

INNOVATION PATHWAY

SPONSORED BY CYNTHIA COHEN (MET'77)

Whether you're eager to get inspired or have an idea you're ready to launch, Innovate@BU's resources exist to guide students through the process of transforming an idea into real impact.

The Innovation Pathway is a process to foster and support all forms of innovation created by **current students**. It will guide you toward the resources, and opportunities that will help you to develop your ventures through its different phases. This process is applicable to all forms of ventures: social impact, nonprofit, creative, cultural, and for-profit.

The Pathway consists of four phases - **Get Inspired, Walk, Run and Fly** that will help you push your **idea forward**. The Walk and Run phase includes a formal pitch opportunity to further validate the idea, receive constructive feedback, and funding.

WHY JOIN THE INNOVATION PATHWAY?

- Apply a methodical approach to starting a new venture of any kind.
- You'll have a full support system behind you as you encounter challenges and obstacles.
- Resources! Innovate@BU will provide you and guide you toward vital resources like advising, funding, workshops, networking, mentoring, and more.
- Track your growth and success!

THE FOUR STAGES



GET INSPIRED: EXPLORE AN IDEA



WALK: VALIDATE YOUR IDEA 💰



RUN: LAUNCH! 💰



FLY: SCALE THE BUSINESS!

READY? START HERE.

The Innovation Pathway is a rolling program, meaning the pace is completely set by you! Ready to get started? It all starts with a few simple questions and a brief meeting with our Startup Manager.

Turn over to find more details about getting started and the four stages or visit our website to get started right away!



Get started: bit.ly/bupathway

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The Pathway consists of four phases - Get Inspired, Walk, Run and Fly that will help you push your idea forward. Explore the activities that you are required to complete during each stage.



Get Inspired: Explore Your Idea

- ☐ Create a profile on The Hive
- ☐ Meet the Innovate@BU Startup Manager
- ☐ Attend an Innovate@BU Info Session
- ☐ Join a registered team or commit to an idea that you'll pursue in the Innovation Pathway.



Walk: Validate Your Idea

- ☐ Attend Innovate@BU Office Hours
- ☐ Present your venture idea at Innovate@BU's Monthly Idea Night
- ☐ Complete a Lean Canvas
- ☐ Develop and validate key hypothesis through customer interviews
- ☐ Regularly work on your idea
- ☐ Create a Venture Profile on The Hive



Run: Launch Your Idea

- ☐ Develop of version of your idea/solution/product
- ☐ Create a detailed launch plan
- ☐ Prepare a 12-month timeline
- ☐ Present at an off-campus community event



Fly: Scale Your Idea

- ☐ Launch the product!
- ☐ Secure funding (grants, self-sustained, etc.)
- ☐ Hire key employees and establish a management team
- ☐ Obtain paying customers/users

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