

# Adaptive Innovation Fellowship

## THE TIME IS NOW

PRACTICE ADAPTIVE INNOVATION IN TIMES OF DISRUPTION

MEET EXTRAORDINARY NEW PEOPLE

EARN AN ACADEMIC CERTIFICATE FROM NYU BRONFMAN

EXPERIENCE ISRAEL IN A NEW WAY

## THE EXPERIENCE

This experience follows a similar curriculum as NYU's innovation courses, with special adaptations for high school students. This Fellowship requires from its participants commitment, creativity, curiosity, and ambition. Its outcome, in turn, is graduates who will skillfully navigate their future—and shape it.

**The value proposition is fourfold: top entrepreneurship education, a New York University academic certificate and affiliation, a new kind of Jewish community, and entrepreneurial connection to Israel.**



Open to  
exceptional high  
school students  
grades 10-12



A 9-week  
program  
beginning  
Nov. 2021



90-minute  
sessions on  
Sundays



Learn with college  
professors and  
experts from  
the field

**Earn an academic certificate from New York University (NYU)  
in Adaptive Innovation**

## THE COURSE

*The URJ Adaptive Innovation Fellowship* consists of 9 online workshops of 1.5 hours each, which are held in groups of up to 30 participants.

The content – developed especially for this program and delivered by academic experts and practitioners – follows a similar curriculum as the NYU entrepreneurship courses, with the necessary adaptations for young people:

- 1. Introductions and Orientations:** getting to know the course and the people, and small project group formation. Introduction to innovation, entrepreneurship, disruption, creativity and change.
- 2. Definitions and Concepts:** the alphabet of innovation – basic language and terms. First assignments and case studies, basic project management technics for the group projects.
- 3. The Entrepreneur's Toolbox:** 3 useful innovation methodologies – design thinking, SIT/SCAMPER, and lean canvas, with examples and personal stories.
- 4. From Value Proposition Design to Product Market Fit:** the business side of things – topics such as income vs. revenue; cost, budget and product, balance sheet, business plan and market research.
- 5. Innovation as an Act of Leadership:** the connection between the two concepts explored and explained, followed by examples of entrepreneurial leadership styles and the model of Adaptive Leadership.
- 6. Panel on Innovation:** 3 Israeli entrepreneurs from different fields – business, social, and public – share stories, plans and takeaways. Followed by Q&A related to the students' own projects.
- 7. Startup Nation Revisited:** what drives Israel and Israeli start-up players to succeed? Is there an "Israeli spirit"? If so, what are its foundations, and can it be duplicated? An historic innovative overview
- 8. Making an Impact:** planning, fine-tuning and then presenting your project – Smart SWOT/SOAR, problem solving, critical thinking and marketing for entrepreneurs (storytelling & focusing).
- 9. Presentations, Conclusion and Certificates:** project completion and presentations, final thoughts and conclusions, graduation ceremony and next steps.