



· VALLEY BEIT MIDRASH ·
START ME UP!
2011-12 FELLOWSHIP PROGRAM



REVISED: JANUARY 18, 2012

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- SEPT 1** **ANNOUNCE START ME UP'S FELLOWS**
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- SEPT 21** **KICK-OFF EVENT** Welcome, Celebration, and Orientation to the program
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- OCT 27** **WORKSHOP I: THE JEWISH INNOVATION LANDSCAPE**
What is happening nationally and internationally in the “Jewish innovation ecosystem?” How does Phoenix fit into the picture? What must the community do to move forward in creative and innovative directions? This first workshop will help Fellows understand the landscape in which they are operating. We will also address the meta-questions: What does it mean to be an entrepreneur in your community? What does the term “innovation” mean? **LED BY:** Maya Bernstein
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- NOV 17** **PANEL OF JEWISH INNOVATORS I**
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- DEC 8** **WORKSHOP II: BRAINSTORMING, INTERVIEWING, AND DESIGNING**
Using a particular approach to designing new programs developed by Stanford’s School of Design, this session will inspire Fellows to imagine new ideas for the Phoenix Jewish community, interview some local potential participants and leaders for these programs, and begin to design their vision for new structures and programs for the Phoenix Jewish community. **LED BY:** Maya Bernstein
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- DEC 29** **IMAGINATION SESSION**
Fellows will refine the ideas they generated during Workshop II, and then *iterate* – share these ideas with potential users, and then refine and rethink the ideas.
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- JAN 19** **WORKSHOP III: FAILING FORWARD — IS THIS A GREAT IDEA OR NOT?**
How do you know if your programs are interesting and valued by those beyond those engaged in your design process? Working with the design thinking methodology, this workshop will help you determine the cheapest and most effective ways to test your ideas and how to evaluate whether they are making a difference: steward resources and increase your likelihood of success. **LED BY:** Toby Rubin.
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- FEB 9** **PANEL OF JEWISH INNOVATORS II**
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- FEB 23** **WORKSHOP IV: BUILDING YOUR IDEA — CREATING YOUR CANVAS**
What is the best way to design the container for your ideas? This session will introduce Fellows to the Business Model Canvas approach, adapted from Alexander Osterwalder’s work, to help ideas grow and thrive. **LED BY:** Barbara Reiss
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- MAR 29** **IMAGINATION SESSION**
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- APR 17** **WORKSHOP V: PITCHING YOUR IDEA**
How can you share your passion and ignite others to support and participate in your work? This session will train Fellows to pitch their ideas to community leaders and funders. **LED BY:** Gale Mondry
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- MAY 10** **WORKSHOP VI: GOAL SETTING AND PLANNING FOR EVALUATION**
This session will pave the way for Fellows to launch their projects in the coming year. It will focus on 1. Tools of Evaluation – how to assess the efficacy of a project in the short term and long term and 2. An Implementation Plan: creating a 6-month plan of goals and corresponding benchmarks to track success. **LED BY:** Beth Cousens
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- JUNE** **SIYYUM** End of year communal celebration (date TBD)
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