

THE LANDSCAPE CANVAS



INSTITUTIONAL I&E

- Certificate programs or concentrations
- Minors offered
- Majors offered
- Graduate degree in entrepreneurship
- Research Centers

- Graduate program in science, tech or innovation
- Entrepreneurship or technology center
- Entrepreneurship department
- Endowed Chair in entrepreneurship
- Entrepreneurs in residence
- Living learning dorms
- Advisory board for entrepreneurship center/program
- Estimated number of startups/year
- Culture of I&E 1 low - 10 high

You have fine-tuned your understanding of I&E and reframed your approach to your education and career.

SPIN OUT

- Technology, industrial park, manufacturing and/or wet lab space
- Regional sources of capital (angel, VC, state or institutional funds)
- Mentoring, advisory or business networks strategies:

You want to apply your knowledge to a specific project.

EXPERIMENT

- Internship, co-op opportunity or business plan projects with external partners
- Infrastructure (ie. maker, prototyping, or innovation space; engineering lab offering access outside of class, etc.)
- Experiential course (learn-by-doing, hands-on senior design, apply skills development):

Students, I&E is important. Make it a priority.

DISCOVER

- Number of non I&E courses imparting importance of I&E in the context of larger subject area
- Number of inspiration sources (ie. TEDx, regular event, etc.):
- Number of how-to workshops (day-long or short-term, speaker series):
- Number of marketing sources and communication strategies:

You have effectively engaged in I&E.

PURSUE

- Incubator, venture accelerator, bootcamp or startup venture space
- Seed funding sources
- Tech transfer office, standard and /or express policies and related offerings
- Grant-writing, legal and/or other venture assistance

So, you want to learn more...

LEARN

- Courses (theory, case and/or discussion-based; concepts of opportunity recognition and value creation and risk tolerance are conveyed).
- Extracurricular clubs and program offerings:
- Competitions (pitch, business plan or bus. model):
- Start-up Weekend, 3-Day Startup, or other engagement catalyzing formation of venture team in pursuit of a specific opportunity.