

Innovation-related Programs/Training/Consultation Resources for UMSN Students Across the UM Ecosystem

Strategic Collaborators	What They Offer/How They Can Help	Link to Learn More About What They Do	Contact Information
Business + Impact (Ross School of Business)	Business +Impact Studio offers: <ul style="list-style-type: none"> • An innovation course teaching discovery tools, developing impactful applications, etc. for students • Studio space that serves as a campus hub for design and impact (for use by faculty or students) • Interactive workshops, design jams, guest speakers, etc. 	+Impact Studio (rossimpactstudio.com)	impactstudio@umich.edu 734.763.4214 Stephen M. Ross School of Business 700 E. University Ave., Second Floor Executive Residence Ann Arbor, MI
Center for Academic Innovation (AI)	AI supports a Student Innovation Fund (accepts proposals from any UM student/team). Successful proposals will pursue creative work within the broad space of academic innovation and will present a clear plan regarding how the work will be accomplished, and what expected impact it will have. Also offers student programs, learning experience design certificate and online courses through Coursera.	https://ai.umich.edu/ (Click on Students tab) Student Innovation Fund: https://ai.umich.edu/students/academic-innovation-fund-for-students/	Contact: academicinnovation@umich.edu 3 Locations: Washington Lab Hatcher Lab (8 th Floor) 5 th Avenue Center Ph. #: 734.764.7351

<p>Center for Entrepreneurship (CFE) (UM College of Engineering)</p>	<p>CFE gives students the skillset needed to be successful as entrepreneurs through educational instruction and experiences taught by practicing entrepreneurs.</p> <p>Offers entrepreneurial-related:</p> <ul style="list-style-type: none"> • Educational instruction • Active learning immersive experiences • Mentorship/Advising • Speaker series • Study Abroad • Material support • Entrepreneurial Discovery Treks • TechLab Incubator, and more 	<p>https://cfe.umich.edu/students/</p>	<p>Nick Moroz Director of Entrepreneurial Practice and TechLab nmoroz@umich.edu</p> <p>Christine Gordon Director of Academic Programs gordc@umich.edu</p> <p>Location: 3rd Floor Duderstadt Center</p> <p>Center Ph. #: 734.763.1021</p>
<p>Center for Healthcare Engineering and Patient Safety (CHEPS) (UM College of Engineering)</p>	<p>CHEPS utilizes established engineering techniques to address operational and other health-care-specific problems and to facilitate new tools and techniques to address healthcare-specific issues.</p> <p>Student offerings include:</p> <ul style="list-style-type: none"> • Patient care, flow and patient experience projects • Patient scheduling projects • Employment on projects 	<p>https://cheps.engin.umich.edu/</p>	<p>Cheps-contact@umich.edu</p> <p>Or</p> <p>Amy Cohn Associate Director amycohn@umich.edu</p> <p>1221 Beal Ave. Ann Arbor, MI</p> <p>Center Ph. #: 734.763.0799</p>

	<ul style="list-style-type: none"> • Seminars • Symposiums 		
Center for Socially Engaged Design (CSED) (UM College of Engineering)	<p>CSED empowers students and practitioners with perspectives and skills needed to design effective interventions (technological and otherwise) that are good for the world. Also offers space for collaborative work in this space.</p> <p>Offers innovation/design thinking-related:</p> <ul style="list-style-type: none"> • Online learning • Consultations • Academic programs • Design jams • Workspace (prototyping lab) • Sponsors Innovation in Action, an interdisciplinary U-M student team competition that provides resources for turning innovative ideas into solutions. Offers \$10K prize money. 	https://csed.engin.umich.edu/	<p>Innovation in Action:</p> <p>Student Engagement: Erin Moore Assistant Director mooerin@umich.edu</p> <p>GG Brown, 3rd Floor 2350 Hayward St Ann Arbor, MI 48109 c-sed-info@umich.edu</p> <p>Center Ph. #: 734.764.5298</p>
Desai Accelerator	<p>The Desai Accelerator offers an intensive, seven month program for tech-enabled startups. We provide the funding, mentorship, staff, and resources necessary for</p>	https://desaiaccelerator.umich.edu/	<p>For information on applying, mentoring, recommending a team, internships, and more, reach them at:</p>

	<p>early-stage ventures to rapidly grow and build their business.</p> <p>Through participation, student start-ups receive:</p> <ul style="list-style-type: none"> • Funding • Tailored mentorship opportunities • Collaborative workspace • Key resources to support early-stage startup development 		<p>https://desaiaccelerator.umich.edu/apply/</p> <p>Desai Accelerator 701 Tappan Ave R3200 Ann Arbor, MI</p>
<p>Michigan Law Entrepreneurship Clinic</p>	<p>The Zell Entrepreneurship Clinic provides general educational information concerning legal issues common to start-up ventures. Through weekly office hours, clinic faculty and students meet with hundreds of entrepreneurs each year and provide hundreds of hours of legal information to individuals (faculty and students) and organizations.</p> <p>They offer an array of services and resources including direct legal representation, office hours, workshops, and blog posts with current information about</p>	<p>Entrepreneurship Clinic University of Michigan Law School (umich.edu)</p>	<p>Please email bivibb@umich.edu to reserve a time to meet with a clinic member.</p> <p>To apply for services: Apply for Legal Services University of Michigan Law School (umich.edu)</p> <p><u>Location:</u> 701 S. State St., Ste. 2020 Ann Arbor, MI</p> <p>Contact: Kristen Wolff wolffk@umich.edu</p> <p>734.763.4134</p>

	<p>entrepreneurial legal issues. The direct legal services we offer includes entity formation, intellectual property protection, advice on worker classification issues, advice on various contracts, financing and deal-making.</p> <p>These services help student innovators launch and grow their businesses.</p>		
<p>Fast Forward Medical Innovation (FFMI)</p>	<p>FFMI provides a pathway to access and navigate the biomedical innovation ecosystem at the University of Michigan for students.</p> <p>Offerings include:</p> <ul style="list-style-type: none"> • Educational resources • Funding and mentorship • Investments in biomedical startup companies with U-M licensed IP in therapeutics, devices, diagnostics, or health IT • Building relationships between U-M biomedical researchers and corporate partners/foundations 	<p>https://innovation.medicine.umich.edu u/</p>	<p>Bradley Martin Director of FFMI bradmart@umich.edu 734.936.8577</p> <p>Jon Servoss Director of Commercialization Education servossi@umich.edu 734.761.2692</p> <p>Contact them for a Consultation Idea Consultation – Fast Forward Medical Innovation (FFMI) (umich.edu)</p> <p>2800 Plymouth Rd. Ann Arbor, MI</p>

			Center Ph. #: 734.615.5060
Healthcare Innovation Impact Program (HiIP) (UM School of Nursing)	<p>HiIP is a suite of healthcare innovation support and engagement services at the UM School of Nursing dedicated to empowering nursing innovation to create impactful improvement in healthcare delivery.</p> <p>Services include:</p> <ul style="list-style-type: none"> • Consulting • Mentoring/Advising/Coaching • Education/Training • Hands-on project support • Connectivity to UM/Other Innovation Resources • Innovation Fellowships • Student engagement in innovation, and more <p>We work with both faculty and student innovators.</p>		<p>Rhonda Schoville, Director rhondas@med.umich.edu 734.615.3288</p> <p>Ann Fitzsimons Innovation Portfolio and Engagement Specialist amfitz@med.umich.edu 248.592.9390</p>
Optimize	<p>Optimize is an organization that offers programs, courses, mentorship, and funding for students of all ages and majors to work on self-directed projects.</p>	https://www.optimize.org/	<p>Jeni Olney Interim Director</p> <p>To contact them, go to website below and click on Book Office hours</p> <p>Meet Our Leaders — optiMize (optimize.org)</p>

	<p>They create a supportive community for students to build skills, pursue passions, and take action —whether that means starting a company, creating a student org, collaborating with an existing organization, launching a creative project, developing an activist effort, or something else.</p> <p>Their flagship program is the optiMize Social Innovation Challenge, which is an incubator for students to develop self-directed projects and ideas for social impact. It offers personalized mentorship, supportive community, action-based workshops, and a chance to pitch for up to \$10,000. Students can join with an existing project or new idea.</p>		<p>500 St. State Street, Suite 1100 Ann Arbor, MI</p>
<p>TechArb Student Venture Accelerator (College of Engineering Center for Entrepreneurship)</p>	<p>Students from any level and discipline come together for an engaged learning experience.</p> <p>Offers an engaged learning experience in entrepreneurship via real-life start-up projects.</p>	<p>https://cfe.umich.edu/techarb/</p>	<p><u>Note:</u> The TechArb Student Venture Accelerator (TSVA) is taking some time off!</p> <p>In the meantime, please complete the interest form to stay up to date</p>

	<p>Entrepreneurial student-created companies receive access to:</p> <ul style="list-style-type: none"> • Expert mentors • Tailored programming • Material support • Dedicated workspace • A community of like-minded peers 		<p>on TSVA happenings. If you are in need of student venture advising, please visit the CFE advising page to schedule an appointment with our Entrepreneur in Residence.</p> <p>500 E. Washington St. Ann Arbor, MI Ph: 734.763.2906</p>
<p>Zell Lurie Institute (ZLI) (UM Ross School or Business)</p>	<p>Provides the programs, staff, and infrastructure to support student entrepreneurs of all types and companies at all stages of development.</p> <p>Specific student resources include:</p> <ul style="list-style-type: none"> • Entrepreneurial courses • Startup workshops • Programs • Grants/funding • Competitions • Advising • Internships, etc. 	<p>http://zli.umich.edu/students</p>	<p>Sarika Gupta Managing Director sarikag@umich.edu 734.615.4422</p> <p>701 Tappan Ave. Ann Arbor, MI General Information Ph. #: 734.615.4419</p>

Innovation/Entrepreneurial Online Videos on Innovation-Related Topics

Videos

Center for Entrepreneurship

Link to landing page for all videos: <https://cfe.umich.edu/video-assets/>

Entrepreneurial Basics Video Series

<https://cfe.umich.edu/entrepreneurial-basics/>

This video series is a crash course on things you might have questions about or didn't realize you should be thinking about when considering starting your own business, including:

- How to choose your MVP
- Recipe for forming a legal entity
- Legal issues, etc.

Start-up and Incorporation Issues

<http://keeplearning.engin.umich.edu/start-up-and-incorporation-issues/>

This customized video series is designed to address three simple questions relative to creation of your business entity when launching a new innovation, if you decide to take this path, including:

- Roles of faculty, non-academics, and students
- What kind of company based on factors of technology, consulting, and lifestyle
- Formation of the entity, and specifically limited liability, S-Corporations and C-Corporations

Intellectual Property Basics

<http://keeplearning.engin.umich.edu/intellectual-property/all-videos/>

This series of 3-5 minute videos guides entrepreneurs through key intellectual property concepts covering over 60 different topics categorized under:

- An Introduction to Intellectual Property

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- Patients
- Copyrights
- Trademarks
- Trade Secrets

Socially Engaged Design Academy (SEDA)

Link to all videos: <https://csed.engin.umich.edu/online-learning/>

This is a series of self-paced, free videos created by the Center for Socially Engaged Design around important design-thinking concepts helpful in creating and developing innovations, including:

- Planning a Design Ethnography Experience
- Crafting Design Interview Protocols
- Conducting Design Interviews
- Design Observations
- Prototyping Throughout the Design Process
- Writing Needs Statements
- User Requirements & Specifications
- Idea Generation
- Concept Development
- Concept Selection
- Effective Technical Design Project Meetings
- Planning a Needs Assessment
- Secondary Information Gathering

Zell Lurie Institute (ZLI) (Ross School of Business)

You can link to these videos via their Canvas site: <https://umich.instructure.com/enroll/YHMGHN>

Note: It's only accessible with a U-M login.

ZLI has produced a series of informative videos on the following topics and sub-topics for student and/or faculty entrepreneurs:

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- Startup Branding
 - Choosing a Brand Name
 - Things to Consider if You've Already Chosen a Company Name
 - Deciding on a Tagline
 - Designing a Logo

- Trademark Clearance and Trademark Protection
 - Performing a Preliminary Trademark Clearance Search
 - Analyzing Search Results for Likelihood of Consumer Confusion Factors
 - How Strong are the Legal Rights in your Trademark?
 - Whether to Register Your Trademark

They also offer these additional recommended resources on branding and trademarking on this canvas page.

Workshops

ZLI Start-up Workshops

<https://zli.umich.edu/startup-workshops>

The Zell Lurie Institute offers a series of workshops designed to help entrepreneurs learn how to launch their own venture. Anyone interested in entrepreneurship is welcomed and encouraged to attend. All events are free.

The Workshops include sessions on:

- Startup Financials
- Communicating with Investors
- Startup Funding for First-time Entrepreneurs
- Developing Your Business Model Canvas
- Conducting Effective Customer Discovery
- Identifying and Sizing Your Market
- Assessing Financial Feasibility
- Social Media for Your Startup
- Founding and Forming

Check their Calendar of Events page for upcoming workshops:

<https://zli.umich.edu/event-calendar>

Powerpoint presentation decks of some of these workshops are also available on ZLI's Canvas Site:

<https://umich.instructure.com/enroll/YHMGHN>

Note: It's only accessible with a U-M login.

Innovation/Entrepreneurial-related Consultations for Faculty and/or Students

Consultations

Center for Academic Innovation (AI)

<https://ai.umich.edu/> (Contact Us)

Academic Innovation will provide consultations for faculty in support of learning courses/programs/innovations which have education as a goal. These consults could be related to software platforms/applications, developing more engaging learning experiences, creation of MOOC's and more.

Center for Entrepreneurship (CFE)

<https://cfe.umich.edu/advising/>

CFE offers a wide variety of advising opportunities for students and ventures looking for one-on-one mentorship. Available for individuals and teams looking to explore the entrepreneurial ecosystem at the University of Michigan.

Center for Healthcare Engineering and Patient Safety (CHEPS)

<https://cheps.engin.umich.edu/> (Contact Us)

CHEPS will discuss a faculty member's healthcare problems to see if it has "fit" with CHEP's objectives and if there is available space for them to take the project on.

Center for Socially Engaged Design (CSED)

<https://csed.engin.umich.edu/>

CSED will consult on a faculty/student's idea and/or project to assess its alignment with CSED's requirements for projects as part of the faculty or student initiatives within this Center.

Fast Forward Medical Innovation (FFMI)

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<https://innovation.medicine.umich.edu/funding-mentorship/idea-consultation/>

An FFMI commercialization expert will meet with faculty/students to explore how your research/project can translate out to the university towards a successful path to commercialization. Topics covered in this consult can include an explanation of your research/technology, status of any intellectual property, update on where at in development plan, identification of who else working on project with you, any regulatory requirements/concerns, etc.

Healthcare Innovation Impact Pathway (Hiip) Program (UMSN)

Rhonda Schoville, rhondas@umich.edu

Ann Fitzsimons, amfitz@med.umich.edu

Hiip provides consults one-on-one with nurse innovators (faculty/researchers/students) to learn more about their idea, where they think they may want to go with it, what else needs to happen to get it completed, how they want to disseminate it to its intended audiences, and more. Hiip then helps identify Next Steps for moving the idea forward. For nurses and nursing students, alike, this could be your first step on your pathway to innovation as Hiip helps to map the pathway and walk it with you.

School of Public Health

<https://sph.umich.edu/instructional-services/instructional-design.html> (webpage on this resource)

<https://sph.umich.edu/instructional-services/instructional-services-contact.html> (link to contact them to schedule a one-on-one consultation)

The School of Public Health offers instructional design consults whereby they collaborate with faculty to create high-quality instruction aligned in learning goals. Instructional design can be helpful when needing input on content, layout, format, how to create modules, etc., when working on an educational curriculum or an innovative side project like a website, app, etc.

Zell Lurie Institute

<http://www.zli.umich.edu/schedule-appointment> (link to schedule a consult)

Zell Lurie offers consults with their team members or one of their entrepreneurs-in-residence who can provide counsel and advice on entrepreneurial questions/concerns of faculty or students.