



# LEMANN PROGRAM ON CREATIVITY AND ENTREPRENEURSHIP (LPCE)

Annual Report

2022- 2023

LPCE

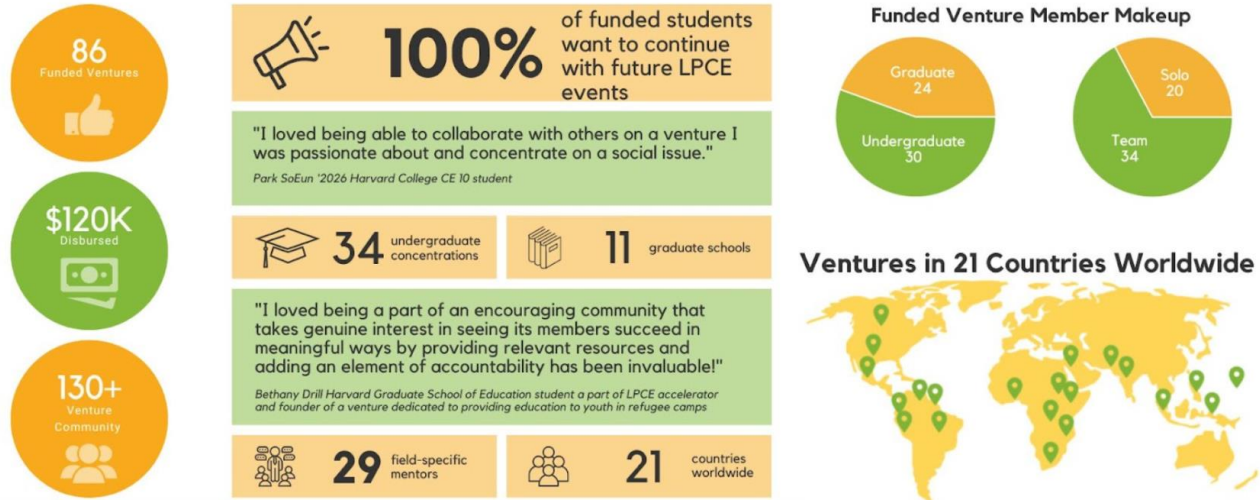


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# Year Three: The Lemann Program on Creativity and Entrepreneurship

## LPCE: A Year in Review



The success of the Lemann Program over these past three years would not have been possible without the entrepreneurial spirit of the Faculty of Arts and Sciences and the philanthropic generosity of Jorge Paulo Lemann '61. Now more than ever, Harvard College students are making a positive social impact while integrating liberal arts thinking into the entrepreneurial sphere. During this year, the Lemann Program on Creativity and Entrepreneurship (LPCE) showcased the ingenuity of Harvard students as they melded venture-building tools and resources with academic knowledge to build a better world.

As envisioned by late Harvard professor Robert Lue, Richard L. Menschel Faculty Director of the Derek Bok Center for Teaching and Learning, Harvard College has tapped into the widespread undergraduate student desire to tackle global problems with tangible solutions. Over this past academic year, LPCE hosted 15 events, distributed \$120,000 in seed grants and ran 2 back-to-back introductory courses. These programs attracted hundreds of students from diverse backgrounds, allowing us to fund 86 ventures operating in 21 countries. Infused with the intellectual curiosity, analytical skills and leadership abilities gleaned from a liberal arts education.

Meanwhile, the deans across Harvard College have embraced and advanced the LPCE efforts to promote an actionable understanding of creativity and entrepreneurship among students and faculty. The LPCE has continued to grow in impact, rigor, and popularity among the Harvard Community and beyond. Under the guidance of Assistant Dean of Undergraduate Education Lisa Laskin, we will deepen the LPCE's curricular offerings as we continue to foster the cross-pollination of creativity and ideas among students, faculty, subject experts, and practitioners.



This year, LPCE focused on ideas, ventures and products that help build a “better normal” related to one or more of the following: racial injustice, climate change, and strained health and wellbeing. We grew an engaged community that now includes more than 200 active students, mentors, and faculty. As we launched into a “better normal”, we found a novel mix of both remote and in-person community events across the academic year 2022-2023 led to a successful growth of both CE 10 and CE 11 – the StudioLabs on Creativity and Entrepreneurship in both the fall and spring. This full-year report covers the LPCE’s ongoing evolution as we develop and strengthen the impulse towards innovation within Harvard undergraduate students. It describes the LPCE’s success in:

- Engaging students with a hands-on studio course and expanded offerings.
- Taking critical steps toward a secondary for Creativity and Entrepreneurship.
- Advancing student ventures and mindsets with innovative tools and resources.
- Establishing community and collaborations across disciplines and spheres.

In short, the LPCE helps students spin intellectual thought into real-world applications that create social and economic value in society. We bridge the gap that has traditionally separated the broad thinking of the liberal arts with the habits of mind of the workplace. As cataloged by this report and extensively detailed in our appendix, the LPCE’s resonant mission is inspiring enthusiasm and engagement across Harvard campus and beyond.



## Increasing Student Engagement:

### Fall 2022: CE 10 - StudioLab on Creativity & Entrepreneurship

In our fall introductory course, the CE 10 StudioLab on Creativity and Entrepreneurship, students learned how to develop a social impact venture from conception to launch. Using the framework of the UN Sustainable Development Goals, they worked together to create actionable solutions to pressing issues. Students worked collaboratively to ideate novel solutions, build an organizational strategy and business plan, network with expertise to pressure-test ideas, and persuasively communicate ideas to build the requisite human capital and funding relationships to launch a venture. CE 10 culminated in a Festival of Ideas, where individuals and teams had opportunities to seek support to move their projects along.

#### CE 10: Class Concentration Distribution & Year Distribution

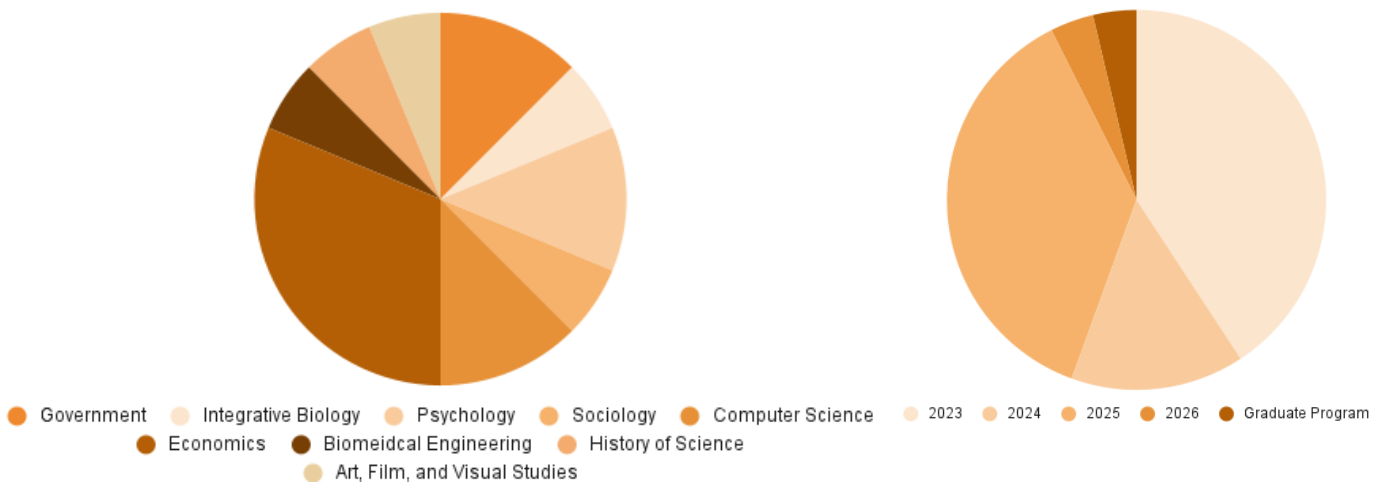


Figure 1 & 2: Figure 1 shows the student concentration distribution in CE 10 Fall 2022. The Figure highlights the six most popular concentrations in CE 10: Economics, Computer Science, History, Psychology, Government, and Sociology. Figure 2 show the Harvard college class year and program distribution in CE 10 Fall 2022

Led by course head Dr. Alan Viel, a senior lecturer in the Department of Molecular and Cellular Biology, our 165-minute weekly seminars featured subjects such as business model creation, pitching tactics, and data collection. The 11 StudioLabs included hands-on class activities, popular guest speakers, supplementary material on [LabXchange](#), and workshops hosted by the Bok Center's Learning Lab and MetaLab. In final projects, all students chose a venture idea that tackled a key issue outlined within the UN Sustainable Development Goals. The ventures in brief include:

- **Ivy League Mentoring** is a non-profit organization that provides individual, and group mentoring to low-income high school students to achieve academic goals and improve future prospects. They are partnering with high schools, LabXchange, and Google Classroom to expand their reach and making videos on topics ranging from AP exam study guides to career guidance.
- **Mindsapes** is a venture that aims to provide novel mental health treatments through the creation of research-backed environments and the development of alternative therapies. The venture provides space for novel mental health treatments and alternative therapies like psychedelics, light therapy, sound therapy, and eye movement therapy.

- **What's in Store** is a venture that aims to bring high-quality, low-cost produce and food to low-income/food desert communities. They aim to provide affordable food and produce to disadvantaged communities in an accessible way. They plan to achieve this through partnerships with grocery stores and restaurants that have leftover food, utilizing community refrigerators, stationary trucks, and drones for delivery, and an app that tracks the various pickup and delivery locations.



# CE 10 STUDIOLABS





## Spring 2023: CE 11 - StudioLab on Creativity & Entrepreneurship

Our spring introductory course, the CE 11 StudioLab on Creativity and Entrepreneurship, is designed as a continuation of CE 10 for students with existing ventures in the early stages of development. CE 11 is a 4 credit StudioLab designed for students with existing ventures in the early stages of development with the goal of launching the venture by term’s end. The target student will have conceived and prototyped a solution to tackle today’s societal challenges such as racial injustice, climate change, and strained health and wellbeing. Using the framework of the UN Sustainable Development Goals, the students conceived and prototyped a solution to an intractable problem in an effort to create a “better normal.” The students executed their actionable solutions to pressing issues by leveraging the Business Model Canvas and expertise from paired mentors. They learned to properly analyze their identified problem and build a scaling strategy to bring their idea to market. Simultaneously, CE 11 students took networking with experts to the next level by asking for fundraising advice and persuasively communicate their venture to build the requisite human capital and funding relationships to launch their venture. In addition, there is funding for all 27 Ventures to get up to \$2,000 to continue to pursue and develop their venture in the future with the partnership of LPCE.

### CE 11: Class Concentration Distribution & Year Distribution

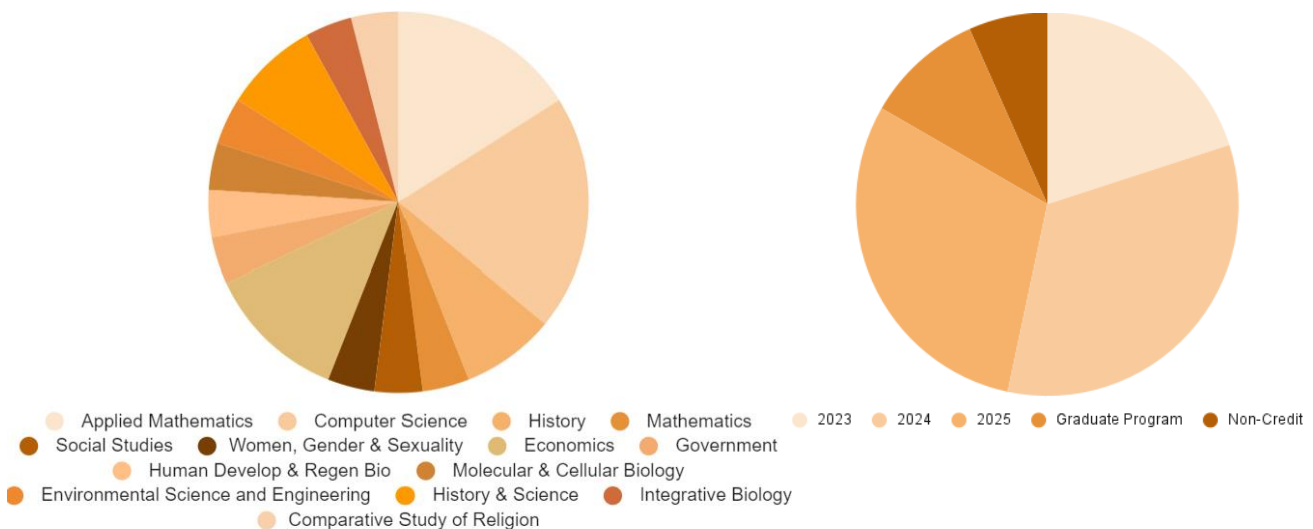


Figure 3 & 4: Figure 3 show the student concentration distribution in CE 11 Spring 2023. The Figure highlight the five most popular concentrations in CE 11: Computer Science, Applied Mathematics, Economics, Graduates School, and Figure 4 show the Harvard college class year and program distribution in CE 11 Spring 2023

The class culminates in FounderCrush at the end of the semester where individuals and teams have the opportunity to seek support to move their projects along. Listed below, the ventures in brief include:

- **Lotus:** offering users a unique experience whereby they are able to connect with one another in a personalized manner through a match-to-chat feature, moderated group forums, and fertility experts during live broadcasts. There are currently no social media apps that are aimed at bringing together women experiencing infertility, resulting in makeshift ways for women to come together.

- **XPay:** using blockchain technology in a novel way to disintermediate banks and reduce the cost of cross-border, especially when paired with a last mile solution. Though the transaction process for remittances is pretty well-established, what is currently lacking is modern infrastructure of sending and receiving remittances which remains inefficient and costly. XPay lies in building a solution—one that addresses the end-user needs while utilizing the most secure, advanced technology available.
- **Clique:** Aiming to give consumer waste a "second life" by connecting the community to find sustainable solutions together. The app allows individuals to find someone else who will use their consumer goods or find someone to fix it for future use. By reducing consumer waste, Clique takes the first step in creating sustainable cities with individuals actively choosing to make sustainable actions. Our goal is to create a community that engages in waste-reducing activities and rewards people for participating in sustainable activities with coupons from local businesses.
- **Fabrique:** An online platform for consumers to donate their old clothing that is probably not in good enough quality to resell or donate to brands to use as recycled textiles. Currently, over 70% of clothes end up in landfills because they are simply not reusable for rewearing. With the fabric being the only reusable resource available, our app seeks to provide a mechanism for these materials to be repurposed into pioneering a future where most clothes are made sustainable using recycled materials and are available at all price points.

We are excited to also share that next academic year, the LPCE will continue with an expanded curricular set beyond CE 10 in the fall and CE 11 in the spring by partnering with existing Lemann funded innovation courses at Harvard. These courses will enable students to develop and apply transformative ideas to societal challenges via an interdisciplinary exploration of the liberal arts. The fall introductory course will again include activity-based learning and even more celebrated guest speakers. The project-based spring course will help students more fully develop ventures inspired by their liberal arts studies with guidance from expert mentors. Partnership courses in the School of Public Health and School of Engineering and Applied Sciences will add to the opportunities for students to continue their ventures beyond CE10 and CE11.







## Expanding the Community:

### HealthLab

Harvard HealthLab (H2L) is a unique accelerator at Harvard University focused on nurturing student startups geared toward social impact. Each year, we accept a cohort of 10 interdisciplinary teams working on ventures designed to advance public or planetary health. Teams receive immediate seed funding, 1-1 mentoring from academic and industry experts, access to skill-building workshops, guest speakers, networking events, and an opportunity to earn more funding from our springboard fund.

The focus on social impact ventures and its interdisciplinary nature is what makes Harvard HealthLab unique. H2L was founded by the Harvard T.H. Chan School of Public Health and the Harvard College Lemann Program on Creativity and Entrepreneurship. Its inaugural cohort is comprised of students from all disciplines, including students from the schools of public health, business, design, education, engineering, government, law, divinity, and medicine.

Ideas from the inaugural cohort already exceed many of our expectations. The ventures in brief include:

- **Lullaby Agents** addresses two problems: A) language loss, and B) compromised health status. Using the vehicle of ancestral music, we aim to encourage revitalization of Indigenous languages and improve mental, physical, and spiritual well-being.
- **PH Futures** Three students from Harvard Law School, Harvard Medical School, and the Harvard Divinity School, respectively, have teamed up to create a woman- and LGBT-owned venture capital firm. It aims to bring accessible plant-based products and services to market by identifying and supporting startups innovating toward planetary health, social impact, and environmental impact. By addressing animal rights and climate health, this venture aims to benefit human health and access to healthy food to reduce disparities.
- **AugMend** a student from the Harvard Kennedy School has teamed up with two MIT architecture students and a double PhD psychology candidate from the University of Quebec to develop a digital therapy platform that delivers data-driven VR therapy combined with bio-feedback technology and artificial intelligence to unburden clinicians and detect & prevent relapses in mental health conditions
- **CommUnity Cares** Two students from the Harvard T.H. Chan School of Public Health have teamed up to develop a health equity company that specializes in primary and preventative care festivals in US Black communities to combat health disparities and inspire hope. Their board includes many with advanced degrees in public health and relevant experience.

### FounderCrush

The most successful of our collaborations has been the LPCE's FounderCrush event, connecting entrepreneurs and innovators across all of Harvard's students, alumni, and guest speakers. This year, we had more than 300 students attend, 70+ ventures display their projects, and representatives from the LPCE, H2L, iLab, SEAS, RAD, The Grid, and Harvard Undergraduate Venture Club. It was a rousing



success and a true measure of the creative, lively, and determined community of student creative entrepreneurs.

As we set our goals and aspirations to grow our cohort for the following year, we cannot emphasize enough the generosity and support both the Faculty of Arts and Sciences and Jorge Paulo Lemann '61 have shown towards the LPCE. These first three years have already begun a ripple that is set to transform how entrepreneurship is taught and thought about at Harvard University. Big change can only be done through a steady and constant push towards a better future, and the LPCE shall continue along its path towards creating a better normal.

### Thank you!

We would like to express our sincere appreciation and thanks to Jorge Paulo Lemann and the Faculty of Arts and Sciences for their exceptional generosity and visionary guidance. Their support has enabled Harvard College to establish an extraordinary initiative, the LPCE, that fosters a dynamic community of imaginative and enterprising individuals. Throughout the 2022-2023 academic year, we organized a series of 13 public events, such as pitch-to-match sessions, networking opportunities, captivating guest lectures, and engaging panels, all centered around topics related to creativity and entrepreneurship. These events brought together hundreds of students, faculty members, and industry professionals, creating a strong sense of belonging and collaboration.

Furthermore, since our fall report, we have successfully hosted eight community events, attracting a total of 165 attendees. These events explored fascinating subjects like the intersection of art and climate and the key elements of persuasive venture proposals. We are deeply grateful for the continued support that allows us to provide these enriching experiences and resources to our community.

As we approach the upcoming academic year, we are inspired and energized by the remarkable intellectual brilliance and innovative spirit of our students, faculty, and collaborators. Their pioneering ideas hold immense promise, and we are committed to nurturing and transforming them into tangible initiatives. Once again, we extend our heartfelt thanks to Jorge Paulo Lemann, the Faculty of Arts and Sciences, and all those who have contributed to the success of the LPCE. Together, we will continue to shape an extraordinary reality driven by creativity and entrepreneurship.