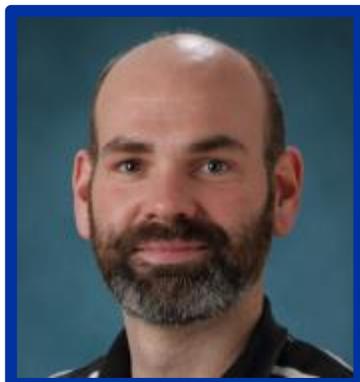


Meet the 2016-2017 West Virginia University Innovation, Design and Entrepreneurship Academy (IDEA) Fellows

Jonathan Boyd

*Associate Professor, Chemistry
Ph.D., Environmental Toxicology, Texas Tech*



Stephen Valentine

*Assistant Professor, Chemistry
PhD, Predictive Physiology & Medicine, Indiana*



Drs. Boyd and Valentine's new course entitled, *From Early Innovations to Entire Industries: Case of how basic science can lead to big business* will be focused on the Nobel-prize worthy early scientific discoveries that eventually led to commercial success either in the form of new products or new industries. The course objective will be to prepare students for professional opportunities in industry, while giving them a greater understanding of the role of research and development within an organization.

Cheryl Brown

*Associate Professor, Agricultural and Resource Economics
M.S., Ph.D., Agricultural and Resource Economics, U. California, Berkeley*

Dr. Brown's proposed course will teach the concepts, legal structures, and funding opportunities related to social enterprises, with a particular focus on areas struggling with economic development. Students will work in teams to create entrepreneurial solutions to place-based problems. The course will focus on Appalachia but any rural area that struggles with maintaining services or with population loss or above average rates of poverty or other social issues, such as the need for workforce development, would be potential study areas.



Kasi Jackson

*Associate Professor, Women's and Gender Studies
PhD, Biology, Certificate in Women's Studies, University of Kentucky
Co-Investigator, NSF ADVANCE Award to recruit, retain and promote women faculty in science and engineering*

Dr. Jackson will pursue initiatives to infuse innovation, design and social entrepreneurship into the Women's and Gender Studies curriculum. The proposal includes: training WGST graduate teaching assistants; delivering new content in *Introduction to Women's and Gender Studies*, which reaches more than 250 undergraduate students each semester; development of an upper level WGST course; and implementation of a Rocket Pitch contest for students in these classes at the spring and fall WGST Fairs.



Jeffrey Moser

*Teaching Assistant Professor, Interactive Design for Media
(Co-faculty, Reed College of Media, College of Creative Arts)
MFA, Studio Art, University of Delaware*

Mr. Moser will modify an existing course, *Advanced Interactive Design*, to facilitate collaboration with another course, *Game Development*. The resulting paired courses will allow students to integrate audio and visual design and game mechanics with advanced coding. Media and Art and Design students will work with Computer Science students to develop games to present to the WVU Launch Lab. The end goal of the class is to have proof-of-concept prototypes ready to present to prospective funders, investors, and game development companies.

Darko Velichkovski

*Director, Music Industry Program
BA, Julliard School of Music, MA, City University of New York*

Mr. Velichkovski proposes a course called *Create Entrepreneurship in the Music Industry*, to provide students with an applied experience and practical learning of the processes, practices, and methods of entrepreneurship and innovation through active participation in all the aspects of today's music product development and commercial exploitation - from market and opportunity research and recognition, planning, production, sales, distribution, accounting, marketing and PR, to communications, multimedia creation, graphic design, artist and team management, and administration.



Elizabeth Vitullo

*Assistant Dean of Graduate Programs, College of Business and Economics
Ph.D., Education, M.B.A, West Virginia University*

Dr. Vitullo's proposal focuses on the creation of a graduate business course in entrepreneurship that will introduce students to the facets of entrepreneurship and provide students with expertise in vetting ideas through the Business Model Canvas. Course modules include: Are you an Entrepreneur?; Finding Opportunities; Mini-MBA for Entrepreneurs; Putting it all together—the Business Model Canvas; Social Entrepreneurship/Ignite Presentations; Entrepreneurial Leadership; and Making the Pitch.

Thorsten Wuest

*Assistant Professor, Industrial and Management Systems Engineering
MA, IBM, AUT University, Auckland, New Zealand
PhD, Production Engineering, University of Bremen, Bremen, Germany*

Dr. Wuest proposes a course centered on the potential of product service bundles, which allow customers to enjoy a more holistic experience of products. The course will provide a solid understanding of the theoretical basics of extended products, product service systems and servitization and prepare students to develop their own ideas, innovations and successful start-ups or businesses.

