

# The benefits of innovation

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<https://www.innovation.pitt.edu/bigideacenter>



# Innovation is hot!

Employers want it

Entrepreneurs embrace it

What is it?

invention

innovation

entrepreneurship/intrapreneurship



# How do students learn innovation?

Not very many classes teach it

Not very many programs offer it

It's why we are here





## Pitt's hub for student innovation

*Open to University of Pittsburgh students of all levels and disciplines who are interested in the fields of innovation and entrepreneurship*

**What can the Big Idea Center do for you?**

- Gain hands-on experience by working with industry professionals
- Participate in several programs and competitions to win awesome prizes
- Learn valuable skills such as product development, market analysis, and public presentation



#pittbigidea  
@pittbigidea

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# Big Idea Center staff



Babs Carryer,  
director



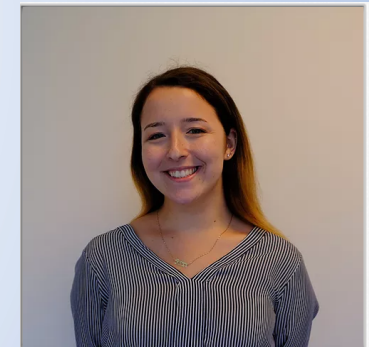
Jess Malandro,  
student  
program  
coordinator



Tiffany Bicek,  
student admin



Ashley Priore,  
student intern



Danielle Isenberg,  
student intern



# EIRs for Student Programs

“Entrepreneurs in Residence”



Phil Marzolf



Don Morrison



Jeanine McCreary



Joanna Sutton



Jessi Trybus



# The workshop (benefits of innovation)

Build a business model around a problem

Problem – what problem do you want to solve?

Stakeholders – who cares about this problem

Solution – to the problem

Benefits – what are the benefits of your solution to stakeholders?

Competition – how is the problem solved today?

Differentiation – how can your solution be different?

Share the concept





**What did we learn?**

