Innovation-related Programs/Training/Consultation Resources
for UMSN Students Across the UM Ecosystem

Strategic Collaborators	What They Offer/How They Can Help	Link to Learn More About What They Do	Contact Information
Business + Impact (Ross School of Business)	Business +Impact Studio offers: • An innovation course teaching discovery tools, developing impactful applications, etc. for students • Studio space that serves as a campus hub for design and impact (for use by faculty or students) • Interactive workshops, design jams, guest speakers, etc.	https://businessimpact.umich.edu/our-programs/impact-studio/	Jeffrey Sanchez-Burks Studio Director jsanchezburks@umich.edu 734.615.6351 Center Ph. #: 734.647.1000
Center for Academic Innovation (AI)	AI supports a Student Innovation Fund (accepts proposals from any UM student/team) Successful proposals will pursue creative work within the broad space of academic innovation, and will present a clear plan regarding how the work will be accomplished, and what expected impact it will have	https://ai.umich.edu/ (Click on Students tab) Student Innovation Fund: https://ai.umich.edu/students/academic-innovation-fund-for-students/	Contact: academicinnovation@umich.edu Marissa Reid, Student Program Coordinator Center Ph. #: 734.764.7351
Center for Entrepreneurship (CFE) (UM College of Engineering)	CFE gives students the skillset needed to be successful as entrepreneurs through educational instruction and experiences taught by practicing entrepreneurs.	https://cfe.umich.edu/students/	Nick Moroz Associate Director of Entrepreneurial Practice and TechLab nmoroz@umich.edu Christine Gordon

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	Offers entrepreneurial-related: • Educational instruction • Active learning immersive experiences • Mentorship/Advising • Speaker series • Study Abroad • Material support • Entrepreneurial Discovery Treks • TechLab Incubator, and more		Curriculum & Experiential Learning Assistant Director gordc@umich.edu Center Ph. #: 734.763.1021
Center for Healthcare Engineering and Patient Safety (CHEPS) **(UM College of Engineering)**	CHEPS utilizes established engineering techniques to address operational and other health-care-specific problems. Student offerings include: • Patient flow and patient experience projects • Patient scheduling projects • Employment on projects • Seminars • Symposiums	https://cheps.engin.umich.edu/	Cheps-contact@umich.edu Or Amy Cohn Associate Director amycohn@umich.edu Center Ph. #: 734.763.0799
Center for Socially Engaged Design (CSED) **(UM College of Engineering)**	CSED empowers students and practitioners with perspectives and skills needed to design effective interventions (technological and otherwise) that are good for the world.	https://csed.engin.umich.edu/	Innovation in Action: Ann Verhey-Henke Strategic Director averhey@umich.edu Student Engagement: Emily Aiken Assistant Director

	Offers innovation/design thinking-related: • Online learning • Consultations • Academic programs • Design jams • Workspace (prototyping lab) • Sponsors Innovation in Action, an interdisciplinary U-M student team competition that provides resources for turning innovative ideas into solutions. Offers $10K prize money.		ejaiken@umich.edu Center Ph. #: 734.764.5298
Desai Accelerator	Desai is a professional business accelerator open to early-stage startups with at least one founder who is or will be a recent, May 2019 through May 2020, graduate of the University of Michigan. Through participation in their 10-month program, student start-ups receive: • Funding • Tailored mentorship opportunities • Collaborative workspace	https://desaiaccelerator.umich.edu/	For information on applying, mentoring, recommending a team, internships, and more, reach them through their Contact Us page on their website: https://desaiaccelerator.umich.edu/contact-us/

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	• Key resources to support early-stage startup development		
Fast Forward Medical Innovation (FFMI)	FFMI provides a pathway to access and navigate the biomedical innovation ecosystem at the University of Michigan for students Offerings include: • Educational resources • Funding and mentorship • Investments in biomedical startup companies with U-M licensed IP in therapeutics, devices, diagnostics, or health IT • Building relationships between U-M biomedical researchers and corporate partners/foundations	https://innovation.medicine.umich.edu/	Jon Servoss Director of Commercialization Education servossj@umich.edu Center Ph. #: 734.615.5060
Healthcare Innovation Impact Program (HiiP) (UM School of Nursing)	HiiP is a suite of healthcare innovation support and engagement services at the UM School of Nursing dedicated to empowering innovation to create impactful improvement in healthcare delivery Services include: • Consulting		Olga Yakusheva Director yakush@med.umich.edu Ann Fitzsimons Innovation Portfolio and Engagement Specialist amfitz@med.umich.edu 248.592.9390

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	• Mentoring/Advising/Coaching • Education/Training • Hands-on project support • Connectivity to UM/Other Innovation Resources • Innovation Fellowships • Student engagement in innovation, and more		
Office of Technology Transfer (OTT)	OTT has the expertise, resources, and connections to help new innovations (of all types) reach their potential, including student innovators. Services include: • Research on the opportunity • Invention Disclosure Report • Market Analysis • IP Protection • Customer Discovery • Prospect Identification • Licensing agreements, and more	https://techtransfer.umich.edu/	Drew Bennett Associate Director andbenne@umich.edu OTT Ph. #: 734.763.0614
Optimize	This is a supportive community of 3000+ for students and mentors working collaboratively to create environments for students to take action on self-directed projects Offerings include:	https://www.optimizemi.org/	Jeff Sorenson Co-founder and Director Jeni Olney Associate Director

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			To contact them, go to website below and click on Book Office hours https://www.optimizemi.org/
	• Innovation-led student projects • Mentorship • Innovation networking • Fellowships • Optimize Social Innovation Challenge • Educational opportunities, and more		
TechArb Student Venture Accelerator (College of Engineering Center for Entrepreneurship)	Students from any level and discipline come together for an engaged learning experience Offers an engaged learning experience in entrepreneurship via real-life start-up projects Entrepreneurial student-created companies receive access to: • Expert mentors • Tailored programming • Material support • Dedicated workspace • A community of like-minded peers	https://cfe.umich.edu/techarb/	Emilee Studley, Program Specialist studleem@umich.edu 734.763.2906
Zell Lurie Institute (ZLI) (UM Ross School or Business)	Provides the programs, staff, and infrastructure to support student entrepreneurs of all types and companies at all stages of development.	http://zli.umich.edu/students https://zli.umich.edu/education/startup-workshops	Sarika Gupta Managing Director sarikag@umich.edu 734.615.4422 General Information Ph. #: 734.615.4419

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	Specific student resources include: • Entrepreneurial courses • Startup workshops • Programs • Grants/funding • Competitions • Advising • Internships, etc.		

Innovation/Entrepreneurial Online Videos on Innovation-Related Topics

Videos

Center for Entrepreneurship
Link to landing page for all videos: https://cfe.umich.edu/video-assets/

Building a Business 101 Series
https://www.midwesticorps.org/resources/
This video series discusses key issues relative to building a business including:
- Building a Business Case
- Ecosystem Mapping
- Customer Discovery Basics

Start-up and Incorporation Issues
http://keeplearning.engin.umich.edu/start-up-and-incorporation-issues/
This customized video series is designed to address three simple questions relative to creation of your business entity when launching a new innovation, if you decide to take this path, including:
- Roles of faculty, non-academics, and students
- What kind of company based on factors of technology, consulting, and lifestyle
- Formation of the entity, and specifically limited liability, S-Corporations and C-Corporations

Intellectual Property Basics
http://keeplearning.engin.umich.edu/intellectual-property/all-videos/
This series of 3-5 minute videos guides entrepreneurs through key intellectual property concepts covering over 60 different topics categorized under:
- An Introduction to Intellectual Property
- Patients

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- Copyrights
- Trademarks
- Trade Secrets

Socially Engaged Design Academy (SEDA)

Link to all videos: https://umich.catalog.instructure.com/browse/csed/

This is a series of self-paced, free videos created by the Center for Socially Engaged Design around important design-thinking concepts helpful in creating and developing innovations, including:
- Planning a Design Ethnography Experience
- Crafting Design Interview Protocols
- Conducting Design Interviews
- Design Observations
- Prototyping Throughout the Design Process
- Writing Needs Statements
- User Requirements & Specifications
- Idea Generation
- Concept Development
- Concept Selection
- Effective Technical Design Project Meetings
- Planning a Needs Assessment
- Secondary Information Gathering

Zell Lurie Institute (ZLI) (Ross School of Business)

You can link to these videos via their Canvas site: **https://umich.instructure.com/enroll/YHMGHN**
Note: It's only accessible with a U-M login.

ZLI has produced a series of informative videos on the following topics and sub-topics for student and/or faculty entrepreneurs:

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- Startup Branding
  - ➢ Choosing a Brand Name
  - ➢ Things to Consider if You've Already Chosen a Company Name
  - ➢ Deciding on a Tagline
  - ➢ Designing a Logo

- Trademark Clearance and Trademark Protection
  - ➢ Performing a Preliminary Trademark Clearance Search
  - ➢ Analyzing Search Results for Likelihood of Consumer Confusion Factors
  - ➢ How Strong are the Legal Rights in your Trademark?
  - ➢ Whether to Register Your Trademark

They also offer these additional recommended resources on branding and trademarking on this canvas page.

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Workshops

ZLI Start-up Workshops

https://zli.umich.edu/education/startup-workshops

The Zell Lurie Institute offers a series of workshops designed to help entrepreneurs learn how to launch their own venture. Anyone interested in entrepreneurship is welcomed and encouraged to attend. All events are free.

The Workshops include sessions on:
- Startup Financials
- Communicating with Investors
- Startup Funding for First-time Entrepreneurs
- Developing Your Business Model Canvas
- Conducting Effective Customer Discovery
- Identifying and Sizing Your Market
- Assessing Financial Feasibility
- Social Media for Your Startup
- Founding and Forming

Check their Calendar of Events page for upcoming workshops:
https://zli.umich.edu/event-calendar

Powerpoint presentation decks of some of these workshops are also available on ZLI's Canvas Site:
https://umich.instructure.com/enroll/YHMGHN
Note: It's only accessible with a U-M login.

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Innovation/Entrepreneurial-related Consultations
for Faculty and/or Students

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Consultations

Center for Academic Innovation (AI)
https://ai.umich.edu/
Academic Innovation will provide consultations for faculty in support of learning courses/programs/innovations which have education as a goal. These consults could be related to software platforms/applications, developing more engaging learning experiences, creation of MOOC's and more.

Business Engagement Center
https://bec.umich.edu/
The Business Engagement will provide counsel to help facilitate industry partnerships and research funding for an innovation/product/program.

Center for Entrepreneurship (CFE)
https://cfe.umich.edu/advising/
CFE offers a wide variety of advising opportunities for students and ventures looking for one-on-one mentorship. Available for individuals and teams looking to explore the entrepreneurial ecosystem at the University of Michigan.

Center for Healthcare Engineering and Patient Safety (CHEPS)
https://cheps.engin.umich.edu/
CHEPS will discuss a faculty member's healthcare problems to see if it has
"fit" with CHEP's objectives and if there is available space for them to take the project on.

Center for Socially Engaged Design (CSED)

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https://csed.engin.umich.edu/
CSED will consult on a faculty/student's idea and/or project to assess its alignment with CSED's requirements for projects as part of the faculty or student initiatives within this Center.

Fast Forward Medical Innovation (FFMI)

https://innovation.medicine.umich.edu/funding-mentorship/idea-consultation/
An FFMI commercialization expert will meet with faculty/students to explore how your research/project can translate out to the university towards a successful path to commercialization. Topics covered in this consult can include an explanation of your research/technology, status of any intellectual property, update on where at in development plan, identification of who else working on project wit you, any regulatory requirements/concerns, etc.

Healthcare Innovation Impact Pathway (HiiP) Program (UMSN)

Ann Fitzsimons, amfitz@med.umich.edu
HiiP provides consults one-on-one with nurse innovators (faculty/researchers/students) to learn more about their idea, where they think they may want to go with it, what else needs to happen to get it completed, how they want to disseminate it to its intended audiences, and more. HiiP then helps identify Next Steps for moving the idea forward. For nurses and nursing students, alike, this could be your first step on your pathway to innovation as HiiP helps to map the pathway and walk it with you.

Office of Tech Transfer (OTT)

https://techtransfer.umich.edu/
Tech Transfer is available for consults once an idea has been somewhat sketched out. It's usually a good idea to fill out the parts of the Invention Disclosure form you can, and then set up a consultation on your idea with Drew Bennett (andbenne@umich.edu) to determine what resources OTT has to offer and what the Next Steps may be for the idea.

School of Public Health

https://sph.umich.edu/instructional-services/instructional-design.html (webpage on this resource)
https://sph.umich.edu/instructional-services/instructional-services-contact.html (link to contact them to schedule a one-on-one consultation)
The School of Public Health offers instructional design consults whereby they collaborate with faculty to create high-quality instruction aligned in learning goals. Instructional design can be helpful when needing input on content, layout, format, how to create modules, etc., when working on an educational curriculum or an innovative side project like a website, app, etc.

Zell Lurie Institute

http://www.zli.umich.edu/schedule-appointment (link to schedule a consult)
Zell Lurie offers consults with their team members or one of their entrepreneurs-in-residence who can provide counsel and advice on entrepreneurial questions/concerns of faculty or students.