A CORPORATE INNOVATION PROGRAM FROM THE WORLD’S TOP-RANKED UNIVERSITY

A unique opportunity for global corporations to engage with MIT through an immersive year-long cohort-based program.

CorporateInnovation.mit.edu  |  CorporateInnovation@mit.edu
“This customized program brings your company inside MIT's Innovation and Entrepreneurial community—providing invaluable access to programs, faculty, and students—while inspiring new levels of innovation in your employees.”

Gene Keselman
Executive Director, MIT Innovation Initiative

CORPORATE OUTCOMES

- **Innovation Insights and Practice**
  - MIT definition & approach to innovation
  - Innovation success factors & best practices
  - Role of internal & external ecosystems
  - Peer-to-peer corporate insights

- **Emerging Technology Exploration**
  - Emerging trends in technology & pathways to implementation
  - Broader and deeper connections with leading MIT researchers & faculty

- **Employee Inspiration**
  - Customized employee participation at MIT and at corporate locations or virtually
  - Inspiring employees to think and work differently

- **Student Engagement**
  - Working with MIT students thus establishing access to potential future employees

- **Leveraging the MIT Brand**
  - Prominent recognition as Members of the MIT Corporate Innovation Program

- **Making a Difference/Giving Back**
  - Customized employee participation at MIT and at corporate locations or virtually
  - Supporting one of the world’s most advanced and innovative universities

THE CIP JOURNEY

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- **KICKOFF MIT INNOVATION FUNDAMENTALS**
  - Three days of MIT providing foundational understanding of the process of innovation as defined, researched, and practiced at MIT.

- **CORPORATE INNOVATION ASSESSMENT**
  - Describe, record, and analyze your past & current innovation efforts in order to establish an innovation baseline.

- **INNOVATION CHALLENGE WORKSHOP**
  - We work with you to define specific innovation challenges to work on throughout the program.

- **INNOVATION SOLUTIONS SPINRT**
  - Begin work on your innovation challenges with other CIP cohort and members of the MIT Community on campus.

- **BREAKTHROUGH INNOVATION**
  - Learn best practices and applicable strategies for structuring internal innovation organizations with a focus on breakthrough/inventive innovation efforts.

- **EMERGING TECH TALKS**
  - Learn from MIT students, faculty, and staff on topics like artificial & virtual reality, AI, Blockchain, autonomy, robotics, and more.

- **MIT STUDENT INTERNS**
  - Engage with MIT students through internships (virtually or in-person) to work on CIP challenges or related projects.

- **EXPERT WORKING GROUPS**
  - We assemble a team of MIT faculty and research experts to work with you to frame-out and execute a course of action on a strategic problem space—meeting at regular intervals.

- **INNOVATION INSIGHTS**
  - Monthly members-only discussion groups on innovation topics relevant to your business/challenge.

- **CONTINUING ENGAGEMENT**
  - Post-CIP, alumni retain ongoing access to select activities at MIT innovation labs, conferences, lectures, courses, research, etc.—introducing you to other projects and programs at MIT.