



EMBA/Post-doc Innovation Teams Weekend

This weekend event will bring together post-docs and EMBAAs from the entire MIT community to build bridges across campus for idea-generation and to foster social networks that could improve our ability to bring ideas to impact.

The event will focus on the evaluation of new ideas for “Innovation-driven enterprises” (IDEs). IDEs encompass not only new technologies but also innovations in process and business models. Teams will go through at least one cycle of testing key assumptions about the value proposition of their potential idea. The objective for the weekend is for teams to have clearly articulated next steps they could take to pursue their idea, if they are interested.

Participants are encouraged to pitch ideas they have not previously explored. Both EMBAAs and post-docs may pitch ideas.

(Note: Post-doc ideas do not necessarily need to be related to their research.)

Deliverable:

Teams will have five minutes to present their idea to a panel of mentors for feedback. In order to encourage the desired collaboration throughout the weekend, pitches must include:

- **Functional Assessment** – What does the innovation do?
- **Market Brainstorm** – Where could the innovation be used?
- **Market Prospect** – Which market did you decide to test during this event?
- **Assumptions** – For your innovation to add value in the prospective market, what assumptions about your value proposition would need to be true?
- **Assumption(s) Testing** – How did you test one or more of your assumptions? What were the results?
- **Future Experiments** – What additional questions do you need to explore? How would you explore them?

Materials and mentoring will be provided to guide teams through this process.



Agenda

Week of Sept 1-5 (Optional – Exact Date TBD)

5:30pm – 7:00pm: Introduction to Entrepreneurial Strategy Frameworks

Saturday

4:00pm – 5:30pm: Networking Reception (Appetizers and Drinks)

5:30pm – 6:00pm: Orientation

6:00pm – 7:00pm: Pitches

Anyone who would like to pitch will have ninety seconds to present. There is no limit on the number of pitches, so everyone is encouraged to participate.

7:00pm – 7:30pm: Team Formation

After pitches, teams will naturally organize around topics of interest. Teams may range in size from 4-12.

7:30pm – : Working Session

Teams will then have the remainder of the weekend to work. Some teams will get started while others will begin in the morning – whichever you choose is OK!

Sunday

8:30am – 4:30pm: Working Session

Teams will have the entire day to work on their ideas and presentations. The following additional activities will be offered to teams if they are interested in participating:

- 8:30am – 9:30am: Breakfast (Pastries and Coffee)
- 3:00pm – 4:30pm: Presentation Practice with Mentors

4:30pm – 5:00pm: Transition to Presentations (Light Refreshments and Snacks)

5:00pm – 6:30pm: Final Presentations

Teams will have five minutes to present their analysis in front of a panel of mentors for feedback and guidance on next steps.