

The Master of Science in Innovation and Venture Development (MSIVD)* erases traditional academic silos to deliver transdisciplinary problem solving capabilities and the practical experience that next world-changing founders and leaders need to succeed.

Graduates of MSIVD will:

- ▶ Master the innovation and venture development process, integrating knowledge from business, engineering and design
- ▶ Master the power skills of leadership, cross-disciplinary collaboration, team management, communication and customer engagement
- ▶ Leave with experience founding and scaling their own venture within real marketplaces
- ▶ Be prepared to successfully lead innovation at their own enterprise or an existing one, within the complex social and environmental challenges of our time
- ▶ Have discounted access to ASU Core Research Facilities for one year after graduation

**#1 in the U.S.
for innovation**

ASU ahead of Stanford and MIT
— U.S. News & World Report, 5 years, 2016–2020



Tomorrow's innovators and founders

Tomorrow's entrepreneurial leaders need to be facile, creative thinkers, cross-disciplinary problem solvers and inspirational leaders who develop these same skills in others. They need not only to master their own field of expertise, but also to be conversant with the other disciplines required to scale a successful enterprise.

Three schools worked together to develop this one-of-a-kind program. Every class and studio was developed jointly by all three schools, erasing traditional academic silos to provide the next generation of founders and leaders with the experience, skills and values they need to succeed. Join us for the inaugural cohort of the new MSIVD program, from the No. 1 school for innovation in the United States, according to U.S. News & World Report.

More information:
design.asu.edu/innovation-venture



W. P. Carey School of Business
Ira A. Fulton Schools of Engineering
Herberger Institute for Design and the Arts

MS Innovation and Venture Development

business + engineering + design



Are you a future entrepreneur?

MSIVD is a one-year program that prepares leaders with the mindset, skillsets and practice needed to launch successful ventures in any industry or sector, inside existing organizations or as new entities. Graduates will be prepared to lead cross-disciplinary teams in a world of growing uncertainty and ambiguity: identifying needs and evaluating opportunities; generating insights from real-world problems; innovating solutions; creating and launching scalable business models that provide value to all stakeholders.

The MSIVD program is a transdisciplinary partnership between three leading schools at Arizona State University.

**W. P. Carey School of Business
Ira A. Fulton Schools of Engineering
Herberger Institute for Design and the Arts**



An experience-based curriculum



MSIVD is a studio-based, student-centric program where each student will be responsible as the entrepreneur working with a small founding team (as in a real-life startup) to make things happen. The studio approach places a high premium on preparation, critical thinking, learning and applying

concepts, collaboration and communication. Students will be in a failure-friendly space with the goal of learning faster. Instructors will mentor students and help them find the resources needed to achieve their goals.

Studio courses support the innovation and venture development process

Studio 1: discovery and insight

Learn where to begin and how to evaluate information and develop insights. Get experience and use tools needed to explore and immerse in industry or sector customer needs, competitive landscape and cultural context.

Studio 2: problem reframing

Diagnose and reframe problems; push past conventional assumptions to see challenges as opportunities for breakthrough solutions.

Studio 3: explore, fail, solve

Develop prototypes of a product, service or system using the scrum method in three different two-week sprints, including ideation, success indicators, making, testing, evaluation and revision.

Studio 4: the business model

Articulate how the solution will reach customers at a profit, value proposition, supply chain, customer segments, revenue model, key resources, activities, partners and cost structure.

Studio 5: scale

Assess growth opportunities and prepare a financial and capitalization plan. Explore diversified products and scaling implications, quality control and risk mitigation strategies and investor pitches.

In addition, two support courses prepare students with the power skills required to become leaders of innovation.

Fundamentals of entrepreneurial leadership

Practice being a leader at the personal, interpersonal and team levels through ethics, communication and self-evaluation.

Scaling entrepreneurial leadership

Learn to lead by summoning resources, socially engaging surrounding communities and navigating through organizational leadership challenges associated with growth.

**This degree is pending final approval.*