Corporate Startup Lab



## FOURTH ANNUAL CORPORATE ENTREPRENEURSHIP FORUM

## Technology for Innovation's Sake

A common critique, "oh, that is just technology for innovation's sake" has unfortunately been applicable to an increasing number of projects. However, there have also been technology initiatives that unlocked massive value for customers and ultimately transformed enterprises. Technology can and must play the role of a key enabler of transformative innovation.

2022 CSL Forum : November 16 How to Workshops: November 17

> SWARTZ CENTER FOR ENTREPRENEURSHIP

CARNEGIE MELLON UNIVERSITY



**CORPORATE STARTUP LAB** A CMU Swartz Center Initiative

Organized by CSL, this <u>hybrid</u> in person and virtual event will take place Wednesday, November 16 at the Swartz Center for Entrepreneurship, beginning at 9:00am. CSL Workshops take place November 17, 9am - 12pm

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4765 FORBES AVENUE PITTSBURGH, PA 15213

## **2022 Forum Focuses:**



**More Information:** 



## **CSL** Forum Speakers & Attendees

BAYER	Columbia Business School	H HILLMAN FAMILY FOUNDATIONS	covestro	Vanguard	ARTS COUNCIL ARTS COUNCIL ARTS level and clear
Carnegie Mellon University	Disnep	PHILIPS	Google Cloud	NEAR EARTH AUTONOMY	safetyto
MSA	TD VC	HIGHMARK.	Øiw	ANNY	State Farm
	Source tech designs	GRAYMATTER	CLOUD ADOFISON SOURCHS	MC	PERPORMANCE REVEW INSTITUTE
SHEETZ	numo.	birchmere	COMCAST	<b>V</b> truefit	JREAST

OPTUM	Pittsburgh Post-Gazette	SIEMENS	Cleveland Brothers	PROJECT MARKETING ASSOCIATES Dather Results Without Incrusting Overhead	R
University of Pittsburgh Joseph HL Katz Geodesita School of Basirees	UNITED STATES SENATE	zebra	Cohen Law Group	Center for VICTORY Reposed Eduard Elecard	
GUINNERSHY	ohnson «Johnson	PITTSBURGH INNOVATION DISTRICT	<b>BOSCH</b>	Community College of Becaver County	Trucklite
gsk	UPPMC LIPE CHANGING MEDICINE	UNOVARTIS	echo	Citrin Consulting	Pencils
assemble a community space for arts + technology	carney	B	BNY MELLON	Uber	CONTENT
Vivasc Therapeutics Inc.	Nadin Growth Strategies	thoughtform	smalldotbig	Management Science Associates, Inc."	NetApp <sup>.</sup>
	DDC Pgk, LLC	KB MarLytics Marketing + Analytics Services	Cornegie Mellon University Swartz Center for Entrepreneurship	Melissa Murphy Marketing	