NUvention Web and Media
2016 Info Session
10-17-2016

Collaborate → Build → Launch
 NUvention: Web + Media

NUvention: Web + Media is a two-quarter capstone course in which students work across disciplines and Northwestern schools to design, plan, and run web-based businesses. Project areas include iPad/Tablet App, Mobile Applications, New Media, Social Gaming, Twitter or Facebook Apps, eCommerce/Deals, Analytics, Cloud, Big Data or ideas from students.
Why Do This?

• Best Interdisciplinary and Experiential learning experience on campus

• Best in classroom experience of product and business development process in one class
  • You will learn how to translate an idea into a business

• Learning occurs:
  • By Doing
    • From Faculty, Fellow Students and Advisers

• This will be a ton of work, but fun.
Why Do This?

• Students from NUvention Web have created companies like:
  - Adaptly
  - TITAN AEROSPACE
  - tradeUp

• And have sold companies to:
  - Google
  - Apollo Education Group
Last Year’s Team

- Foodrop
- DIBZ
- Komunity
- Coffeechat
- Octopus
NUvention: A Partnership
How do we compare?
How do we compare?

**Similarities**
- Success rate
- Strong mentorship
- National network connectivity
- Focus on Customer Development, Lean Start-up, Bootstrapping and Agile

**Differences**
- 6 months versus versus 3
- Not a full time commitment
- More regimented
- Better learning
- No equity grant expected
- NU alum network affinity
- Strong SW dev focus
Program Details

• 50-60 Students
  • Undergrad/Grad by application only;
  • Undergrad preference to June ‘17 graduating students or juniors unable to take in senior year
  • Grad preference to June ‘17 graduating student
  • Open to all NU Schools
  • 7-8 teams of 5-7 students
  • 2-3 students minimum on each team with development experience

• Tuesdays 12/1:30-3/4:30-taught in new Krebs and Padula classrooms and Garage; First Class Thursday Jan 5 at 5

• Faculty
  • Steering Committee
    • Core Group that will oversee teams and class
  • Subject Matter Experts
    • Faculty with specific expertise that student teams may need
  • Advisory Board
What We Know

• Key skillsets needed in teams
  • Best teams had strong project and product management
  • Scope pragmatism around what can be done in 2 quarters
  • Willingness to engage face-to-face with target users
  • Willingness to pivot

• Advisory Board
  • Can be great mentors
  • Teams who engaged adviser got valuable mentorship

• Coasting team members really stick out and impact team performance

• Teams needed help post-class
Outcomes

By the end of the two quarters students will have:

● Developed a business model for a web service or new mobile application
● Defined, prototyped and launched an initial product offering
● Launched and measured initial market reaction to the web service.
● Customers, hopefully paying
● Have the basis of a start up company that you can choose to pursue post class
How we are thinking about the class?

<table>
<thead>
<tr>
<th>3 week themes</th>
<th>Ideation and Architecture Audience and Problem</th>
<th>MVP and Problem Solution Fit</th>
<th>Market Brief, Product Testing</th>
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</thead>
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| 3 week Topic List | - Interviewing  
  - Constructing a Problem and Audience Hypothesis  
  - Managing Team Work  
  - "watering hole" identification  | - Product testing in class--team to team/Dog Feeding  
  - Lean Product Playbook basics  | - Finding and responding to failure |
| Outcomes | - Validated Problem area and audience  
  - Team Charter  
  - 30 interviews (probably 60 potential audience members  
  - AB Problem Review Session Feedback  
  - sprint 0  
  - Split Crit for sprint end  | - Slice or 2  
  - 4 Panel  
  - Architectural spike  
  - Split Crit  
  - Research supported Personas  | - Business Model Canvas |
Why an Application Process?

• Limited Spots
• Need right mix of student experience in each team
• Coding Challenge for developers?
• Timing
  • Apply by 10/23/16 midnight
  • Decisions no later than 10/28/16
• Wait List
• Auditing
Teams of 4-6  
Each member has a primary (Product or Customer Development) and secondary role
Application Process

• All students accepted based on individual merits
• Students assigned to teams based on interest areas
• Questions gauge applicants abilities and interests
• Teams start meeting in November
• EECS Students who have completed 311 data structures are guaranteed acceptance to the program, but still must apply.
Faculty

- **EECS**
  - Chris Riesbeck
  - Todd Warren

- **IEMS/Farley Center**
  - Mike Marasco
  - Rich Padula

- **Medill**
  - Rich Gordon
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Key Dates

- Application Due: 10/23/16
- Acceptances and Teams Announced: 10/28/16
- Team Get Together #1: 11/2 or 3 Evening
- Wildhacks: 11/18-20
- Team Get together #2: 12/1
More Questions?

• Rich Gordon - richgor@northwestern.edu
• Mike Marasco - mmarasco@northwestern.edu
Future Event

Meet Farley Center EIR, Michael Walsh, One-on-One
1 - 4 PM -- November 18, 2016 - CO-OP Conference Room

Farley Center
Entrepreneur-In-Residence

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