

Northwestern | Kellogg

The [Kellogg Innovation and Entrepreneurship Initiative \(KIEI\)](#), one of the Kellogg School of Management's four impact initiatives, focuses on innovation at all stages of the business lifecycle. At Kellogg, our innovation and entrepreneurship curriculum and programming are as agile and collaborative as the practices we teach. Our three core tracks, New Venture Creation, Growth & Scaling and Corporate Innovation, require a venturing mindset enhanced through creativity. Our students are our customers, with unique visions based on individual risk profiles and experiences. This shift in thinking and teaching leads to varied career paths, all of which require general management skills and expertise. Our pathways target students who want to launch startups, join rapidly scaling ventures, acquire companies or drive innovation within existing firms.

The [New Venture Creation](#) track is composed of the three 'Launchpad' courses described below; nine 'Building Block' courses that include courses in selling, programming and building teams and culture; cross-campus interdisciplinary courses; and experiential learning courses. [New Venture Discovery](#), critical and applicable to all students, focuses on problem identification and verification through design thinking and team building. After completing this course, students whose initial testing and market research indicate a compelling product-market fit can apply to [New Venture Development](#). This course focuses on testing and validating product-market fit, user interfaces and experience and advancing to the development of a refined MVP concept. The third course in the sequence, [New Venture Launch](#), enables students to fine-tune their business models, building out financial projections and preparing investor pitches.

The [Growth & Scaling](#) track is for students who run rapidly scaling startups or plan to join high-growth companies or re-ignite privately held firms. Our Growth & Scaling courses represent all the disciplines in order to provide a general management curriculum. Since the 2014-15 academic year, 10 new courses have been added to address the critical issues of growth and scaling.

[Corporate Innovation](#) courses have also evolved to focus on creative thinking to drive innovation. The Corporate Innovation track provides a diverse curriculum in branding, strategy, product management and the management of innovation, as well as offering hands-on experiences in collaborating with innovation labs all over Chicago.

Additionally, Kellogg provides co-curricular programming that augments the curriculum of the three core tracks. Resources and tools are offered for aspiring and established entrepreneurs, family business owners, leaders of growth-stage companies, and intrapreneurs. Among these special offerings:

- The [Zell Fellows Program](#) accelerator provides \$20,000 in funding, ongoing mentorship and access to the Global Zell Fellows network to the most promising Kellogg entrepreneurs each year. In 2015-16, we also launched a new Zell Fellows Acquisition and Ownership track, designed for students who aspire to become entrepreneurs by acquiring, owning and managing small businesses.
- The [Pritzker Group Venture Fellows Program](#) selects two technology startups each year to participate in the 12-week summer program and receive a \$20,000 investment.
- Through the [Kellogg Entrepreneurship Internship Program \(KEIP\)](#) and the [Project Impact Summer Internship Program](#), we encourage exploration of careers in entrepreneurship and make interning at a startup financially feasible by providing matching stipends of up to \$185,000 annually to qualified students. Project Impact support of up to \$5,000 per project phase is available for social entrepreneurs doing field or market research, testing hypotheses, prototyping, etc.
- The [Kellogg Social Entrepreneurship Award and the NewDay Social Entrepreneurship Award](#) each provide \$70,000 of funding for a student launching their startup with social or environmental impact upon graduation.
- For the corporate innovator, we have [KIN Challenge](#), an experiential learning course that provides students with the opportunity to tackle issues presented by the [Kellogg Innovation Network](#).

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