MBD

INNOVATION ODYSSEY
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GPS and Chattanooga at a glance

- Grades 6 to 12
- Founded 1906
- Only all-girls school in our region
- Serves 33 zip codes
- 32 sending schools
- 100% of our graduates attend four-year colleges and universities around the country and world
- 66% of the class of 2016 received merit or talent-based scholarships
- 99% of recent graduates report that they are thriving in college
- 100% of recent graduates see the benefits of their GPS education in their everyday lives

- History of innovation and entrepreneurship
- World’s first franchised Coca-Cola bottling plant
- MoonPies and miniature golf invented in Chattanooga
- World’s largest freshwater aquarium
- 10 Gig City — fastest internet in the world
- Known for its startups, venture firms, and one of the nation’s largest business incubators
- Haven for outdoor sports such as hunting, fishing, trail running, rock climbing, and mountain biking
A: WHY INNOVATE
THE LANDSCAPE

ADVANTAGES:

☐ Chattanooga, TN is a startup hub — a fertile ecosystem for entrepreneurship.
☐ Girls Preparatory School has a proud heritage of social entrepreneurship. Our founders sought to solve inequities in women's education.
THE LANDSCAPE

CHALLENGES:

- Women are under-represented in entrepreneurship ventures.
- Civic engagement vs. deficit-filling
- GPS must invest in the socio-economic development of women in our broader community in order to ensure a more diverse student population in the future.
B: KEY QUESTIONS
- How can GPS extend its reach and become more outwardly facing?

- How do we motivate women and girls to consider the life benefits of entrepreneurship such as financial independence, flexibility, and control of their futures?

- How can we harness the expertise, power, and networks of successful women to help us?

- How do we reach the women and girls of Chattanooga?

- How do we get buy-in from the GPS community and help them understand the connection between GPS and entrepreneurship?
C: GENERATING IDEAS

GETYOURMBD.COM
THE CONCEPT:
Use GPS as a convener of issues related to girls and women and begin with an entrepreneurial conference designed to establish the female voice in technology, startups, and business.

Ingredients for MAD, BAD & DANGEROUS®

COMMUNITY PARTNERS

MBD

INNOVATIVE PROGRAMMING

WOMAN & GIRL CENTERED

GETYOURMBD.COM
MAD: enthusiastic, bold, unconventional

BAD: intense, serious, unruly

DANGEROUS: risky, formidable, unstoppable

DITCH EXPECTATIONS, START SOMETHING
D: PROTOTYPING
Years 1 & 2 MBD
Video: Click here
Year 3 MBD Girl Edition
Video: Click here
E: LESSONS LEARNED
- The Chattanooga community is ready and willing to embrace our mission to encourage women and girls in entrepreneurship.

- Mentorship matters!

- Community partnerships are the lifeblood of MBD.

- The 24Hour Generator is a powerful learning laboratory and a catalyst for girls.

- GIRLS should be our main focus: MBD effectively helps girls catch the entrepreneurship bug early and helps parents in their efforts to support their daughters.
F: WHAT'S NEXT?
YOUR TURN

HOW DO WE MAKE MBD SUSTAINABLE AND POSITION IT FOR GROWTH?