

Pratt Ignition lab

Questions?

Contact

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The Center for Career and Professional Development is launching the Ignition Lab, an experiential learning program for Pratt's aspiring entrepreneurs, for its second year. Accepted participants will take part in a 7-month intensive program that will expose them to the practices of creating a startup with guidance from an Entrepreneur in Residence, diverse mentors with expertise in various facets of entrepreneurship, and speakers known around the world for their startup success. Working with a team from October 2019 to April 2020, the Ignition Lab participants will attend 6 workshop sessions, building the foundational knowledge to launch a business. Theory will be put into practice as each team develops a business plan around a viable product which they will pitch to a panel of entrepreneurship luminaries at the conclusion of the program. Additionally, students that participate fully and pitch in the final will receive a certificate of completion.

Application and Eligibility

The Ignition Lab is a team-based program. Applications must be submitted by teams comprised of at least two but no more than five people. Individual applicants are encouraged to attend one or more information sessions to find others who may be trying to form a team. Participants must be either a current student or alumni who completed a degree program at Pratt. Applications require all team members to be listed, including each individual's role (ex. programmer, marketer, etc.). Each team will provide a brief description of their business idea and respond to questions that begin the thought process for a viable product in the application.

Access the application at: bit.ly/ignitionlab2019

Applications are due by 5 PM (EST) Tuesday, October 1st 2019

Applicants will be notified of selection one week after application deadline.

Workshop Schedule

Participants are expected to attend six workshop sessions from 12 to 3 PM on Saturdays:

IMPORTANT DATES: five sessions & team deliverables, ending pitch	SESSION 1	Saturday, October 12, 2019 12pm-3pm	Teams will show up and present their idea, problem statement and begin the program!
	SESSION 2	Saturday, November 9, 2019 12pm-3pm	Teams will present their business idea and findings based on 30 customer validation interviews.
	WINTER BREAK		
	SESSION 3	Saturday, February 8, 2020 12pm-3pm	Teams will present their findings based on additional customer interviews.
	SESSION 4	Saturday, February 22, 2020 12pm-3pm	Teams will practice their pitch presentation, present their product prototype and a 2-minute video.
	SESSION 5	Saturday, March 07, 2020 12pm-3pm	Teams will have their slide decks ready to pitch and rehearse for the final.
	PITCH COMPETITION	Saturday, April 04, 2020 12pm-3pm	Free to the public. Located in Student Union.

A few examples of key competencies that will be covered in these workshops:

How do you determine your Minimum Viable Product (MVP)? How do you structure your business?

How do you get your business noticed? How do you scale? But most importantly, what to look out for and the problems that come up while growing a business?