

MARCH 2021

IMPACT REPORT





INNOVATION AT MIT



[Watch video on YouTube](#)



A CHARGE FROM THE PRESIDENT



In 2013, President L. Rafael Reif asked a 19-member panel, led by professors Fiona Murray and Vladimir Bulović, to deliver recommendations on launching an Innovation Initiative—specifically to:

- Identify problems and create solutions faster, more effectively, and at scale; and to,
- Amplify MIT's natural strength in innovation in service to the world.

MIT Innovation Initiative (MITii) is a cross-school effort aimed at strengthening the vibrant culture and programming of innovation and principled entrepreneurship at MIT. The mission of the initiative is to connect the varied pathways and networks in this domain to equip the MIT community and its partners—stewarding the innovation process from ideas to impact.

In accordance with the provost and deans of the School of Engineering and the MIT Sloan School of Management, the Initiative works to set strategic direction and ensure alignment with broader Institute objectives. MITii works toward these goals by administering impactful programs structured to support, connect, enable, and inspire MIT's Innovation and Entrepreneurial Community in six key impact areas:

1. Student and Community Activation
2. Innovation Infrastructure
3. Inclusion and Diversity
4. Venture Development
5. Corporate and Government Innovation
6. Innovation Thought Leadership

The MITii team is proud of what it has accomplished and is pleased to share the following summary of milestones reached this year.



MIT INNOVATION INITIATIVE INSPIRES & SUPPORTS MIT'S MOST INNOVATIVE PEOPLE, PROGRAMS, PLACES, AND PARTNERSHIPS.

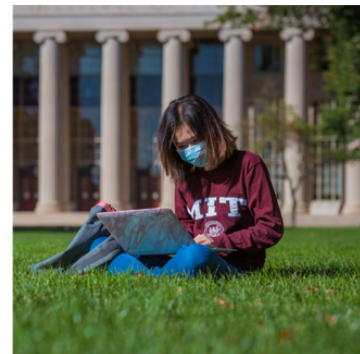
In March 2020, the world changed and campus shut down for the safety & welfare of the entire MIT Community. However, MITii's innovation & entrepreneurship activities not only continued but thrived.

MITii played a key role in tracking MIT's COVID-19 activities through the **Rapid Innovation Dashboard** (p. 9), connecting hundreds of projects from students, faculty & staff, and alumni from around the globe.

We launched **Venture Match** (p. 15), a platform to support students who'd lost their in-person internships. It provided opportunities to 450 MIT students, including an **Inclusive Innovation Grant Program** (p. 7) aimed at providing URM students opportunities with exciting MIT-connected startups.

We launched two programs to recognize and drive the participation of women in MIT I&E activities at MIT. **WISDM** (Women in STEM Database at MIT) (p. 5) now boasts 135 members and launched a **Fellowship Program** (p. 6). In a true partnership across the MIT I&E ecosystem, MITii launched a digital campaign with ten partner DLCs in support of **Women's Entrepreneurship Month** (P. 8).

MITii has directly impacted thousands within the MIT community and many more through our **website** (p. 12 & 24) and **social media** (p. 25). This summary page can't cover the breadth of support activities along the innovation lifecycle—from hosting incoming first-years in the first all-virtual **I&E CPW** (p. 10), to the opening of the 25,000 sqft **InnovationHQ** (p. 18), the launch of two new MIT startups through the **Proto Ventures Program** (p. 16), and providing a unique opportunity for five global corporations to expand their innovation capabilities through our **Corporate Innovation Program** (p. 20)—so please scroll through the following pages to see detail on these and ***much more***.

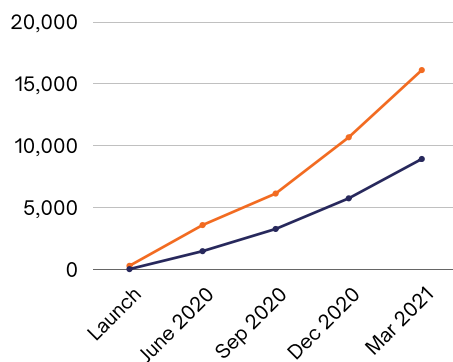




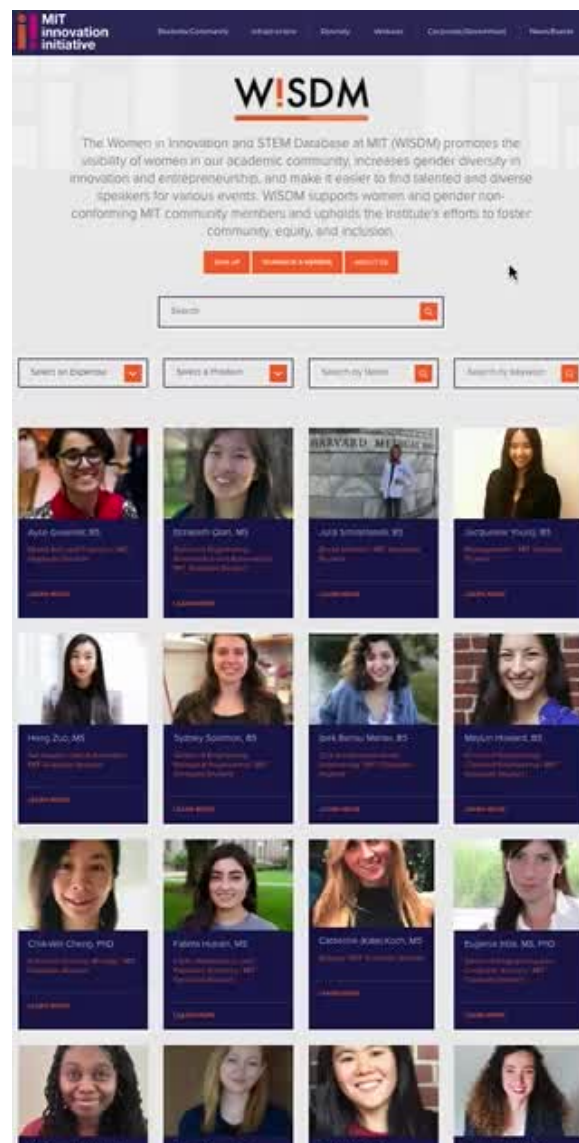
INCLUSION & DIVERSITY

WISDM

WISDM, the The Women in Innovation and STEM Database at MIT, is an initiative we designed to promote the visibility of women in our academic community and make it easier to find talented and diverse speakers for various events. WISDM celebrates its first anniversary on March 8, 2020 (International Women's Day), and since that time, the Community has grown **from 25 to 135 members**.

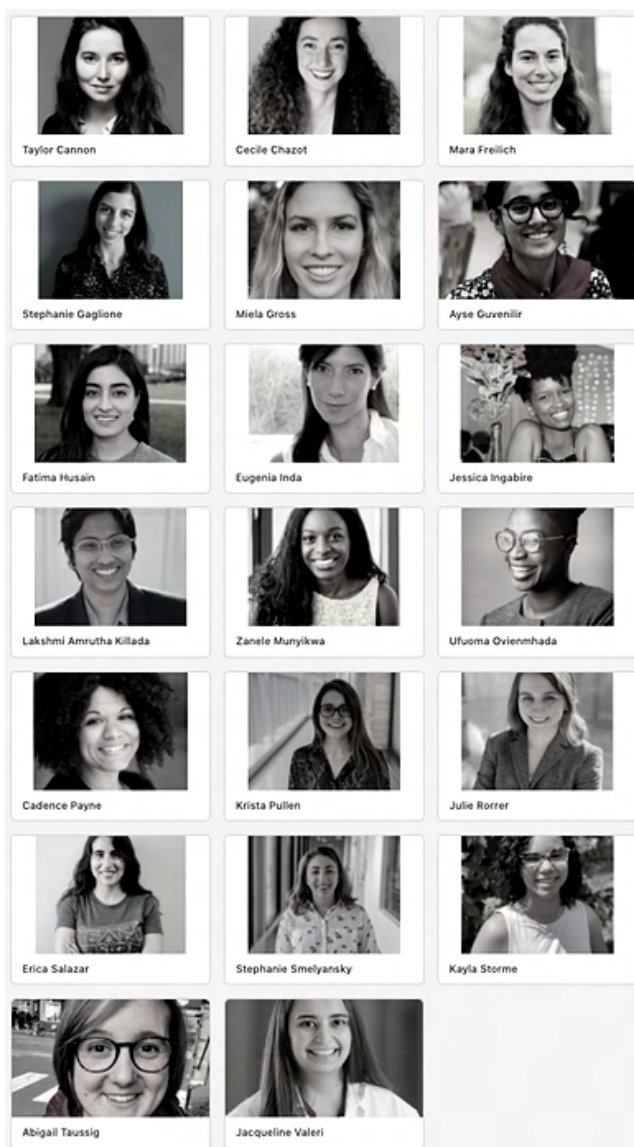


aggregate pageviews
aggregate unique users





INCLUSION & DIVERSITY



WISDM FELLOWS

Postdoc/WISDM Founder Ritu Raman partnered with MITii to receive a **\$10,000 AAAS If/Then Grant** for public engagement with science activities that teach, inspire, and promote the next generation of women in STEM.

With this funding, WISDM launched a fellowship program for scientists interested in improving their public speaking capabilities.

The selected WISDM Fellows will participate in a **Story Collider half day workshop** with personalized hands-on training from experts on effective and engaging science communication. They will also be matched to a **speaking engagement** and receive a **\$100 honorarium**.

57
applications

20
selected fellows from

13
distinct academic programs



INCLUSION & DIVERSITY

INCLUSIVE INNOVATION GRANT PROGRAM

This grant endeavors to close the racial innovation gap by reducing the financial barrier for underrepresented students to pursue typically unpaid opportunities with startups. In addition to funding, the program includes a community-building component in which the students participate in group and one-on-one mentoring and other cohort activities.

15 undergraduate students were awarded grants

11 MIT-affiliated startups employed grantees

8 MITii team member mentors

2 live Zoom meet-ups

89% - of respondents rated their experience as “excellent”
- of respondents said they, “would definitely recommend” this program to their friends/classmates

1,149 pageviews from **740** unique users of the microsite



“We got to delve deep into the economics aspect of Zimbabwe and how we can develop something that can really apply to our country. We got to discover other talented Zimbabwean students who brought new ideas in different aspects like design.”

“I believe the best way to involve other students of color is if the students who have been part of this program help to spread how this initiative is life changing and how others can as well benefit from it.”



INCLUSION & DIVERSITY

WOMENS ENTREPRENEURSHIP MONTH

In support of Women's Entrepreneurship Day in November, MIT's I&E Community (organized by MITii and MIT Legatum Center for Development & Entrepreneurship) put together a month celebrating all forms of entrepreneurial activities by the women of MIT.

We built a [website](#) to be the home for stories (written & video), events, and resources for/by MIT's entrepreneurial women and wrapped it all up in a [social media campaign](#) to promote these activities all month long.

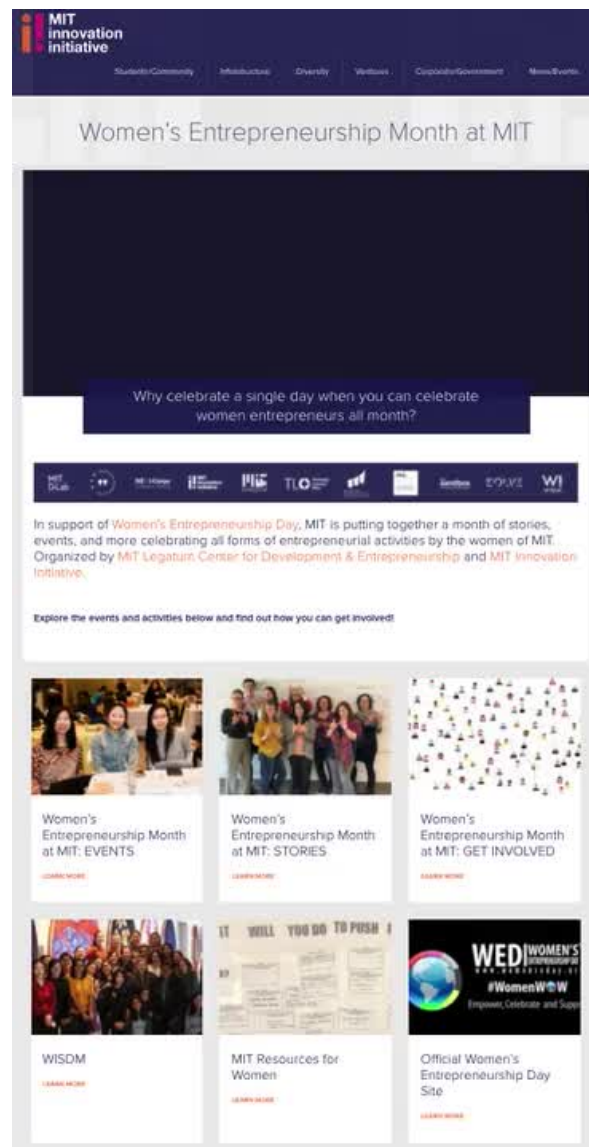
11 DLCs
& student groups participated

22 video stories
on site & social media

18 events

280 attendees
(2 main events)

278K+ impressions
(MITii+Legatum social channels)

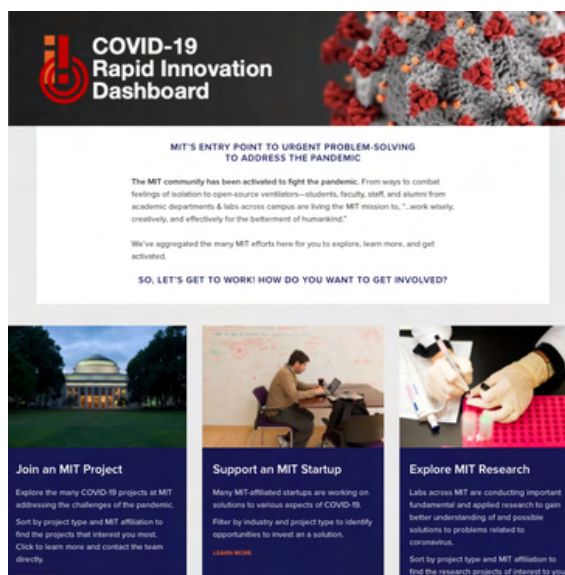




STUDENT & COMMUNITY ACTIVATION

COVID-19 RAPID INNOVATION DASHBOARD

The virus that shut down the country presented challenges and a unique opportunity for MITii. As campus was shutting down, researchers, student groups, alumni, and MIT-founded startups kicked into gear to work on solutions, everything from mass production of cloth masks to vaccines. MITii recognized that the vast amounts of work that the MIT community must be aggregated and presented to the world in a single location, while simultaneously seeking input, volunteers, and funding for projects. The [COVID-19 Rapid Innovation Dashboard](#) was built in four days, and launched on March 19. It very quickly gained MIT Community support and garnered positive press.



261 total projects

37 alumni projects

57 research projects

17 student projects

68 MIT-connected startups

28 funding opportunities

45,000+ pageviews

~23,000 unique users from
149 countries



STUDENT & COMMUNITY ACTIVATION



VIRTUAL CAMPUS PREVIEW WEEKEND

When Campus Preview Weekend (CPW) events were forced online due to COVID-19, last year, the MITii team rapidly developed a unique virtual experience for prospective students and their families. MITii worked closely with MIT Admissions to create the [I&E Virtual Campus Preview Weekend Site](#) which hosted live Zoom events for prospective students and their families. MITii is currently working with admissions in preparation for the second Virtual CPW April 15-18.

37 live events

Zoom events hosted on the site

**500+ students
& their families**

visited the site over 2 days



STUDENT & COMMUNITY ACTIVATION

INNOVATIONWORKS

iWorks for short, is a brand new incubator for student-driven projects addressing the most important Innovation & Entrepreneurship challenges at MIT. Students made new relationships through small group meetings, worked independently and in teams, maximizing their unique skills to shape projects, spoke to experts in key impact areas, and learned about MIT's I&E ecosystem.



Founding Cohort:

5 undergrads

participated in the first-ever cohort, including
UA President

45 student-hours

of innovation education

6 workshops

for cohort activities including final presentation night





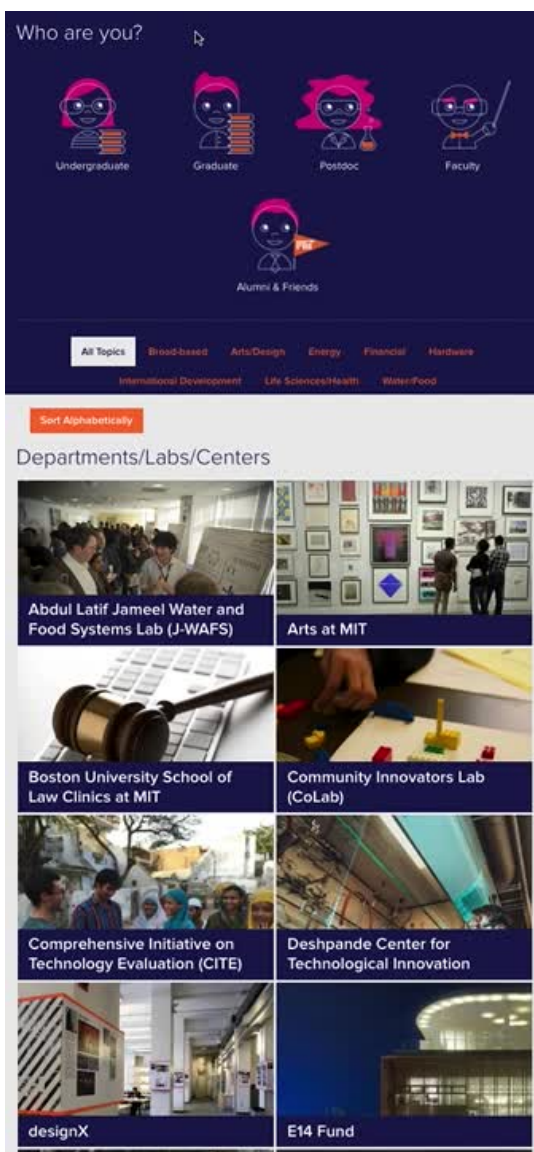
STUDENT & COMMUNITY ACTIVATION

RESOURCE GUIDE

Our mission is to inform and inspire the Innovation and Entrepreneurship Ecosystem at MIT. To help students and others find their way at MIT, MITii hosts an [interactive Resource Guide](#) on innovation.mit.edu. A testament to its popularity and importance, this feature is, by far, the most visited part of the MITii website.

20,000+ (↑ 18% YOY)
pageviews in AY 20-21 to date

35,600+ (↑ 11% YOY)
users in AY 20-21 to date



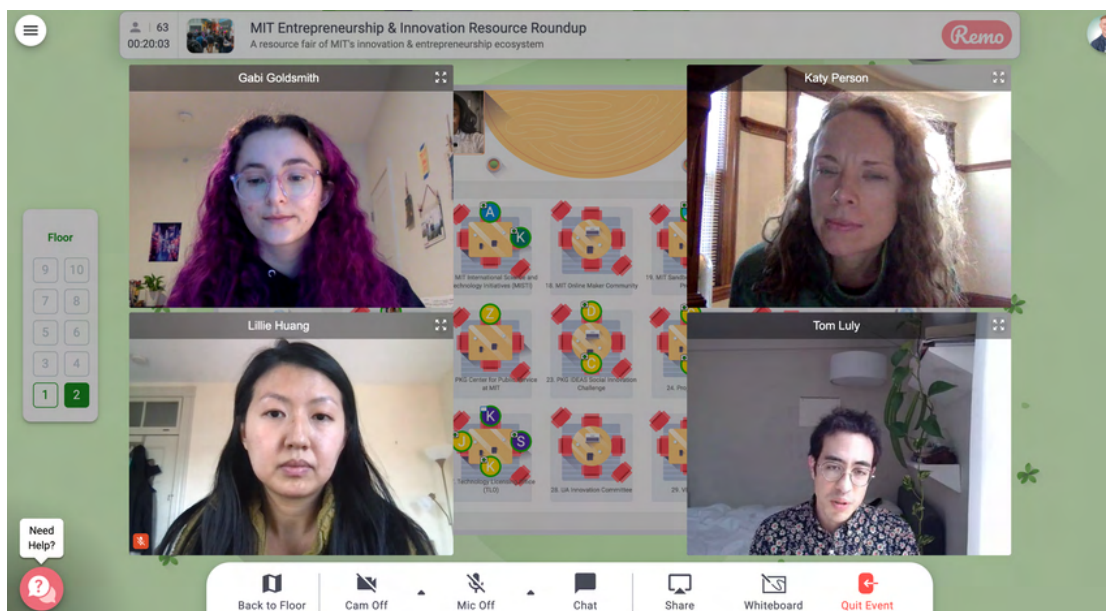


STUDENT & COMMUNITY ACTIVATION

RESOURCE ROUNDUP

Each spring, MITii gathers the I&E Community (usually in the Stata Center) for Resource Roundup to present the many innovation and entrepreneurship resources available on campus. From classes, sources of funding, and mentoring programs, to maker-spaces, prize competitions, and more.

On February 24, MITii hosted a **virtual** tabling event where representatives from 28 Departments, Labs, Centers, and student groups met with over **100 attendees** for a total of **3,900 minutes** of relationship building. This year's event saw a **42% increase** in participating DLCs and student groups over February 2020.





STUDENT & COMMUNITY ACTIVATION



E&I Minor

ENTREPRENEURSHIP & INNOVATION MINOR

Jointly offered by the School of Engineering and Sloan School of Management, the E&I Minor is designed as an interdisciplinary program with a coherent combination of conceptual and practical elements that draws on a wealth of prior educational activities in this domain. **Four students** are currently enrolled, and in the short time since the minor was established in 2016, **22 graduates** have been conferred the E&I Minor.





VENTURE DEVELOPMENT

venture MATCH

Last summer we partnered with MIT Startup Exchange and The Engine to launch Venture Match —a program to recover student internships lost when COVID hit by matching them with some of MIT's hottest startups. It went SO well, that we continued the program in the Fall, for IAP in January, and are recruiting now for Spring semester.

460

internships

have been posted to the platform

188

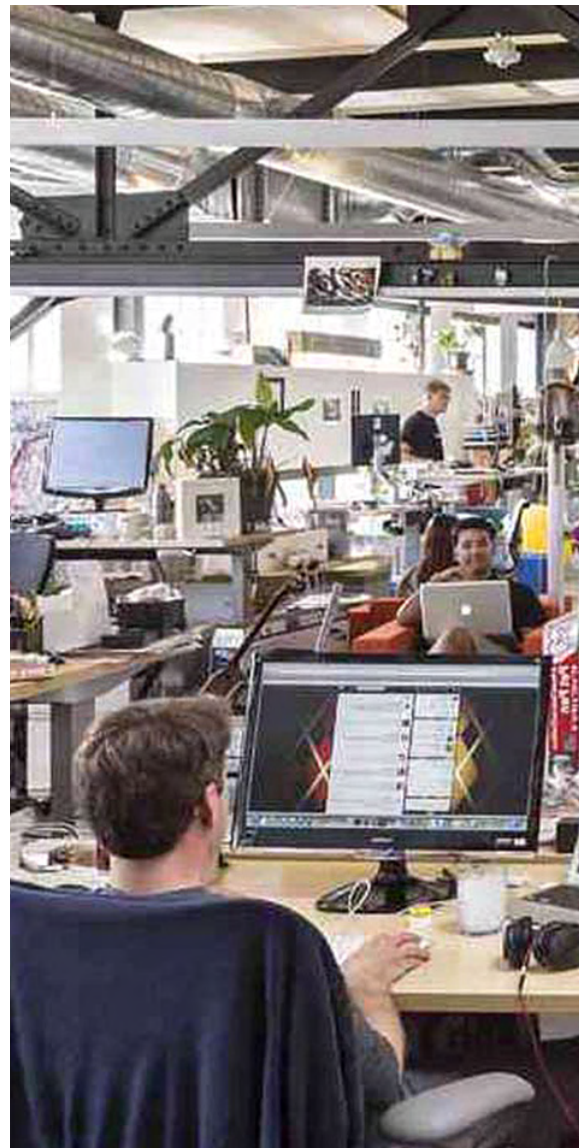
MIT-connected startups

have posted internship opportunities

116

students

have been matched to internships





VENTURE DEVELOPMENT

PROTO VENTURES

Proto Ventures is a new approach to venture formation from within MIT. It oversees the emergence of new ventures along a full lifecycle: from discovery of ideas and resources at MIT—exploration of the problem-solution space; a methodical de-risking process; and building a “proto venture” that demonstrates the viability of the venture. Last February, the first Proto Ventures Forum was held. The forum brought together representatives of corporations, startups, venture capital firms, local hospitals, pharmaceutical industry and MIT researchers. Curated “proto venture” ideas were discussed and screened through roundtables, expert discussions and a voting process to gather multi-sectoral input on the anticipated value and impact of the proposed ventures at the intersection of Artificial intelligence and health care.

In its first year of implementation, with a single active venture builder, the Proto Ventures process has created two new MIT startups.

MIT News

ON CAMPUS AND AROUND THE WORLD

SUBSCRIBE

MIT Proto Ventures program readies new startups for launch

MIT Innovation Initiative Venture Builder Luis Soenksen accelerates the launch of unique AI and health care startups in record time.

David Sweeney | MIT Innovation Initiative
October 13, 2020



Powered by the [MIT Innovation Initiative](#) (MITII) and launched in October 2019, the [MIT Proto Ventures program](#) takes an entirely new approach to venture formation from within MIT. It oversees the accelerated emergence of new ventures along a full life cycle: from discovery of ideas and resources at MIT to exploration of the problem-

[READ THE STORY](#)

2 new MIT startups
243 ecosystem interactions
319 screened ideas
12 new MIT community connections
7 students 5 faculty 4 staff



VENTURE DEVELOPMENT



Venture Exploration Program (VEP) organized with I-Corps and the VMS, with involvement from the TLO, Office of the Vice President for Research, and The Engine, VEP is a virtual program for PhDs and postdocs to develop a business model for their product or service—from customer discovery, competitive analysis, and team-building to IP, conflict of interest issues, and investment readiness. Spring 21 cohort:

31

teams comprised of MIT postdocs, PhD students, and a handful of staff researchers.

16

DLCs and schools represented including Bio Engineering, ChemE, CSAIL, Koch, MechE, Media Lab, Physics, and Whitehead



INNOVATION INFRASTRUCTURE

INNOVATIONHQ

MITii oversaw the construction of MIT's brand new innovation space at E38—aka InnovationHQ—to colocate 6 leading I&E DLCs and serve as *the* hub for innovation activities at MIT. New home to:

- Legatum Center for Development & Entrepreneurship
- MIT Deshpande Center for Technological Innovation
- MIT Innovation Initiative
- MIT Sandbox Innovation Fund Program
- MIT Venture Mentoring Service
- New England I-Corps @ MIT



25,000 sqft
of open innovation space

700 chairs
to be filled with MIT's brightest minds

120 person
capacity modular event spaces



[Watch video](#)



INNOVATION INFRASTRUCTURE

I&E CENSUS

In advance of the opening of the new Innovation Headquarters, MITii undertook a project to understand the data "baseline" for activities in the MIT Innovation Ecosystem. By conducting this work, for the first time ever, MITii has a complete snapshot of all the activities within MIT's I&E Ecosystem on an annual basis. These insights will guide the development of how to grow and maintain MIT impact. Key data from the I&E Census shows that MIT's I&E Ecosystem included:



6,345 student interactions

320 events
with **22,200** attendees

2,000 mentoring sessions
with **700** mentors

450 MIT startups
& **800** innovation teams



CORPORATE & GOVERNMENT INNOVATION



Launched through a "program-build year" in 2019, the MIT Corporate Innovation Program (CIP) activates corporations to engage with MIT through an immersive year-long cohort-based program.

We bring companies inside MIT's I&E community, with access to programs, faculty, and students and inspiring new levels of innovation in their employees.

The 5 founding member companies: **Boehringer Ingelheim**, **Intersystems**, **JP Morgan Asset Management**, **Lockheed Martin**, and **Teck Resources** committed \$1.25M.

The virtual kickoff was held October 5–9, 2020 and included **36 live and recorded sessions** for hundreds of member employees at various levels within the program.





CORPORATE & GOVERNMENT INNOVATION



The Mission Innovation Program (MIP)

provides education & resources to students, governments, foundations, and mission-driven organizations working through the innovation process. MITii has launched two Dual Use Ventures projects within the program:

- The Dual Use Ventures IAP Course was first offered in January 2020. It was expanded to a week-long program and grew from **53 learners in 2020 to 145**, and a dedicated community this past January.
- MITii launched the Dual-use Ventures Incubator to support MIT-affiliated SBIR/STTR-approved venture startups with seed funding. The program guides startups through their development process and acts as subcontractor, offering a suite of services that complement tough tech startups seeking new defense customers. Since its August 2020 launch:

36 applications submitted

12 startup proposals processed

6 government contracts awarded



CORPORATE & GOVERNMENT INNOVATION

EUROPEAN INNOVATION COUNCIL PARTNERSHIP

The European Innovation Council (EIC) represents the largest innovation effort in Europe's history since WWII. MITii is helping setup the EIC through two distinct activities:

1. MITii will execute a three-day training of EIC based on practices from DARPA and ARPA-E
2. MITii participates in the International Expert Group that will give recommendations to the European Commission on the implementation of EIC. MITii faculty co-director prof. Fiona Murray and Dr. Lars Frolund (MITii's research director) participate in the Expert Group. Dr. Frolund is the chair of the Expert Group.

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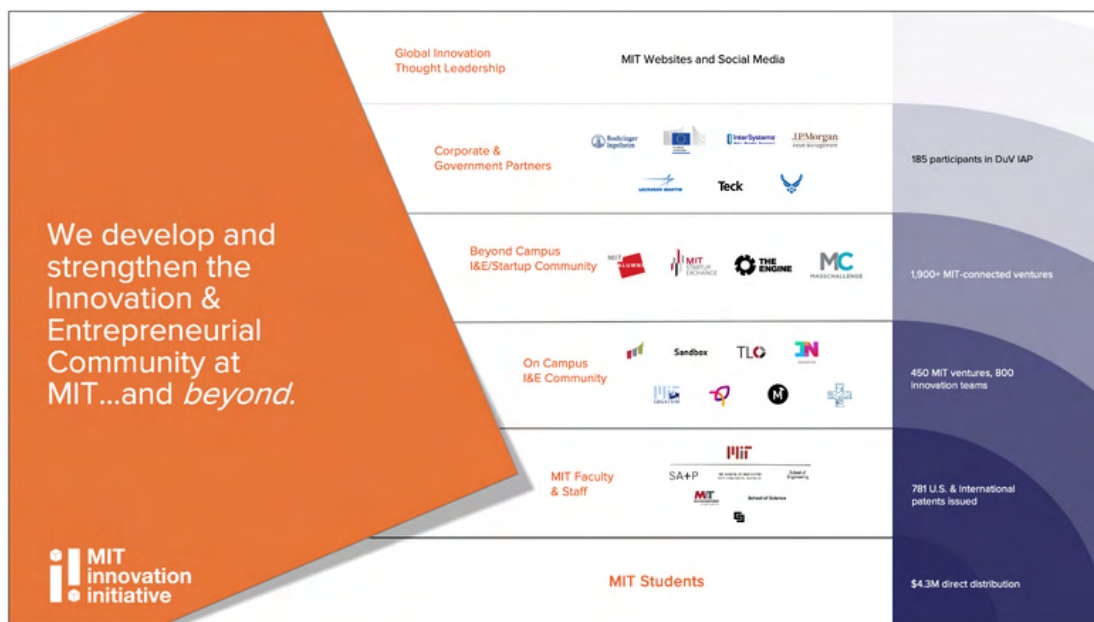
INNOVATION THOUGHT LEADERSHIP



innovation101

This presentation—a guide to innovation at MIT and the Innovation Ecosystem—is designed to give students, visitors, DLCs, EMBA's, startups, and other organizations a comprehensive overview of innovation at MIT. The hour-long presentation has been given virtually since march 2020.

101 presentations given in AY 2020 **908** audience members



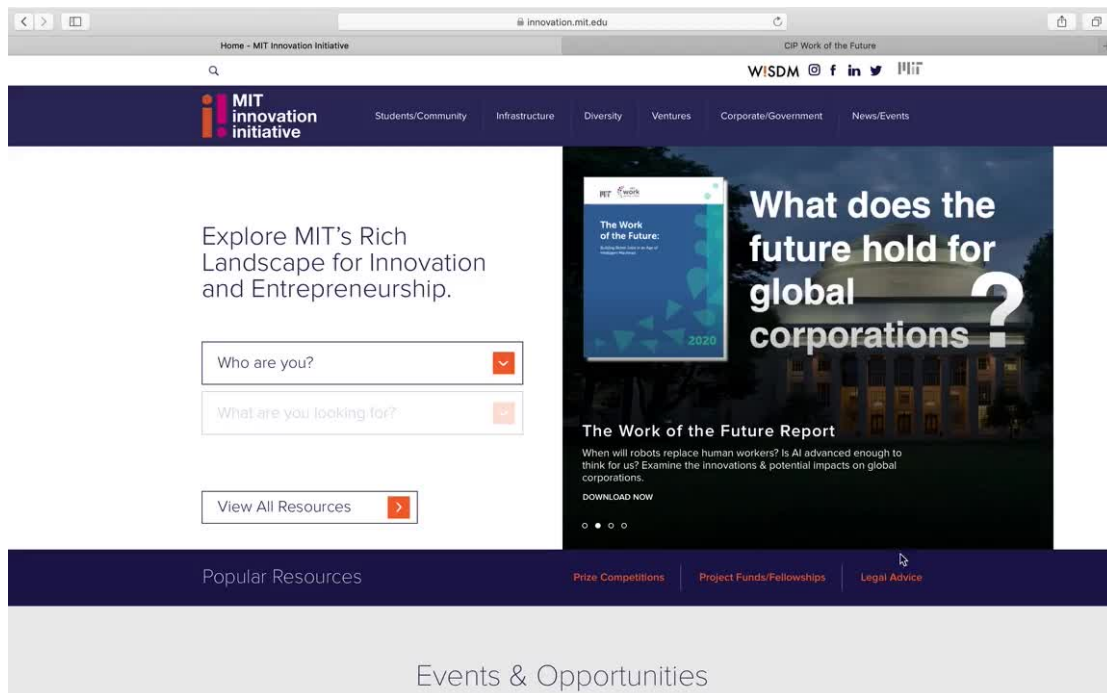


INNOVATION THOUGHT LEADERSHIP

INNOVATION.MIT.EDU

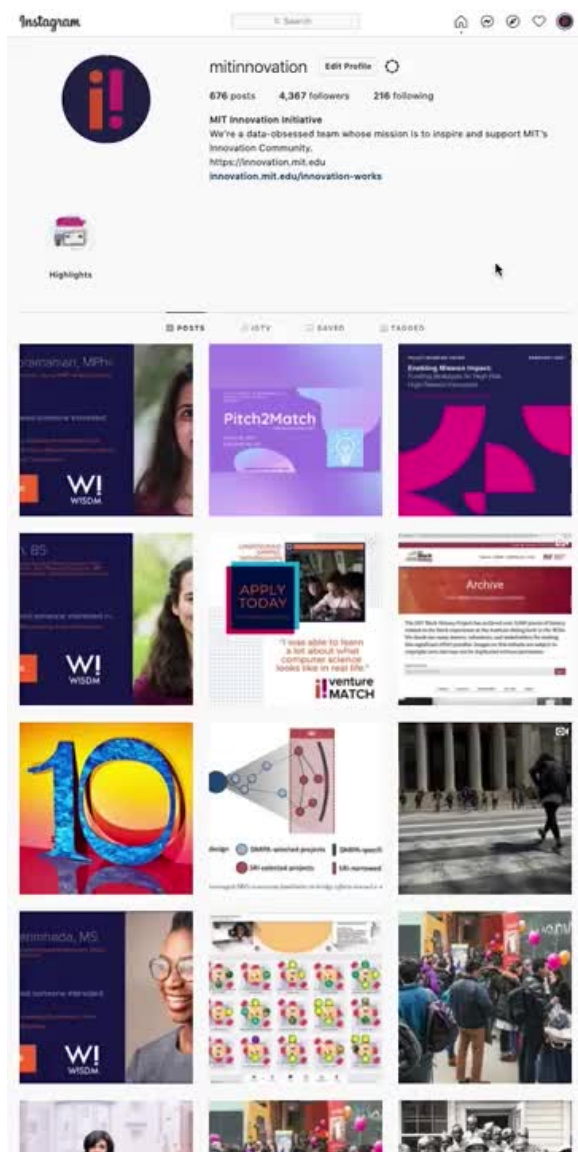
MITii has made significant enhancements to our website—increasing the volume and content format of news, producing original content, launching microsites for our programs, and simplifying the site experience with featured content and more intuitive navigation. These changes have turned the site into a powerful tool, positioning the organization as thought leaders in innovation and the innovation economy. Use of the site increased significantly since these changes have been implemented.

36% YOY growth: unique users **38%** YOY growth: sessions **29%** YOY growth: pageviews **201** countries **135%** YOY growth: news pageviews





INNOVATION THOUGHT LEADERSHIP



SOCIAL MEDIA

MITii refocused our social media strategy to

- position the Initiative as MIT's innovation thought leaders,
- build awareness of our programs to the broader I&E Community,
- drive traffic to innovation.mit.edu.

MITii launched an Instagram business channel in support of this strategy.

36,000

social followers

468%

YOY follower growth

175K

avg impressions/mo

128%

YOY growth website referral traffic from social

MARCH 2021

IMPACT REPORT

We steward the innovation process from idea to world-changing impact by connecting, enabling, and inspiring MIT's incredibly innovative...

