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.
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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| Corporate Innovation Assessment
Describe, record, and explore 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.

Design Interactions
We work jointly to produce a roadmap to guide you through activities & engagements addressing the defined challenge(s).

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.

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

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Continuing Engagement
Post-CIP, alumni remain ongoing access to select innovation activities at MIT Innovation Center, conferences, workshops, courses, research, etc., as introducing you to other projects and programs at MIT.