New topics...new methods

Stan Mandel, Ph.D., CPA, PE
Angell Center for Entrepreneurship
Wake Forest University

stan.mandel@mba.wfu.edu
336 - 758-3689
Integrated Bsns/ENT Framework

Creativity:
- Process
- Sources

Context:
- NVC
- ICV
- Process

Business Models:
- Value Proposition
- Target Market
- Value Chain
- Value Network
- Costs/Margins
- Revenue Model
- Competitive Strategy

Business Plan, Fit among:
- Opportunity
- People
- Context
- Deals

Area Inputs:
- Accounting
  - Economics
  - Finance
  - International Business
  - International Competitive Policy
  - Information Technology
  - Organizational Behavior
  - Quantitative Methods
  - Marketing
  - Operations

Accumulate Resources

Venture Launch & Fast Growth

Harvest
Creativity and Feasibility

Creativity and Feasibility is a 1st Year, Full-Time MBA elective. It is designed to help students experience and understand the “deep dive” journey that IDEO uses in designing new products and services. However, the global question that the students face is one of corporate entrepreneurship (creating new business models) not prototyping new products/services.

The 15 session course takes students through 5 learning modules -

- Conditioning to be creative
- Framing global challenge
- Gathering data through “deep dive” process
- Moving from data → themes → constructs.
- Prototyping
- Generalizing this experience is achieved through a final exam in another setting.
IDEO Deep Dive Process

Inspiration
- Observe
- Inquire
- Tell Stories
  - Synthesize

Ideation
- Brainstorm
- Create/Refine Prototypes
  - Create/Refine Prototypes

Implementation
- Introduce “experiments”
Global Question

Babcock Demon Incubator

How do you create a seamless integration of services, facilities, and resources that would address the needs of students who start the launch of their own venture while at WFU - Professional Schools (Law, Medicine, MBA), Graduate Schools, and Undergraduates?

Questions? Clarification?
Resources

- The Art of Innovation (Kelley)
- The Ten Faces of Innovation (Kelley)
- Creativity, Inc. (Mauzy and Harriman)
- IDEO Method Cards
Tech Transfer Course