

SPRING 2018 - INNOVATION CHALLENGE



What is the Innovation Challenge?

The Innovation Challenge is a 3-part program that provides students with a real world, hands-on learning experience on how to successfully transfer knowledge into products and services that benefit society.

The program utilizes the LeanLaunchpad Methodology to conduct customer discovery interviews where students 'Get out of the Building' to talk to potential customers and test their hypotheses. Students will be supported with a stipend for travel expenses, as well as, ongoing faculty support.

This is **not** a pitch competition! However, students will experience the chaos and uncertainty of commercializing innovations and creating a business.

When is the Innovation Challenge?

3 Workshops:

Friday, April 13

Friday, April 20

Friday, April 27

2 Group Office Hours:

Wednesday, May 2

Thursday, May 3

1 Finale:

Friday, May 7



Who can participate in the Innovation Challenge?

Any CUNY student can apply – regardless of majors, year, or school!
Teams of 2+ students are encouraged.

Why should I participate in the Innovation Challenge?

Students will:

- Learn the core concepts of Customer Discovery and Lean Launchpad Methodology
- Conduct interviews with potential customers, partners, and competitors
- Receive the chance to present and request up to \$1,500 in funding for their business
- Be guided through ongoing faculty support and mentorship

Applications are due **Monday, March 26, 2018** at <http://www1.cuny.edu/sites/icorps/apply/>

Need help with the application? Date conflicts? Other questions?

Email us CUNYICorps@cuny.edu

