

# Technopreneurship

Theory & practice -- learning while doing



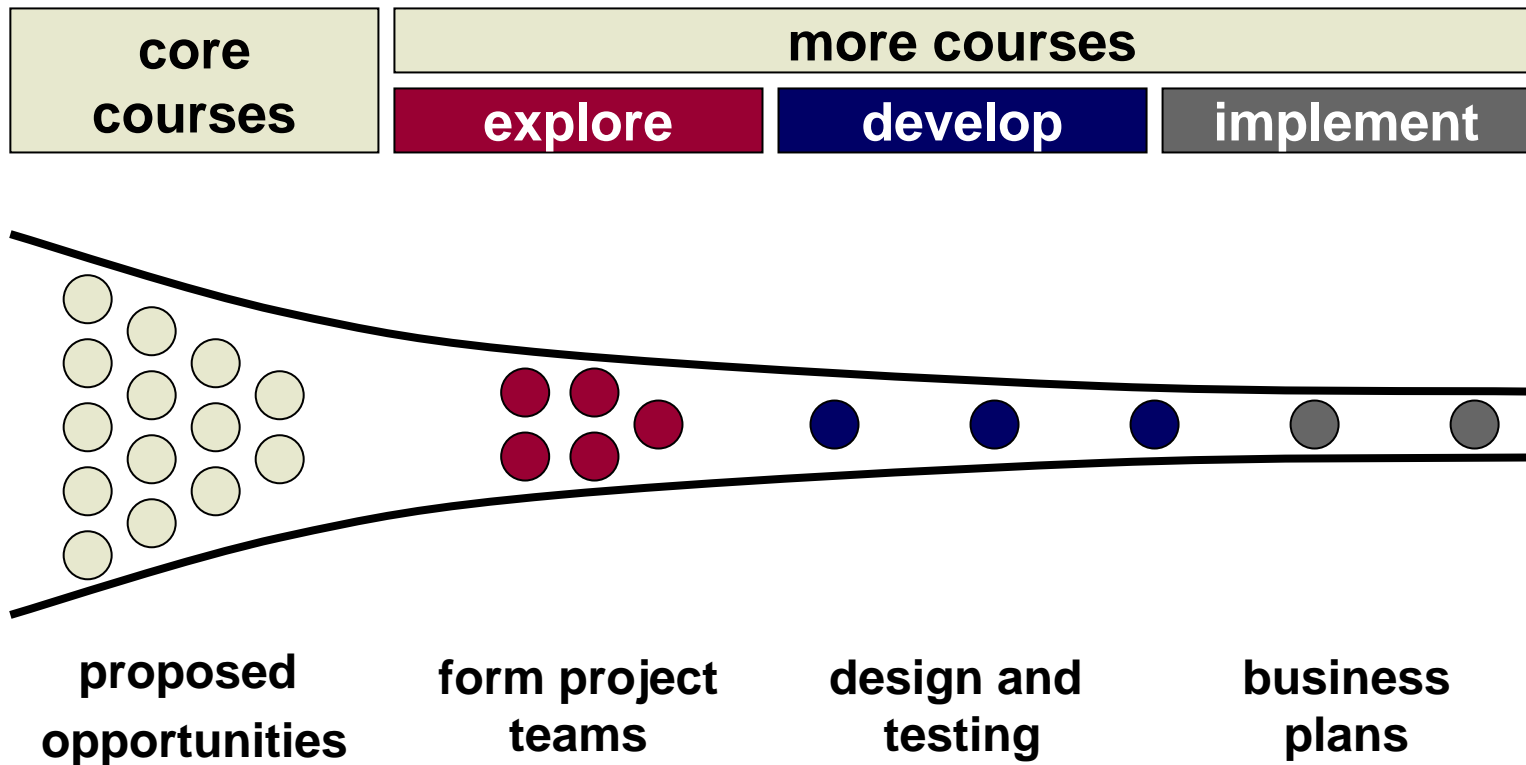
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# Program Concept

- **MBA focused on skills for managers involved in**
  - Technology development
  - Product/service development
  - New business startups
- **Focus the program around creating a new product/service business**
  - “Theory & application” from concept to reality
- **Team based projects within Sloan and with MIT engineering/science students**



# Potential Program Design



# Potential Areas of Interest

## Industries

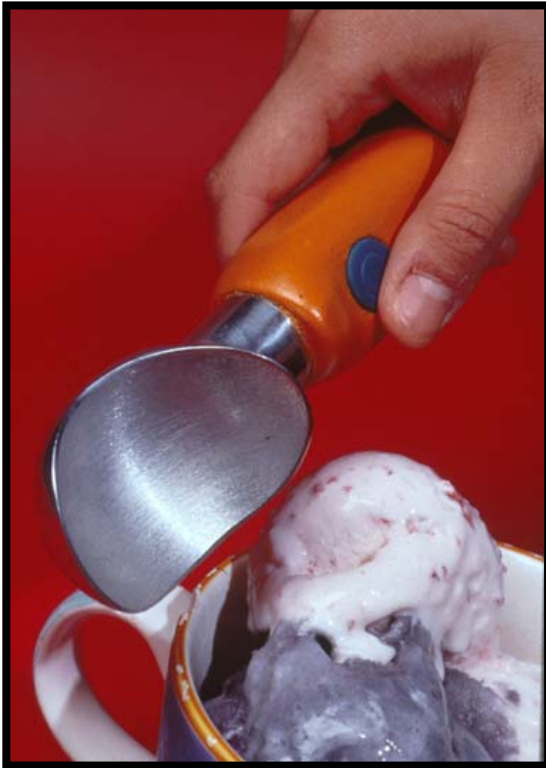
- Energy
- Transportation
- Health care
- Biomedical
- Health/Fitness
- Financial Services

## MIT Partners

- CSAIL
- Media Lab
- Mech Eng.
- CEE
- EECS
- Broad Institute
- CBI
- EAPS
- Age Lab



# Project Experience Examples



BusinessWe

Best Products of



# Questions

- **How do we work together with other departments?**
- **What courses will be required?**
- **How do we provided courses on “as needed” base?**
- **What is the role of the faculty in the project?**
- **How long should the program be?**
  - 2, 2.5, 3 years?
- **How large can a program like this be?**
- **Are there centers that we should think about in combination with such a program?**

