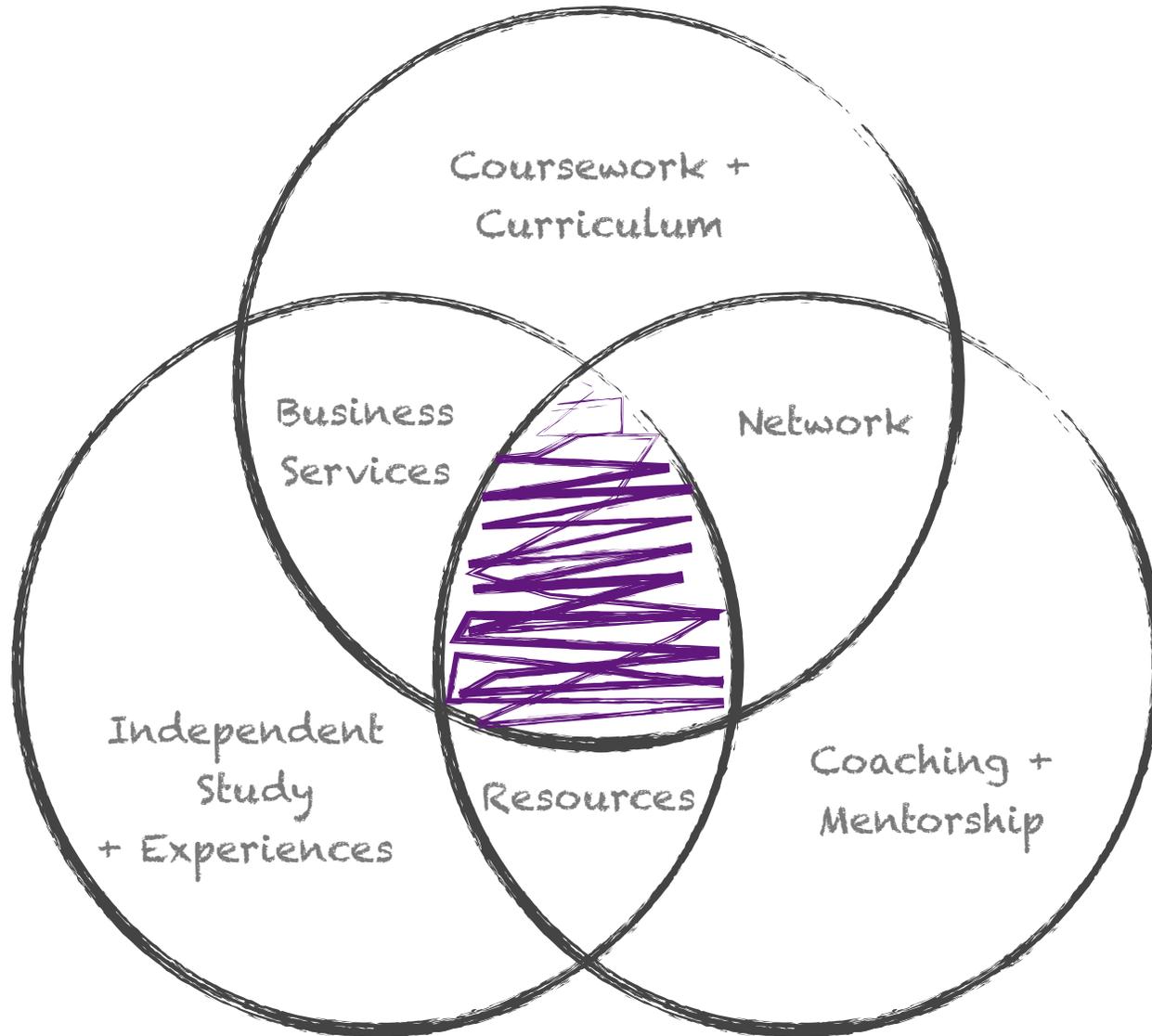# Zell Scholars

Program Overview

Program Mission:

The Zell Scholars Program is designed to be a unique, *applied* entrepreneurial education for a select number of Kellogg MBA students with a passion for new business creation. The program combines *classroom*, *fieldwork*, *experiences, coaching* and *services* to provide an aspiring entrepreneur with the tools and resources they will need to develop, launch and grow successful ventures.

Zell Scholars will be known not just for their intellect, drive and entrepreneurial passion - but also for their humility, collegiality and desire to support others aspiring to create new ventures of their own.

Program Balance

Coursework + Curriculum

Business Services

Network

Independent Study + Experiences

Resources

Coaching + Mentorship

Overview

- 7-month program

- Designed for students starting new businesses

- 8-10 students per cohort

- The program and curriculum are customized to reflect the interests and objectives of the Scholar

- Includes elements of coursework, independent study, mentorship, coaching and experiences (inside and outside of Chicago)

- Provides startup business services to accelerate growth

- Scholars selected based on specific criteria including ability, leadership, ambition, resourcefulness and track record

- Scholars will be required to uphold specific standards and requirements throughout the academic year in order to remain part of the program

Experience for Participants

- Customized training in the design and creation of innovative business models

- Exposure to unique, startup and applied innovation experiences

- "Big Idea Trek" each year

- Business services to support the development of a new venture

- Access to mentoring, coaching and networking with top-flight practitioners and entrepreneurs from around the world

- Independent study component

5

Selection Criteria

Scholars evaluated across several dimensions:

1. Academic performance

2. Entrepreneurial track record

3. Coach-ability

4. Resourcefulness

5. Leadership qualities

6. Need/problem they have identified in the market

7. Progress to-date with current venture

8. Involvement/role of a team in their business *(if applicable)*

9. Demonstration of follow-though and commitment to projects (especially in uncertain conditions)

Application Process

Timing	Activity
October 15	Introduction meeting
October 15 - November 1	Application period for Scholars is open
November 4 - 8	Applications are reviewed by the Selection Committee
November 13 - 15	Interviews are conducted
November 22	Class of Zell Scholars is announced
Week of December 16	"Big Idea Trek" to Silicon Valley/Bay Area.

Timeline

	Fall	Evaluation and Cohort Selection	Winter Break	Winter	Evaluation (Cohort Refinement)	Spring	Summer
Programing	Program Introduction + Selection Process		"Big Idea Trek" to the Bay Area/ Valley	Customized Course Plan and Independent Study Begin + Roundtables and Local Treks Begin		Mentorship Program and Leadership Curriculum Begin	Program Matriculation

Process	//Initial cohort of Zell Scholars selected for the program (8-10)
	
	 //Scholars are selected based on applications, interviews and review committee decision
			//Trek led by KSM faculty and *Local Guides*
			
			 //Includes exposure to startups, investors, entrepreneurial ecosystems and alumni
				//Scholars begin the first quarter of their customized curriculum
				
				 //Scholars work with select faculty on independent study projects that compliment their coursework
				
				 //"Local Treks" and "Round Table" events begin
				
				 //Funds for startup business services are made available
						//Scholars are matched with mentors and industry experts for mentorship and coaching
						
						 //Seminar series on entrepreneurial leadership is also provided to Scholars during this quarter
						
						 //"Local Treks" and "Round Table" events *continue*
						
						 //Funds for startup business services *continue*
							//Program concludes and Scholars matriculate
							
							 //Scholars are eligible to compete in a variety of NU competitions for startup funding, as well as forthcoming KIEI grant programs

8

Contact:

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Additional
Information

Example Business Services + Resources

- Product Design and Prototyping

- Coding and Development

- IT Services (including hosting)

- Legal (corporate and IP)

- Research

- PR and Marketing

- Accounting and Tax

- Meeting and office spaces

Mentorship Program

- Scholars are matched with mentors from the local/ Kellogg community to coach them during (and after) the program

- Mentors are matched based on domain, experience as well as personal "fit"

- Scholars will have at least one mentor that they meet with regularly (once a month), but may be connected to several on a more informal basis

- Mentors may be located outside of Chicago (or the US), but ideally *primary* mentors are local

Ongoing Evaluation

- **Bi-weekly** *business model* Iteration updates

- **Bi-weekly** individual Scholar check-ins

- **Monthly** all-scholars ideation and brainstorming sessions

- **Mid-Program** presentation and milestone review