

TURNING TODAY'S CHALLENGES INTO BREAKTHROUGH SOLUTIONS

WHAT IS IDEAJAM?

IdeaJAM is a high-energy, interactive innovation workshop led by Northeastern University's Roux Institute Entrepreneurship & Venture Creation team. Your organization brings the challenge—we guide your team through a proven, design-driven process that unlocks creativity and generates actionable solutions. More than traditional brainstorming, IdeaJAM is a structured, results-oriented experience designed to turn ideas into real, tangible outcomes.



WHO IS THE PROGRAM FOR?

IdeaJAM is built for organizations facing complex challenges and looking to move from ideas to action. It's ideal for companies, nonprofits, municipalities, and startups seeking fresh perspectives, cross-functional collaboration, and tangible solutions to real-world problems.

WHAT DOES THE PROGRAM INCLUDE?

IdeaJAM delivers a fully designed, high-impact innovation experience tailored to your specific challenge—combining hands-on application of design thinking and customer discovery to move teams from problem to solution with speed and clarity. Participants engage in cross-functional collaboration, guided by experienced facilitators, working through structured ideation sessions that generate bold, actionable solutions. The experience culminates in the development of clear concepts ready for execution, supported by live pitch presentations and real-time feedback. Following the session, you'll receive a comprehensive synthesis of key insights, ideas, and recommended next steps to maintain momentum.

- A customized, end-to-end innovation experience built around your specific challenge
- Guided collaboration using proven design thinking and customer discovery methodologies
- Structured sessions that transform ideas into actionable concepts ready for execution
- Live presentations with feedback, followed by a clear summary of insights and next steps

WHY SHOULD MY ORGANIZATION HOST AN IDEAJAM?

At the Roux Institute, we go beyond traditional programming to deliver high-impact, outcome-driven experiences that help organizations move from challenge to execution. Our team combines deep expertise in innovation, entrepreneurship, and applied problem-solving to design engagements that are both strategic and practical—ensuring real value for your team and your organization.

- You define the challenge — we design the experience
- Facilitated by experienced innovation leaders
- Tailored to your organization's goals and context
- Built to deliver outcomes, not just ideas



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WHAT CAN PARTICIPANTS EXPECT?

Participants can expect a fast-paced, highly engaging experience that blends structured methodology with creative problem-solving. Working in dynamic, cross-functional teams, participants will tackle real-world challenges, gain new perspectives through customer discovery, and apply design thinking to develop innovative solutions. The session is interactive and hands-on, encouraging collaboration, critical thinking, and rapid iteration—culminating in the opportunity to pitch ideas and receive real-time feedback.

- Fresh, innovative solutions tailored to your specific challenge
- A structured, energizing experience for your team
- Practical tools and frameworks you can reuse
- Increased alignment and shared understanding
- Clear concepts ready for further development and implementation



WHAT MAKES IDEAJAM DIFFERENT?

IdeaJAM is not a traditional workshop—it's a results-driven innovation experience designed to move teams from challenge to actionable outcomes in a short, focused timeframe. Unlike typical brainstorming sessions,

IdeaJAM combines proven design thinking methodologies with real-world application, ensuring ideas are grounded, validated, and ready for next steps. The experience is fully customized to your organization's challenge, facilitated by experienced innovation leaders, and structured to deliver both immediate insights and long-term value.

WHO HAVE YOU WORKED WITH?

We've partnered with leading organizations including L.L.Bean, Aetna, the MedTech Collaborative, and BostonCIO to deliver IdeaJAM experiences to their leaders and workforce. Across these engagements, we've worked with cross-functional teams to tackle complex challenges, unlock new ideas, and drive actionable outcomes — demonstrating the versatility of IdeaJam across industries such as retail, healthcare, technology, and innovation ecosystems.



INTERESTED IN LEARNING MORE? CONNECT WITH US AT
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