Startup State of Mind

Startups operate with an extreme sense of urgency because they have to, and because they can. Large companies have significant advantages over startups but it's a challenge to be as fast and nimble as they are. SU Labs helps large company innovators experience first-hand what it takes to think and act like a startup while leveraging the strengths of a large company.

Business Model Sprint

Develop an exponential technology development plan to quickly commercialize solutions using new business models and paths-to-market. We also analyze best practices in creating nimble organizational structures, teams, and processes that enable you to leap your new product forward and serve as a foundation for rapidly responding to new technology shifts and deploying new solutions.

Expected Outcomes

- Create a business model to prepare a new venture for exponential growth.

- Investigate the right organizational structure, team and processes to support exponential growth.

- Develop an internal plan to secure support and resources, and a roadmap for commercialization of new exponential technologies being developed.

Program Length
2 days