

Think Creative partners with Aspire

to deliver one-of-a-kind entrepreneurship programs at corporations and universities.

The Program leverages Aspire’s online content platform and workshops to deliver a highly customized experience at any stage of the entrepreneurial journey, from customer discovery to sales acceleration.

Think Creative mentors are not just advisors; they are active partners. They work closely with Faculty Entrepreneurs, guiding them through the process, providing real-world insight, and stepping in when necessary to help them achieve their goals.



Think Creative and Aspire are working with the Black Fire Innovation at UNLV to help university faculty discover the business potential of their research, bridging the gap between Academics and the Marketplace. For the second year, we ran an 8-week program in Customer Discovery with research teams at UNLV.

- Atmospheric Science
- Legal
- Dentistry
- Chemistry and Biochemistry
- Kinesiology & Nutrition Sciences
- Computer Science
- Neuroscience
- Physics Astronomy
- Psychology
- Physics & Astronomy
- Organic Chemistry
- Mechanical Engineering
- Engineering

Over the course of 2 months, we worked with them on the following topics:

- Customer Discovery
- Value Proposition
- Lean Startup
- Customer Development
- Market Sizing
- Business modelling
- Validating assumptions
- Pitching

Faculty Entrepreneurs learn from watching video lessons, working through planned exercises, and familiarizing themselves with the templates in the Aspire platform before meeting with their mentors weekly to apply learnings to their particular cases and make progress on the customer discovery journey for their research or IP.

By the end of the program, our faculty entrepreneurs had successfully transitioned their focus from what their technologies can do to what clients would buy and why, a significant shift that underscores the effectiveness of our program.

Testimonials

“I enjoyed the weekly coaching sessions. They helped me narrow my goals into a more realistic fashion.”

Michael Pravica, Professor, Physics and Astronomy

“My Think Creative mentor was very patient and helpful during the coaching sessions. She is very knowledgeable and supportive.”

Jun Kang, Associate Professor, Organic Chemistry

“This has been immensely helpful. I came into the Program, not realizing what my business would look like, but the timing of this program, along with my working with a new business partner and reaching out to potential customers have set our business on a new course.”

Jeremy Cho, Assistant Professor, Mechanical Engineering