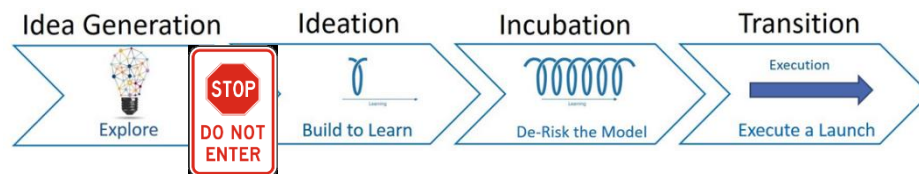




Linking Lean with Innovation



Are too many ideas stalled inside Idea Generation? Are there too few resources to collect the information you need to select the right idea for advancement? Then learn about:

Velocity: The Oakland Student Acceleratortm

- **What:** An eight-week accelerator program that takes an idea from the Idea Generation phase and applies Lean Startup techniques such as customer discovery, competitor and IP landscaping, value proposition creation, low fidelity prototyping and learning plans to explore the opportunities and risks of the provided idea.
- **How:** Students who have completed a Blast Furnace, First Gear, CMU IPD or Pitt Bioengineering program perform due diligence on a client idea, supported by the appropriate mentors.
- **Who:** The client provides the Clinical, Technical or Business Mentor(s) depending on the idea. Smart Hammer provides the complementary mentor(s) and experienced students.
- **Why:** Students want to work, gain experience, get paid and build their resumes. Clients want to increase the velocity of new ideas flowing through their innovation pipeline.
- **Typical Timeline:**
 - Client selects the idea and assigns a mentor with 3 hour a week availability.
 - Smart Hammer selects the students and identifies and recruits any supporting mentors.
 - Smart Hammer organizes a kick-off meeting where the idea(s) are presented.
 - Students work 10-15 hours per week and are paid \$2,400 for the 8-week program.
 - Final report is delivered to the appropriate client decision makers to promote, shelve or recycle the idea.