



EVENT AGENDA

Brewing Innovation Spaces

THURSDAY (11/3/16)

6:00 PM - 9:00 PM | gener8tor Milwaukee 2016 Premiere Night

Marcus Center for the Performing Arts 929 North Water Street Milwaukee, WI 53202



- 6:00 - 6:15 | Meet at Lobby of Hampton Inn
- 6:15 - 6:30 | Walk to gener8tor event (Marcus Center for the Performing Arts)
- 6:30 - 8:30 | gener8tor event
 - Premiere Night is an invitation-only celebration of gener8tor's latest class of innovative startups and entrepreneurship. For the three months leading up to Premiere Night, gener8tor's group of entrepreneurs have been validating their business models, attracting customers and preparing their pitches. Premiere Night offers an amazing opportunity for gener8tor companies, entrepreneurs and investors to commingle.
- 8:30 - 8:45 | Walk to Waterstreet Brewery
- 8:45 - 10:00 | Waterstreet Brewery social



FRIDAY (11/4/16):

7:30 AM | Meet in Hotel Lobby (Ilya + visiting UI fellows)

Hampton Inn & Suites Milwaukee Downtown, 176 West Wisconsin Avenue, Milwaukee, WI 53203

- Eat breakfast at hotel!

7:30 AM-7:50 AM | Drive to UWM

3200 N Cramer St, Milwaukee, WI 53211

8:00 AM-8:30 AM | Event Kickoff Activities (Ilya)

Kulwicki Pit Stop, UWM EMS Building 3200 N Cramer St, Milwaukee, WI 53211

- Introductions in pairs

8:30 AM-9:30 AM | Finding, Funding, Remodeling Space (Alex)

- Friday's introductory event will begin with a tour of UWM spaces. Discussion will be focused on the beginning; how space was located, how funding was acquired, purchasing, implementation.
- FlipGrid video sharing activity with UIF @ Minnesota.

9:30 AM-9:50 AM | Drive to Rockwell Automation

Rockwell Automation 1201 S 2nd St, Milwaukee, WI 53204



10:00 AM - 11:40 PM | Rockwell Automation - Resource Mapping (Alycia and Jim)

- Tour the HQ of an industrial automation and information products Company . A global, Fortune 500 co. with up to \$6.35 billion in sales.
- Making the most of a landscape canvas. Using them to connect people and places through new process. Creating and applying techniques to address different problems and initiatives.
- Access landscape canvas
- Connect place, people, process on individual landscape canvas
- Address scenario

11:40 AM - 12:00 PM | Drive to Red Arrow Labs

Red Arrow Labs 200 N Jefferson St, Milwaukee, WI 53202



12:00 PM - 3:00 PM | Red Arrow Labs: Tour & Workshop

12:00 - 12:30 |working lunch

12:30 - 12:45 | comany and UIF intro

12:45 - 1:00 | Workshop intro

1:00 - 3:00 | Workshop (ran by Red Arrow, UIF are participants)

- Design thinking like workshop.
- Tour a local tech startup. Red arrow labs creates health care apps. Tour their space, exercise design thinking and agile development on a real world product Solution.

3:00 PM -3:30 PM | Drive to Milwaukee Art Museum

Milwaukee Art Museum 700 N Art Museum Dr, Milwaukee, WI 53202



3:30 PM - 5:00 PM | Visit Milwaukee Art Museum

5:15 PM - 5:30 PM | Drive to MobCraft

MobCraft 505 S 5th St, Milwaukee, WI 53204



5:30 PM - 6:45 PM | MKE Startup Week & NEWaukee present GoLive

MobCraft 505 S 5th St, Milwaukee, WI 53204

- GoLive is an opportunity to get you inside of the culture and the offices that call Milwaukee their home. This is your chance to hear their story and connect with their team through a shared experience to create lasting relationships. GoLive is a social event with a touch of story. Let's just say it's a series of happy hour style office parties.

6:45 PM-7:00 PM | Drive to Milwaukee Ale House

233 N Water St, Milwaukee, WI 53202



7:00 PM - 9:00 PM | Dinner at Milwaukee Ale House

SATURDAY (11/5/16)

8:00 AM - 8:20 AM | Morning Picture

Outside of Kulwicki Pit Stop, UWM EMS Building 3200 N Cramer St, Milwaukee, WI 53211

- Group picture - UIF & Whole

8:30 AM - 11:00 AM | Startup Week - BMC Workshop (Nicole, Brian, Ilya & David)

KIRC Building 3135 North Maryland Avenue, Milwaukee, WI 53211 Room 1150



- Roll up your sleeves and get ready to work! Engage with inspiring students that are looking for advice and mentorship to build upon their ideas of startup products/services. All are welcome to be a part of the discussion and work with innovative students.

11:15 AM - 1:15 PM | Make your own space (Amin, Hoda, Mahshid)

Kulwicki Pit Stop, UWM EMS Building 3200 N Cramer St, Milwaukee, WI 53211

- Working Lunch - Jimmy John's Sandwiches
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- Panel discussion reflecting on tours.

- Space modeling with puzzle-pieces/game-board

1:30 PM - 2:30 | EE computer lab re-design brainstorming

Kulwicki Pit Stop, UWM EMS Building 3200 N Cramer St, Milwaukee, WI 53211

- Exercise the space building skills from our combined experience on an actual space, in our campus.

2:30 PM - 3:30 PM | Closing thoughts

Important Notes:

Primary contact: Alycia Doxon, 952-200-6715

Thank you to those that made this event possible!



Sheldon B. Lubar
School of Business

