MIT corporate innovation program

SUMMARY
Innovation is in MIT’s DNA

- At MIT, innovation is the **process** of taking ‘ideas from inception to impact’.

- We emphasize that an ‘idea’ is the **match** between a **problem** and a **solution**.

- We focus on the **process** (not products/services) and highlight the **entire** journey.
MIT Innovation Initiative

- Works with all five MIT Schools to strengthen the I&E networks for:
  - Students
  - Alumni
  - Partners

- Creates and supports the people, programs, pathways and places at MIT that move ideas from conception to impact.

- Combines hands-on, global opportunities for building expertise in the innovation process with insights developed from the evidence-based science of innovation.
MIT Corporate Innovation Program
powered by MIT Innovation Initiative

- Unique opportunity for global corporations to engage with MIT through an immersive year-long cohort-based program
- Leverages the Innovation Ecosystem Stakeholder Model*
- Enables corporations to enhance their own innovation potential
- Establishes a foundation for future strategic university—corporate partnerships

*Developed by Prof. Fiona Murray Dr. Phil Budden Anna Turskaya
Corporate Innovation Program Structure

**LEARN**
- MIT Innovation
  - Fundamentals
  - Ecosystems
  - Infrastructure
  - Horizons
  - Benchmarking & Best Practices

**PRACTICE**
- Innovation Skills
  - Customer Discovery
  - Problem Definition
  - Dynamic Team formation
  - Ideation
  - Experimentation
  - Innovation Loops

**ENGAGE**
- MIT I&E Ecosystem
  - Faculty Expertise
  - Startups
  - Joint Research
  - Student Internships

**SUSTAIN**
- Innovation
  - Emerging Technology
  - Digital Content
  - Recruiting
  - Mentoring
  - New Ventures

12 months
CIP Outcomes for Corporations

- **Innovation Insights & Practice**
  - MIT definition & approach to innovation
  - Innovation success factors & best practices
  - Role of internal & external ecosystems
  - Peer-to-peer corporate insights

- **Emerging Technology Exploration**
  - Emerging trends in technology & pathways to implementation
  - Broader and deeper connections with leading MIT researchers & faculty

- **Employee Inspiration**
  - Customized employee participation at MIT and at corporate locations
  - Inspiring employees to think and work differently

- **Student Engagement**
  - Working with MIT students thus establishing access to potential future employees

- **Leveraging the MIT Brand**
  - Prominent recognition as Founding Members of the MIT Corporate Innovation Program

- **Making a Difference / Giving Back**
  - Customized employee participation at MIT and at corporate locations
  - Supporting one of the world’s most advanced and innovative universities

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