

- Introduce students to innovation and entrepreneurial thought processes and to wider startup networks.

Education/Training & Programming

Hands-on and digital training will give students the opportunity to hone digital media and other important skills that will help launch their projects:

- **Human-Centered Design.** This workshop will help students assess the changing landscape to identify needs, craft and test ideas and develop ideas for new venture creation.
- **Coding.** This workshop will focus on various coding techniques that can help students create apps, multimedia websites, innovative new products and other digital products.
- **Entrepreneurship.** This workshop will help budding entrepreneurs to research and pitch new products. Creating Minimal Viable Products (MVPs) allow creators to get products tested and vetted.
- **Digital News Startup.** This workshop will focus on creating mobile news apps, websites and other information products.
- **Freelancing/Consulting.** This workshop focuses on sole proprietors and the self employed. Students identify marketable skills, find clients, write pitches and understand the client relationship.
- **Project Management.** The workshop will help students understand procedures for scoping out timelines, deliverables and other workflow activity for team projects.

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The Media Innovation Collaboratory is an **intercollegiate and interdisciplinary space and research center to create and test ideas for innovative communication, media and technology products and business startups.**

- **Mission:** To build a robust support network and incubator for communication and media startups through creativity, innovation and entrepreneurship.
- **Vision:** A connected and innovation-focused community that creates and shares value in building Inclusive and diverse communities through communication, dialogue, learning and action.

**Mentor
Network**



**Startup
Fund**



**Innovator
Development
Program**



**Virtual
Network**



The **Media Innovation Collaboratory**:

1. Creates an innovation laboratory, a virtual retreat space for entrepreneurs and small business leaders, educators, communicators, technologists, artists, community activists and others to reimagine new communication products and services for diverse communities;
2. Engages participants in sharing ideas and concepts and developing ideas through intensive teambuilding, idea development, design and build sessions.
3. Provides a showcase for projects and businesses in development;
4. Educates entrepreneurs with a hub of programming, instruction from entrepreneurs, educators.
5. Serve as a resource hub for just-in-time education for startup founders, connecting them with their peers and alumni.
6. Create pathways to commercialization and social entrepreneurship.

Community Learning Objectives

- Support educators in creating, vetting and growing new business media ideas.
- Engage students with real-world issues and needs surrounding the changing media landscape and the critical analysis of new venture creation.