

# Business Systems Innovation Labs

## Pre-lab Pre-flight Checklist



### “Distinctive, Impressive BizTech Student Blog” (Backstory)

SJSU Business Systems student Max sets out to blog her class, stumbles into a startup adventure, and invites you to follow along.

#### Prep: What do you need to start?

To get the most out of this pre-lab, you need a healthy curiosity, a sense of humor and a little imagination. Focus, read for understanding, and put yourself in Max's shoes so you don't just read it—you *experience* it.

#### Learning Objectives: What to “get”

- ✓ **Get up to speed on the concept of innovation the innovation ecosystem:**
  - Know how & why Silicon Valley came to be the modern-era innovation epicenter of the world
  - Know the innovation industry's core concepts (Scalability, New Markets, Disruptive Technology, etc)
  - Know the lingo & acronyms of innovation (“geeks”, “suits”, “the cloud”, IP, VCs, MVPs, B2B/B2C, etc)
- ✓ **Develop a context for the labs that will make them more meaningful and memorable:**
  - Get to know the central character Max, a student just like you, who shows some drive & reaps rewards
  - Recognize how the story of entrepreneurs and startups has and does play out with people just like you
  - Start to see how needs drive the innovation that gives rise to technologies to meet those needs...and more
- ✓ **Get how/why personal branding can/will impact you & what to do about it—now**

#### Deliverables: Get your points

No deliverables for the pre-lab postings (just reading), but in each the labs that follow, there will be a few stopping points marked with this symbol in the margin:



that signals you to stop & take a screen capture as a deliverable to submit for credit. For each of the labs that follow, this “Pre-flight Checklist” sheet will use this Deliverables section to tell you what you should be capturing at each of those points. **Note:** Salesforce always displays your name at the upper right of every screen/page. **Be sure you include that part of the display, showing your name, in all your screen captures**

#### Tips: Get more

The links in the PDF were thoughtfully selected to give you chances to dig deeper, broaden & enrich your experience with more knowledge & understanding. Follow them!

#### Resources: Get some help

Online help community (using your Google+ account): <http://tiny.cc/MaxLabs911>