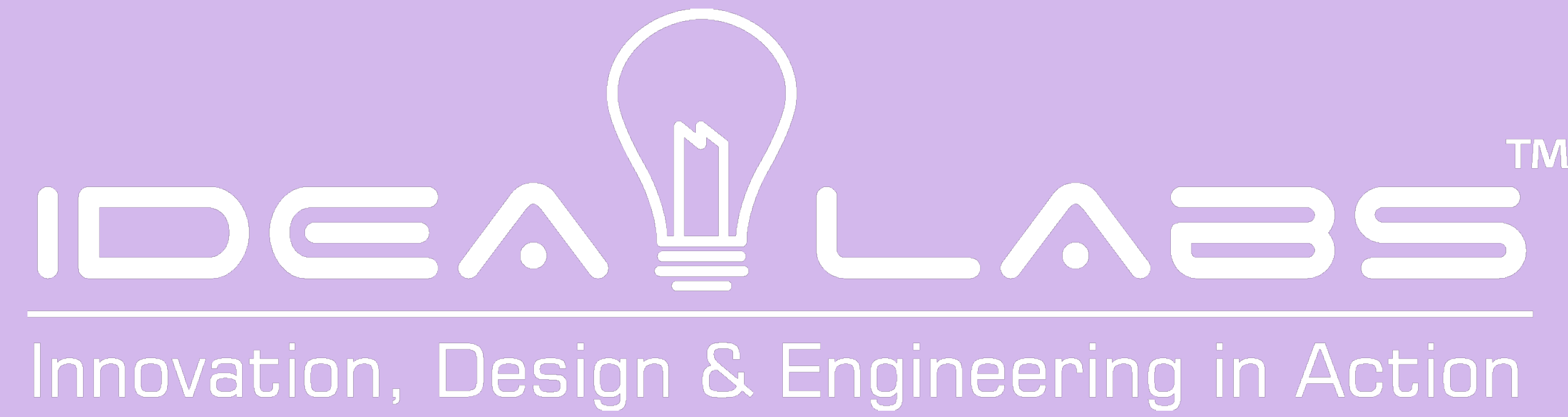


Combining experiential learning with expert knowledge: a novel platform for the design process

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ABOUT US

- Founded in 2013 at Washington University in St. Louis
- Solve clinical problems by bringing together:
 - Engineering students
 - Medical students
 - MBA students
- Over 40 teams (>250 students) completed the program
 - 17 startups
 - 16 provisional patents filed
 - 14 Business Plan competition winners or finalists

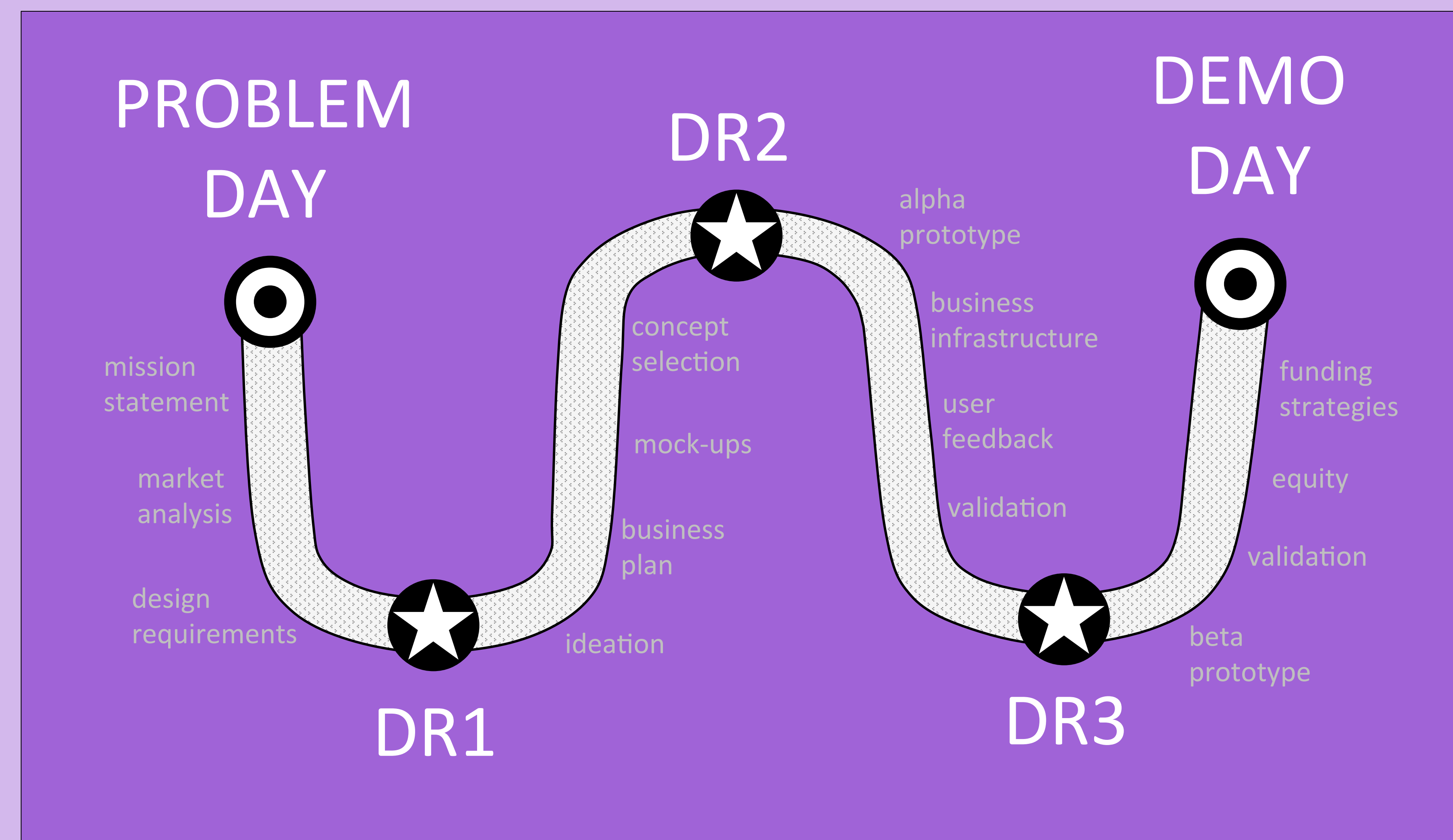


MOVING FORWARD

- 1) Collect feedback from current teams
- 2) Offer orientation workshops to next year's teams
- 3) Add example worksheets for each deliverable
- 4) Include explanatory videos on each page
- 5) Improve the intractability of the road map
- 6) Migrate to more capable software

MISSION

- 1) Create a structured roadmap that teams may follow based on best practices in the I&E field
- 2) Equip full-time students with the minimum requisite foundation to succeed as an entrepreneur while pursuing a degree
- 3) Provide mentors with a structured way of evaluating and providing feedback to teams
- 4) Facilitate the creation of derisked startups appropriate for seed stage financing



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Document

Action

Learn

The screenshot shows the IDEA LABS website interface. The main content area is titled "Memento – Progressive Business Plan". It features three columns for Design Review 1, Design Review 2, and Design Review 3, each with a list of deliverables and documents. A sidebar on the left lists navigation options like "Our Teams", "Blog", and "Page Tree".

The screenshot shows the "DR1 - Need" page. It includes a "Deliverable worksheet instruction" and a "Deliverable worksheet template" table. The table has columns for "WHAT is the need?", "WHO submitted the need?", "WHEN was the need submitted?", "WHY was the need submitted", and "WHERE in the hospital was the need developed?". Below the table is a "Corresponding worksheet in your case study" table with similar columns and a row of example data.

The screenshot shows the "Entrepreneurship Encyclopedia – [DR1] Need" page. It features a "Current user-provided content" section with a list of links and a "Write a How-To Article" button. Below this is a "What is the need?" section with explanatory text and a "Need help?" section with navigation instructions.