



"I am learning about the numerous factors involved in launching and growing high-tech businesses, from venture planning to industrial design as well as financing and marketing. I am learning how to approach problems with a customer approach, create value using new, high-tech methods, and capture value through sound yet flexible business models."

MAXIMILIAN MAYBURY  
MSTE '17

## HOW DO YOU CREATE A STARTUP BASED ON A TRULY INNOVATIVE IDEA, IN A WAY THAT EXCITES CUSTOMERS AND CREATES EXCEPTIONAL VALUE?

To achieve success, you need more than just a good idea. You need **entrepreneurial know-how** to create new product lines and services from innovations, strong business models, go-to-market strategies, and business plans for investors. The D'Amore-McKim MS in Technological Entrepreneurship is an integrated, interdisciplinary program drawing on the faculty and expertise of the College of Engineering and the School of Business. This program offers an immersion in the frameworks and methods needed for successful entrepreneurship.

At its core, our MS in Technological Entrepreneurship is integrated and experiential. In just one year of full-time study or two years of part-time study, you will:

- Develop, refine, and test customer value propositions
- Develop business models for those propositions
- Learn how to innovate with systematic methods, including customer segmentation, design thinking, and lean development
- Understand the dynamics of working with startup teams
- Craft compelling business plans
- Learn how to pitch a business idea
- Learn the intricacies of venture finance

You will be encouraged to start companies and help coach other startups within our on-campus accelerator, IDEA.

IDEA supports more than 200 student and alumni ventures at any

given time, with about one venture launched as a funded or self-sustaining company each month. Over the past three years, IDEA ventures have raised about \$70M in venture finance and introduced exciting new products and services to markets here and abroad. Through IDEA, you will put your new skills and insights to work, either as an entrepreneur or as a coach to other ventures. You will be provided the opportunity to work with seasoned industry mentors and local investors as part of Northeastern University's rich entrepreneurial ecosystem. In addition, the Entrepreneurs Club has a weekly Entrepreneurs Speaker's Series where well-known entrepreneurs come on campus to tell their startup stories.

Our MS in Technological Entrepreneurship program will strengthen your personal network, provide exposure to Boston ecosystem and its technology companies, and help you plan and start your own company. Our teaching faculty have deep expertise in innovation, marketing, and finance, and many of the teachers have started their own companies.

With evening class offerings, this program is designed to fit the needs of all students. You will apply what you are learning on your own business ideas and network with mentors during the day and weekends.

Whether your aspiration is to launch a new business or create a new business unit for your current employer, this is a powerful, compact program that will help you achieve your goals.

LET US HELP YOU GET STARTED.

To apply or learn more, visit [northeastern.edu/mymste](http://northeastern.edu/mymste)