EXTREME GREEN
THE BROAD KEY TO CREATIVITY

Extreme Green is a series of intensive experiential workshops crafted to give students an opportunity to put their MBA learning to the test in a real-world environment. Each Extreme Green workshop builds on the next, helping students build skills and gain experiences that employers are seeking.

CREATIVE **CONFIDENCE**

Rooted in design thinking methodology, our students will learn the creative and ideation tools in use in many of the world's most innovative companies. They will then begin to exercise this knowledge to begin to solve business problems, while laying the foundations for future Extreme Green sessions.

RAPID **PROBLEM SOLVING**

Broad vs. Broad is a high-stakes, internal business problem competition where first-year MBA students, in their core teams, have 36-hours to recommend a solution to a business problem. Their solutions will be judged by a collection of faculty, alumni and corporate judges. This condensed learning environment provides students the chance to practice 21st-century business skills on tight deadlines.

CORPORATE **INNOVATION**

MBAs will apply their design thinking and problem-solving knowledge in a real-world environment as part of an internal innovation team, embedded inside a corporation. For inspiration, they will be provided perspectives from alumni that have completed innovation work in the past, both as internal and external agents. The sessions culminate in a business problem presentation, where each team will present a solution to the internal consulting problem, to be judged by corporate executives.

BUSINESS **MODEL CREATION**

Students will have to think on their feet when they're challenged to build a business model from scratch and pitch it to venture capitalists. They'll have to generate and refine the idea, create financials, prototypes, sales and distribution plans, marketing forecasts, and more, all within 48 hours. Students will complete this work supported by the entrepreneurship community both at MSU and in Detroit, one of the fastest moving segments for this work in the country.

Broad College of Business
MICHIGAN STATE UNIVERSITY

To learn more, visit:
mba.broad.msu.edu