



KEY CONSIDERATIONS FOR DESIGNING STUDENT-FOCUSED INNOVATION SPACES

#AItraining



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LEARNING OUTCOME

After participating...

...you will be able to take initial steps to define your innovation space on campus.

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AGENDA

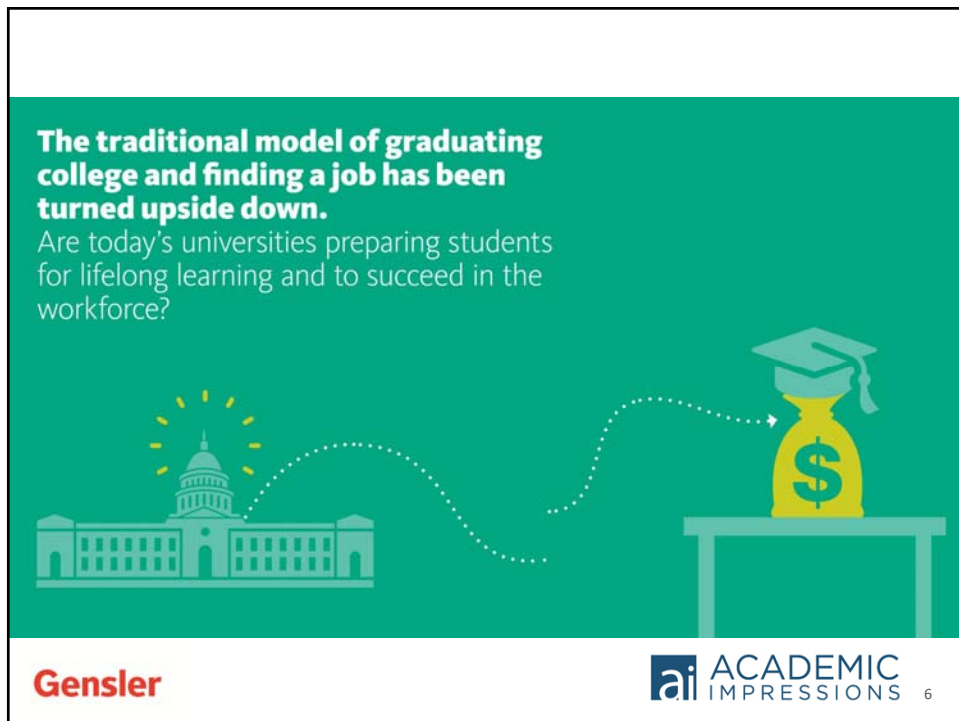
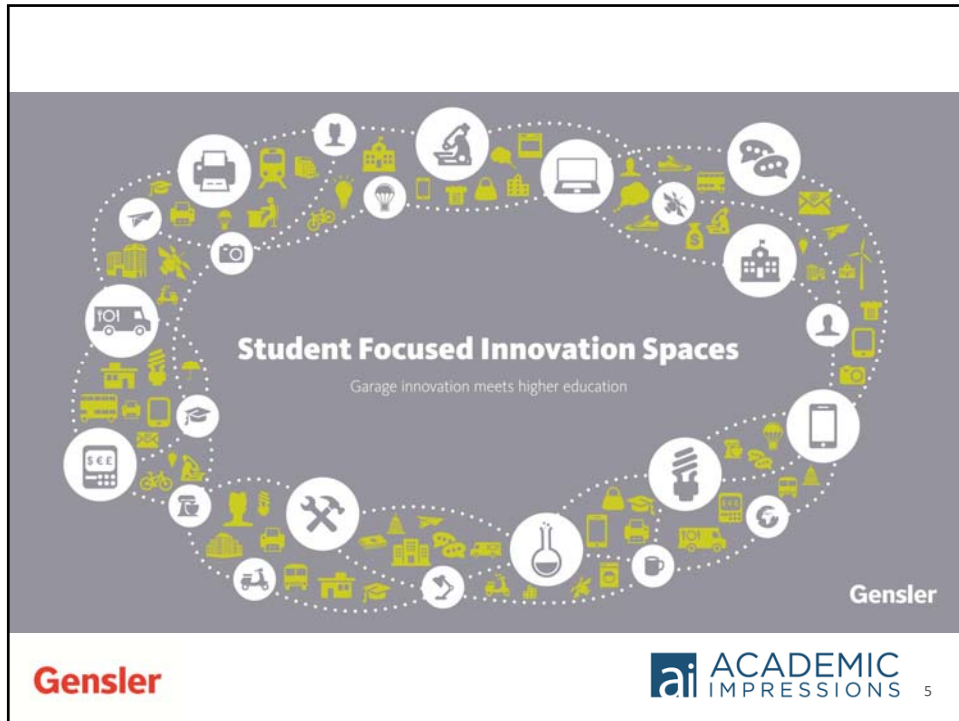
- The “What”: Defining and viewing the different types of spaces, and
The “Why”: Making a case for an innovation center
- The “How”: Building a student-focused innovation center

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The “What” & the “Why”

DEFINING & VIEWING THE DIFFERENT
TYPES OF SPACES, AND MAKING A CASE
FOR AN INNOVATION CENTER

Key Considerations for Designing Student-Focused Innovation Spaces



Key Considerations for Designing Student-Focused Innovation Spaces

Today's tech success stories are idolized by millennials...
And were also famously founded by college drop-outs.



The infographic features five white circles with green outlines, each containing a logo of a tech company. The logos are Facebook, Apple, Google, Twitter, and PayPal. The circles are arranged in a cluster on a yellow background.

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The recession has put millennials in the corner.



The infographic features a blue background with white text and icons. A hand icon holds a stack of money, with a line of running figures below it. A factory icon with a person running away from it is also present. Two circular callouts contain statistics about young people's financial struggles.

The number of young people making less than **\$25,000** has spiked to the highest level since the 1990s.*

44% of college grads in their 20s are stuck in low-wage, dead-end jobs.**

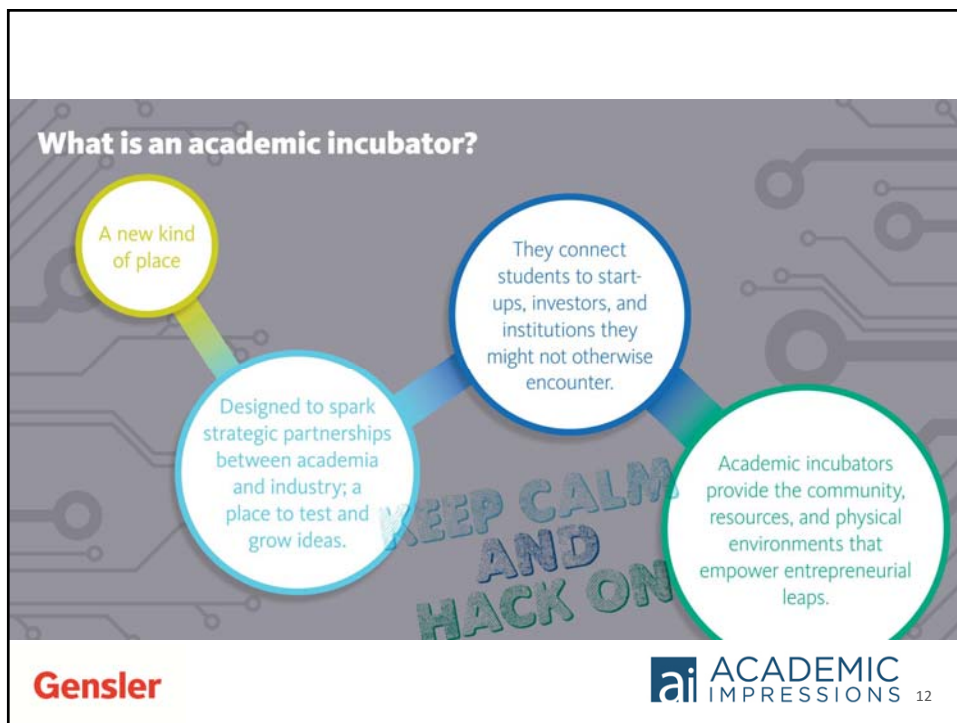
*Pew Research: <http://www.pewresearch.org/fact-tank/2014/02/20/18-yr-olds-leave-college-at-risk/>
**The Education Trust: <http://www.edtrust.org/2013/04/college-grads-in-their-20s-are-stuck-in-low-wage-dead-end-jobs/>

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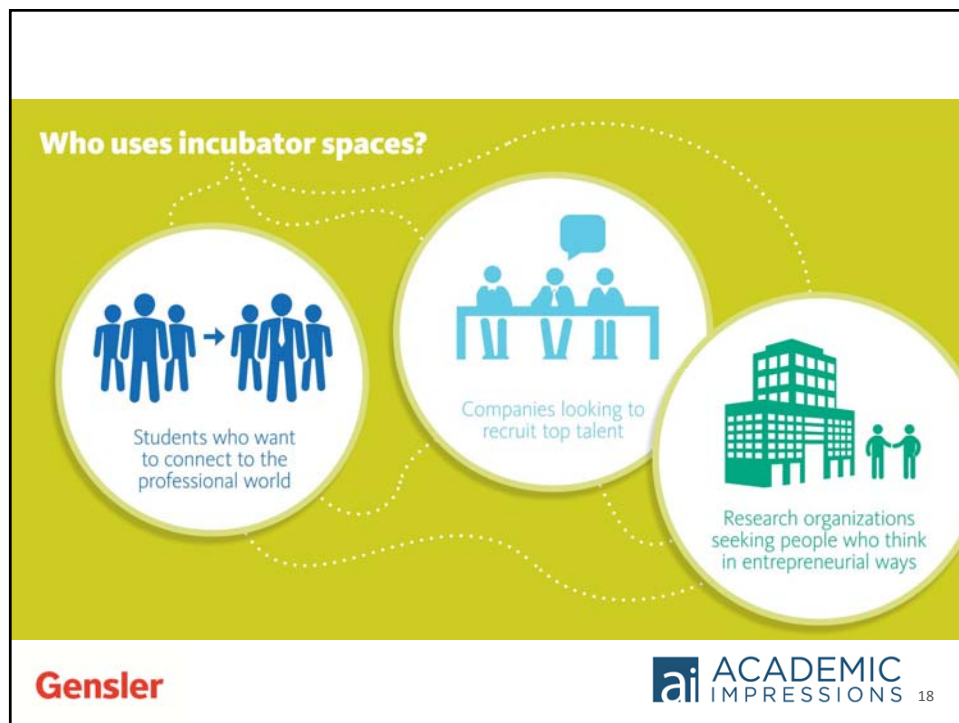
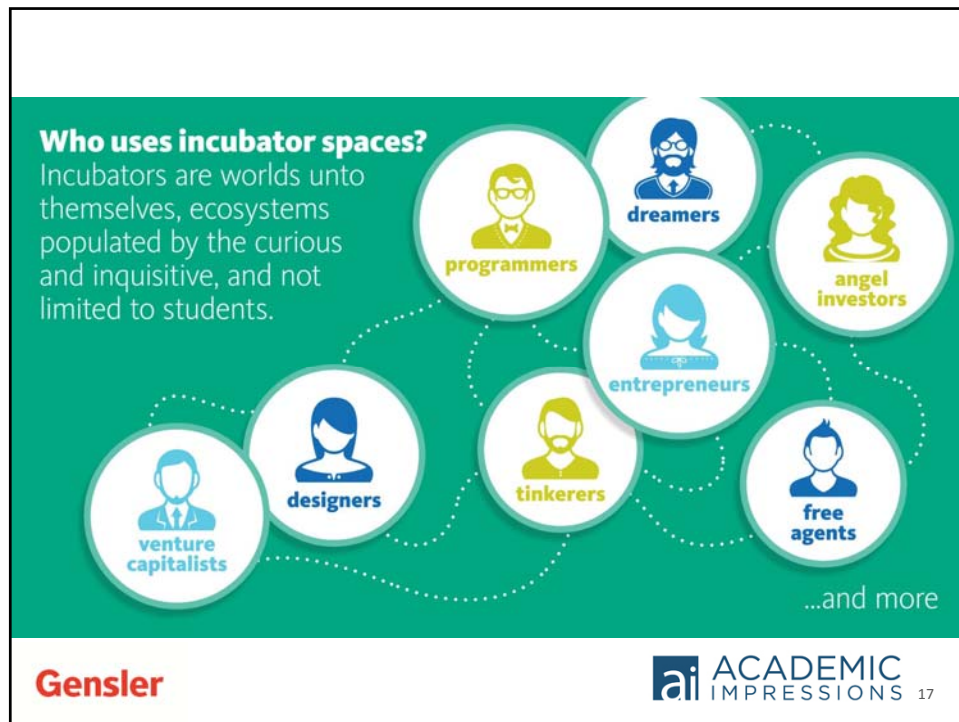


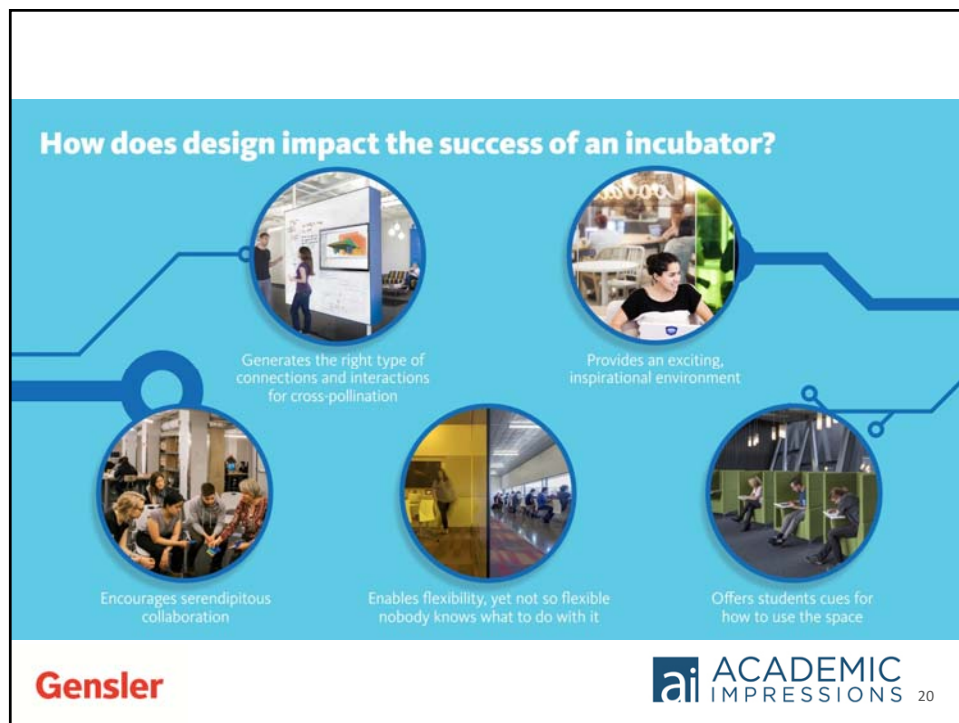
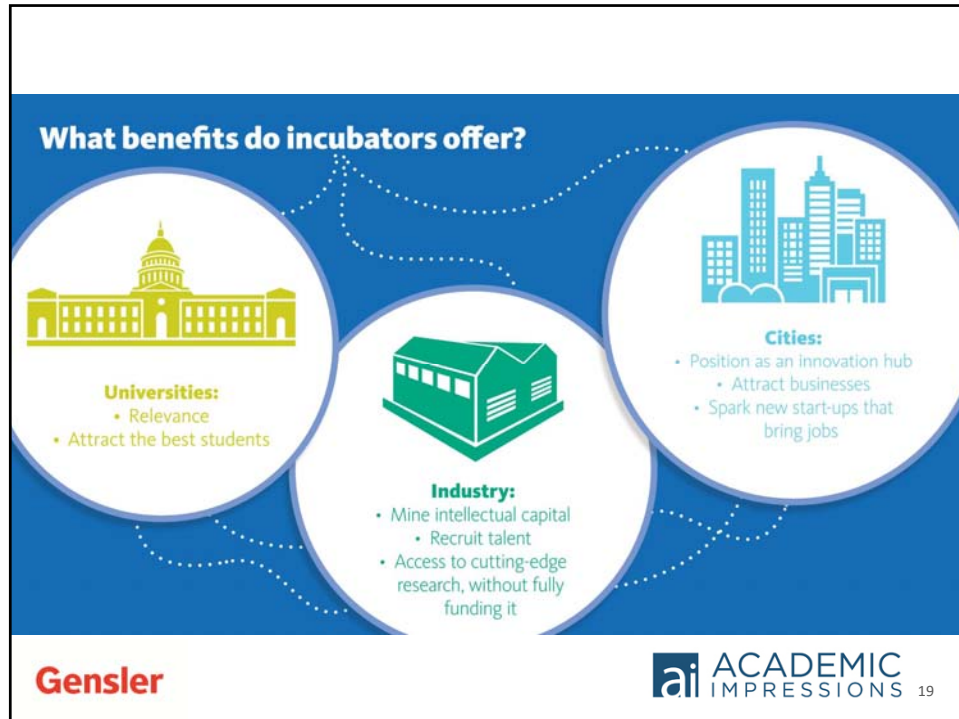


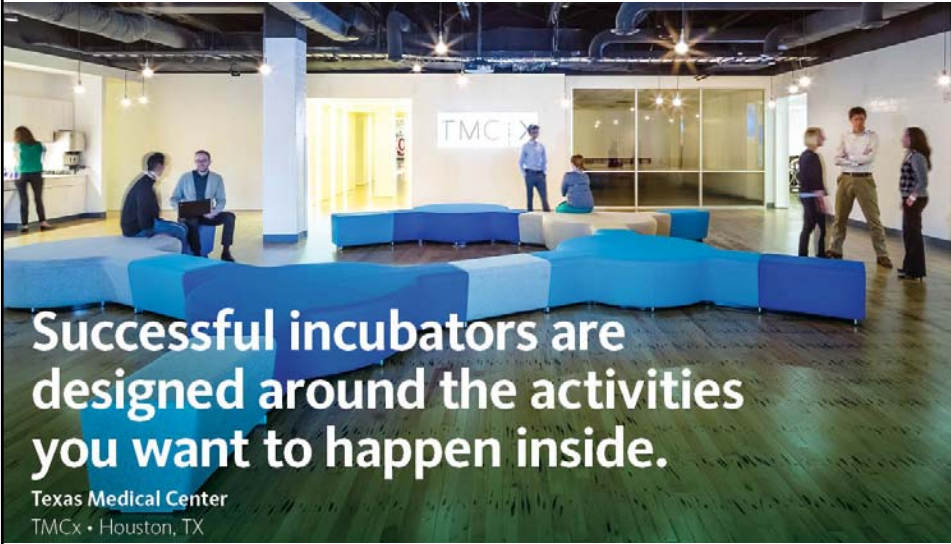
Key Considerations for Designing Student-Focused Innovation Spaces












Successful incubators are designed around the activities you want to happen inside.

Texas Medical Center
TMCx • Houston, TX

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Branding sets a tone for the culture of the space.

Incubators aren't pre-defined; they are hackable.

Incubator vs. Accelerator

1871
Chicago, IL

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A maker space gives students the ability to test, build, break and re-make.

Analog pieces, like whiteboards, encourage sharing and connectivity.

MIT/Singapore University of Technology & Design
International Design Center • Boston, MA

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Bold graphics help set the tone and energy level.

Incubators facilitate interaction.

Texas Medical Center
TMCx • Houston, TX

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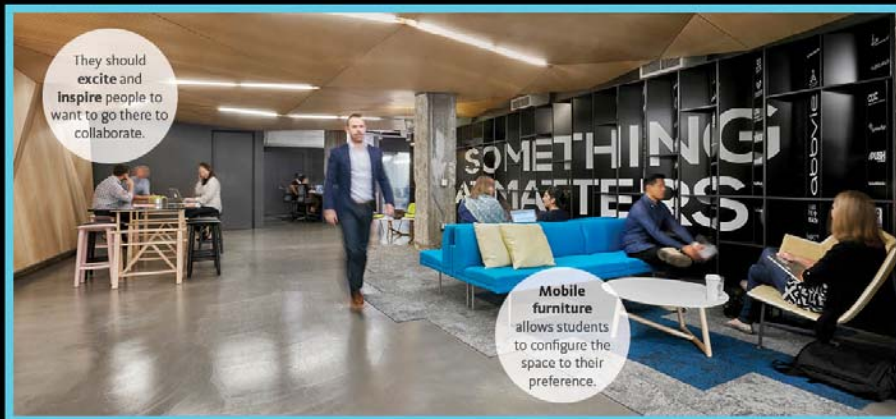
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Northwestern University
The Garage • Chicago, IL

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Matter
Chicago, IL

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Incubators are more akin to creative office design than academic design.

These spaces bridge academia and the creative workplace.

Level 39 Canary Wharf
London, UK

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Incubators may include cafes, as well as spaces devoted to wellness, including nap pods.

Velocity Lab
Powering growth through eCommerce innovation.

Staples Velocity Lab
Cambridge, MA

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Nokia Project Blue
London, UK

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Hive 2.0
Alliance for Downtown New York • New York, NY

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Key Considerations for Designing Student-Focused Innovation Spaces



TechHub
Project X • London, UK

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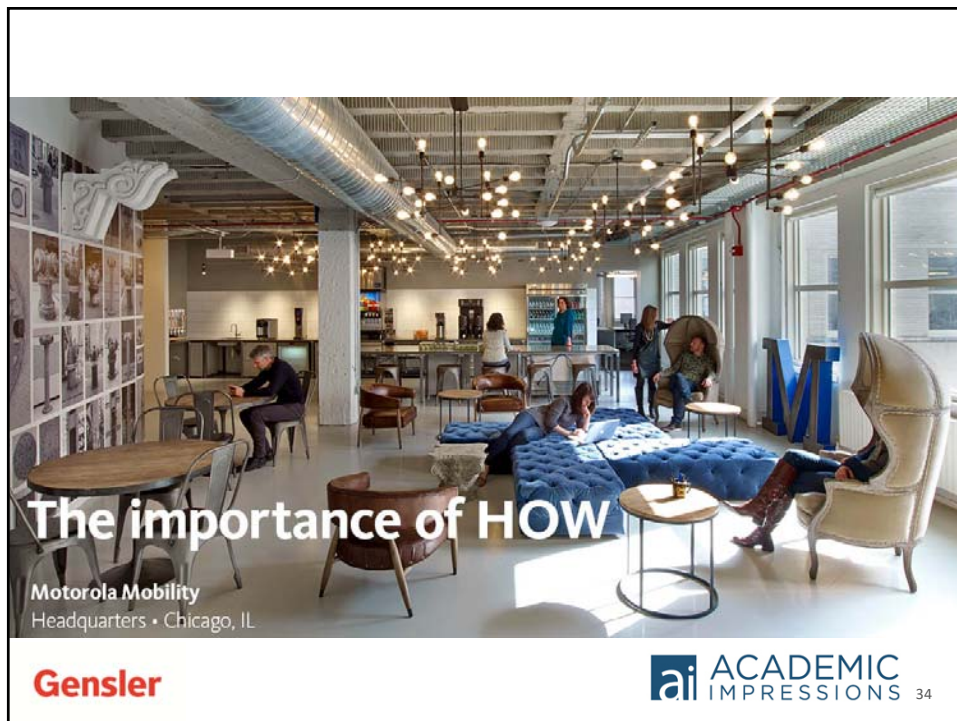
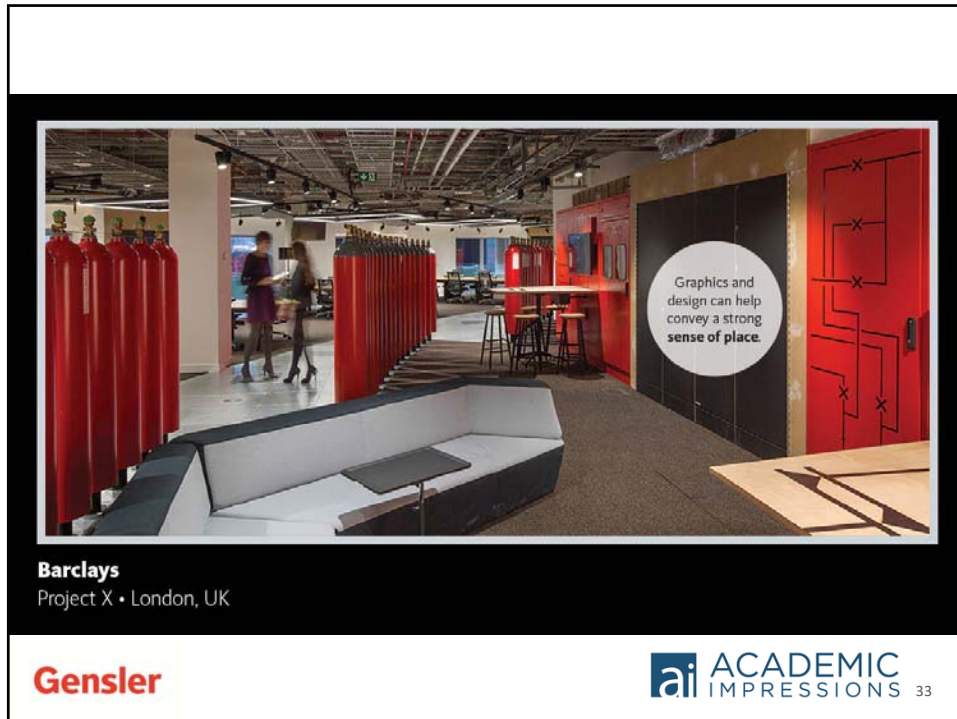


AT&T
The Foundry • Palo Alto, CA

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Key Considerations for Designing Student-Focused Innovation Spaces



Key Considerations for Designing Student-Focused Innovation Spaces

Create a pre/post-occupancy toolkit

Quantitatively and qualitatively measure the impact of space on learning across multiple projects to understand what worked well and can achieve broad implementation and what needs to be fine tuned to achieve desired results.

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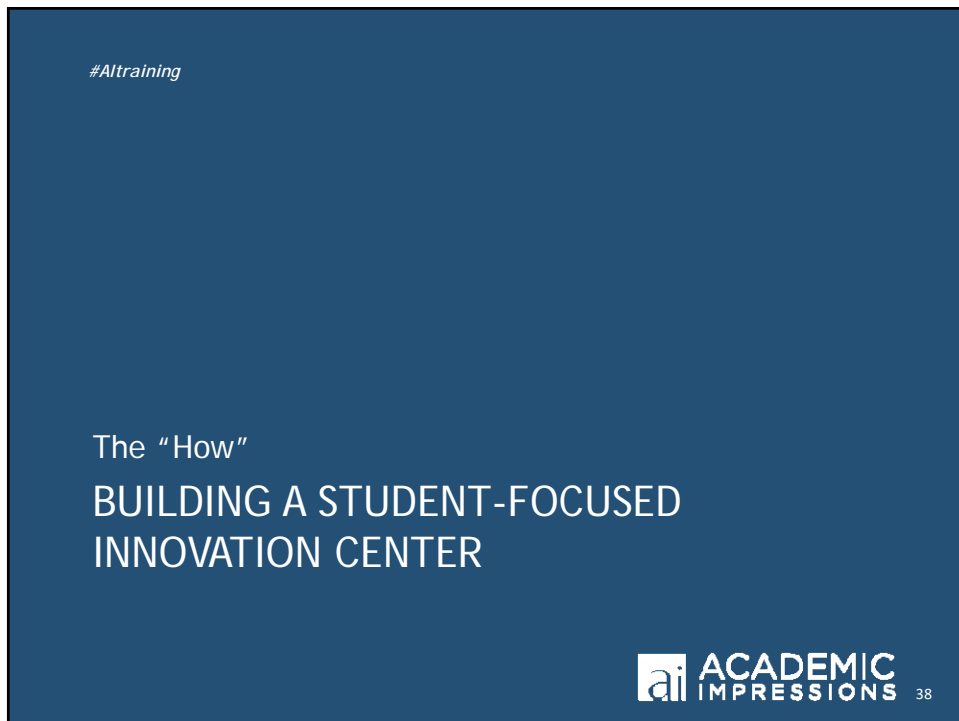
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Assess the impact of an enhanced learning space

and how can we continually fine-tune the space to achieve high-performing results

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■ Understand your goals and audience



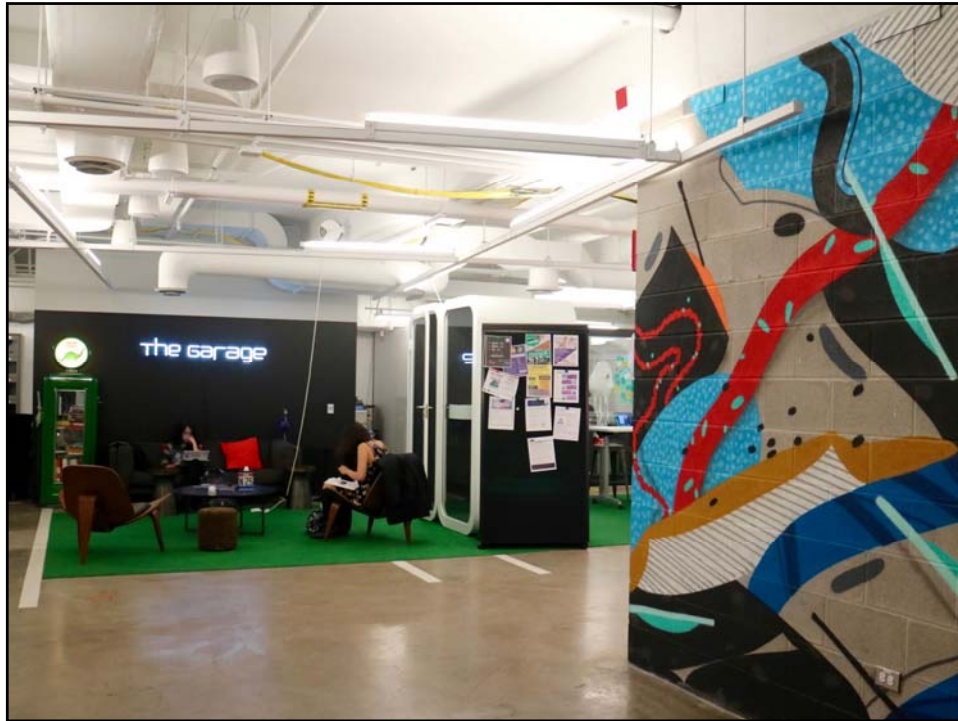
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■ Give innovation a physical home




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Key Considerations for Designing Student-Focused Innovation Spaces



- Hire a leader with a vision and experience



The image shows the cover of Fortune magazine titled "THE 100 BEST COMPANIES TO WORK FOR FORTUNE". The cover features a group of people, with Google prominently displayed as the "NEW NO. 1". A red circle highlights a person in the crowd. The text "WAL-MART: UNCHANGING WAYS" is visible at the bottom right of the cover.

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■ Find & cater to your early adopters



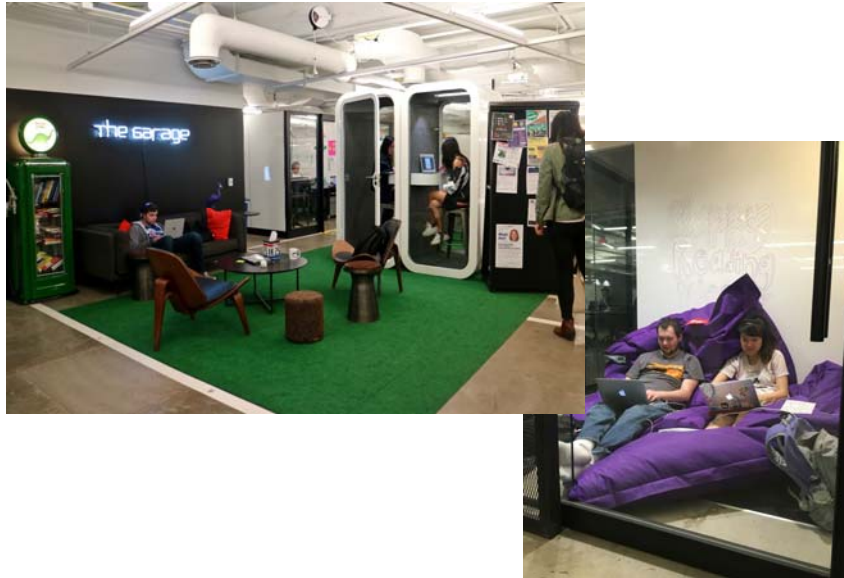
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■ Design your space for the activities you
want to foster



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■ Don't forget meeting/phone call spaces!



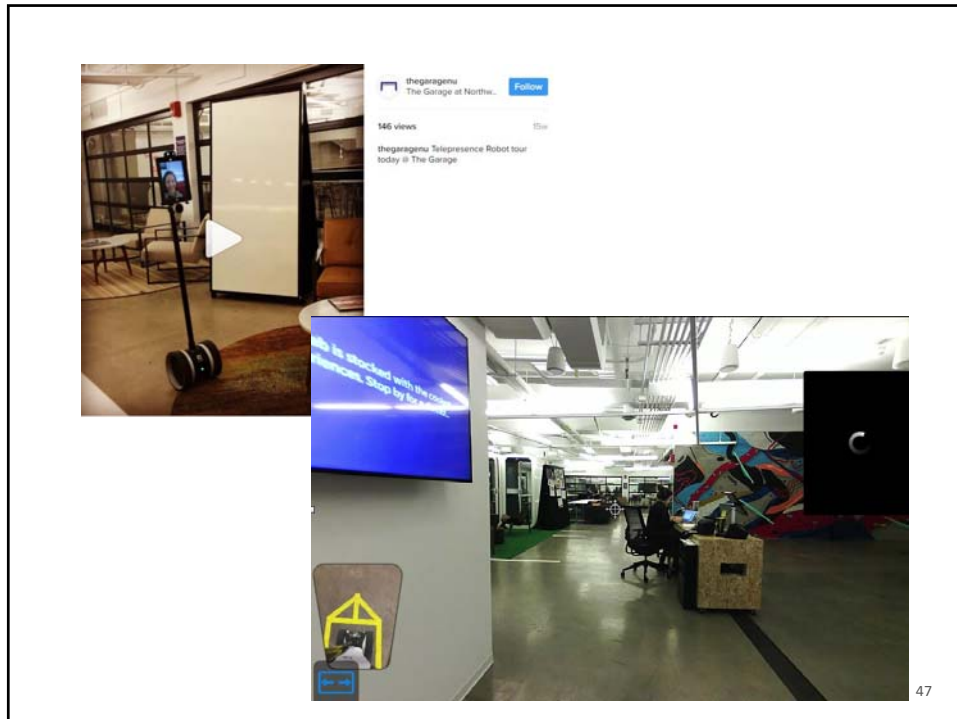
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■ Market using word-of-mouth



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Inspire them! Make it fun and a privilege

Students and staff from The Garage get advice from superstar entrepreneur/investor Mark Cuban.

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Develop inspiring events & programming



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Programs that grow with ventures.



Co-Founders of Eat Pak'd, the first recipient of NUseeds funding. Rebecca Sholiton KSM '16, Nathan Cooper KSM '17, and Kara O'Dempsey.

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- Invest in resources that your audience needs



The image shows a young man wearing a VR headset and holding a controller, standing in front of a glowing neon sign that reads 'The Garage'. The sign is mounted on a dark wall. To the left of the man, there is a small table with a stack of books and a small electronic device. The overall scene is dimly lit, with the primary light source being the neon sign.

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- Align your metrics with your mission




The image displays the Northwestern University logo, which consists of the word 'Northwestern' in a serif font above a stylized purple 'N' shape. Below the 'N' shape is the text 'The Garage' in a bold, sans-serif font, followed by the tagline 'WHERE IDEAS GET BUILT' in a smaller, all-caps, sans-serif font.

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 QUESTIONS



 EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.



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