Proposal for Stanford Global Entrepreneurial Marketing

Project Team: Successful Media X Innovators

Project Sponsor
Our mission statement:

Media X is Stanford’s catalyst for industry and academic research about the impact of information and technology on society. Drawing on the world-class research capabilities of 29 Stanford departments and labs, Media X stimulates fundamental insights into innovation, thereby accelerating successful outcomes while reducing risk for its member companies.

Founded in 2002 to address Silicon Valley’s most pressing problems and led by Silicon Valley’s Chuck House, Media X brings together industry partners and Stanford expertise to conduct ground-breaking work on deep questions that yield original insights and identifies novel opportunities.

We welcome new partners and friends in our ambitious goal to be a pre-eminent influence on critical business and policy issues at the nexus of technology and human sciences.

All that’s true, but the real impact of what we do takes place off-campus, after graduates take those insights into industry. That’s why we’re proposing that you help us understand and engage with one part of our community that we refer to as Media X alums: Stanford thought leaders.

Special Skills
This project will require some knowledge of interviewing techniques, working with qualitative data and, perhaps, some media manipulations.

Objectives
Media X currently has a community of about 50 participating organizations, mostly companies — some local, some national, and some in Europe, some in Asia. We know that these numbers could be increased quite a bit, and we are preparing a campaign to build and deepen relationships in the second half of 2010.

Over its eight year history, Media X has funded 70+ projects that supported about 100 graduate students on industry-initiated research. We consider these “Media X alums,” and we want to continue building on their successes! Clearly they are a potential resource for ongoing research, jobs for new graduates (like YOU!) and global networking. A network that, to be honest, we are currently not putting to good use.

Your mission, should you choose to accept it, is to help us engage with these alums in a way that benefits everyone involved. A successful outcome is that the alums are active members of the Media X community. A really successful outcome is that Media X is perceived as an active member of the alum community and you meet someone who has a lead for a job for you.

We are especially interested in alums who are working outside of Silicon Valley and outside of the USA.

We are quite open to your innovative and creative approaches. Here are some suggested deliverables and activities to start with:

Demographics of Media X alums

- Design and deploy a survey instrument to gather basic demographic and professional data. Where are they now? What positions do they hold? What kinds of work are they doing?
Interviews with alums about Innovation – in their current context and at Media X

- Design an interview outline and/or conduct a set of interviews with Media X alums. It would be great if a few of these were recorded, even videotaped, so that excerpts can be used to support your analysis and recommendations. Question areas could include:
  - How did their Media X research affect their Stanford experience?
  - Can you tell me about the last Media X-related research activity you recall?
  - What, where and who are the most compelling forces of innovation now?
  - How will innovation change in the future?
  - How can Media X be a resource for them and their companies?
- Design and run low cost experiments using Media X content to validate your hypotheses from interviews. Media X has a repository of high quality media that can be utilized online to stay connected with alums.
  - What types of Media X content are most valuable to alums?
  - What contexts for Media X content are most persuasive?
  - How will you evaluate your experiments and continuously iterate on your findings?
  - What metrics are important for assessing Media X content in the future?

Segmentation and summary of findings

- Based on both the qualitative and quantitative data you’ve gathered, prepare a segmentation of alums along with key findings for each segment.

Recommendations for maintaining networking and increasing value of contact

- Tell us what you think Media X should do next to engage and enhance the innovation quotient of alums. (And maybe help us actually do it!)

Team Benefits

The GEM team that chooses this project will have the chance to:

- Be on a first-name basis with Stanford alumni around the world at a variety of potential employers
- Demonstrate skills in combining numeric and interpersonal approaches with media experimentation (modern day marketing prerequisites)
- Get practice in interviewing and listening, both of lifelong value
- Develop personal relationships with the small and very well-connected Media X team, as well as with Media X alums around the world
- Attend the Summer Institute event of their choosing, with Media X pre-approval
- Be recognized (and linked) on a project summary page on the Media X at Stanford University website.

Project Advisors

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