Nebraska Wesleyan University

INNOV 4010 Accelerator

Catalog

2026-2027

Course Description

This 16-week course immerses students and community members in the process of launching and scaling early-stage ventures. Working in small founder teams, participants apply Design Thinking to refine business ideas, validate customer needs, test solutions, and build viable business models. The course emphasizes real-world traction through user engagement, pilots, or early revenue, and culminates in a professional pitch to investors, mentors, and strategic partners.

Prerequisite(s): INNOV 1000 Ideas To Innovation and sophomore standing.

Course Hours

4 hours

Departments

1. Innovation and Entrepreneurship