LASSONDE ENTREPRENEUR INSTITUTE
THE UNIVERSITY OF UTAH

Tackle an Audacious challenge this summer

Audacious INSTITUTE

Innovation Week is a unique opportunity for teens to solve real-world innovation challenges through entrepreneurship.

Join us at Innovation Week at The University of Utah this summer – a bold opportunity to transform yourself, your community, and even your planet!

University of Utah's Youth Education program, in partnership with the Lassonde Entrepreneur Institute and the Audacious Institute, is offering an unparalleled opportunity for high school students to collaborate with entrepreneurs and innovators to tackle innovation challenges. In the span of a week, students identify a pressing problem in their local or global community, employ design thinking, lean startup, and innovation techniques to develop a unique solution, and work with peers and mentors to bring their innovative ideas to life! The program culminates in a "Shark Tank" style pitch competition.

Innovation Week is unique from other programs in that it helps students *develop a growth mindset, characteristic of entrepreneurs and innovators*. This mindset helps build resilience and is critical for success in college and 21st century careers. Students also access mentors and career opportunities not available elsewhere – whether meeting with CEOs of successful startups, visiting research and innovation labs on campus, or speaking with professors and students who lead innovative ventures.

The U leads the nation in entrepreneurship and innovation. We invite you to spend a week on our beautiful campus developing 21st century skills that will help you build your candidacy for college and prepare for 21st century careers. Most importantly, students will have a blast collaborating in teams, making new friends, and sharing their perspectives on topics that matter to them.

Who: 15-18 year-olds*
*Exceptions made on a case-by-case basis

What: A 1-week summer program where students learn design thinking, entrepreneurship, and innovation from world class entrepreneurs and innovators. Students form teams to build solutions and business models that tackle real-world problems.

When: July 11th-15th, 9 AM - 3 PM

Where: The University of Utah Eccles School of Business 1655 East Campus Center Dr. Salt Lake City, UT 84112

Cost: $450**
**Need-based scholarships available. Contact discover@audaciousinstitute.com for details.

Learn more at www.audaciousinstitute.com and register here.

Monday	Tuesday	Wednesday	Thursday	Friday
• Introductions and icebreakers • Fail fast to find success: the growth mindset • Design Challenge in Pairs to introduce design thinking • '3 Questions' activity	• Morning challenge • Team challenge kickoff • Need finding and empathy interviews • Career lunch panel • Customer discovery and development • 'Personas' challenge	• Personal goal setting warm up • Get out of the building for customer interviews • Develop a point of view statement • Ideation part I • Feedback session I	• Morning challenge • Ideation part II • Design challenge: Marshmallow activity • Prototyping • Mentors work with each team to refine their Business Model • Testing & Feedback II	• The Art of the Pitch • Finding purpose and making an impact • Mystery questions • Final Pitch Competition & Teen Showcase • Judging and feedback

Audacious Instructors

Lindsey Mangone

Lindsey is the Co-Founder and Executive Director of the Audacious Institute. Lindsey started her career in management consulting, where she helped clients in multiple industries stay on the leading edge of new product and service innovations. Lindsey holds an MBA from Duke University, with a concentration in social entrepreneurship. While at Duke, Lindsey worked with Jim Collins, author of Good to Great, on a social impact case study with the award winning nonprofit, TROSA.

Adam Mangone

Adam Mangone has more than 12 years of experience building and growing some of the nation's most recognized brands. While at Bain & Company, Adam led teams on strategic initiatives for Fortune 500 companies and facilitated executive workshops to help organizations innovate and deliver results. A data geek with a creative bent, Adam is a serial entrepreneur and an angel investor who has both mentored and launched a variety of startups across multiple industries.

About the Audacious Institute

Founded in 2014, over 600 students have participated in the Audacious institute (formerly known as Innovation in Action). Our curriculum was inspired by cutting-edge research from Duke University's Center for the Advancement of Social Entrepreneurship, Stanford's Hasso Plattner Institute of Design, and the Lean Startup methodology.

Learn more at www.audaciousinstitute.com and register here.