



ABOUT THE CENTER

Washington State University's Center for Innovation makes technical assistance and business research resources available to individuals, businesses, and economic developers in the communities we serve, in addition to WSU employees and students.

Serving Washington and northern Idaho since 1992, the primary goal of the WSU Center for Innovation is to transform fundamental ideas for new businesses into viable business concepts. To achieve this goal, clients will work with WSU Center staff in employing design thinking methodology to refine value propositions, conduct market research, and develop business models and plans, as appropriate. The combination of business modeling and design thinking is producing sound foundations for new business starts in the region.

Additionally, the Center supports economic development partners in our region by providing market research services to assist in the development and updating of regional plans and strategies.

Services are free to all clients and offered on a first-come, first-served basis via in-person or virtual meetings. Consultation takes a few weeks to a few months depending upon the variety and depth of services required.



CENTER ACTIVITIES

- Technical assistance
- Applied research
- Outreach



CLIENTS SERVED

- Startups
- Small business
- Economic Development Districts



SERVICES OFFERED

- Value Proposition Development
- Business Model Generation
- Market Research
- Business Plan Development



Center for Innovation

WASHINGTON STATE UNIVERSITY
HEALTH SCIENCES SPOKANE

spokane.wsu.edu/about/center-for-innovation

CENTER SERVICES

The WSU Center for Innovation works directly with entrepreneurial clients in the following ways:

- Assist in shaping the fundamental idea into one that can be tested with market data and customer interviews.
- Develop a value proposition that solves the fundamental problem the client has identified.
- Use the business model canvas tools to build a conceptual model of how the proposed business idea will provide revenue, identify the cost structure, and delineate the partners, resources, and channels needed for success in the marketplace.
- Apply critical thinking skills to evaluate the trajectory of a business idea and work with the client to form pivots when necessary.
- Provide coaching to translate a sound business model into a business plan, when a business plan is appropriate.
- Provide continuous development of the business idea through design thinking methods so that the client can meet evolving challenges not envisioned in the original concept.
- Align the client with multiple sources of initial funding to move into the startup phase.
- Act as a connector to other resources within the entrepreneurial ecosystem.

KEY PARTNER

A recent addition to the WSU entrepreneurial ecosystem is the life sciences incubator sp³nw. The Center for Innovation will be partnering with sp³nw as life science companies consult with the Center for fundamental market research and business planning. The collaboration with sp³nw will greatly enhance the capability of the Center for Innovation to assist in SBIR/STTR efforts.

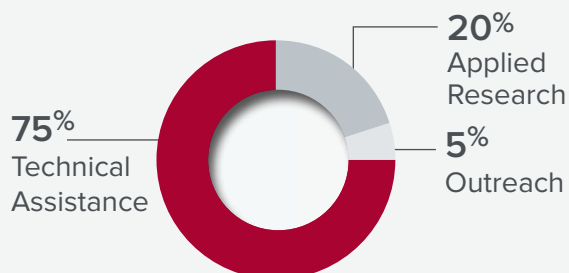
SP³nw

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CENTER DIRECTOR

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CENTER ACTIVITIES



ECONOMIC DEVELOPMENT EFFORTS

