The benefits of innovation

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Innovation is hot!

Employers want it

Entrepreneurs embrace it

What is it?
  - invention
  - innovation
  - entrepreneurship/intrapreneurship
How do students learn innovation?

Not very many classes teach it

Not very many programs offer it

It’s why we are here
Pitt’s hub for student innovation

Open to University of Pittsburgh students of all levels and disciplines who are interested in the fields of innovation and entrepreneurship

What can the Big Idea Center do for you?

- Gain hands-on experience by working with industry professionals
- Participate in several programs and competitions to win awesome prizes
- Learn valuable skills such as product development, market analysis, and public presentation

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#pittbigidea
@pittbigidea
Big Idea Center staff

Babs Carryer, director

Jess Malandro, student program coordinator

Tiffany Bicek, student admin

Ashley Priore, student intern

Danielle Isenberg, student intern
EIRs for Student Programs

“Entrepreneurs in Residence”

Phil Marzolf  Don Morrison  Jeanine McCreary  Joanna Sutton  Jessi Trybus
The workshop (benefits of innovation)

Build a business model around a problem

Problem – what problem do you want to solve?
Stakeholders – who cares about this problem
Solution – to the problem
Benefits – what are the benefits of your solution to stakeholders?
Competition – how is the problem solved today?
Differentiation – how can your solution be different?

Share the concept
What did we learn?