As an entrepreneur, creativity and innovation is indispensable feature for exploring new products, services, business potentials. If you have a project and want to bring it to the marketplace, if you have problems finding new beachhead market, if your project is in a traditional industry and hope to bring it to a new life, come to the workshop learn about the innovation skills and you can go back with usable tools to implement into your project. In the 3-day workshop, the mentors will review the status of each start-up project and/or service, and will introduce a series of techniques, each group will work on implementing the techniques. The content will include revisiting and refining the project problem statements, designing rapid prototypes, observing as potential customers, expert users, and current consumers use their rapid prototypes, and then refining (iterating) their product and service concepts until come up with a stronger product and service to offer the marketplace.

**Mentor:**

**Anthony De Ritis and John Friar**

The mentors teach the management of creative processes and innovation within the Entrepreneurship and Innovation Group in the D’Amore-McKim School of Business at Northeastern.

**Anthony De Ritis,** Ph.D. from U.C. Berkeley in music composition with an emphasis inhuman/computer interaction, and an MBA from Northeastern. What Anthony does best is help start-ups frame the problem they are trying to solve with their new businesses, and how to research (ideate) their new products and services with design thinking principles and rapid prototypes.

**John Friar,** Ph.D. in management of innovation at M.I.T and an MBA from Harvard. What John does best is help start-ups bring their new innovations to the marketplace; which includes understanding sources of investment capital, and how start-ups should present themselves for investment. John is also an engineer with many years of industry experience, and was the founder of Northeastern’s School of Technological Entrepreneurship.

**Workshop Plan:**

Thursday, August 27

10am to 2pm (12-noon lunch break)

* presentation of projects in progress
* lecture on design thinking
* lecture/workshop on problem statements
* lecture/workshop on observation, ideation methods, divergent thinking and process books
* observation field study exercise

Homework — divergent thinking
Friday, August 28
10am to 2pm (12-noon lunch break)
* report on divergent thinking
* lecture/workshop on convergent thinking
* lecture/workshop on rapid prototypes
* in-class work: design rapid prototype 1
Homework — get feedback on rapid prototype 1

Saturday, August 29
10am to 2pm (12-noon lunch break)
* report on rapid prototype 1
* in-class work: design rapid prototype 2
* lecture on finding capital
* lecture on taking products/services to market
* feedback on rapid prototype 2
* group final presentations

Workshop Language:
English + Chinese translation

Application Link: scroll to the bottom and press “Read All”
http://www.wenjuan.com/s/niIb2e/

Application Deadline:
August 25, 2015

Participation Requirement:
All the signed up teams should be attending the 3 of the workshops

Venue:
We will email the accepted team later

More questions please contact: x-lab-design@sem.tsinghua.edu.cn