

Bronco Venture Accelerator's **Idea School** run by Ciocca Center for Innovation and Entrepreneurship is a free, fun, informative program that provides you with the tools to take your business idea or inspiration and turn it into a business.



A famous quote by Thomas Edison is "Genius is one percent inspiration and ninety-nine percent perspiration." That sounds like- and is- a lot of work. But where do you start with your great idea or inspiration? Don't sweat it. This is where Idea School can help.

Shortly before I started teaching Innovation and New Product Marketing (MKTG 187) for the first time this past Fall quarter, I consulted with the Bronco Venture Accelerator team about how I could utilize their program in this exciting class. It seemed to be an ideal resource to help augment the Innovation course given their common subject and objectives.

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Once the start date for Idea School was set for October 28th, I was able to incorporate the weekly six-session program into the Innovation course. As the class was working on a group project for developing a new product, at least one member from each group needed to attend the weekly sessions. The attendee then was to produce a typed report about the online session which included how it assisted in the class and the project. These reports were then given to the Idea School team to provide them significant feedback for the program and its presenters. We also discussed the Idea School sessions in the next Innovation class which helped supplement and reinforce our lessons.

Idea School provided golden opportunities to learn first-hand from very successful, yet very humble, entrepreneurs of their Edionesque journeys. No path to success was without many challenges and set-backs. The importance of having a good team was also consistently stressed by the Idea School presenters which was helpful in optimizing the teamwork in the groups and, therefore, the quality of their efforts as evident in their group projects. The students greatly appreciated the ability to consult directly with the presenters. This benefited their efforts to make progress with their own class projects, as well as in their further understanding of the process, expertise and perspiration needed in developing new products.

As Edison also said, "If I find 10,000 ways something won't work, I haven't failed. I am not discouraged because every wrong attempt discarded is often a step forward." So, if the 99% of that new product you are trying to develop seems daunting and you don't know where to start, I suggest you take the first step and join Idea School. - **Marketing Lecturer, Steve Skotzke**