



today



Overall course goals

The MI project

Design studio

Course philosophy

Stages & elements

Delivery model

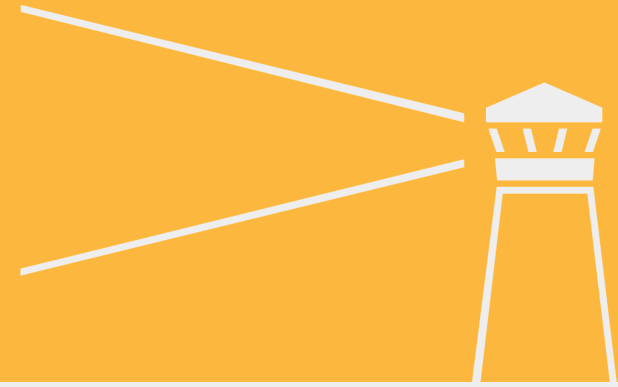
Mentorship

What do you need?



overall
course
goals

overall course goals



- To enhance participants' ability to solve complex problems using a multitude of design- and process tools.
- To enhance participants' ability to work with multi-stakeholder involvement.
- To enhance participants' creative capacity.
- To enhance participants' skills in business design.
- To enhance participants' leadership skills.
- To provide all tools and knowledge needed for participant's to launch their own social business.
- To provide hands-on learning experiences working together with real-life clients.

the MI
project

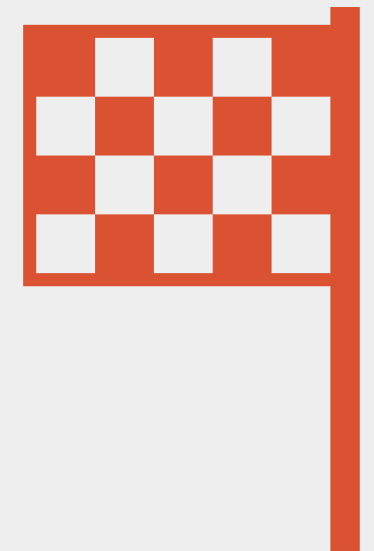
MI project



A majority of time spent this year will be focused on one project, which we call the Making Impact project.



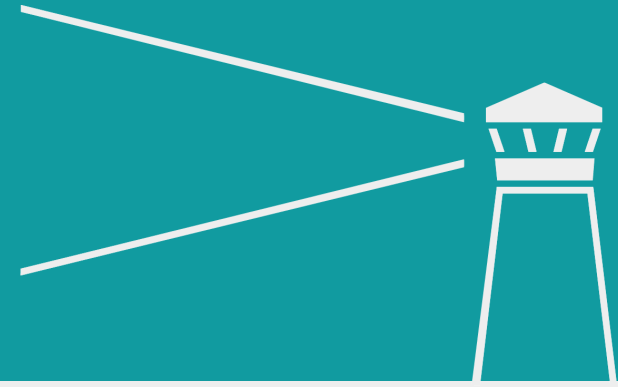
MI project goals



Establish a business or other legal entity
First product / service sold
Solid pitch to customers / investors

design
studio

design studio

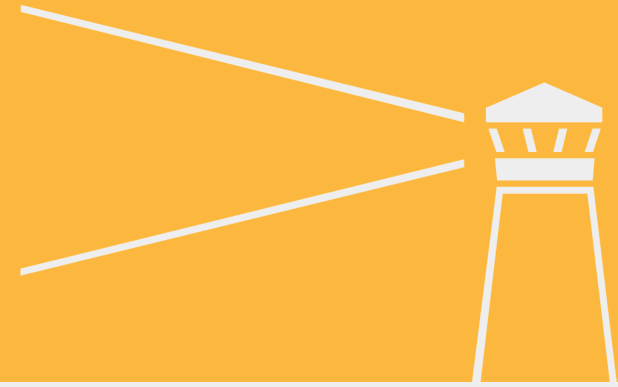


Lead complex design processes

Qualified to sell design services to third parties

course philosophy

pace



Different projects will be at different stages at the same time. This requires an individualized delivery model. The overarching timeline is based on starting 'blank'.



stages &
elements

main elements



Introduction

Synopsis development

MI project →

Evaluation & close

Business model development

Business planning

Proof of concept

Interim showcase

Finance & revenue models

Customers & market

Freedom to operate

Barriers to entry

Prototyping & iteration

Showcase



supplementary elements



Participant-led sessions

Sprint (follow & lead)

Design & Facilitation

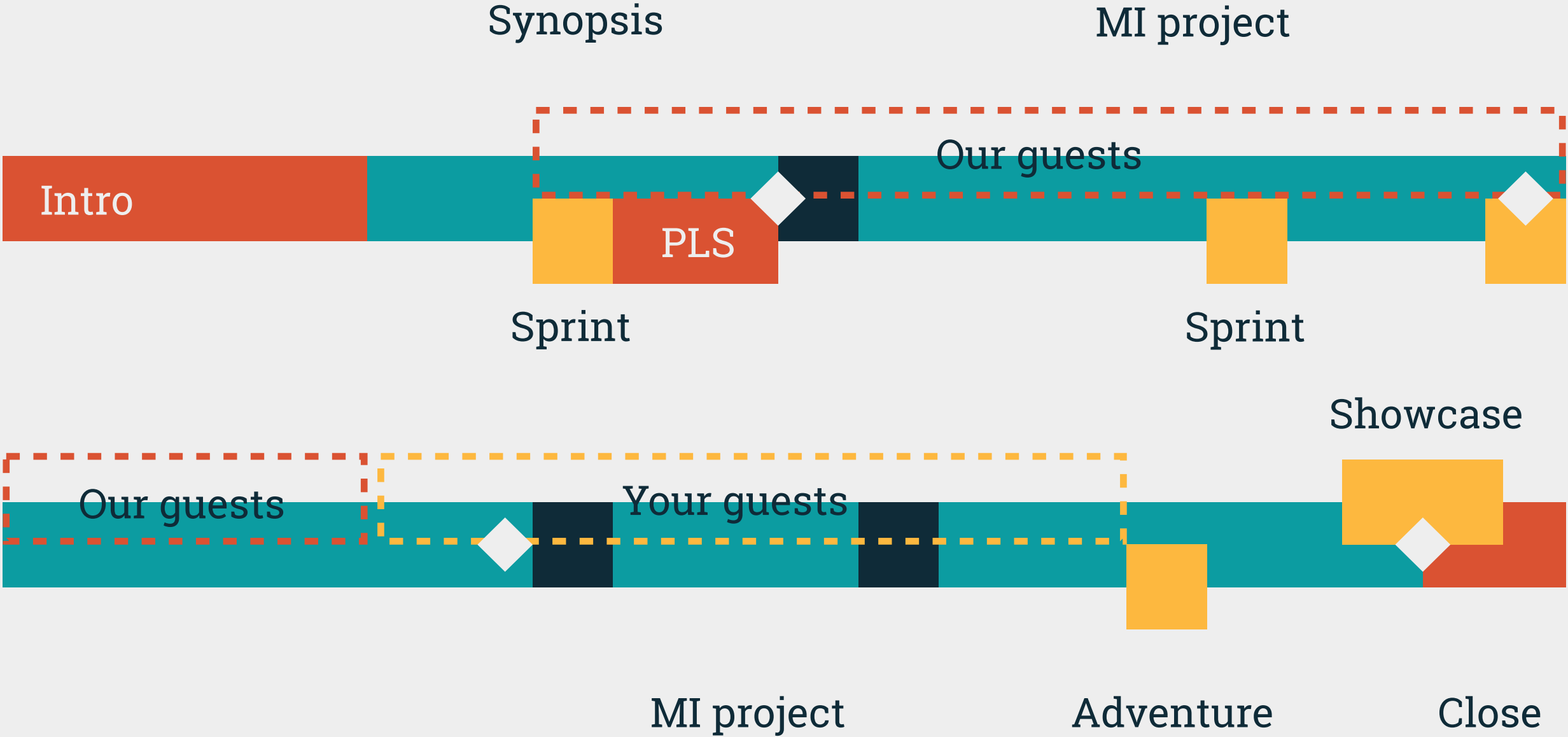
Leadership

Theme days

Adventure week



timeline



delivery
model

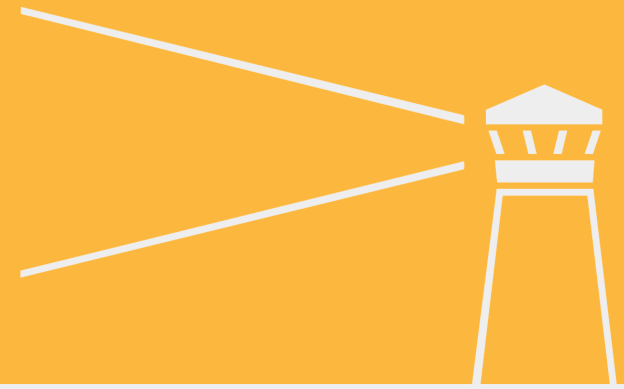
delivery model



Highly individualized with personal coaching
Theory input decreasing with time
Coaching & project work increasing with time

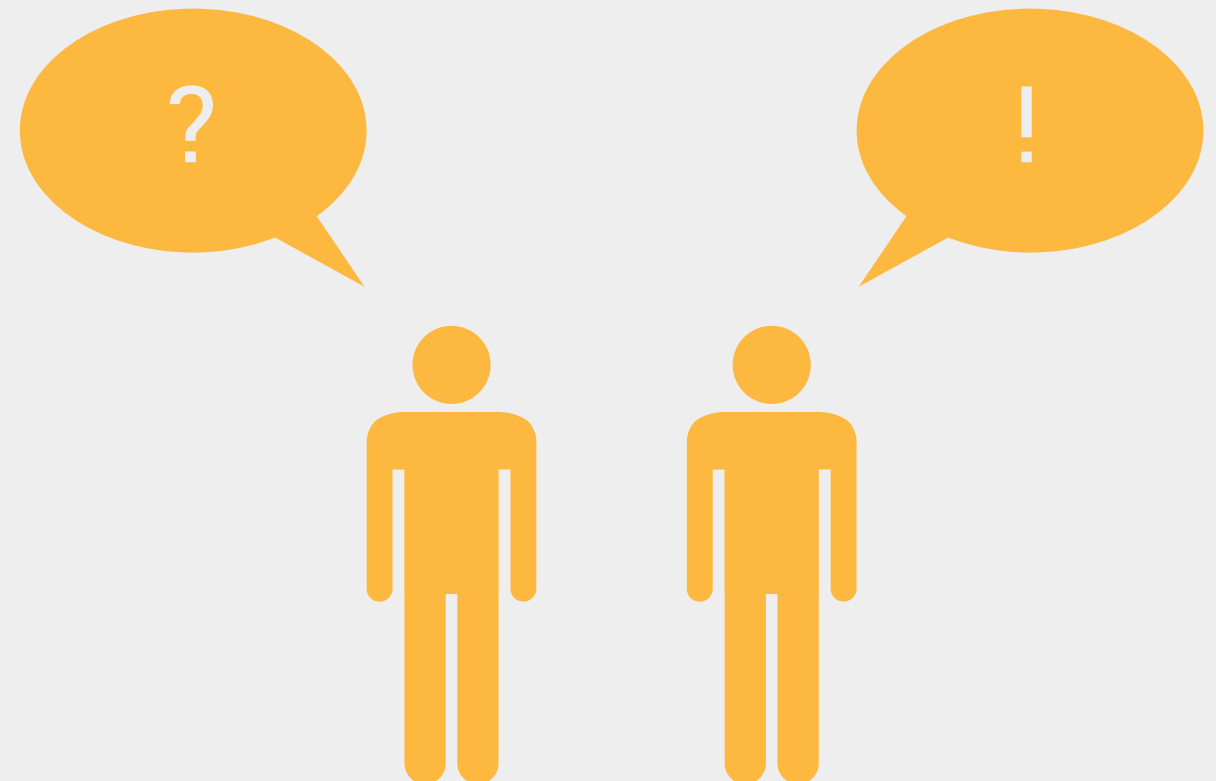
mentorship

mentorship



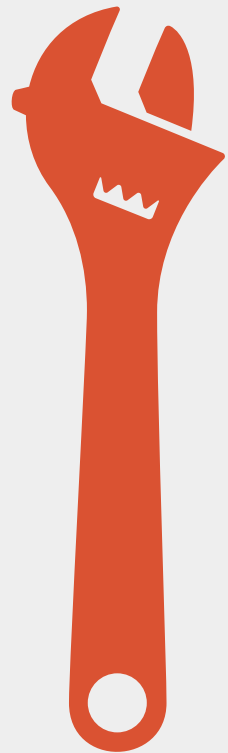
We strongly recommend you to find a mentor with relevant background experience.

Not all expertise is in house (and can't be).



what do
you need?

what do you need?



This program is brand new -
let's build it together

ok