Thought Leadership → New Fundamentals

ARCHITECTURES OF COLLABORATION

INNOVATION & ENTREPRENEURSHIP

MARKETS & CUSTOMERS

PUBLIC-PRIVATE INTERFACE

ACCOUNTING

FINANCE

MANAGEMENT & ORGANIZATIONS

STRATEGY

MANAGERIAL ECONOMICS & DECISION SCIENCES

MARKETING
Multiple Pathways to Entrepreneurship

- Buy and transform a business
- Launch a new business
- Re-ignite a family business
- Join a new business
- Join a scaling business
- Intrapreneurship
BUSINESS MODELS
Business Models

**Summer Internships**
- New ventures, middle market, family businesses, corporate innovation labs

**Courses**
- VC Lab
- Entrepreneurial Experience (scaling companies)
- Family Enterprises – Issues & Solutions
- Corporate Innovation & New Ventures
INDUSTRIES
Industries

**Fall Events**
- Internet of Things starting **October 8 @ The Garage**
- Industry Overviews: Kellogg and elsewhere
- eChat Monthly Speaker Series: “The World with the View of…”
- Event @ 1871: **October 23**
- Off Campus Recruiting Panel: **October 27 @ The Garage**
- PE/VC Lab Speaker, Jim Dugan ‘97, OCA Ventures

**Treks**
- Lifesciences, High Tech, Social Impact, Energy/Cleantech, Real Estate …..

**Courses**
- NUvention courses
- Medical Early Stage Product Commercialization
- Social Entrepreneurship
COURSES
New Venture Creation: 2Y Curriculum

**DISCOVER**
- New Venture Discovery

**TEST**
- New Venture Development

**LAUNCH**
- New Venture Launch

**LAUNCH PAD COURSES**

**NUVENTION COURSES**

**BUILDING BLOCK COURSES (KIEI)**

**BUILDING BLOCK COURSES (Other Depts)**

**EXPERIENTIAL COURSES**

- 6 full courses
- 6 half courses
- 6 full courses
- 6 full courses
- 4 full courses

= Half Course
Where to Start?

**DISCOVER**
- New Venture Discovery
  - Passionate about a problem
  - No Idea
  - Want to Learn Venture Thinking
  - Idea but needs more market research

**TEST**
- New Venture Development
  - Want to build low fidelity MVP
  - Want to learn how to acquire customers

**LAUNCH**
- New Venture Launch
  - Already have a MVP, beta customer

$, Mentors, Resources
Why Growth & Scaling?

NEW VENTURE CREATION

GROWTH & SCALING

CORPORATE INNOVATION

FOCUS OF MOST MBA COURSES

The focus of most MBA courses is why growth and scaling are important.
Growth & Scaling Pathway

- **Growth Strategy**
  - Strategies for Growth STRT 955A
- **Scaling Organizations**
  - Managing Organizations for Growth MORS 946B
- **Scaling Operations**
  - Scaling Operations OPNS 955A
  - Human Capital and Enterprise Scaling MORS 915A
  - Scaling Operations Lab OPNS 955B
- **Scaling Customers**
  - Marketing Driven Growth MKTG 958A
- **Mergers & Acquisitions**
  - M&A, LBOs, and Corporate Restructuring FINC 448
- **Financing Growth**
  - Financial Planning for M&A ACCT 444
  - Financial Decisions FINC 442
New This Year

New Professors
- Professor Peter McNerney  NUvention Medical, VCIC
- Prominent woman entrepreneur to teach New Venture Discovery course in the spring

Courses
- Entrepreneurship Through Acquisition  .5 credit in winter
- Creativity .5 in the spring
Office Hours

- Room 518 (Innovation Lab next to the Levy Center on the 5th Floor)
- Noon – 1:00:
  - Tuesday, Sept. 29
  - Tuesday, Oct. 6
  - Monday, Oct. 12
CO-CURRICULAR PROGRAMS
Entrepreneurship Pathway
Co-curricular Opportunities

- **FALL**
  - Zell Fellows (Entrepreneurship)

- **WINTER**
  - Startup Career Fair
  - Business Competitions

- **SPRING**
  - Pritzker Group Venture Fellows
  - Social Entrepreneurship Awards

- **POST-GRAD**
New Zell Growth/Acquisition Fellows Program

- **Immersion Trip**: Meet variety of companies 25 students
- **Summer Internships**: in middle market companies
- Zell Growth/Acquisition Track: 10 Students

Timeline:
- Fall
- Winter
- Spring
- Summer
- Fall
- Winter
- Spring
- Post-Grad
For More Information

Fall Information Sessions:
- Zell Program Kick-off Oct. 8
- Business Plan Competitions
- Bay Area Trek
- VCIC

Winter Information Sessions:
- Summer Internships January
- NUVC January
- Startup Career Fair
- Pritzker Fellows
PEOPLE
Get Out of the Building

**Downtown**
- 1871
- MATTER
- Impact Engine

**Northwestern**
- The Garage
Melissa Crounse
Director, The Garage
How do I find engineers?

I HAVE A GREAT IDEA FOR A START-UP COMPANY.

ALL I NEED IS A SEED INVESTOR AND AN ENGINEER TO DO ALL THE WORK.

I BELIEVE THE ECONOMIC TERM FOR WHAT YOU HAVE IS "NOTHING."
What am I eating?

AMANECER
BREAKFAST TACOS

viet nom nom
FOR MORE INFORMATION

kell.gg/kiei-curriculum