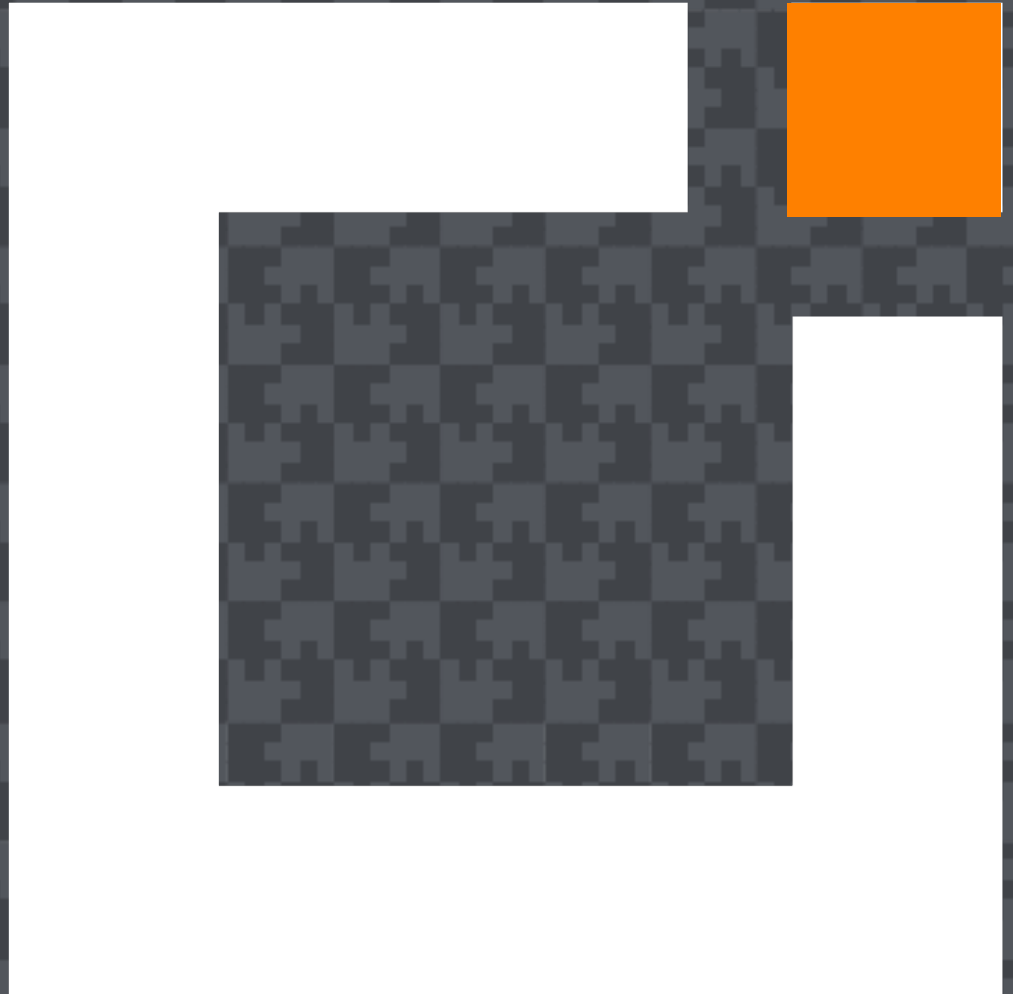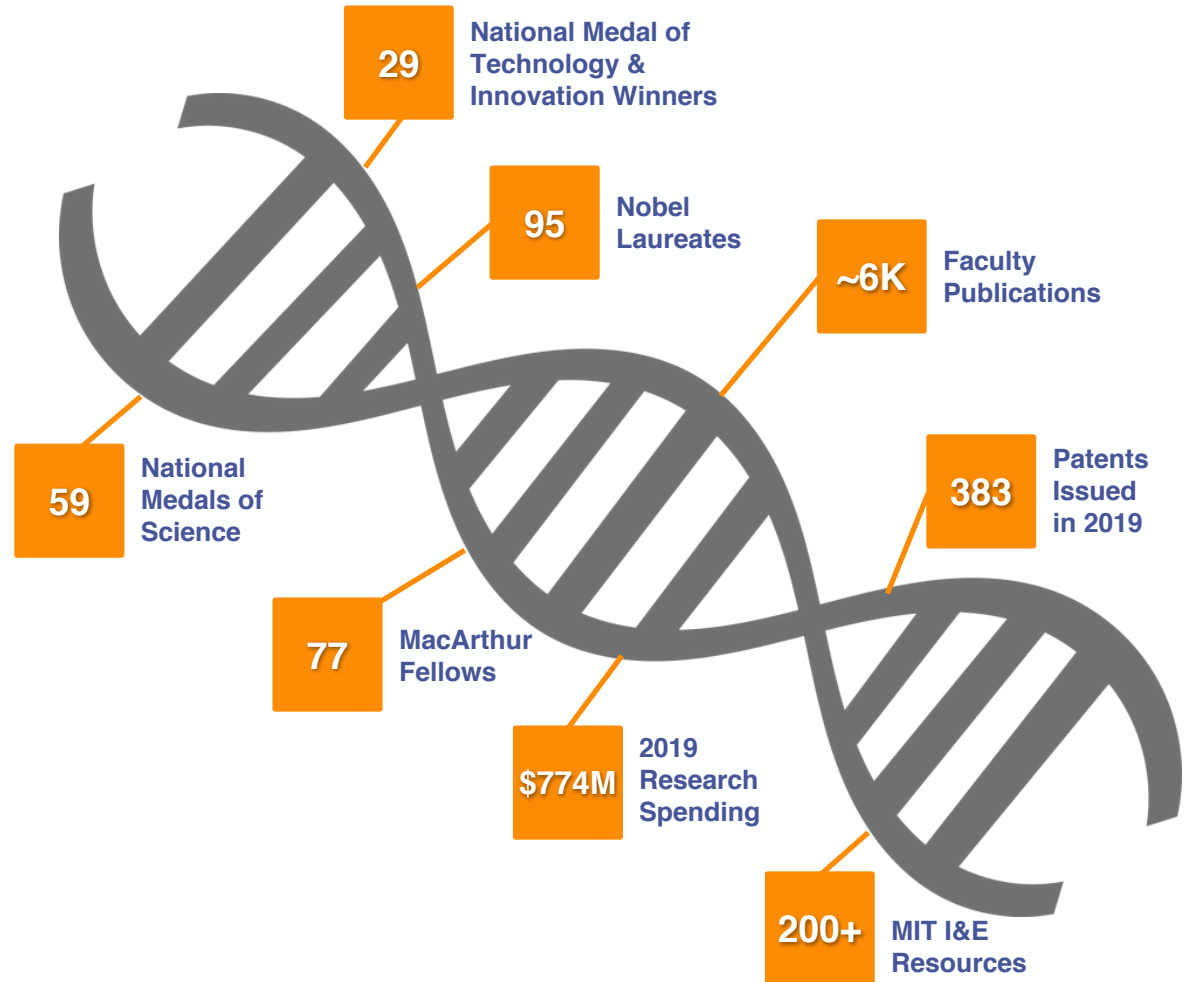# MIT corporate
innovation
program

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.

29 — National Medal of Technology & Innovation Winners

95 — Nobel Laureates

~6K — Faculty Publications

59 — National Medals of Science

383 — Patents Issued in 2019

77 — MacArthur Fellows

$774M — 2019 Research Spending

200+ — MIT I&E Resources

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

CorporateInnovation@mit.edu
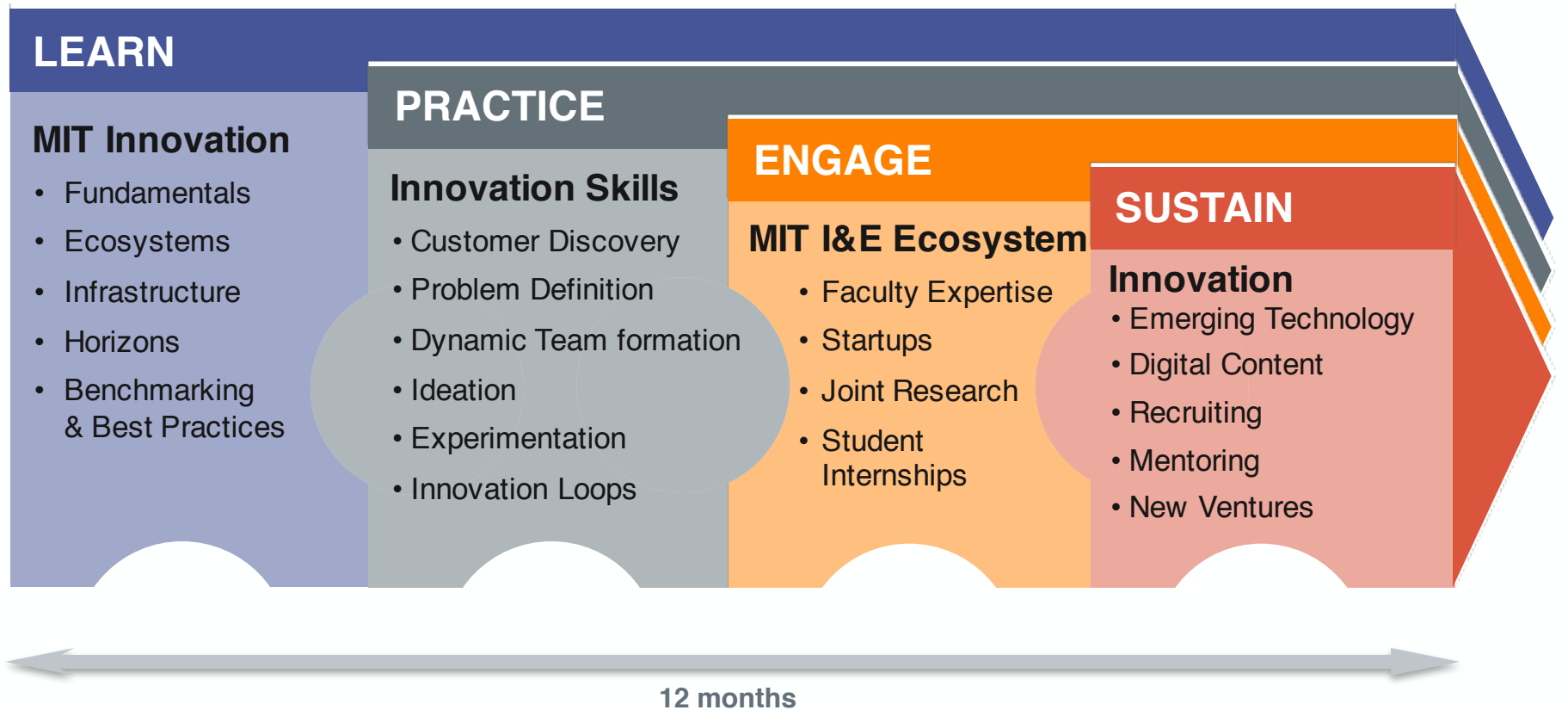
MIT Corporate Innovation Program

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

ENTREPRENEUR

Innovation Ecosystem Stakeholder Model

UNIVERSITY

RISK CAPITAL

GOVERNMENT

CORPORATE

*Developed by
Prof. Fiona Murray
Dr. Phil Budden
Anna Turskaya

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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

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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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