

DESIGN INCUBATION / Colloquium 3.1 / Kean University

# **THE RISE OF THE DESIGN ENTREPRENEUR**

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10.22.16

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25 / 15 / 4 / 3 / ?

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Guiding students  
to create believable  
ideas.

## OBJECTIVES

1. Potential businesses
  1. What designers need
  2. Real design businesses
  3. Resources for the design entrepreneur

# **1. Potential businesses**

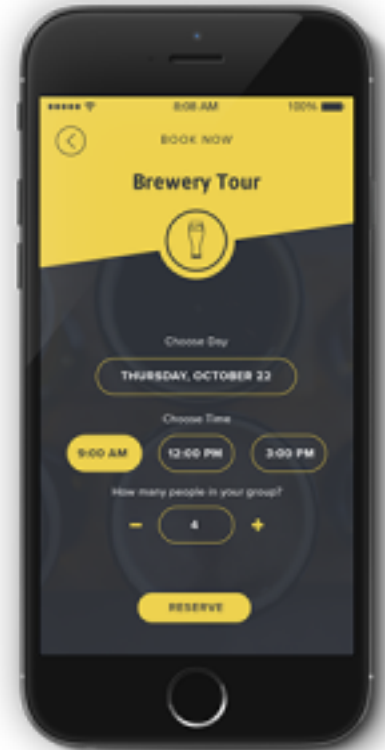
# 1. POTENTIAL BUSINESSES



1. POTENTIAL BUSINESSES

**views & brews**

**Discover your post adventure harmony.**



VIEWS AND BREWS TOURS  
Stephen Sepulveda 2015

## 1. POTENTIAL BUSINESSES





## **2. What designers need**

Q: Do you want to  
turn your idea into  
a business?

2. WHAT DESIGNERS NEED


Yes!



SurveyMonkey / October 16, 2016  
120 responses

Q: What resources do you need to make your business real?


## 2. WHAT DESIGNERS NEED



Financial  
planning,  
pricing, and  
funding options



## 2. WHAT DESIGNERS NEED



Financial  
planning,  
pricing, and  
funding options



Business idea  
development

## 2. WHAT DESIGNERS NEED



## 2. WHAT DESIGNERS NEED

Financial  
planning,  
pricing, and  
funding options

Business idea  
development

Marketing  
strategy and  
promotion

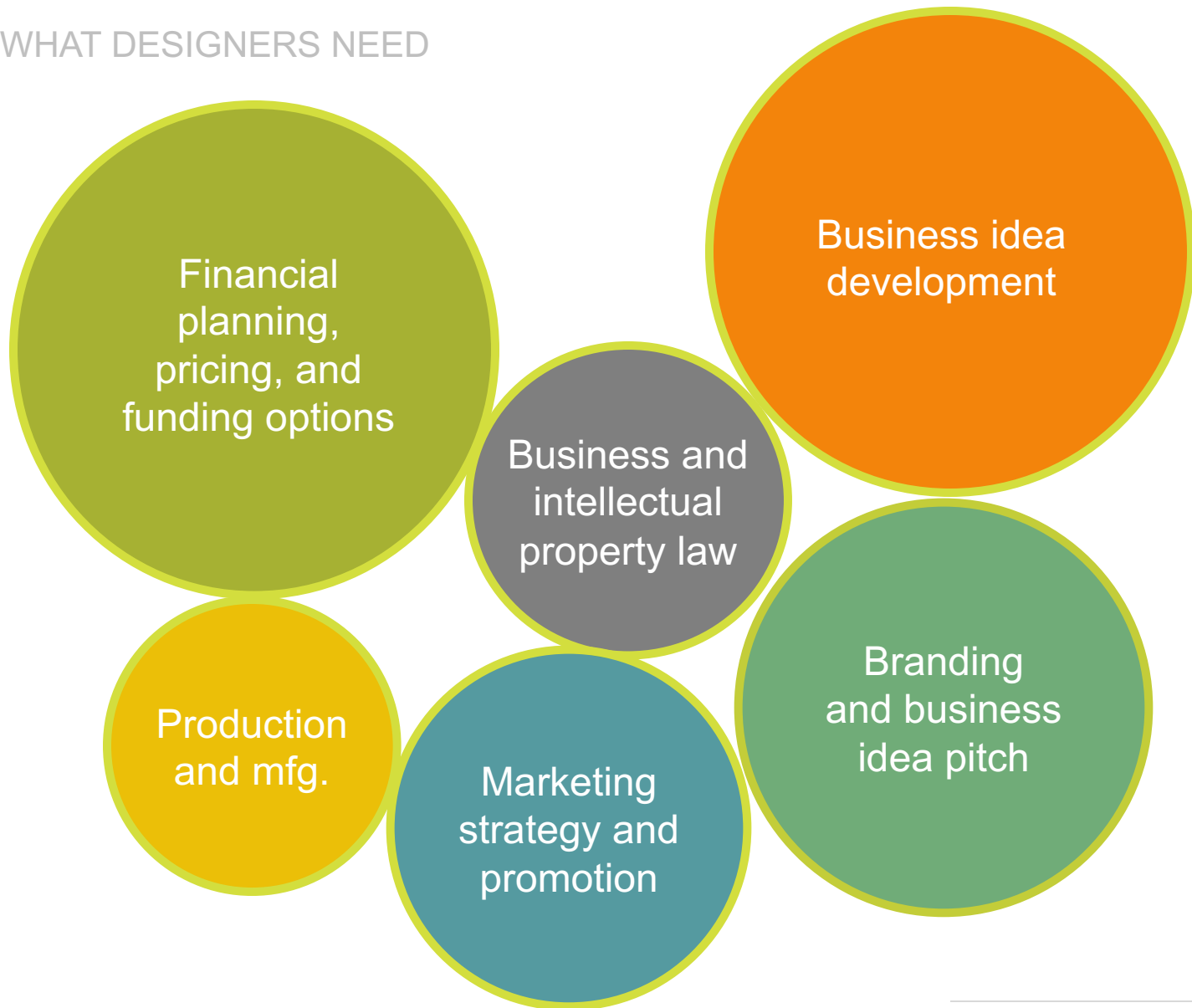
Branding  
and business  
idea pitch



## 2. WHAT DESIGNERS NEED



## 2. WHAT DESIGNERS NEED



## 2. WHAT DESIGNERS NEED



# **3. Real design businesses**



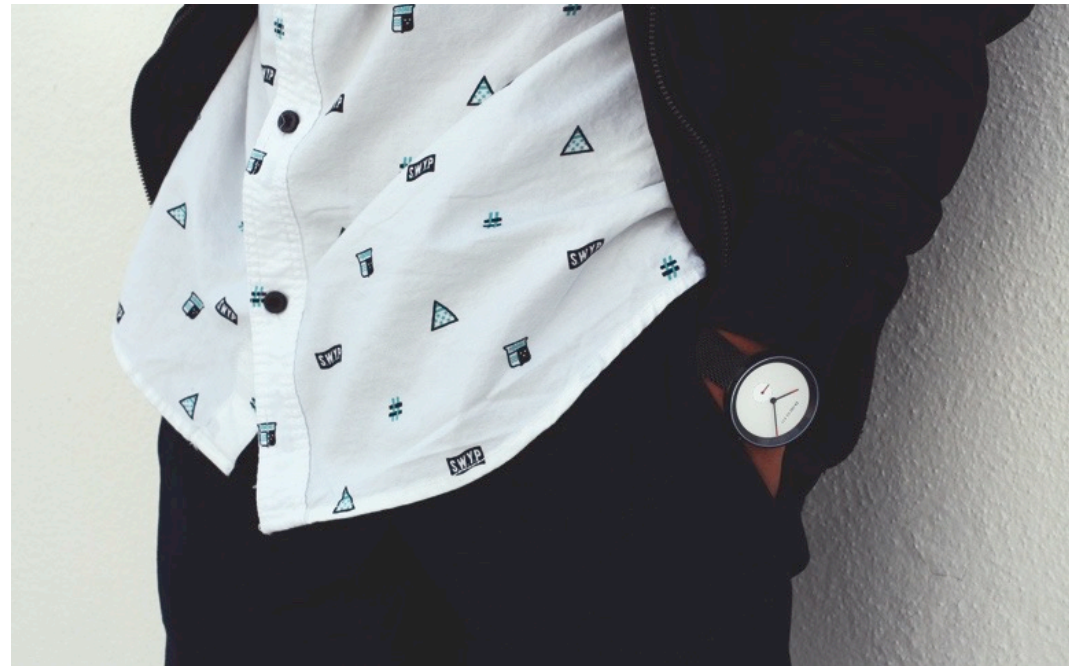
3. REAL DESIGN BUSINESSES

Initiated a Kickstarter  
campaign.

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LUXURY  
WATCHES

### 3. REAL DESIGN BUSINESSES



DOMENI COMPANY WATCHES  
Dominick Cullari 2013



3. REAL DESIGN BUSINESSES

Found a trusted  
partner.

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PRINTING  
SERVICES

# inksnobs

PAPER PRINTING

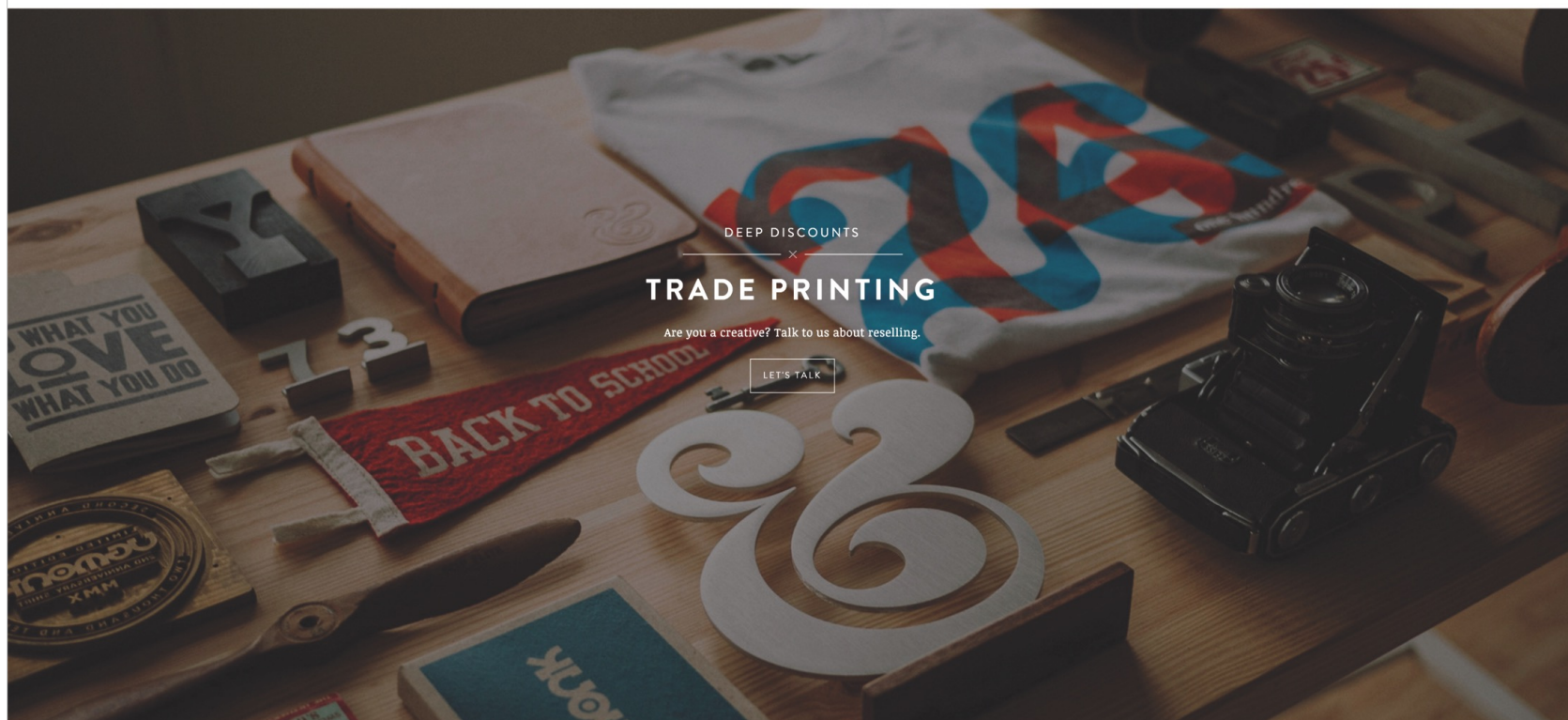
PROMO & SIGNS

PROMO CATALOG

3D PRINTING

AGENCY

BLOG



DEEP DISCOUNTS

## TRADE PRINTING

Are you a creative? Talk to us about reselling.

LET'S TALK





3. REAL DESIGN BUSINESSES

Got a celebrity  
endorsement.

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AIR JORDAN  
SHOES



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MSENN.COM  
Matt Senna 2007



MSENNA.COM  
Matt Senna 2007

# **4. Resources for the design entrepreneur**

Q: Would you be interested in any of the following design entrepreneurship initiatives?

#### 4. RESOURCES FOR THE DESIGN ENTREPRENEUR

### DESIGN ENTREPRENEUR INCUBATOR

Monthly forum for  
students and alums



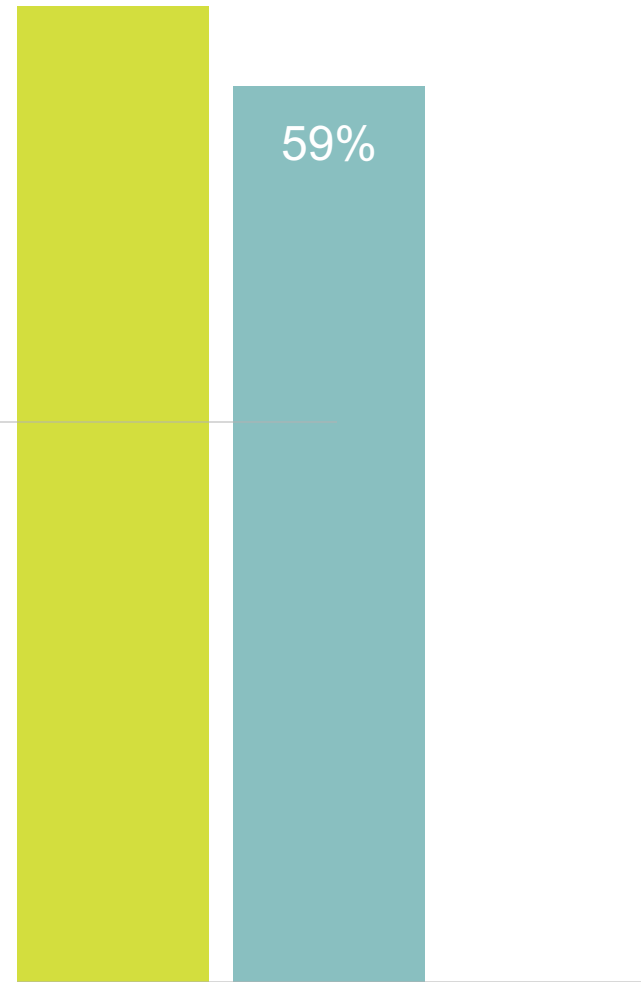
64%

SurveyMonkey / October 16, 2016  
58 responses

#### 4. RESOURCES FOR THE DESIGN ENTREPRENEUR

### CERTIFICATE IN DESIGN ENTREPRENEURSHIP

Non-credit, 4-week  
program (nights and  
weekends)

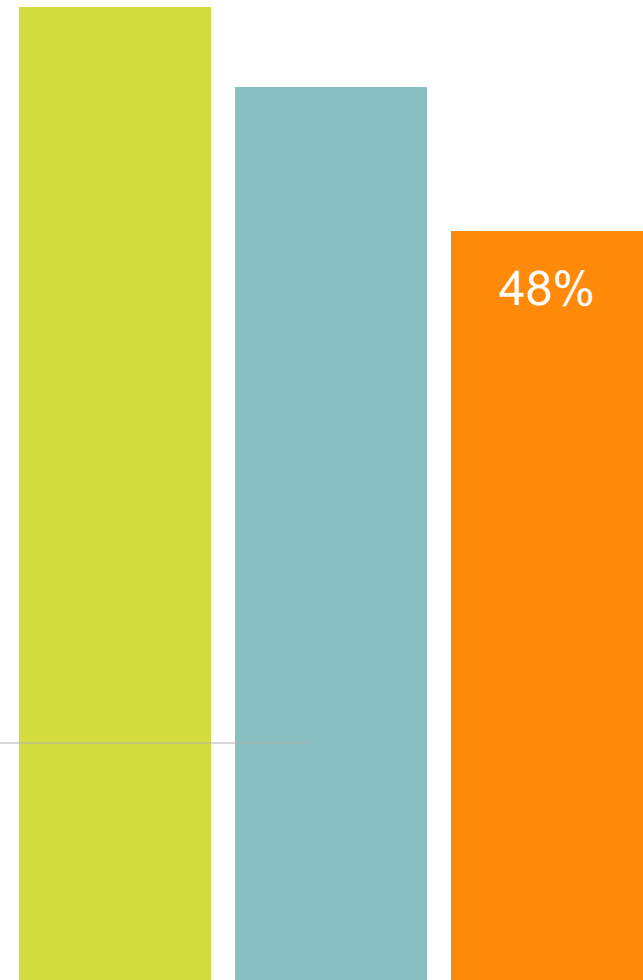


SurveyMonkey / October 16, 2016  
58 responses

#### 4. RESOURCES FOR THE DESIGN ENTREPRENEUR

**MINOR IN DESIGN  
ENTREPRENEURSHIP**

15-18 credits



SurveyMonkey / October 16, 2016  
58 responses



4. RESOURCES FOR THE DESIGN ENTREPRENEUR

# MGC Design Entrepreneur INCUBATOR

TUESDAY, OCTOBER 25, 3:30PM





#### 4. RESOURCES FOR THE DESIGN ENTREPRENEUR

## **CERTIFICATE IN DESIGN ENTREPRENEURSHIP**

- Funding and financial management
- Business idea development
- Branding and business idea pitching
- Marketing strategy and promotion
- Business and intellectual property law
- Production and manufacturing
- Leadership and team building

## IN CONCLUSION

- Designers want to turn their ideas into businesses, but lack business resources and education
- Bridge gap and develop resources to support the rising design entrepreneur

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**THANK YOU**

Prof. Denise Anderson

[professordma.com](http://professordma.com)