

INone weekend

100 people. 3 days. 1 start-up.

What is InOneWeekend?

InOneWeekend is a 3-day event where 100 people from all different backgrounds gather to create a start-up company. Fueled with remarkable cognitive diversity, intense time constraints, a single purpose, and equal ownership, the weekend allows participants to experience the 'start-up life' for a weekend. InOneWeekend allows corporate and start-up entrepreneurs to sharpen the saw with an unparalleled experience in rapid prototyping, business planning, and networking.

Who Participates?

Participants range in age from 18-60+ and are distributed between students, small business owners, corporate executives, start-up employees, and academics. Participants are a mix of business, technology, and design professionals.

Event Format

Kick-off: Roy Gilbert, Global Director of Operations for Google, delivered the keynote address at the kick-off of InOneWeekend 2008 to a crowd of 400 from the local Cincinnati business community. In 2009, Ali Rowghani, CFO of Disney/Pixar kicked the event off with the Pixar story and spoke to creativity and innovation and the startup culture within Pixar.

Friday: Brainstorm

The event begins with ideation: 300 new ideas are generated, then narrowed to 50-60 unique concepts, and finally, 3 broad concepts further explored. Participants vote to determine the one concept they will develop and launch.

Saturday: Build

A list of hundreds of potential product features is created. The business team evaluates features for importance and value; the technology team evaluates features for feasibility. The tech team then finalizes the development plan, and gives the whole group periodic updates on the build. The business plan formation begins. The design & branding team launches parallel brainstorming sessions to create a brand platform, name options, logo designs, website designs, and marketing concepts.

Sunday: Launch

The tech team pushes to finish a working version 1.0. The business plan components start to get tied together into a cohesive plan. Finally, the business plan is presented to the entire group, along with a live demo of the technology.

Sponsorship

The event itself costs less than \$50,000 to produce, with much of that covered by ticket revenue. Sponsors include foundations, universities, service providers, venture funds, and economic development Organizations. There are plenty of opportunities for in-kind contributions (IP counsel, office space, etc)



Benefits

Community recognition for sponsoring a well-known community initiative for Innovation & Entrepreneurship
Talent attraction – 100 talented, cognitively diverse individuals gathered in an intense atmosphere
Talent development – a chance to sharpen the creative saw and learn one approach to rapid product development

Results

100 advocates for entrepreneurship.

"100 people have learned to **fail fast** (we did it many times over the weekend)." – Bill Cunningham, CincyTech

"As a student, I can take back lot of these experiences like interacting with entrepreneurs, being in team meetings, brainstorming, voting, team work and so on..... **invaluable lessons learned in just 3 days.**"

- Kapil, student

"Individually, our **diverse contributions** came out initially in the context of who we 'usually' are or what we 'normally' contribute."

- Pamla Winther, CEO HOPS Technology

"Equal parts **imagination, energy and passion** get you a simmering, quivering ball of potential. Toss in **direction, support and a sense of urgency** and you get **incredible results.**" – Tom, aspiring entrepreneur

"As a business professor (operations management), I tend to focus on a subset of the concerns of the organizations that I work with and teach about. So, **it's always amazing to be reminded of the full scope and range of skills and knowledge-sets needed to craft a business** in all its glorious detail." - Craig Froehl, University of Cincinnati professor

Selected Sponsors

