INNOVATE-O-thon is a 48-hour workshop that connects companies with Ohio State undergraduate students. Each semester, the Institute for Materials Research partners with a company to challenge interdisciplinary teams of students to dissect a real problem, and then devise and propose novel concepts to address the needs of the company.
How INNOVATE-O-thon Works

**Ideation**
Industry partner presents problem statement and students individually form initial ideas.

**Problem Curation**
Industry partner identifies a challenge to be addressed and collaborates with Ohio State to create the problem statement.

**Teaming**
Students mix into interdisciplinary teams, adding new dimensions, depth, empathy, and urgency to evolving ideas.

**Refinement**
Industry partners and experts provide feedback, and student teams push ideas to new levels.
Diversity Drives Innovation

More than 40 majors from six colleges have participated:

- Arts & Sciences
- Business
- Education
- Engineering
- Food, Agricultural, and Environmental Sciences
- Medicine

Technology Commercialization

Industry partners request licensing options from filed student invention disclosures.

Pitch

Student teams present fully formed concepts to industry partners.

Value to the Industry Partner

- Unique undergraduate recruitment
- Identification of multiple novel concepts
- Company owns all generated IP
From our viewpoint, this is not only a great way to get new ideas for future concepts. But, also, a great way to understand the potential of these students and look for opportunities for recruiting in the future.

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Get Started!
Contact Kari Roth at roth.570@osu.edu to begin the INNOVATE-O-thon experience.