  
Winkles

*Spring 2011*



Jessica  
Bowser /  
Rachel  
Hite  
*SPARK*



Elizabeth  
Cullinan  
*Designatarian*



Simone  
Rede  
*Liberty Pie*



Bianca  
Toliver  
*The People's Station*

*Fall 2010*



Raymar  
Hampshire  
*SponsorChange.org*



Maxine  
Markfield  
*DoGood*



Funlola  
Osinupebi



Hannah  
Taytslin  
*KidCatalyst*

# We have 3 Different Opportunities Available

## **1. Become a Social Entrepreneur in our Fall 2012 Cohort!**

- a) Apply via email by 11:59pm on Sunday, September 14<sup>th</sup>
- b) Interviews will be scheduled that week
- c) Cohort members are expected to attend all workshops!

## **2. Become a Consultant to support social entrepreneurs!**

- a) Application required to participate in consultant events
- b) Applications accepted on a rolling basis
- c) Consultants are expected to attend our events and work with the entrepreneurs

## **3. Become an IdeaLab Board Member!**

- a) Apply via email (for next semester)
- b) Interviews (TBD)





Q&A

For more information, please email:

[idealabcmu@gmail.com](mailto:idealabcmu@gmail.com)

On Twitter @idealabcmu