Presents

Why Your Brilliant Idea Might Fail
Demystifying the Social Side of Innovation

Monday, April 27th, 2015
7:30 PM in 4-237
Dinner will be served

Featuring Johnathan Cromwell, MIT ’09 and MCG alum,
Doctoral Student at Harvard Business School

MIT students are bred to develop new technologies that will revolutionize industries and transform society for the better. But when we think about developing the next Dropbox or the next Khan Academy, we tend to focus on the technology itself and overlook the importance of the social side of innovation. In reality, we can improve our chances of creating a breakthrough innovation by choosing the best teammates and taking into account the experience of our eventual customers. Find out what you need to transform your visions into reality – the key to success may not always be in the technology itself.

RSVP here by April 23, 11:59 PM

Please e-mail mcg-board@mit.edu with any questions.