What is it?
Idea labs are essentially start-up accelerator programs. By providing a creative
environment, peer feedback, mentoring resources, structured workshops and funding
support, the HWS IdeaLab will launch this spring. This program is designed to power up
your idea in six weeks. If you’ve always wanted to start a new product, service or
organization, this program is for you.

How does it work?
The HWS IdeaLab is designed to bring student ideas to reality and to cultivate
entrepreneurial leadership on campus. It is housed at the Centennial Center for
Leadership but steered by a student committee. Meaning, a small group of your peers in
coordination with the CCL will review each application, decide which ideas are accepted
into the lab and then determine how the $3000 is allocated at the end of the six weeks.

Who is eligible?
Any current HWS student can apply. All majors and levels of experience are welcome. If
interested, simply fill out the application and describe your idea. Applications will be
reviewed by our student committee and selected for innovativeness and viability. If
selected, you must commit for the full six weeks. Sessions are typically 90 minutes. The
lab takes 8-10 students each semester.

What will I learn?
The IdeaLab has assembled an array of faculty and staff to instruct workshops in topics
such as idea creation, product development, cost structure and strategic planning.
Additionally, we will tap into our alumni network for expertise in marketing, design or
management. The lab will be a space for students to gather and work towards innovative
ideas. You’ll receive peer feedback, instructor challenge, mentor expertise and potential
funding to support the implementation of your idea.

How does the funding work?
There is a pool of $3000. At the end of the six weeks, lab participants will submit a final
proposal. Our student committee in coordination with the CCL will review the proposals
and allocate the funding. All committee decisions are final. Funding will vary from
individual to individual.

What if someone steals my idea?
We encourage you to protect your intellectual property. We also cover copyrights, patents
and trademarks within the session. But understand that good ideas are rarely generated in
isolation. Feedback is essential to entrepreneurs and leaders. The IdeaLab is first and
foremost a learning environment. If you are uncomfortable sharing your idea at this stage,
we recommend that you seek advice from the Centennial Center for Leadership or wait to apply at another time.

**What happens if I don’t get in?**

We encourage you to apply again. The IdeaLab will run each spring. Revise your initial idea or come back with something new.

**What happens after the IdeaLab?**

It's up to you! You will have the support of the Centennial Center for Leadership, participating faculty and your IdeaLab peers. Some students might submit their idea to The Pitch, our student entrepreneurial contest. Others might implement through another channel or reapply to the IdeaLab with a new idea. Again, the goal is to provide students with foundational entrepreneurial skills and cultivate entrepreneurial leadership on campus.