



InNUvation Open Leadership Positions

Fall 2007

NU Venture Challenge Logistics Chair
NU Venture Challenge Judges Chair
NU Venture Challenge Communications Chair
Mentorship Director
Alumni Relations Director
Social Director
Workshop Director
Speaker Director
Industry Relations Director
External Marketing Director
Co-Internal Marketing Director
Medill Chapter President
Graphics Designer

See specific position responsibilities on following pages.



NU Venture Challenge Logistics Chair

InNUvation's NU Venture Challenge Logistics Chair is responsible for logistics and event coordination for the NU Venture Challenge. The Logistics Chair will be expected to recruit a team of students from InNUvation to execute on the event planning. The event planning involves identifying and reserving facilities for each round of the competition, making arrangements for all details involving the contestants and judges, and ensuring that all details for the competition are attended to.

Responsibilities include:

- Recruit students to help in executing the logistics plan
- Manage all operations for the competition
- Be willing to perform duties as well as delegate them
- Key contacts
 - NUVC Director
 - NUVC Communications Chair
 - InNUvation Co-Presidents
 - Events Director
 - Internal Marketing Director
 - Mentorship Director
- Expected time commitment
 - Two hours per week (in Fall)
 - Five hours per week (in Winter and Spring)

NU Venture Challenge Judges Chair

InNUvation's NU Venture Challenge Judges Chair is responsible for recruiting and handling judges for the NU Venture Challenge. Judges are typically individuals with backgrounds as VCs, entrepreneurs, and business leaders.

Responsibilities include:

- Find and recruit judges
- Manage communication with judges
- Be willing to perform duties as well as delegate them
- Key contacts
 - InNUvation Co-Presidents
 - NUVC Director
 - Alumni Director
 - School Administration and Professors
 - Local VCs and Entrepreneurs
 - Corporate Relations Director
 - Chapter Presidents
- Expected time commitment
 - Three hours per week



NU Venture Challenge Communications Chair

InNUvation's NU Venture Challenge Communications Chair is responsible for communicating information to competition participants. This position will work closely with the Internal Marketing Director to inform participants of recent and upcoming events.

Responsibilities include:

- Recruit students to help in executing the logistics plan
- Manage all operations for the competition
- Be willing to perform duties as well as delegate them
- Key contacts
 - NUVC Director
 - Internal Marketing Director
 - InNUvation Co-Presidents
 - Events Director
- Expected time commitment
 - Two hours per week

Mentorship Director

InNUvation's Mentorship Director is responsible for providing InNUvation members and NUVC participants with mentorship opportunities. This requires recruiting interested Northwestern alumni, VCs, and entrepreneurs to make a commitment to mentoring student teams. Furthermore, the Mentorship Director will match mentors and student teams together and ensure a positive relationship for all individuals.

Responsibilities include:

- Recruiting Northwestern alumni, Chicago-area business leaders, VC, and entrepreneurs
- Setting up a process to match mentors and teams
- Regularly checking-in with mentors and teams
- Key contacts
 - InNUvation Co-Presidents
 - NUVC Director
 - Alumni Director
 - School Administration and Professors
 - Local VCs and Entrepreneurs
 - Corporate Relations Director
 - Chapter Presidents
- Expected time commitment
 - Five hours per week

Alumni Relations Director

InNUvation's Alumni Relations Director is in charge of maintaining relations with all Northwestern University alumni interested in innovation and entrepreneurship. This involves designing programs to enhance the entrepreneurial image of Northwestern to its graduates, maintaining relationships with them and encouraging their involvement with InNUvation through mentoring, speaking, judging and other opportunities.

Responsibilities include:

- Increasing InNUvation visibility with Northwestern alumni (all NU schools)
- Establishing strategy to stay connected with NU entrepreneurs
- Reaching out to Northwestern alumni directly
- Outlining ways in which alumni can get involved with InNUvation and understanding incentives to encourage that involvement
- Key contacts
 - InNUvation Co-Presidents
 - Mentorship Director
 - External Marketing Director
 - Industry Relations Director
 - Inter-University Relations Director
- Expected time commitment
 - Four hours per week

Social Director

InNUvation's Social Director is charged with providing opportunities for students, alumni, and professors from NU's different departments and programs to network and share ideas with each other. The Social Director will choose two to three social events of various design per quarter to further promote cross-school networking and interaction. This is done with two purposes in-mind: to foster a more interdisciplinary approach to life at Northwestern and to enable team formation for the NU Venture Challenge.

Responsibilities include:

- Create social opportunities that encourage sharing and discussion of ideas
- Coordinate all details around the event: reserving a location, arrangements of food, procurement of materials (if needed)
- Send out event surveys to participants after each event
- Coordinating social schedule with Speaker and Workshop Directors
- Plan event themes based around interests of club members
- Key contacts
 - InNUvation Co-Presidents
 - Internal Marketing Director
 - Chapter Presidents
 - Treasurer
 - Speaker Director
 - Workshop Director
- Expected time commitment
 - Four hours per week

Workshop Director

InNUvation's Workshop Director is charged with providing opportunities for students, alumni, and professors from NU's different departments and programs to learn about key aspects of entrepreneurship in a slightly formal setting. The Workshop Director should utilize the university's and local area's expertise to provide experts on the various workshop topics so the student learning experience will be the best we can provide. This is done with two purposes in-mind: to provide basic introductions to the skills that any entrepreneur needs to start a business and to encourage students to participate in the NU Venture Challenge.

Responsibilities include:

- Keep the materials presented updated and current
- Coordinate all details around the event: arranging for the speaker/presenter, reserving a location, arrangements of food, procurement of materials (if needed)
- Send out event surveys to participants after each event
- Coordinating workshop schedule with Speaker and Social Directors
- Plan workshop themes based around interests of club members
- Key contacts
 - InNUvation Co-Presidents
 - Internal Marketing Director
 - Chapter Presidents
 - Treasurer
 - Speaker Director
 - Social Director
- Expected time commitment
 - Four hours per week

Speaker Director

InNUvation's Speaker Director is charged with bringing the most interesting and relevant speakers on entrepreneurship and innovation to Northwestern. Speakers do not have to be famous or hugely successful as long as their experiences are relevant to the student body - they could be currently starting up a business or have been running a company for 40 years. This is done with two purposes in-mind: to provide unique perspectives to Northwestern students and to encourage people participate in the NU Venture Challenge.

Responsibilities include:

- Establish and maintain relationships with potential speakers
- Coordinate all details around the event: arranging the arrival of the speaker, reserving a location, arrangements of food, procurement of materials (if needed)
- Send out event surveys to participants after each event
- Coordinating social schedule with Social and Workshop Directors
- Plan speaker themes based around interests of club members
- Key contacts
 - InNUvation Co-Presidents
 - Internal Marketing Director
 - Chapter Presidents
 - Social Director
 - Alumni Relations Director
 - Industry Relations Director
- Expected time commitment
 - Four hours per week



Industry Relations Director

InNUvation's Industry Relations Director is charged with establishing and maintaining relationships with innovative and entrepreneurial companies. The opportunities from these relationships can provide such things as internships or full-time jobs for students, speakers, mentors, judges and much more.

Responsibilities include:

- Establish and maintain relationships with companies interested in working with InNUvation
- Understanding incentives for companies to be involved with InNUvation and communicating those incentives effectively
- Working with InNUvation key contacts to take advantage of relationships
- Key contacts
 - InNUvation Co-Presidents
 - External Marketing Director
 - Internal Marketing Director
 - Social Director
 - Speaker Director
 - Workshop Director
 - Alumni Relations Director
 - Mentorship Director
- Expected time commitment
 - Four hours per week

External Marketing Director

InNUvation's External Marketing Director is responsible for being the "face" of InNUvation within the Northwestern and Greater Chicagoland communities through marketing and public relations. This involves promoting events that InNUvation plans as well as communicating InNUvation initiatives to the university and other public parties who will be interested in InNUvation activities.

Responsibilities include:

- Communicating with Northwestern's schools to ensure a consistent message
- Communicating with outside media
- Key contacts
 - InNUvation Co-Presidents
 - Technology Director
 - Event Director
 - Treasurer
 - Chapter Presidents
- Expected time commitment
 - Five hours per week



Co-Internal Marketing Director

InNUvation's Internal Marketing Director is responsible for creating student interest in all the offerings InNUvation has throughout the year. This means getting the word out to graduates and undergraduates alike about our speakers, socials, workshops and the NU Venture Challenge.

Responsibilities include:

- Communicating with Northwestern's schools to ensure a consistent message
- Event Marketing
- Recruiting people to our events as well as generating interest in the club
- Key contacts
 - InNUvation Co-Presidents
 - Technology Director
 - Event Director
 - Treasurer
 - Chapter Presidents
- Expected time commitment
 - Five hours per week

Medill Chapter President

Must be a Medill student.

InNUvation Chapter Presidents are evangelists and managers. They are responsible for promoting InNUvation within their school through events that are specific for their school's student body as well as through marketing for InNUvation university-wide events. Chapter Presidents are encouraged to create their own teams at each school to help them effectively understand and reach their student body.

Responsibilities include:

- Brainstorming new events specific to their school
- Monitor the progress of current events and programs
- Acting as the liaison between the school and the InNUvation Executive Committee
- Attending the InNUvation executive meeting once a week to report on school progress
- Key contacts
 - InNUvation Co-Presidents
 - Event Director
 - Internal & External Marketing Directors
 - Treasurer
- Expected time commitment
 - Four hours per week



Graphics Designer

InNUvation's Graphic Designer is responsible creating marketing material for InNUvation events. InNUvation typically hosts five to six events a quarter. InNUvation material is distributed within and outside the Northwestern community to a community of over 1,000.

Responsibilities include:

- Creating and designing marketing material for InNUvation.
- Key contacts
 - Technology Director
 - Internal Marketing Director
- Expected time commitment
 - Two hours per week