



THE ENTREPRENEURS EDGE Innovation Program 2009-10

Fall (2009) - Sessions on Managing Innovation
Spring (2010) – Internships with Companies Managing Innovation

INNOVATION PROGRAM

The Innovation Program is designed to be a unique partnership with universities, students and businesses. This will include an approved course on innovation (fall, 2009) for graduate-level students and will lead to intern placements for students (Jan., 2010) at companies that are implementing an innovation, managing innovation, or looking to develop a culture of innovation. (10 – 15 hours per week). In addition, business managers are invited to participate in one or more of the classes as well.

Participating practitioners are leaders in their field – from companies like Nottingham-Spirk, Parker Hannifin, General Electric, Energizer, Goodyear and more. While EDGE will coordinate the program, practitioners of innovation will teach and facilitate the fall class sessions and provide access to industry professionals and management teams – utilizing real-world case studies and providing hands-on problem solving scenarios during class sessions.

Twelve fall class sessions will take place on Saturdays (8:30 – 12:00 noon) from September 12th – December 5th (excluding Thanksgiving weekend). Classes will take place at the Independence Technology Center (6801 Brecksville Road, Independence, OH 44131).

Topic areas include:

- Innovation Overview – Nottingham-Spirk; Parker Hannifin
- Portfolio Management / Risk Analysis – Innovative Horizons, inc. (Timken, Goodyear, etc.)
- Product / Service Innovation – Fed Ex Custom Critical; Past Dir. of GE Appliance
- Exploring EDGE Companies / Innovative Solutions – Pressco Technology; Lumitex
- Sustainability – Entrepreneurs for Sustainability
- Innovation Leadership and Culture / Project Management – Energizer Holding Co.; enlight advisors
- Operationalizing Innovation / Systems Thinking – Newry Corp.
- Developing Innovation Project Ideas
- Measuring Success - Managing / Implementing / Continuous Innovation / Quality Initiative – NineSigma; Goodyear
- Marketing / Promotion / Resource Allocation – Panel Discussion
- Final Projects / Presentations

REQUIREMENTS AND COSTS – FOR BUSINESS PROFESSIONALS

- Interest in innovation and innovation management
- Costs:

Participating in the fall program

- \$250 per person per session (for EDGE member companies); \$350 per session (for non-member companies)
- \$2,000 for the full program (for EDGE member companies) and \$3,000 for non-member companies

Hosting a Trained Intern in Jan – May 2010 (~ 15 weeks at 10 – 15 hours per week):

- \$5,000 for member companies (only \$4,000 if an employee attends the full program); \$7,500 (for non-member companies)

EDGE will only accept top students with a genuine interest in innovation and innovation management. Students may choose to take only the fall class; however, the course is a prerequisite to the spring intern placement. Goal: 15+ students (plus business professionals)

A limited number of spaces will be available for students or business professionals who are interested in participating in one or more classes on a not-for-credit basis. Separate fees will apply for these participants. Spaces will be filled on a rolling basis until the end of August.

ADDITIONAL INFORMATION

EDGE Innovation Program Facilitators:

Kirk Neiswander is President and Founder of The Entrepreneurs EDGE. Kirk was an officer of Enterprise Development, Inc., and created the Entrepreneurial programs at the Weatherhead School of Management in 1983. Over a 22-year career at Case Western Reserve University, he created programs, services and events for mid-market companies. Kirk serves as an advisor to a number of smaller growth companies and has developed a substantial level of expertise in creativity/innovation, entrepreneurship, economic development, management strategy and planning as well as managing growth. He has an MBA from the Weatherhead School of Management at Case Western Reserve University in General Management, and a BA from Denison University in Mathematics/Economics.

Christopher Keller is a Program Manager at The Entrepreneurs EDGE – leading the CEOs for NEO Intern Program, developing the Innovation Program, and coordinating other EDGE initiatives. He grew up working for family-run businesses in the Salem area and earned his bachelor's degree at Bates College and Master's (M.Ed) at John Carroll University. He is an experienced teacher, community leader and organizer and has 14 years of program development and non-profit management experience.

Grant Marquit is a Program Consultant with the Entrepreneurs EDGE. An economic development professional for over a decade, Grant specializes in creating educational experiences for senior management teams that focus on Strategy, Innovation, Organization Development, Leadership and Operational Effectiveness. He is a veteran producer of Cleveland's Ingenuity Festival of Art + Technology. He is a co-founder of the non-profit Entrepreneurs for Sustainability and continues to serve on the board, and has also served on several other non-profit boards. He is also a graduate of Cleveland Bridge Builders' flagship program and holds a B.A. from The Ohio State University.

Questions or comments?

Contact Christopher Keller, Program Director, at Chris@edgef.org or 216-346-6300. Also, see www.edgef.org/innovationprogram.html.