

Stanford

IGNITE

Yossi Feinberg

Faculty Director

*The Adams Distinguished Professor of Management
and Professor of Economics*

IGNITE

Change lives. Change organizations. Change the world.



Background



Program began in 2006 with 35 students.

- + *More than 2800 participants over the years*
- + *Growing in size and international exposure*

Three programs on the Stanford campus yearly.



Program Faculty and Staff

**Faculty
Director:**

Yossi Feinberg

**Associate
Director:**

Kelsey Carlson

**Program
Manager:**

Jiaying Feng

Program Overview



Instruction

- + Foundational classes (economics, organizational theory, psychology,...)
- + Functional classes (finance, accounting, marketing, strategy, ops,...)
- + Entrepreneurship and design classes



Soft skills (speaking, presentation, leadership, teams)



Panels and guest speakers



Advance a business idea with the goal of presenting it to a panel of 3-4 professional investors or entrepreneurs.

Goals : Program

01

*Introduction to the
language/thinking of
business*

02

*Conceptual frameworks
for analyzing business
problems*

03

Tools to learn more

04

*Personal development for
your career*

05

*Practice developing and
pitching a new venture
idea*

06

*Learn what it takes to
start and run a business*

Goals : Program

07

*A sense of what it is like
to work with a team;
team dynamics exercises
during project meetings*

08

*A network of smart and
energetic colleagues*

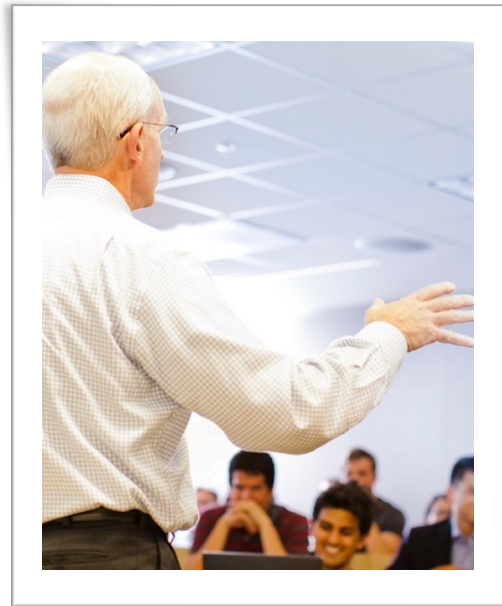
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*The perspective of
professional business
funders, mentors and
others*

10

Acquire the ability to transfer this knowledge to future ventures

Program Faculty, Staff, and Guests



*A total of **12**
Stanford GSB faculty*

+

*Other lecturers and
instructors, dozens of
mentors, guests,
speakers and panelists*

Content : Faculty

Entrepreneurship,
Economics &
Competitive Strategy



Yossi Feinberg

*The Adams Distinguished Professor of
Management and Professor of Economics*

Marketing



James M. Lattin

*The Robert A. Magowan
Professor of Marketing*

Design Thinking



Sarah A. Soule

*The Morgridge Professor of
Organizational Behavior*

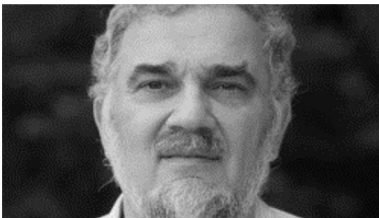
Accounting



Ron Kasznik

*The Paul L. and Phyllis Wattis
Professor of Management
Professor of Accounting*

Business Models



Haim Mendelson

*The Kleiner Perkins Caufield & Byers
Professor of Electronic Business and
Commerce, and Management*

Sustainability



William P. Barnett

*The Thomas M. Siebel Professor of Business
Leadership, Strategy, and Organizations*

Communications



Matt Abrahams

Lecturer in Organizational Behavior

Finance



Anne Beyer

The Staehelin Family Professor of Accounting

Content : Faculty, Coaches, & Speakers

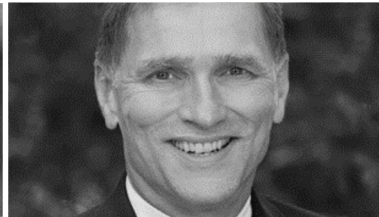
New Product Idea Generation



Jonathan Levav

King Philanthropies Professor of Marketing

Founders, Teams, Equity and Pay



Peter C. Reiss

*The MBA Class of 1963
Professor of Economics*

Organizational Culture



Glenn R. Carroll

*The Adams Distinguished
Professor of Management*

Negotiation



Nir Halevy

*The Jagdeep and Roshni Singh Professor of
Organizational Behavior*

Intellectual Property



Kent Richardson

*Partner
ROL Group*



Sara Harrington

*Responsible Tech Lead
LinkedIn*

Communication Bootcamp



Michael Shehane

Communications Coach



Janis DeLucia

Communications Coach

Evaluating : **Projects**



It begins with evaluating **YOUR** objectives and perspective.

01

What kind of experience are you looking to get out of the project?

*Is this project challenging?
Will you develop new skills?
Are you passionate about the field?
Or project?*

02

What is the magnitude of your potential contribution to different projects?

03

How interested are you in the field/new skills?

04

*What is the magnitude of the potential challenges for the project?
Will this be a meaningful learning experience?*

05

*Do you have any experience in the field?
How accurate is your evaluation?
How informed is the idea generator?*

06

How informed is the idea generator?

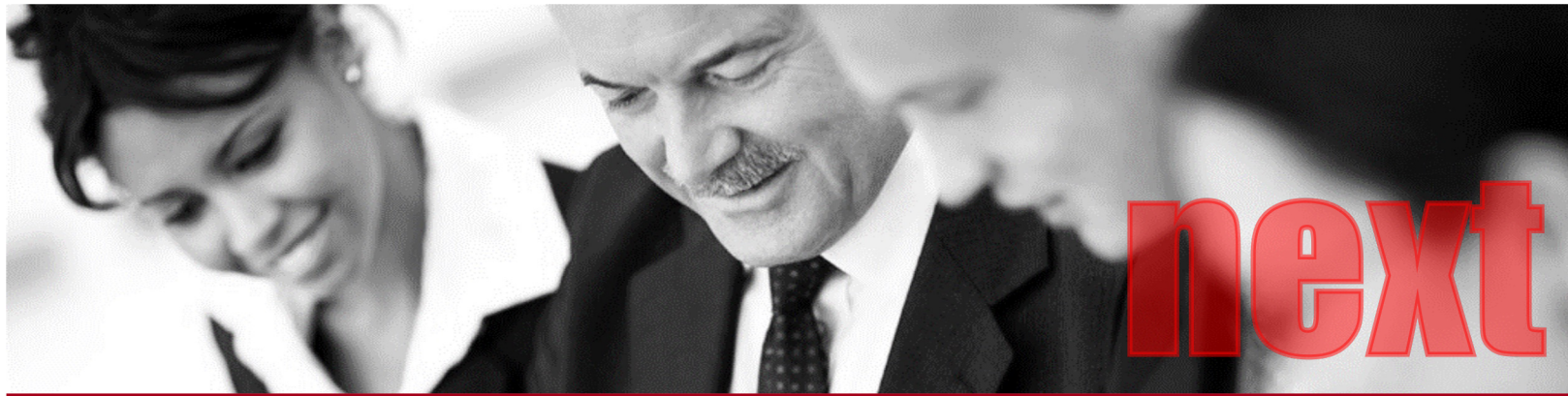
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How impactful can this be? Is it likely to succeed?

*What are the execution challenges? Are there barriers to entry?
What are the major risks? Is there a solid business model?
How big is the market? How easy is it to access it? What is the cost model?
What resources are required? What kind of team? Financing?
And so on...*

After the program...

The Rest of Today



Quick Pitches – 20 minutes

Project Mingling – 2 hours

Voting Deadline – 2:00pm

Complete the venture project ranking online form before you leave today!

Get ready for Monday, we begin at 9:40 am sharp!

questions



Venture Idea Short Pitch Schedule

1	Virtual Reality Learning Environments Curated by the AI Facilitator Alex Stolyarik
2	JusticeConnect: Empowering Legal Access and Automation with NLP Andrés Suárez
3	Software To Reduce AI Bias Annie Brown
4	Ausa Health: Reimagining Telemedicine Arjun Modi
5	PurrfectPlay: An Automated Cat Enrichment System Tailor-Made for Your Pet! Avery Krieger
6	FoodGel: The next generation plant-based gelling agent revolutionizing the food industry. Bhavika Mam
7	Turning AI to ROI Chay Mondejar
8	Virtual PA for Boring Business Problems Christa Sabathaly
9	Equipoise: A Sensor-enabled Shoe to Improve Balance and Reduce Falls Corey Rovzar
10	CommuShare: The Collaborative Home Equipment Network Dhruv Aggarwal
11	AI powered personalized online education Han Wu

Venture Idea Short Pitch Schedule

12	Spero: A Sustainable, Ethical, and Impact-Driven Online Marketplace Javier Cantu Perez de Salazar
13	BridgeAI JJ Mahenthirarajan
14	Coccolith based Carbon Capture and Storage Jon Doenier
15	Sustainable Carbon Materials for Clean Energy Devices Marwa Atwa
16	Leapy - Apprenticeship platform Matheus Fonseca
17	OncoCardia - Revolutionizing Drug Discovery Mena Abdelsayed
18	Clia.AI: Healthy Grocery Shopping co-pilot Nando Guerreiro
19	Therapy for All: A Tuition-Free Graduate Degree Program to Solve the Mental Health Provider Shortage Nova Bradford
20	StudyBuddy Olivia Tomaeno
21	Nitrogen fertilizer-free plants for sustainable food production Solène Moulin

Voting Deadline – 2:00 pm today

Check NovoEd for link to Venture Idea Ranking Form