

TechTown Innovation Studio Project

TechTown x Wayne State University x DukeEngage Fellows

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I. Background Research

1. Programming Reference of Other Universities
 - a. University of Michigan Center for Entrepreneurship
 - Entrepreneurship hour
 - Provide a time and venue for interested students to engage and connect with established entrepreneurs
 - Startup Entrepreneurship Trek
 - Engage with leading startups by immersing students in the entrepreneurial community
 - b. Arizona State University Entrepreneurship Certificate
 - 12-week structured business professional mentorship during the academic semester
 - Demo Day for top ASU-affiliated ventures to openly pitch about their ideas
 - Sample Community Workshop Series
 - Branding: Why Your Story Matters
 - Creative Ideation: How to Use Design Thinking to Craft Better Ideas
 - Project Management: How to Keep Your Project On Track and In Budget
 - c. Duke Innovation and Entrepreneurship Initiative
 - Summer Program DukeEngage Detroit
 - Partner students with innovative social enterprises that are tackling the Motor City's most pressing issues
 - Year-long intensive fellowship program Melissa & Doug Entrepreneur
 - Provide resources for undergraduate students who have a specific startup idea and want to spend the next year launching their company, with a goal of continuing to grow and run it
 - Two-semester creative lab and mentorship program StudioDuke
 - A collaboration among Duke I&E, the Duke Entertainment, Media & Arts Network, and Duke Arts that helps students to take their advanced, on-going creative projects to the next level.
 - StartupConnect Networking Fair
2. Incentives for students
 - a. Free swag (marketing for the studio)
 - b. The studio could build partnership with relevant student organizations as students will be more willing to participate as part of a student club
 - c. Course credits for working on entrepreneurial projects with mentors from the Innovation Studio (e.g. EI 5950 Directed Study in Entrepreneurship and Innovation)
 - d. Being part of a network of like-minded student entrepreneurs and established professional entrepreneurs

II. Overview of Calendar

Aug-Sept	Oct - April	May - July
<p>University outreach</p> <ul style="list-style-type: none"> - Student orientation - Student org day - FestiFall - First Year Experience - Student org meetings/ visits - Related I&E courses - Honors College 	<p>Studio open schedule (M-Th, 10a-4p)</p> <p>1:1 & group coaching - appointment only (limit 3 per year, per student)</p> <p>Signature events & meetups</p> <ul style="list-style-type: none"> - Fireside chats - Master classes - 'Fail nights' - Idea exchanges - Mock Pitch Night - Group Dinners with Entrepreneurs - Field Trips to Local Restaurants - Game night - Monthly Book Club - Thursday Night Guest Speaker Series - Business Planning Workshops - Women's Only Workshop - Self-Discovery Events - Product Testing Nights <p>Educational co-programming with WSU</p>	<p>Community outreach (via event participation)</p> <p>EIR office hours (Director)</p> <p>DTX Launch funnel for promising student ventures</p> <p><i>Proposed:</i> Summer student entrepreneurship apprenticeship program internship credit (May - August)</p>
<ul style="list-style-type: none"> ● Subject matter expertise assistance (on campus and in the community) ● Startup library (in studio/UGL) ● Access to TechTown resources ● Kauffman FastTrac (business development portal) ● Startup Wind (entrepreneurship portal) ● Wayne State could become a chapter of Entrepreneurs' Organization (www.eonetwork.org) 		

III. Calendar Elaborations

Fireside chats		
Recommended Subjects	Format	Purpose
- Presentation/Conversational Skills	- Light food and snacks - Casual conversation	- Check in with students to see how they are doing - Let students interact to learn about one another's projects
Master classes		
Recommended Subjects	Format	Purpose
- Varies depending on guest lecturer	- Lecture style or interactive depending on the lecturer	- Learn by example from leading startups and entrepreneurs in the field
'Fail nights'		
Recommended Subjects	Format	Purpose
- Authenticity - Dealing with failure - Self-confidence	- Group style discussion - A TechTown/Wayne State staff to guide the conversation	- Be comfortable being uncomfortable - Understand why they failed through talking and summarizing the experience - Learn how to deal with failure
Idea exchanges		
Recommended Subjects	Format	Purpose
- Marketing - Creativity	- Over dinner to facilitate a warmer atmosphere	- Spread ideas among the group to spark innovation

IV. Calendar Recommendations

Mock Pitch Night		
Recommended Subjects	Format	Purpose
<ul style="list-style-type: none"> - Public speaking - Marketing - Critical analysis 	<ul style="list-style-type: none"> - Prepare pitch in advance, go up in front of a panel (of students and TechTown staff) 	<ul style="list-style-type: none"> - Teach students about presentation skills - Allow peers to review each others' work critically in a casual setting
Game Night		
Recommended Subjects	Format	Purpose
<ul style="list-style-type: none"> - Scavenger hunt - Collaborative board games 	<ul style="list-style-type: none"> - Go to a local arcade or bowling alley to have fun, connect with peers, and work/play together 	<ul style="list-style-type: none"> - Collaboration - Group bonding - Healthy competition
Monthly Book-Club (Optional)		
Recommended Subjects	Format	Purpose
<ul style="list-style-type: none"> - Members read a biography on a successful social entrepreneur - Ex: Blake Mycoski - TOMS - <i>Start Something that Matters (2012)</i> - Ex: Andrew Yang - Venture for America - <i>Smart People Should Build Things (2014)</i> 	<ul style="list-style-type: none"> - Staff facilitator overviews the conversation - Students are in a circle and discuss what they learned from the book and how they can apply the lessons learned to their own business ventures 	<ul style="list-style-type: none"> - Exposure to different social entrepreneurs - Provide case studies and concrete examples as opposed to theory
Thursday Night Guest Speaker Series		
Recommended Subjects	Format	Purpose
<ul style="list-style-type: none"> - Entrepreneurial journey - Highs and lows of starting your own business 	<ul style="list-style-type: none"> - Invite entrepreneurs from well-known businesses that TechTown has worked with to 	<ul style="list-style-type: none"> - Provide case studies and concrete examples as opposed to theory - Allow students to hear from

<ul style="list-style-type: none"> - What worked and what did not work - Advice for young entrepreneurs - What you wish you knew before creating your business - Networking opportunity 	<p>come and speak</p> <ul style="list-style-type: none"> - Lecture style/ in auditorium - Half is discussion/ speaker sharing the ups and downs of their entrepreneurial journey - Half is Q&A 	<p>TechTown Alumni, which both increases alumni interaction and can encourage students to continue to work with TechTown in the future</p>
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Business Planning Workshops: Business Model Canvas

Recommended Subjects	Format	Purpose
<ul style="list-style-type: none"> - Introduction to the Business Model Canvas <ul style="list-style-type: none"> - customer segments - problem - revenue streams - solutions for problems - channels - key metrics - cost structure - advantage 	<ul style="list-style-type: none"> - Class style that it interactive with the students - Each week highlights one of the elements from the Business Model Canvas - Half: lecture and examples regarding the specific subject of the Business Model Canvas - Half: students apply what they learn to their own business and receive feedback from the instructor 	<ul style="list-style-type: none"> - Transform abstract entrepreneurial ideas and side hustles into a concrete business - Students leave confident in their knowledge on how they can expand their own projects into businesses and the next steps they should take

Women Specific Workshops/Networking

Recommended Subjects	Format	Purpose
<ul style="list-style-type: none"> - Women in Business - Disadvantages - How to create opportunities - Networking, supporting, and incentivising 	<ul style="list-style-type: none"> - Subject of the Innovation Studio for those identifying as female - Discuss the realities of women in leadership positions in business 	<ul style="list-style-type: none"> - Helps train a group that has historically not been seen as often in leadership positions at startups

Self-Awareness Event

Recommended Subjects	Format	Purpose
<ul style="list-style-type: none"> - Personal SWOT analysis - Self-awareness 	<ul style="list-style-type: none"> - Discussion based smaller setting - Speaker facilitates 	<ul style="list-style-type: none"> - Increases self-awareness - Examine personal qualities to better understand their style of entrepreneurship

	- People must identify their own strengths and weaknesses and articulate/verbalize this to others	
Product Testing Night		
Recommended Subjects	Format	Purpose
<ul style="list-style-type: none"> - Rapid prototyping - Community research - Testing the viability of the product in the market and any key assumptions 	<ul style="list-style-type: none"> - While still in the ideation stage, students present their ideas to other students in order to test key assumptions and receive feedback - Either booth style in which students walk around to booths and hear mini pitches and give feedback for students-- less intimidating, or students present to entire class one at a time and receive feedback 	<ul style="list-style-type: none"> - Community development: receive and give feedback - Increase collaboration and a sense of community - Foster innovation - Receive Feedback from other students

V. Suggested Marketing Methods

1. Physical marketing material
 - Innovation Studio banner stand
 - Posters and flyers for each event
 - Innovation studio swag (e.g. branded water bottles, notebooks, T-shirts)
2. Online marketing material
 - Regular social media updates (e.g. Facebook, Instagram, LinkedIn)
 - Cooperate with student clubs to post in their social media accounts
3. Newsletter
 - Record students' email during outreach events, and provide a link to subscribe on the studio's website
 - Add a 'student feature' in every newsletter to share stories of WSU student entrepreneurs
 - Include inspirational quotes with every newsletter
 - Facebook COO Sheryl Sandberg: "There are still days I wake up feeling like a fraud, not sure I should be where I am."
 - Dr. Brené Brown: "Nothing is as uncomfortable, dangerous, and hurtful as

believing that you're standing on the outside of your life looking in and wondering what it would be like if you had the courage to show up and let yourself be seen."

4. Group events
 - Mention free food in all the events' marketing material
5. Appointment-only coaching
 - Mention this opportunity with hyperlink at the top of every newsletter
 - Additionally advertise to students participating in The STEAM Challenge, The OptimizeWayne Social Innovation Challenge, or other competition-based opportunities

VI. Feedback

1. Studio space planning
 - a. Require students to sign-in when entering studio space to measure how often people utilize the space for future reference
2. Programming cadence
 - a. Adjust the current studio open time (10a-4p) and office hours with Director (Friday 10a-1p), as that is prime class time and students might not want to go back and forth between classes → consider moving earlier or later
3. Success Measure
 - a. Consider including a metric involving the relationship between the participant forms with TechTown → quantity of people who return to TechTown
4. Practical Learning Experience
 - a. Consider implementing more practical learning experiences in which the students can test their ideas to receive feedback on the validity of their business idea in regards to both a market need leading to competitiveness in the future market and demand to witness if people would actually purchase their goods or services

VII. Additional Notes

Recommended Subjects

1. Creative Ideation: How to Use Design Thinking to Craft Better Ideas
2. Facilitating Brainstorming for groups
3. How to identify an Opportunity
4. Overview of Entrepreneurship
5. Introduction to the Business Model Canvas
 - customer segments
 - problem
 - revenue streams
 - solutions for the problems
 - channels
 - key metrics
 - cost structure
 - advantage

6. How to Transform Side Hustles into Sustainable Business
7. The importance of Research
8. Lean Startup and Agile Development
9. Risk Assessment
10. The Importance of Storytelling
11. Market Assessment and Competitive Analysis
12. Project Management: How to Keep Your Project On Track and In Budget
13. Assessing Social Impact
14. Branding: Why Your Story Matters
15. How to Successfully Market your Business
16. Sources of Funding
17. Introduction to strategic Partnerships and Customers
18. Dealing with Failure
19. Experimentation
20. Common Mistakes and Misconceptions

Recommended Guest Speakers--Worked with TechTown:

1. ToDoolie
2. MySwim Pro
3. EnBiologics
4. MicroBuoy
5. House of Pure Vin
6. Detroit Denim
7. Urbanum
8. Third Wave Music
9. Cass Collective
10. Viva la Vida Imports (RBC, alumni of Wayne State)
11. Detroit Ento

Recommended Biographies of Social Innovators and Entrepreneurs:

1. **Jane Addams (Hull House, NAACP)** — *Jane Addams: Spirit in Action*, by Louise W. Knight (2010)
2. **Vikram Akula (SKS Microfinance)** — *A Fistful of Rice: My Unexpected Quest to End Poverty Through Profitability*, by Vikram Akula (2010)
3. **Adam Braun (Pencils of Promise)** – *The Promise of a Pencil: How an Ordinary Person Can Create Extraordinary Change*, by Adam Braun (2014)
4. **Geoffrey Canada (Harlem Children’s Zone)** — *Whatever It Takes: Geoffrey Canada's Quest to Change Harlem and America*, by Paul Tough (2009)
5. **Darell Hammond (KaBoom! Play Matters)** — *KaBOOM!: How One Man Built a Movement to Save Play*, by Darell Hammond and Stuart L Brown (2011)
6. **Jessica Jackley (Kiva)** — *Clay Water Brick: Finding Inspiration from Entrepreneurs Who Do the Most with the Least*, by Jessica Jackley (2015):
7. **Van Jones (Green for All)** — *The Green Collar Economy: How One Solution Can Fix Our Two Biggest Problems*, by Van Jones (2009)

8. **Alan Khazei (City Year, and Be the Change, Inc.)** — *Big Citizenship: How Pragmatic Idealism Can Bring Out the Best in America*, by Alan Khazei (2010)
9. **Wendy Kopp (Teach for America, and Teach for All)** — *One Day, All Children...: The Unlikely Triumph Of Teach For America And What I Learned Along The Way*, by Wendy Kopp (2003)
10. **Michelle Rhee (Students First)** — *Radical: Fighting to Put Students First*, by Michelle Rhee (2014)
11. **Andrew Yang (Venture for America)** — *Smart People Should Build Things: How to Restore Our Culture of Achievement, Build a Path for Entrepreneurs, and Create New Jobs in America*. by Andrew Yang (2014)
12. **Malala Yousafzai (The Malala Fund)** — *I Am Malala: The Girl Who Stood Up for Education and Was Shot by the Taliban*, by Malala Yousafzai and Christina Lamb (2014)
13. **Muhammad Yunus (Grameen Foundation, and Grameen Bank)** — *Banker To The Poor: Micro-Lending and the Battle Against World Poverty*, by Muhammad Yunus (1999, 2003, 2008) and *Creating a World Without Poverty: Social Business and the Future of Capitalism*, by Muhammad Yunus (2008)