



## THE ENTREPRENEURS EDGE Innovation Program 2009-10

Fall Semester (2009) - Sessions on Managing Innovation  
Spring Semester (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 students which will lead to *intern placements* (Jan., 2010) at companies that are implementing an innovation, managing innovation, or looking to develop a culture of innovation. (10 – 12 hours per week). Participating practitioners are leaders in their field – from companies like Parker Hannifin, General Electric, Energizer, Goodyear and more.

While EDGE will coordinate the program, practitioners of innovation will help teach and facilitate the fall class sessions and will 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 12<sup>th</sup> – December 5<sup>th</sup> (excluding Thanksgiving weekend). Spring internships will run from mid-January until then end of the spring semester. Classes will take place at the Independence Technology Center (6801 Brecksville Road, Independence, OH 44131).

Topic areas include:

- Innovation Overview
- Portfolio Management / Risk Analysis
- Product / Service Innovation
- Exploring EDGE Companies / Innovative Solutions
- Sustainability
- Innovation Leadership and Culture / Project Management
- Operationalizing Innovation / Systems Thinking
- Developing Student Innovation Project Ideas
- Measuring Success - Managing / Implementing / Continuous Innovation / Quality Initiative
- Marketing / Promotion / Resource Allocation
- Final Projects / Presentations

### REQUIREMENTS

- Excellent academic record with reference from a professor or school dean (min. 3.2 GPA)
- Strong research, writing and communication skills
- Interest in innovation and innovation management
- Ability to work independently and part of a group
- Business experience is a plus, though not required

### APPLICATION

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: 15-20 students.

Interested graduate-level candidates will apply to The Entrepreneurs EDGE by submitting a letter of interest, resume, and an academic reference from at least one professor to [Chris@edgef.org](mailto:Chris@edgef.org). Qualified students will apply and pay tuition for credit (for an Independent Study or Intern Program) through their host schools or designated professor. Spaces will be filled on a rolling basis until early in September. Qualified students who wish to take the course on a not-for-credit basis may enroll through EDGE at for a cost of \$750. A limited number of spaces will be available for business professionals who are interested in participating in one or more classes, too. Separate fees apply.

### 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](mailto:Chris@edgef.org) or 216-346-6300. See [www.edgef.org/innovationprogram.html](http://www.edgef.org/innovationprogram.html).