

think[box]

*- Education, Innovation, Design
and Entrepreneurial Activities*

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think[box]: Strategic Plan

Students and faculty at Case Western Reserve University work diligently on creative ideas that push the boundaries of the possible. From the development of next-generation gaming to nano-bots that cool a room, the imagination on our campus is endless. While ideas have never been lacking among our award-winning faculty and students, the mental and physical infrastructure to support such creativity has not been as robust. In our global environment, where collaboration, ingenuity, and entrepreneurship are the foundation of our future, providing the appropriate spaces, tools, guidance, and culture are critical for success.

Case Western Reserve University is ready to provide that support. Students, faculty, staff, and alumni have been working together to establish a facility that is inclusive of Education, Innovation, and Entrepreneurial Activity; this is the think[box].

think[box]: The Vision

The **Vision** of think[box] is to change the economic and social culture of the University and region by emphasizing cross-discipline and cross-institution collaborative endeavors that push creativity and innovation to their limits. We want to provide a project-based **learning** environment where students from all courses of study have an opportunity to understand how innovation and originality can lead to economic and social advancement. This exposure will encourage entrepreneurial thinking among our students, who will then be poised to become the leaders and innovators of the future.

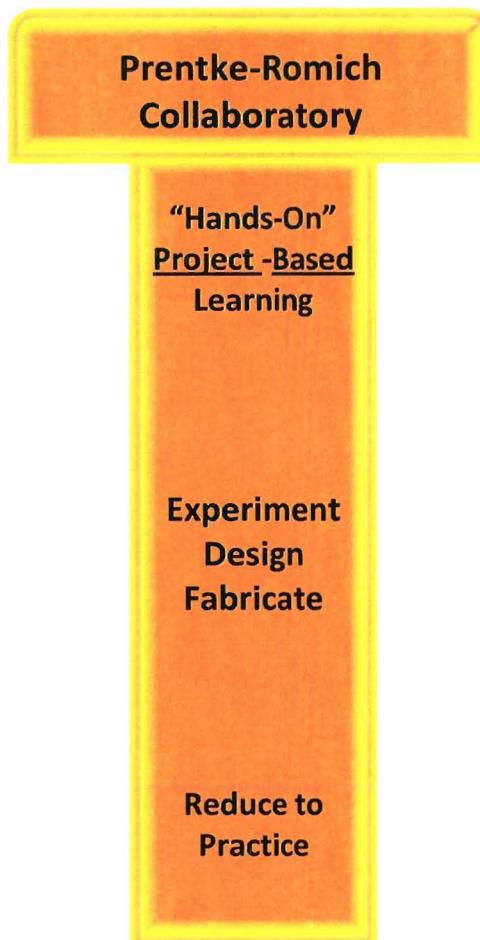
Simultaneously, we will create an **entrepreneurial** environment where these ideas can be nurtured, developed, funded, and commercialized.

think[box]: The Mission

The **Mission** of think[box] is to establish, on campus, a physical and cultural focal point that will:

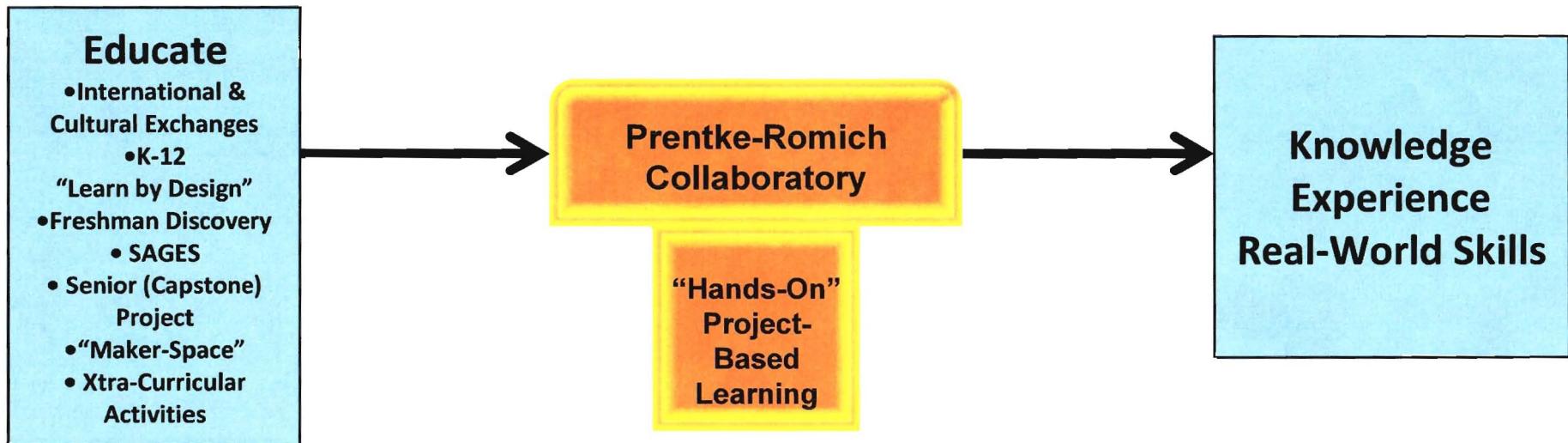
- Provide an educational environment that fosters collaboration, creativity, and invention.
- Provide comprehensive resources for the commercialization of innovation.
- Create an engine for entrepreneurial growth within our community by exploiting the talents and expertise of the CWRU students, faculty, and staff, as well as those of the surrounding community.

think[box]: The Collaboratory



The COLLABORATORY is central to think[box]. It will be a world-class facility for fabrication and experimentation. Containing state-of-the-art computerized equipment, it will provide our students and innovators with hands-on experience with the latest manufacturing and prototyping technologies. At the same time, it will teach the basic, time-honored, manual shop skills that still form the foundation of “making things.”

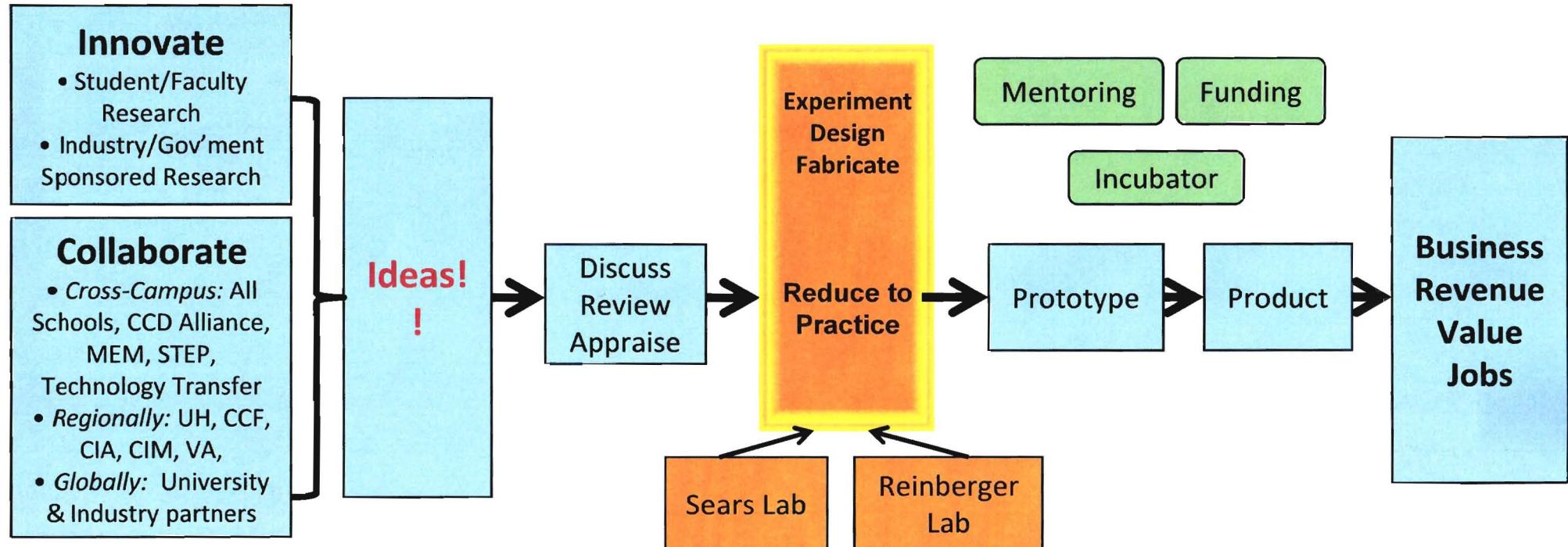
think[box]: Education



The EDUCATIONAL function of think[box] will be served by involving students in the laboratory, fabrication, and manufacturing environment of the Collaboratory. Case students would take part in a variety of Collaboratory activities during the course of their academic program. In addition, we anticipate creating a variety of programs for K-12, as well as other members of the community.

Just as important, our students will also be exposed to, and participate in, the culture of innovation and entrepreneurship which we expect to flourish at the think[box].

think[box]: Entrepreneurial



The ENTREPRENEURIAL aspect of the think[box] will be fulfilled by providing tools and creating an environment so that the realization and commercialization of ideas can prosper. Innovations from anywhere in the CWRU community will be prototyped and tested in the Collaboratory, nurtured with the help of mentors and advisors, funded with angels and other investors, and commercialized in the think[box] incubator.

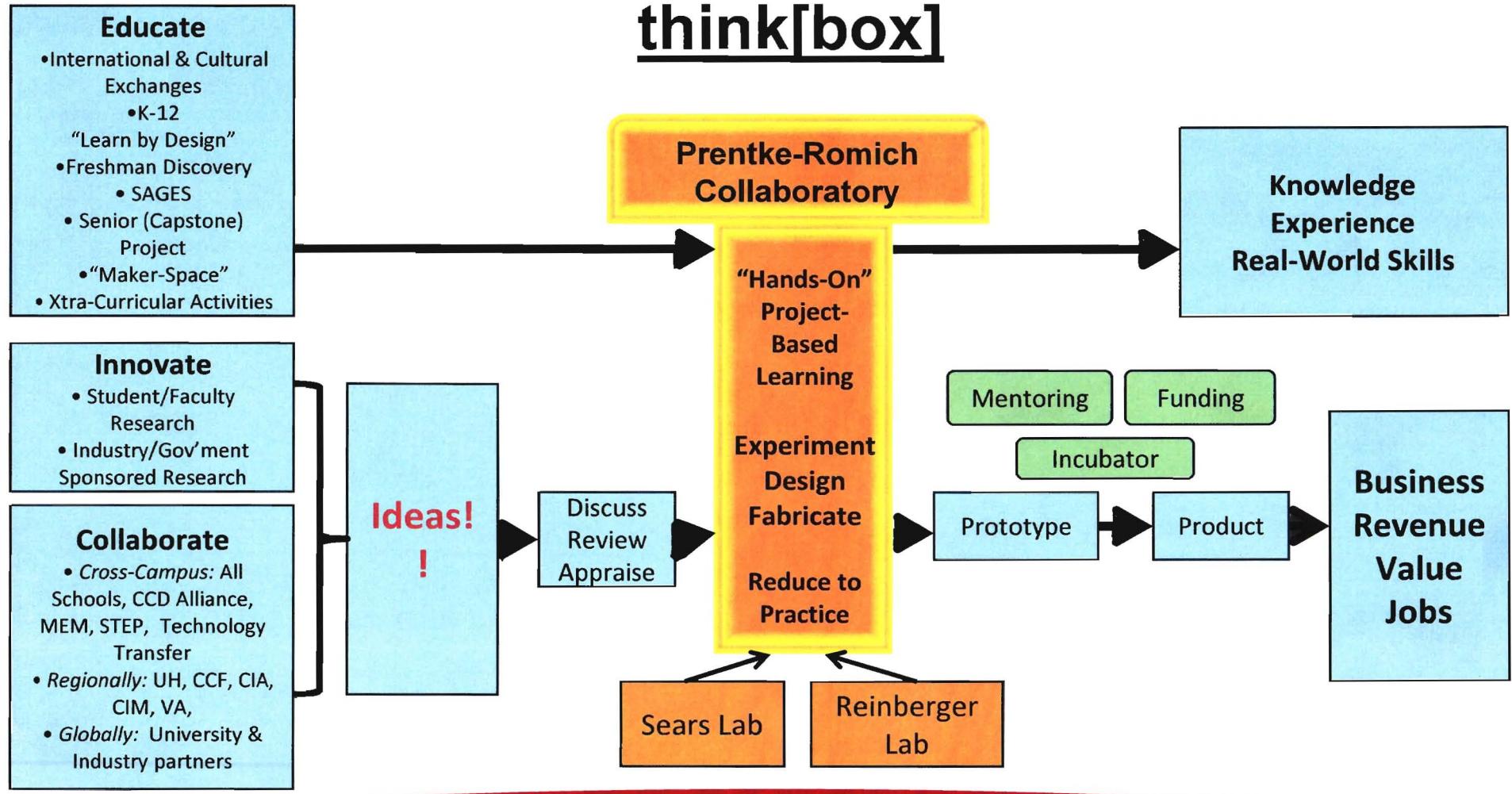
think[box]: Relationships

iDEAnet: For matching ideas and needs with experts, consultants, and mentors

The iDEAnet is a unique software tool that is one of the most important components of think[box]. It is an online network, hosted by think[box], that will assist in the matching and linkage between innovators with inventions and ideas, and potential partners with experience, knowledge, skills, equipment, and capital.

The iDEAnet will promote technical and business relationships that are necessary for the successful commercialization of innovation. Whereas these relationships are traditionally formed in an ad hoc manner, we expect iDEAnet to facilitate these connections, resulting in faster and more effective monetization of new ideas.

think[box]



iDEAnet: For matching ideas and needs with experts, consultants, and mentors

think[box]: CWRU Collaborators

- Case School of Engineering
- School of Dental Medicine
- School of Medicine
- School of Law
- College of Arts and Sciences
- Frances P. Bolton School of Nursing
- Weatherhead School of Management
- Mandel School of Applied Social Sciences

think[box] : External Collaborators

- Cleveland Institute of Art
- Cleveland Institute of Music
- Cleveland Museum of Art
- Cleveland Museum of Natural History
- Western Reserve Historical Society
- Cleveland Botanical Garden
- Regional institutions of higher education
- And others!

think[box]: Advisors and Mentors

- **Internal University Mentorship**

Professor Mentors

Graduate Student Mentors

- **External Mentorship**

Business Community

Legal Profession

Creative Community

Accounting Profession

Engineering Community

Entrepreneurial Community

think[box]: The Place to Make Something Happen



The think[box] facility will provide a central, on-campus location for Institute activities.

In addition to the Collaboratory fabrication lab, the facility will be equipped with test equipment, instrumentation, and computer workstations, as well as the meeting rooms, classrooms, and informal “mental” spaces that are necessary to cultivate the collaborative creative process.

Inventions that have the potential for commercialization will be supported by the incubator portion of the think[box] building, which will offer inexpensive office and lab space, conference and presentation rooms, and business services.

The Lincoln Storage Building is owned by CWRU and is now underutilized as a warehouse. Strategically located just steps from the Case Technology Quad, the building is adjacent to an RTA rapid stop, and only a few minutes walk from the RTA Health Line. There is also a large parking area. This is a view showing a renovated exterior and an elevated walkway to Case's Veale building.

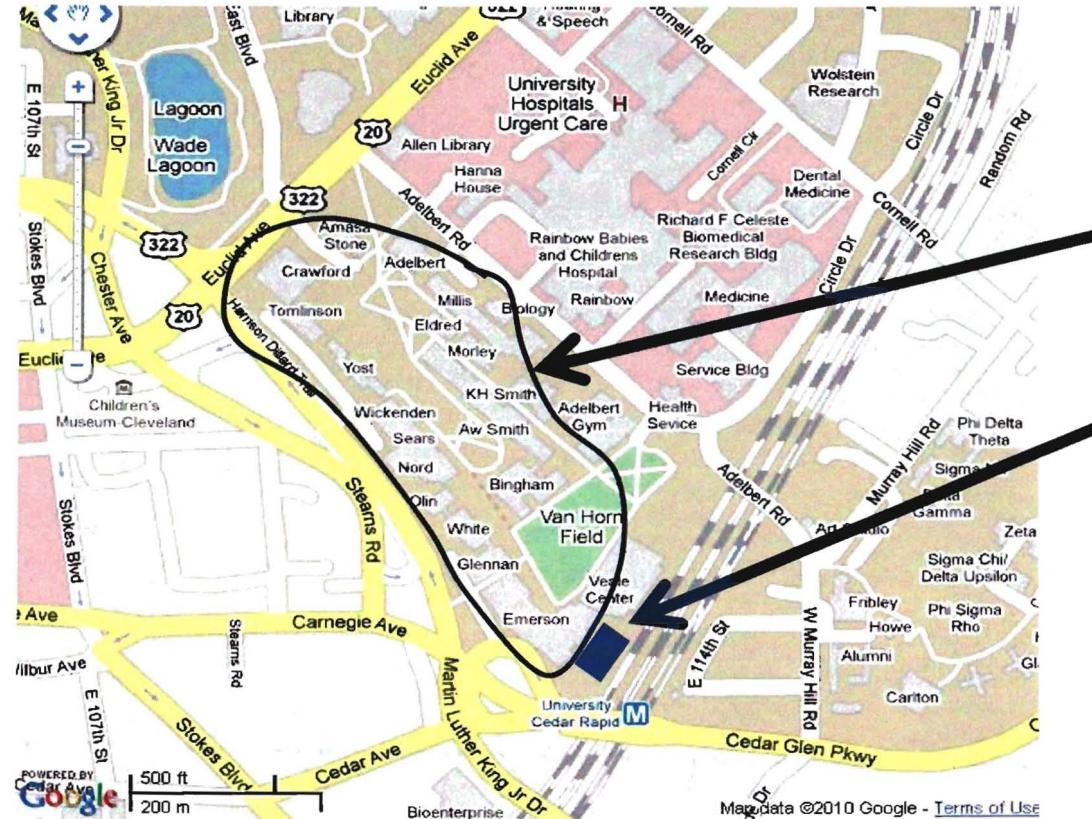
think[box]: Renovation



The Lincoln Storage building is in excellent structural condition and can be economically renovated.

With relatively low ceilings and poured concrete construction, the building is an excellent platform for conversion to lab, shop, meeting, and classroom space.

think[box]: Location



CWRU
Technology
Quadrangle

think[box]
(Lincoln
Storage)
location

think[box]: Goals

- Provide students with exposure to hands-on projects and real-world product development and commercialization.
- Provide connections to advisors, investors, and mentors
- Provide incubator space to encourage start-ups
- Integrate and leverage university and community resources
- Assist other alliances and initiatives at CWRU: innovation, design, and entrepreneurial thinking are foundational.
- Present a model for how local resource integration can drive innovation.
- Reclaim NEO's innovation culture.
- ***Enhance NEO as a destination of choice by students and a destination of choice for our graduates and industry.***