

DEVELOP ACTUALIZE INVEST MAKE  
DISCOVER BUILD START  
PROCESS ITERATION BUSINESS  
MODELS PROTOTYPING DO

In just 33 hours...

**Williams Innovates:**  
Spring Street

CREATE COMMUNITY  
ACHIEVE MOTIVATE SYMBOLIZE  
MENTORING INNOVATION  
STUDENTS AND ALUMS  
ART DESIGN CREATIVITY  
COLLABORATION CONCEPTS  
DESIGN IDEAS INSPIRATION  
PROCESS DO  
ITERATION  
BUSINESS  
STUDENTS  
REALIZE  
CONCEPT  
ACTUALIZE INVEST MAKE

Williams  
students  
**INNOVATE**  
Spring  
Street

Inspiration

Ideation

Implementation

Saturday January 12th

Sunday January 13th

Teams Form

Mentor Intros

Customer Feedback

Merchant Input

Coffeehouse

Midnight Movies

Mentor Intros

Prototyping

Refine Models

Pitches

Awards

**Register Now:**

<http://goo.gl/pgcYp>

## Williams Innovates: Spring Street

Williams Innovates = Entrepreneurship +  
Community Development+ Design Thinking  
+ Business Modeling + Prototyping

### AGENDA

Saturday morning Idea generation, teams created, meet mentors

Saturday afternoon Concept development. “Customer” meetings. Meet with Spring Street merchants. Work with mentors

Saturday evening Keynote talks. Business plan iterations. Coffeehouse. More business plan iterations. Midnight movies.

Sunday Concept implementation: design, prototyping, operations planning. Mentoring with designers.

Sunday late afternoon Pitches. Dinner. Awards

### FAQ's:

**What is it?** Williams **students** will spend an exciting weekend creating **new business concepts** to **innovate Spring Street**.

**Who will be there?** Participants will include students interested in entrepreneurship, community development, design and the future of Spring Street. In addition, dozens of mentors, experts, and community stakeholders will be available to help students develop their ideas.

**What's the time commitment?** 33 hours. Students will register at 9:30am on Saturday January 12<sup>th</sup>. They will work all day Saturday, through the night, and all day Sunday January 13<sup>th</sup>. The event will conclude with dinner early Sunday evening.

#### What will students get out of the experience?

1. The opportunity to influence the future of Spring Street.
2. An immersive entrepreneurial experience in new venture creation and prototyping.
3. The opportunity to work with an amazing group of alumni, Spring Street merchants, business development experts, artists and designers, and Williamstown residents, all of whom are passionate about the future of Spring Street.
4. New business concepts to submit to the Campus-Wide Business Plan Competition.
5. A certificate of participation and a strong resume credential.

**Where will it happen?** The event will take place in the Greylock Dining Hall which will be set up specifically for the event, including presentation spaces, lounge-style work spaces, and a dining/meeting space.

**What about food?** Williams Dining Services has developed a **very special menu** tailored to the event. Students may use meal plan credits which will be reserved upon registration. Students not on meal plans will also be accommodated.

## REGISTER

**Register now – slots are limited!**

<http://goo.gl/pgcYp>

## MENTORS

[Carissa Carter '01](#) User Experience Designer and Executive Coach

[Michael Glier](#) Williams Professor of Art

[Robyn Goldman '01](#) Creator and Founder of Smitten Ice Cream

[Cheryl Heller](#) Founder of the Design for Social Innovation at the School for Visual Arts.

[Andrew Kao '04](#) Architect and Designer

[Dan Kaufman '91](#) Founder and CEO Jango internet radio

[Imran Khoja '12](#) Founder of Designed Good

[Eugene Korsunskiy '01](#) Designer and Founder of [SparkTruck](#)

**Steve Nesterak** Director of Real Estate, Williams College

[Tina Olsen](#) Director of the Williams College Museum of Art

[Bo Peabody '94](#) Venture Investor, Founder of Tripod, Inc.

[Malcolm Smith '87](#) Serial Entrepreneur and Founder of a Spring Street startup

**John Strachan** Washington D.C. restaurateur

[Laurie Thomsen '79](#) Venture investor and Williams College Trustee

**And more amazing mentors TBA...**