

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 fifth 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 2021 to April 2022, 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. This program will be virtual, over zoom, for at least the Fall 2021 semester and possibly also for the Spring semester.

Application and Eligibility

The Ignition Lab is a team-based program. Applications may be individual teams but we encourage you to have teammates, ideally of two to five people to help support your idea, but we have still had individuals who have excelled in this program. 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: <https://forms.gle/TW7GsKgYWJ3kmec29>

Applications are due by 5 PM (EST) Tuesday, October 5th 2021.

Applicants will be notified of selection and admittance into the competition.

Workshop Schedule

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

IMPORTANT DATES: six sessions & team deliverables, ending pitch	SESSION 1	Saturday, October 16, 2021 12pm-3pm	Teams will show up and present their idea, problem statement, and begin the program!
	SESSION 2	Saturday, November 13, 2021 12pm-3pm	Teams will present their findings based on research of their competitors.
	WINTER BREAK		
	SESSION 3	Saturday, February 5, 2022 12pm-3pm	Teams will present their findings based on customer interviews.
	SESSION 4	Saturday, February 26, 2022 12pm-3pm	Teams will practice their pitch and work on creating a clear presentation.
	SESSION 5	Saturday, March 05, 2022 12pm-3pm	Teams will review how to layout their pitch deck and effectively tell their story.
	SESSION 6	Saturday, March 26, 2022 12pm-3pm	Teams will have their slide decks ready to pitch and rehearse for the final.
	PITCH COMPETITION	Saturday, April 09, 2022 TBD	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?

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