

DESIGN PRINCIPLES AND PRACTICES / Toronto, ON / 3.2.17

# **CULTIVATING DESIGN ENTREPRENEURS**

Prof. Denise Anderson

Michael Graves College / Kean University / Union NJ, USA

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4 / 163 / 65 / 3

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Robert Busch School  
of Design, Michael  
Graves College,  
Kean University



25 / 15 / 4 / 3 / ?

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Empowering students  
to create believable  
projects.

## OBJECTIVES

1. Why designers?
2. What designers need
3. Real design businesses
4. Cultivating design entrepreneurs



# **1. Why designers would make great entrepreneurs**

# SOLVE COMPLEX PROBLEMS



DUAL SODA  
Jefferson Saldana 2014

# EMPATHETIC



## HOW IT WORKS



STEP 1: PREPARE



STEP 2: OPEN BOTTLE



STEP 3: ADD WATER



STEP 4: APPLY CAPSULE

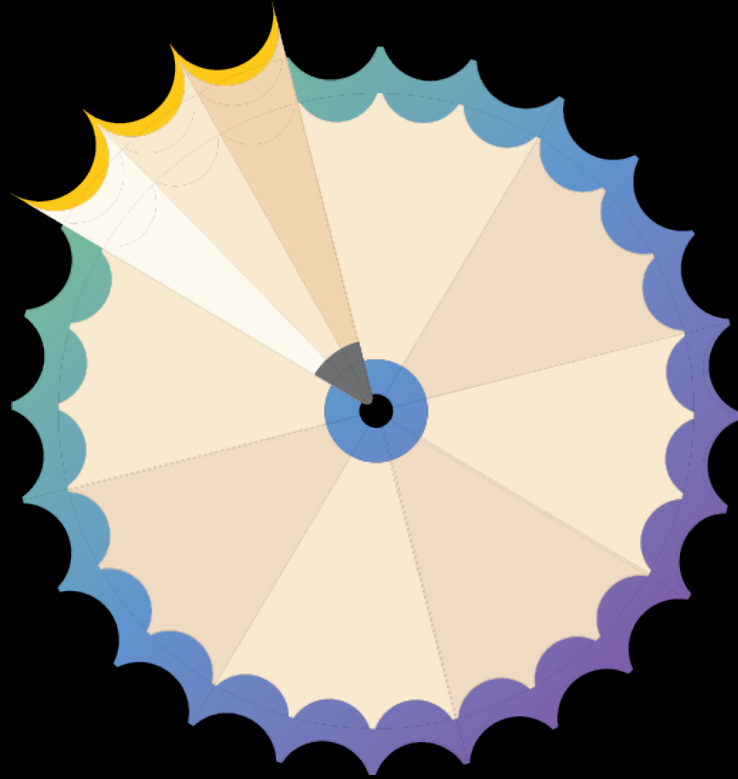


STEP 5: SWIRL



STEP 6: FEED

# BRAND MAKERS



# STORYTELLERS





**2. What designers  
told me they need to take  
their ideas to market**



## 2. WHAT DESIGNERS NEED

Q1: Do you want to  
turn your idea into  
a business?

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120 students and  
2014–16 alums  
(9.21.16)

## 2. WHAT DESIGNERS NEED

Yes!




SurveyMonkey / October 16, 2016  
120 responses

## 2. WHAT DESIGNERS NEED

**Q2: 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



Financial  
planning,  
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funding options



Business idea  
development



Branding  
and business  
idea pitch

## 2. WHAT DESIGNERS NEED

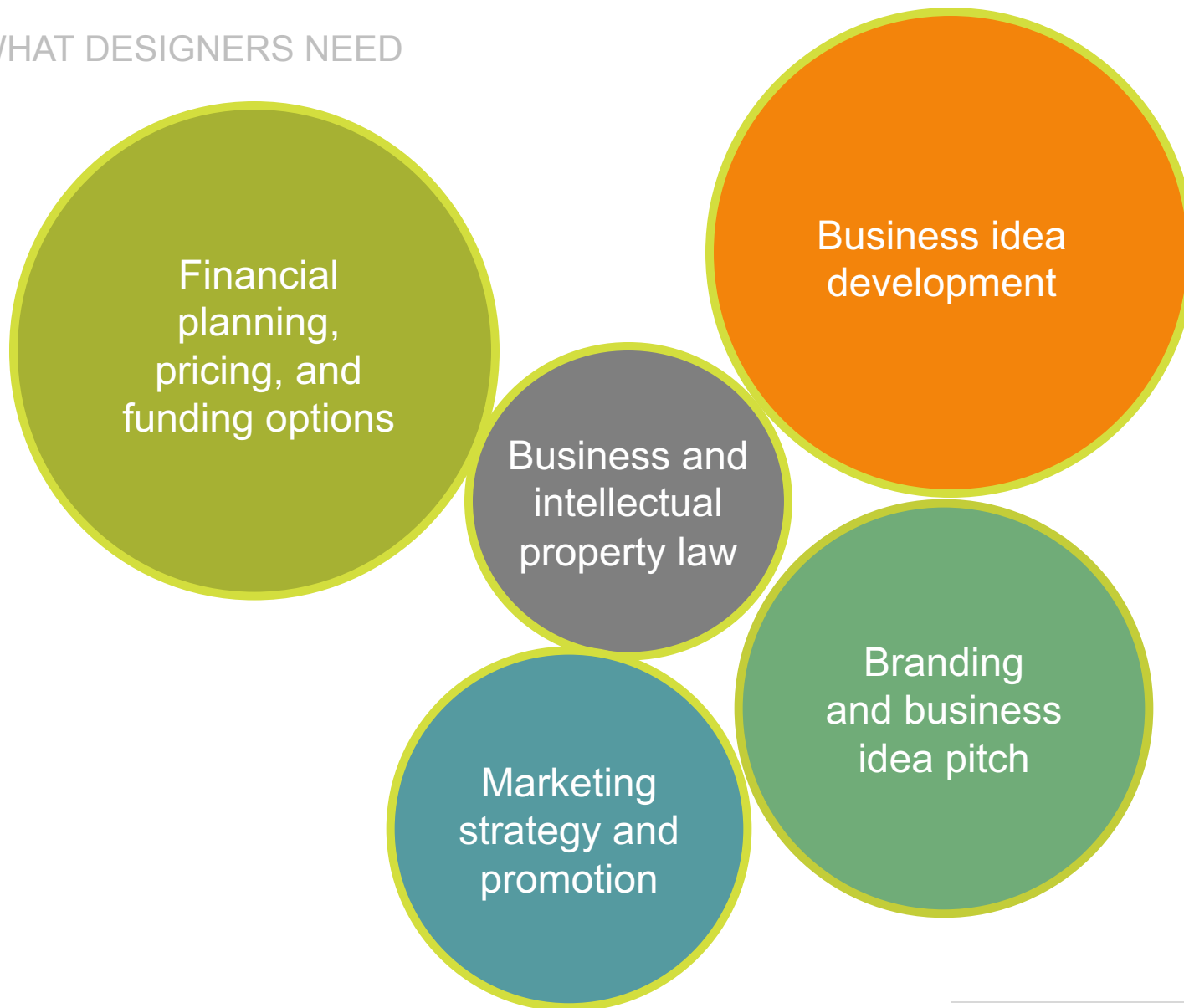
Financial  
planning,  
pricing, and  
funding options

Business idea  
development

Marketing  
strategy and  
promotion

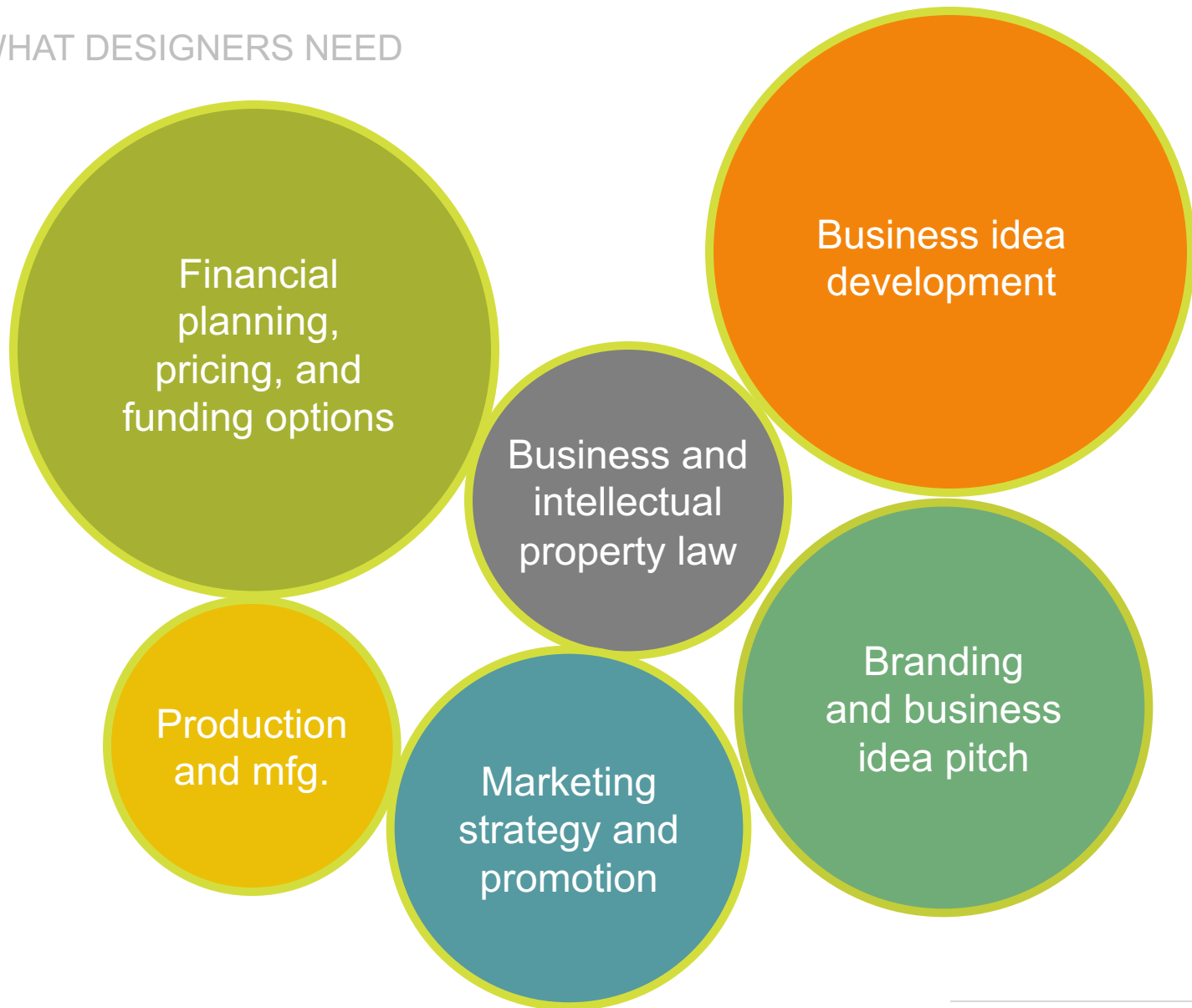
Branding  
and business  
idea pitch

## 2. WHAT DESIGNERS NEED





## 2. WHAT DESIGNERS NEED



## 2. WHAT DESIGNERS NEED



# **3. Real design businesses launched**

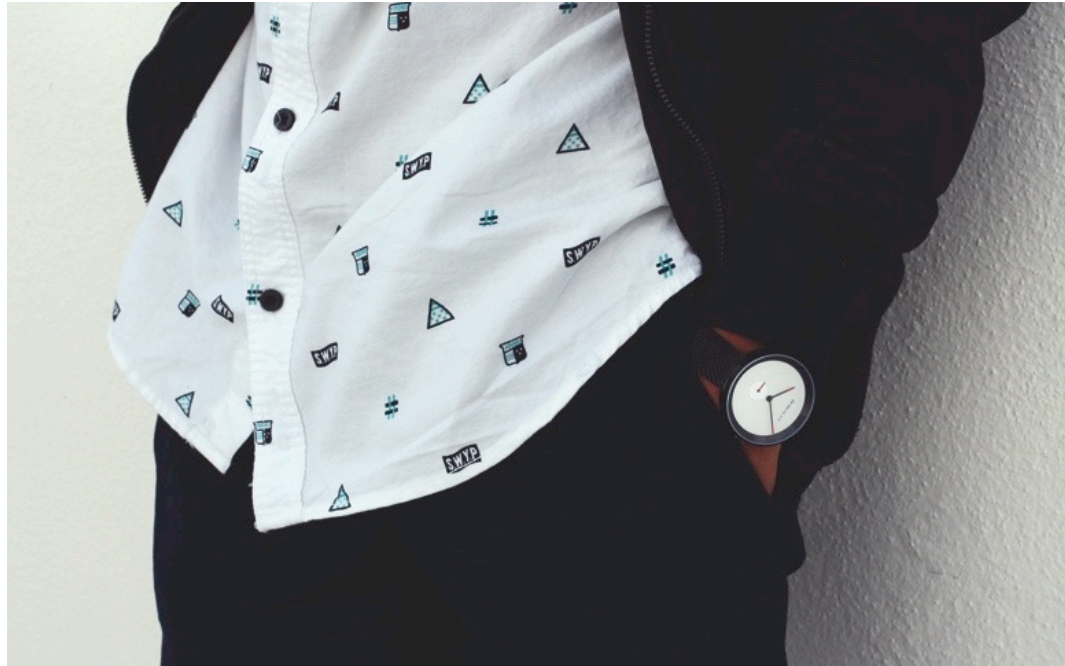


3. REAL DESIGN BUSINESSES

Initiated a Kickstarter  
campaign.

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LUXURY  
WATCHES



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DOMENI COMPANY WATCHES  
Dominick Cullari 2013



### 3. REAL DESIGN BUSINESSES

Found a trusted  
partner.

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PRINTING  
SERVICES

# inksnobs

PAPER PRINTING

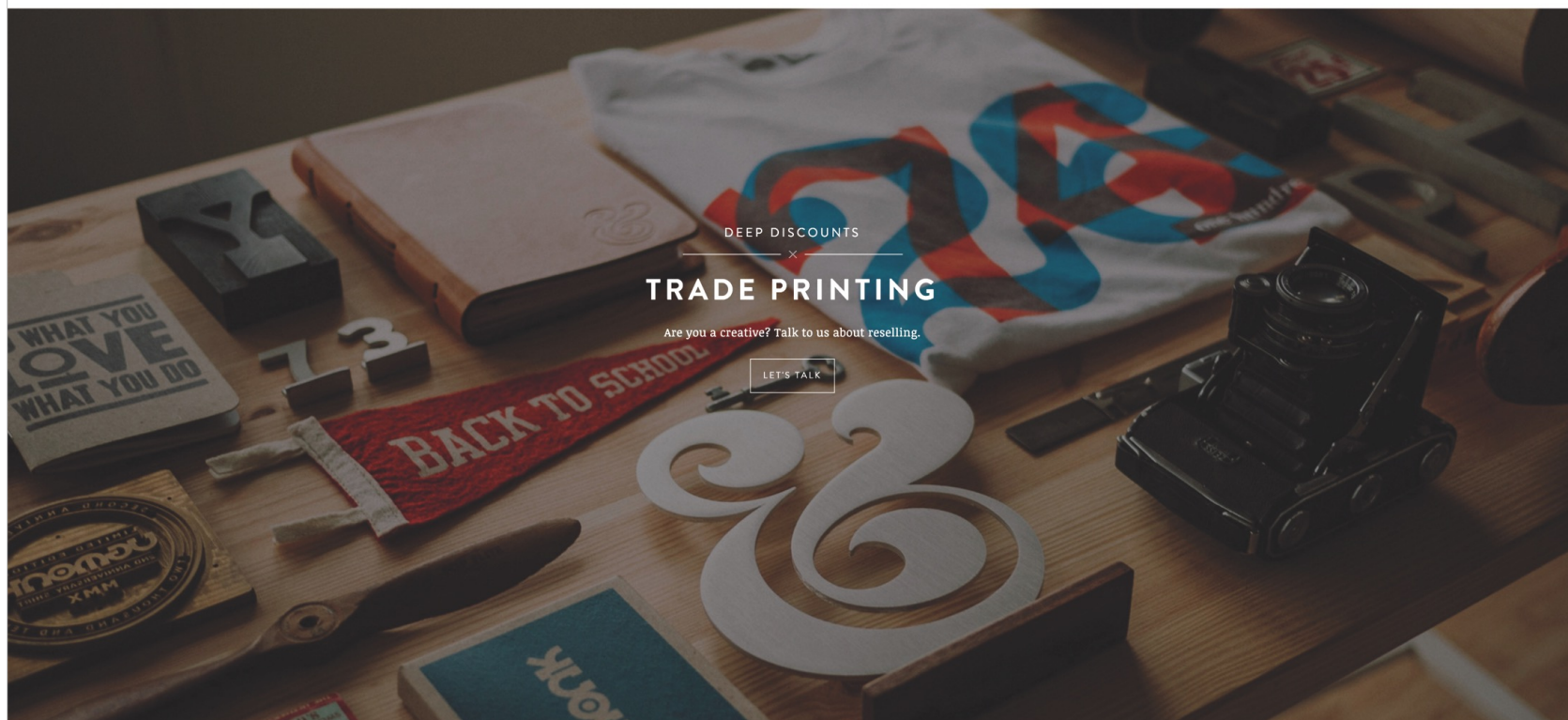
PROMO & SIGNS

PROMO CATALOG

3D PRINTING

AGENCY

BLOG



DEEP DISCOUNTS

## TRADE PRINTING

Are you a creative? Talk to us about reselling.

LET'S TALK

INKSNOBS PRINTING  
Jennifer Abujaweh / Eric Vita  
2016



### 3. REAL DESIGN BUSINESSES

Got a celebrity  
endorsement.

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AIR JORDAN  
SHOES





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MSENN.COM  
Matt Senna 2007



# **4. Cultivating design entrepreneurs**

#### 4. CULTIVATING DESIGN ENTREPRENEURS

Q3: Would you be interested in any of the following design entrepreneurship initiatives?

#### 4. CULTIVATING DESIGN ENTREPRENEURS

### DESIGN ENTREPRENEUR INCUBATOR

Monthly forum for  
students and alums



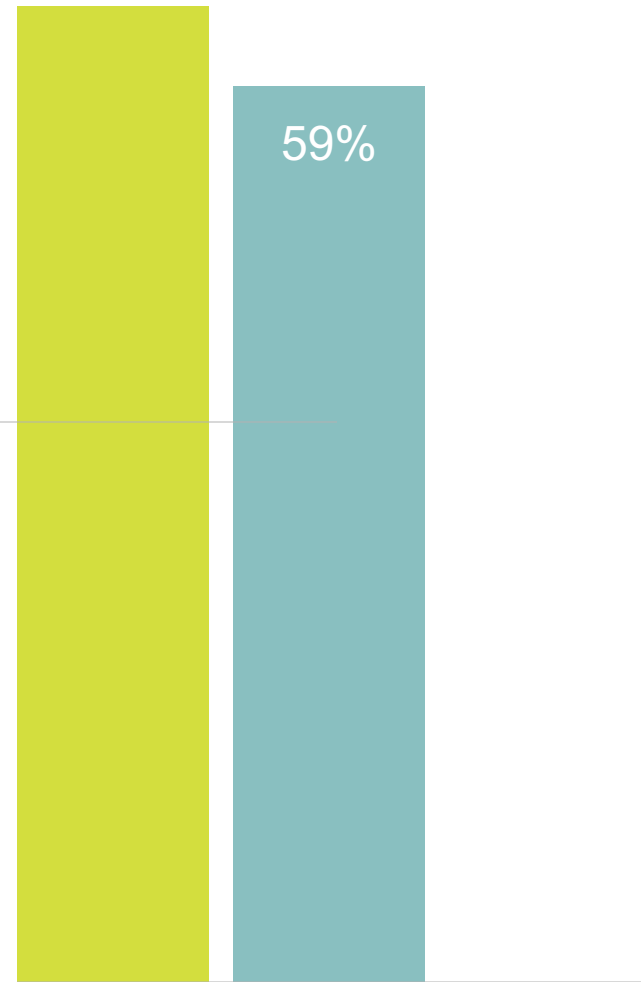
64%

SurveyMonkey / October 16, 2016  
58 responses

#### 4. CULTIVATING DESIGN ENTRPRENEURS

### CERTIFICATE IN DESIGN ENTREPRENEURSHIP

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

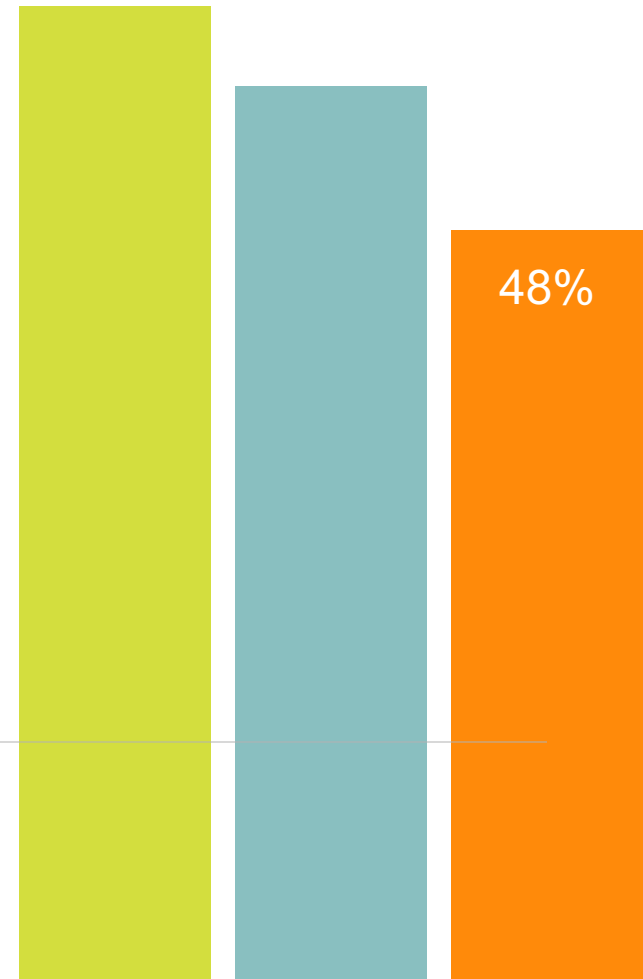


SurveyMonkey / October 16, 2016  
58 responses

#### 4. CULTIVATING DESIGN ENTREPRENEURS

### MINOR IN DESIGN ENTREPRENEURSHIP

15-18 credits



SurveyMonkey / October 16, 2016  
58 responses

# INDIRECT METHODS



“LET’S CHARRETTE”



TWO DAYS OF EVENTS, PRESENTATIONS,  
INTERACTION, NETWORKING, AND EXPERIENCES.

LISTEN, LEARN, EXCHANGE IDEAS,  
GET CREATIVELY NOURISHED, BE INSPIRED!



PROFESSIONAL  
PRACTICE  
PROJECTS



together for tomorrow  
the campaign for mustard seed school

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“TOGETHER FOR TOMORROW”  
Alexa Matos 2015

He put before them another parable: "The kingdom of heaven is like a mustard seed that someone took and sowed in his field; it is the smallest of all the seeds, but when it has grown it is the greatest of shrubs and becomes a tree, so that the birds of the air come and make nests in its branches."

Matthew 13: 31-32 NRSV



## mission

Mustard Seed was founded in 1979 to address the educational needs of the urban community, to stimulate and broaden the experiences of city children, and to educate students in an intercultural, interdenominational Christian setting. Mustard Seed has an intentional mission to the urban poor.



## who we are

Education. It is indisputably the path to a better life. The greatest determinant of a child's future. Unfortunately, not all schools are created equal—particularly in urban neighborhoods.

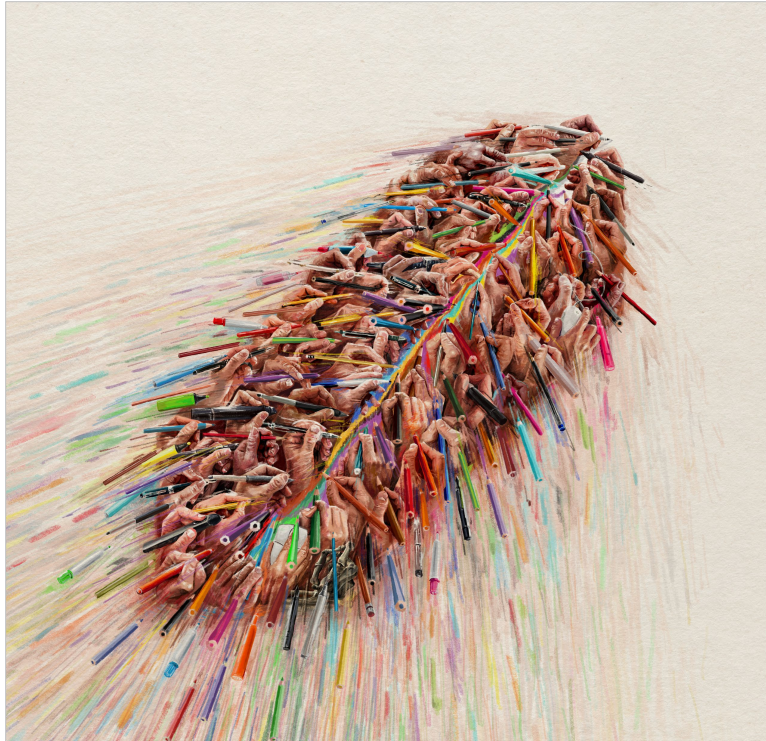
The city teems with rich and poor, people of all skin colors, backgrounds, and traditions. It is a place where there are both great opportunities and stark differences between the "haves" and the "have-nots." Fewer children graduate from high school in urban areas. Fewer still go on to college. These disparities prevent many children from reaching their fullest potential.

At Mustard Seed School, an independent, Christian, preK-8th grade school in the heart of Hoboken, New Jersey, we're leveling the playing field through education. We focus on providing an environment that is safe. Stimulating. Inclusive. Fostering learning and social development. We cultivate learning and growth through strong leadership. Great teaching. And a unique integration of strong academics, arts, faith, and service.

The result? Our students become creative thinkers. Strong communicators. Self-directed, motivated, and engaged with the world. Successful not only in competitive high schools, but in all aspects of life.

For more than 35 years, we've lived our mission to serve all students—from the economically disadvantaged to the privileged, and everyone in between. We pride ourselves on our diverse community. Mustard Seed School serves children of all backgrounds, offering financial aid to more than half of our students, for a total of over \$1.6 million annually. Over the years, our community of supporters has stood with us. They've given us more than \$13 million for financial aid. Helped us to grow and thrive, like the tiny mustard seed.

Looking forward, we see the possibilities: in the lives of our students, and in the opportunities ahead for our school.



## The Young Ones Client Brief



Sponsored by:  
**SERVICEPLAN**



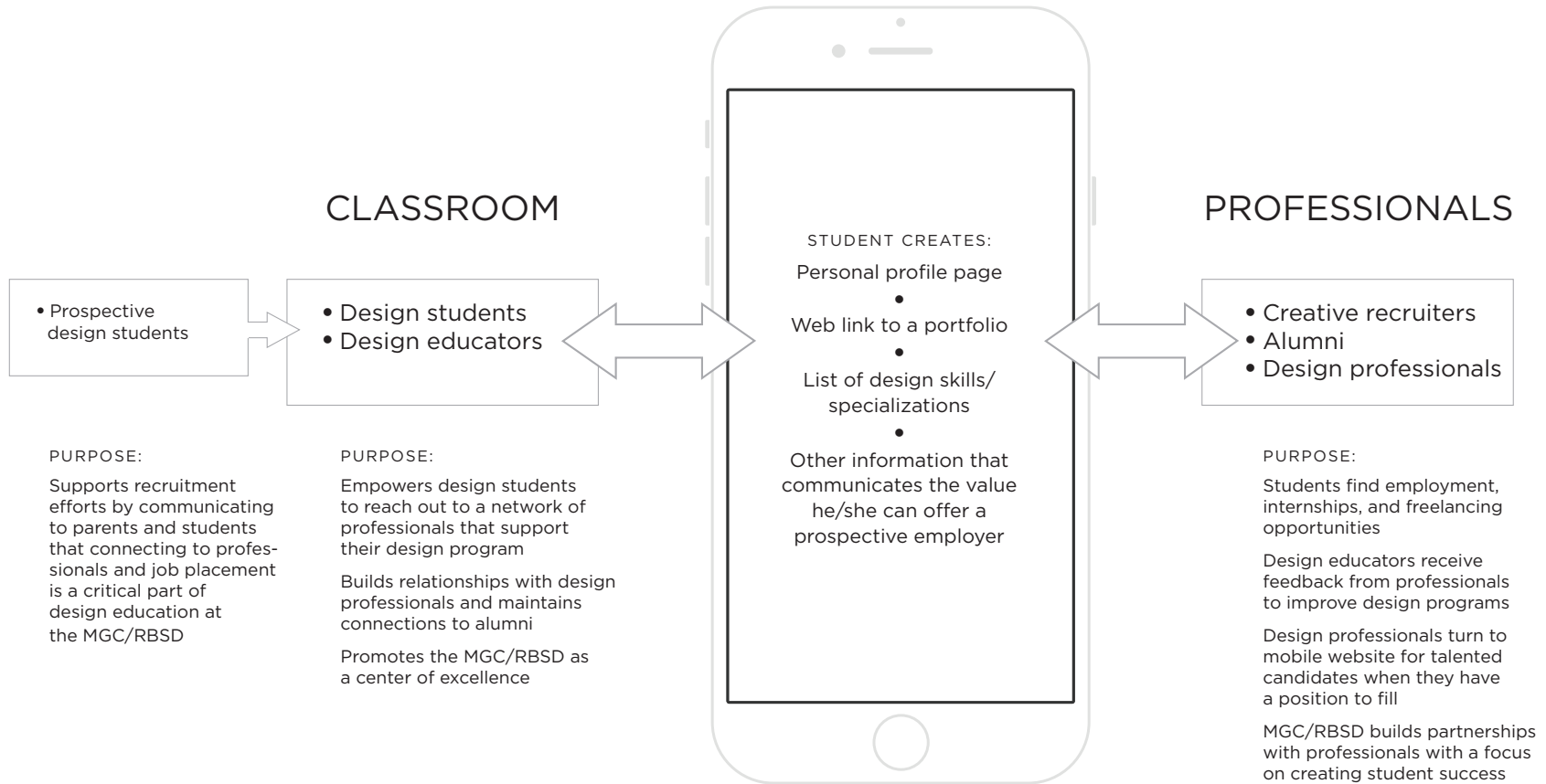
## The Young Ones Social Brief



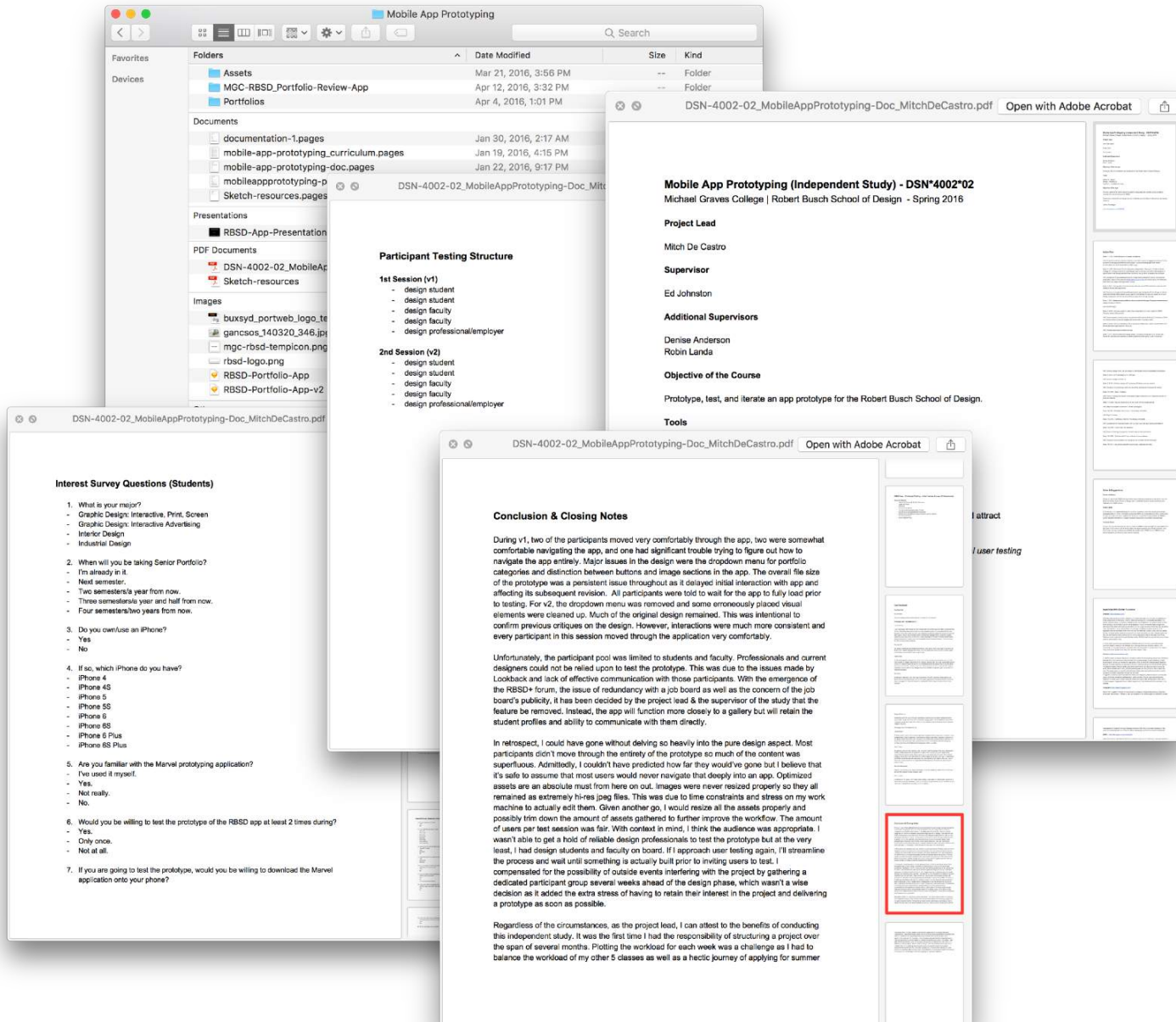


# COLLABORATION ACROSS COURSES

## A Mobile Website That Connects MGC/RBSD Design Students to Design Professionals



Mobile website prototype: <https://marvelapp.com/2igh2hb>

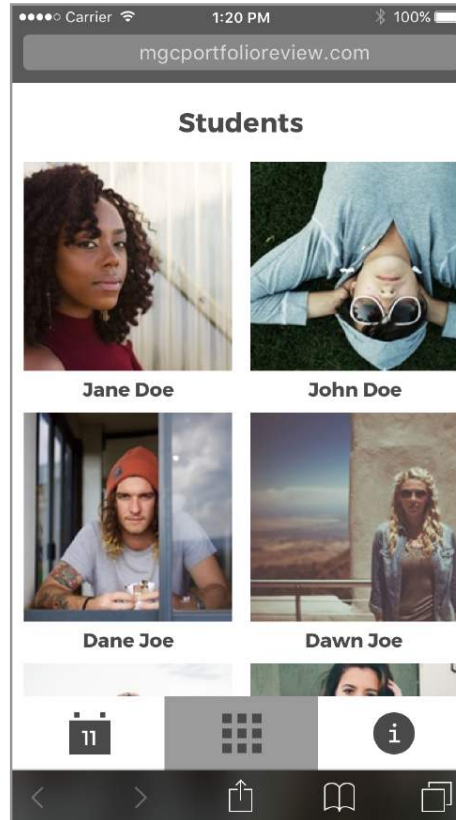


## Initial Research & Testing

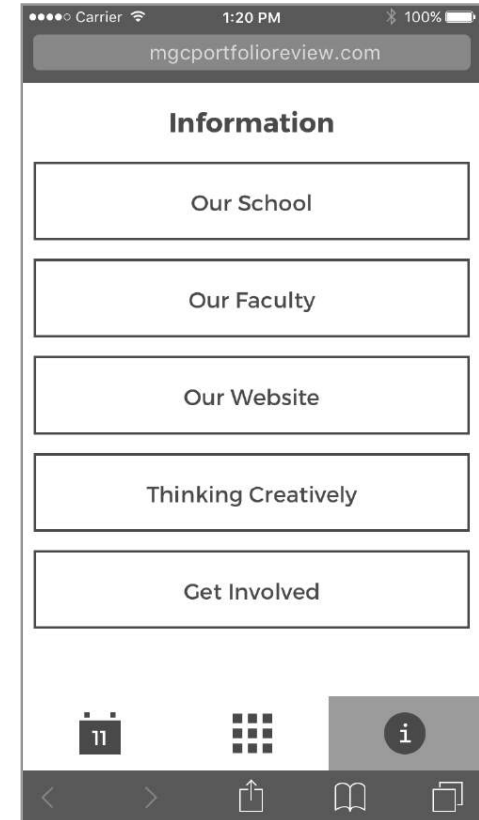
## Event Info



## Student Grid

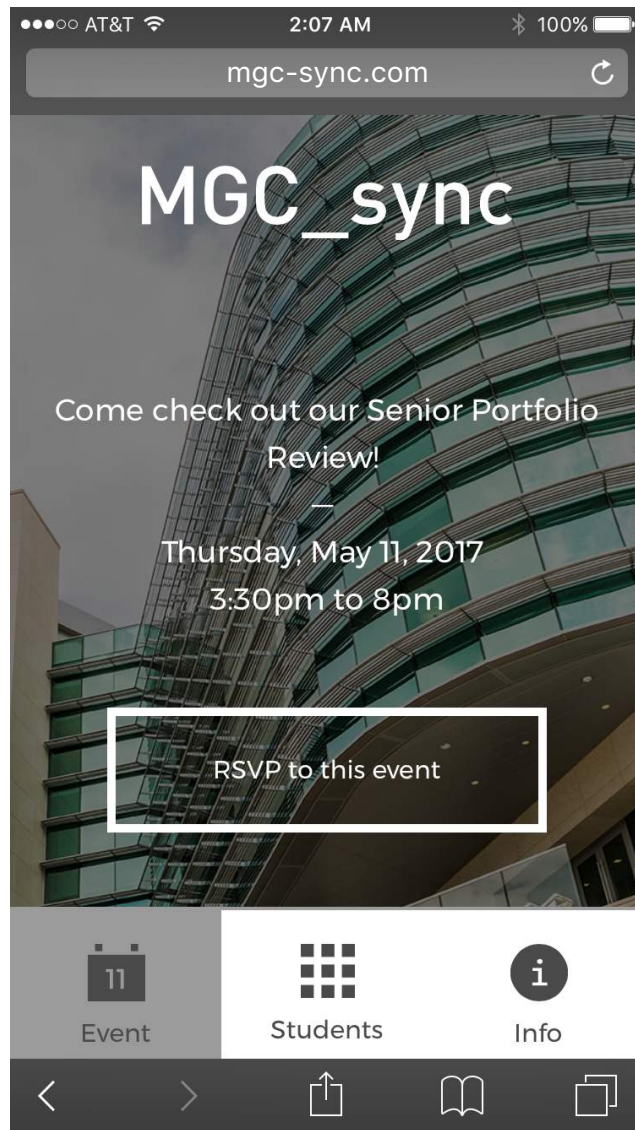


## Info Directory



## Primary Functions





## Responsive Site

# DIRECT METHODS

# MGC Design Entrepreneur INCUBATOR

TUESDAY, OCTOBER 25, 2016

The screenshot shows the top portion of the inksnobs website. At the top, there is a navigation bar with links for 'Log in', 'Register', 'My Account', and 'Check Out', along with a currency selector set to 'USD'. A search bar and a cart icon showing '0 items - \$ 0.00' are also present. The main header features the 'inksnobs' logo, where the 'o' is a colorful circle. Below the logo is a horizontal menu with categories: 'PAPER PRINTING', 'PROMO & SIGNS', 'PROMO CATALOG', '3D PRINTING', 'AGENCY', and 'BLOG'. The main content area is a dark, artistic photograph of various printed items on a wooden surface, including a t-shirt with a colorful logo, a red pennant that says 'BACK TO SCHOOL', a camera, and various signs and letters. Overlaid on this image is a promotional message: 'DEEP DISCOUNTS' followed by a small 'x' icon, 'TRADE PRINTING', and the text 'Are you a creative? Talk to us about reselling.' A 'LET'S TALK' button is positioned at the bottom of the promotion.

Log in Register My Account Check Out USD

Search ... Cart: 0 items - \$ 0.00

# inksnobs

PAPER PRINTING ▼ PROMO & SIGNS ▼ PROMO CATALOG 3D PRINTING AGENCY BLOG

DEEP DISCOUNTS  
x  
TRADE PRINTING  
Are you a creative? Talk to us about reselling.  
LET'S TALK

LEVERAGE EXISTING UNIVERSITY COURSES

## MINOR IN DESIGN ENTREPRENEURSHIP

MICHAEL GRAVES COLLEGE MINOR

### **DESIGN ENTREPRENEURSHIP**

Most graphic designers who wish to become design entrepreneurs do not need to enroll in lengthy, graduate-level programs. Rather, many of them only need to acquire basic business knowledge and skills to launch a new idea and to succeed in an entrepreneurial endeavor. An undergraduate minor in Design Entrepreneurship provides designers the business skills needed to successfully bring their ideas to market.

COURSES — 21 credits

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**DSN 4223 Design Entrepreneurship I**

**ACCT 2200 Principles of Accounting I**

**MKT 2500 Principles of Marketing**

**BLAW 2051 Business Law I**

**ENG 3090 Business & Professional Writing**

**MGS 3013 Entrepreneurship**

**DSN 4XXX Design Entrepreneurship II (NEW)**

ENTER DESIGN ENTREPRENEUR COMPETITIONS

**views & brews**

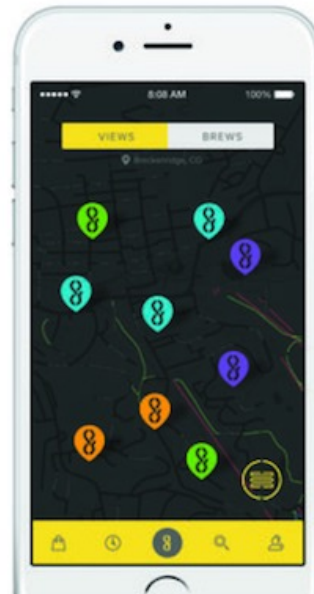
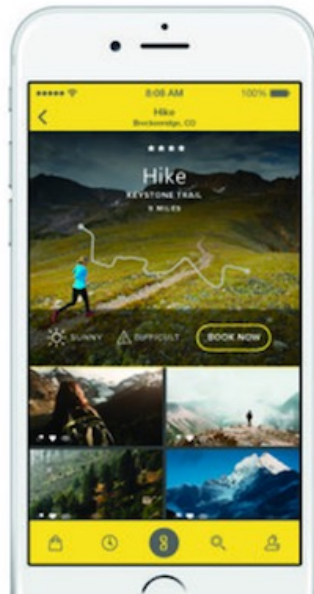
**Discover your post adventure harmony.**



VIEWS AND BREWS TOURS  
Stephen Sepulveda 2015



# views & brews



## Studio Red Bank Hosts Entrepreneur Competition; RBSD Student Wins!

On a summer trip to help a friend move to Colorado, student Stephen Sepulveda found inspiration for a Portfolio project, "Views and Brews." In Colorado, Stephen observed lots of great hiking and almost as many craft breweries. He combined the two into one business idea—a travel agency that provided hiking excursions of Colorado's breathtaking scenery, coupled with tours and experiences at local breweries.

I worked with Stephen to develop his brand idea and identity, and Professor Ed Johnston worked with him in Mobile Design to create a user experience and a mobile app and video to communicate the concept. The project was so believable that Ed and I convinced Stephen to enter his project in StudioRedBank's "We Love Making Ideas Fly" competition, which helps aspiring entrepreneurs to make their ideas a reality. (<http://www.studioredbank.com>).

In January 2016, Stephen's idea was accepted into the competition, and in March, he learned he had won! We are extremely proud of you, Stephen, and we look forward to taking one of your Views and Brews tours!

# Business Plan Competition 2017

Got a business idea?

**\$10,000**

In combined prizes to be awarded!



## Important Dates

### Overview

- International Business Plan Competition at Kean University.
- Open to all students at Kean and other participating Universities.
- High school students invited to participate through DECA.
- Register using the link below by Feb 20, 2017 AND submit your executive summary to the email below by Feb 20, 2017.
- Register as an individual or a team (maximum of 3 members per team).
- Finalists will be invited to present their business plans to a panel of judges from industry and the Kean community.
- Attractive awards for the winners and runners-up!

- ❖ Dec 12, 2016  
Registration Begins
- ❖ Feb 20, 2017  
Registration ends  
& Last day to submit  
executive summaries
- ❖ March 2, 2017  
Semi-Finalists notified
- ❖ March 17, 2017  
Deadline for full  
business plan  
submission
- ❖ April 4, 2017  
Finalists notified



# ENTER BUSINESS SCHOOL COMPETITIONS





**KATRINA STREISGUTH**  
GRAPHIC DESIGNER

streisgk@kean.edu  
973.615.8994  
hello@kstreisguth.com  
kstreisguth.com

## EXECUTIVE SUMMARY

### Elite Care

#### OPPORTUNITY/PROBLEM

Senior citizen health care professionals (including nurses, nursing assistants, support staff, and administration) are experiencing increased work demands due to the high volume of residents under their care. Although the number of residents living in senior facilities continues to escalate, staffing levels have not kept pace. Equally important, family members who assume responsibility for managing the lives of their aging and ailing relatives are largely uninformed about the details of their daily care.

#### SOLUTION

Healthcare professionals need a technology solution that enables them to manage residents' care plans and medical records more efficiently, while maintaining timely and effective communications with colleagues, patients, and the patients' families via standard mobile devices. Our technology, "Elite Care" would be implemented as a comprehensive healthcare management system that features: real-time scheduling and management for staff; smart-form checklists outlining residents' needs; quick-text messaging to staff regarding critical patient care; call-bell alerts from patients with specific care needs; and personalized patient care reports for relatives and non-professional caregivers. Elite Care will meet regulatory guidelines for the Health Insurance Portability and Accountability Act (HIPPA), as well as those that govern healthcare facilities.

Elite Care prototype:

Staff features: <https://marvelapp.com/119h3ah>

Resident features: <https://marvelapp.com/j24445>

Family features: <https://marvelapp.com/j1j5df>

#### COMPETITORS

**HealthLife:** Patients maintain real-time mobile access to their healthcare records once their health care organization grants them access to the online portal.

**NurseGrid:** Nurses manage their work schedules in real time and communicate with supervisors and other colleagues on any device.

**iRound:** Hospital leaders use real-time data captured on patient feedback, hardware and service problems, and staff performance to improve the patient experience.



## IN CONCLUSION

- Designers want to turn their ideas into businesses, but lack business resources and education

## IN CONCLUSION

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

CULTIVATING DESIGN ENTREPRENEURS

**THANK YOU**

Prof. Denise Anderson

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

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