

Fort Valley State University Innovation and Entrepreneurship Workshop

Location: Peach County, GA

Status of County: Rural

Project Timeframe: August 2020 – September 2020

Type of Assistance: Technical Assistance

**VIRTUAL LECTURE SERIES
ON INNOVATION AND
ENTREPRENEURSHIP**
August 31 - September 4
8 - 9 A.M.

Monday, August 31	Innovation, Creativity, and Divergent Thinking for Universities A look at how we create innovative products, ideas, researchers, scientists, and students.
Tuesday, September 1	Business Model Canvas Learn how to use the Business Model Canvas to create a business plan, pitch the need to fund your venture.
Wednesday, September 2	Customer Discovery for Startups Get to know your customer better than you do. Use the right product-market fit of a new venture.
Thursday, September 3	Research Commercialization A practical commercialization approach and why it is different from other models and how to use the world.
Friday, September 4	Lean Startup and What it Means for Universities Learn how to use the Lean Startup methodology to create a business plan, pitch the need to fund your venture.

Presenter:
Brandy Stanfield-Nagel, MBA
Program Manager and Faculty Researcher with Georgia Tech's Innovation Ecosystems

PRE-REGISTER TODAY:
Go to <https://www.gatech.edu/edauc/innovation-entrepreneurship>

For questions or information contact:
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FORT VALLEY STATE UNIVERSITY
1822
EMPOWERING INNOVATION

In August and September 2020, a GT EDA UC team member delivered five one-hour workshops on Innovation and Entrepreneurship to faculty and staff members of Fort Valley State University. Fort Valley State University is a historically black university located in Fort Valley, Georgia. The campus serves about 2,300 students. This online breakfast series began on August 31 and finished on September 4, 2020. Every morning, for five days, faculty and staff members came together to learn and discuss the following topics: Innovation, Creativity, and Divergent Thinking for Universities, Business Model Canvas, Customer Discovery for Startups, Research Commercialization, Lean Startup and what it means for Universities.

Each workshop was attended by an average of 20-25 participants, depending on the topic, with high levels of interest and good participation from the audience. The fourth session was of particular interest for workshop participants. It covered the topics of SBIR grants and the National Science foundation's

commercialization bootcamp, Innovation Corps.

Following the well-received workshops on Innovation and Entrepreneurship offered to faculty and staff members of Fort Valley State University in Fall 2020, the leadership of Fort Valley State University, a historically black university located in Fort Valley, Georgia, reached out to the Georgia Tech EDA UC about providing additional workshops. The Georgia Tech EDAUC team is preparing to deliver three workshops, scheduled in April 2021, to engage more faculty, staff, and students in the innovation, commercialization, and entrepreneurship initiatives on campus. The first workshop, a Research Commercialization workshop for faculty and graduate students, will be delivered in early April. Later that month, the Georgia Tech EDAUC team will deliver two Innovation and Entrepreneurship workshops targeted for students. All three workshops will be offered virtually at no charge and are open to the entire campus of Fort Valley University.

