



**The Magnuson Center  
for Entrepreneurship  
at Dartmouth**

**Madison Davis, Ashley Goh, Tavisha Khanna, Jennifer Zhao**

# Meet the Team



**Madison Davis '26**



**Ashley Goh '26**



**Tavisha Khanna '26**



**Jennifer Zhao '25**

# Agenda





**Term 1  
Recap**

**Research**

**Ideating**

**Prototyping**

**Future  
Plans**

# Project Prompt

The Entrepreneurship Living and Learning Community (ELLC) is finishing up its last year. We want to understand **what the ELLC did well** and **what gaps it left for students**. We would like to reimagine and design, using human-centered design principles, a program for Dartmouth students at the Magnuson Center (MC) **with a focus on entrepreneurial thinking and leadership training**.



Term 1 Recap

Research

Ideating

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**Term 1  
Recap**

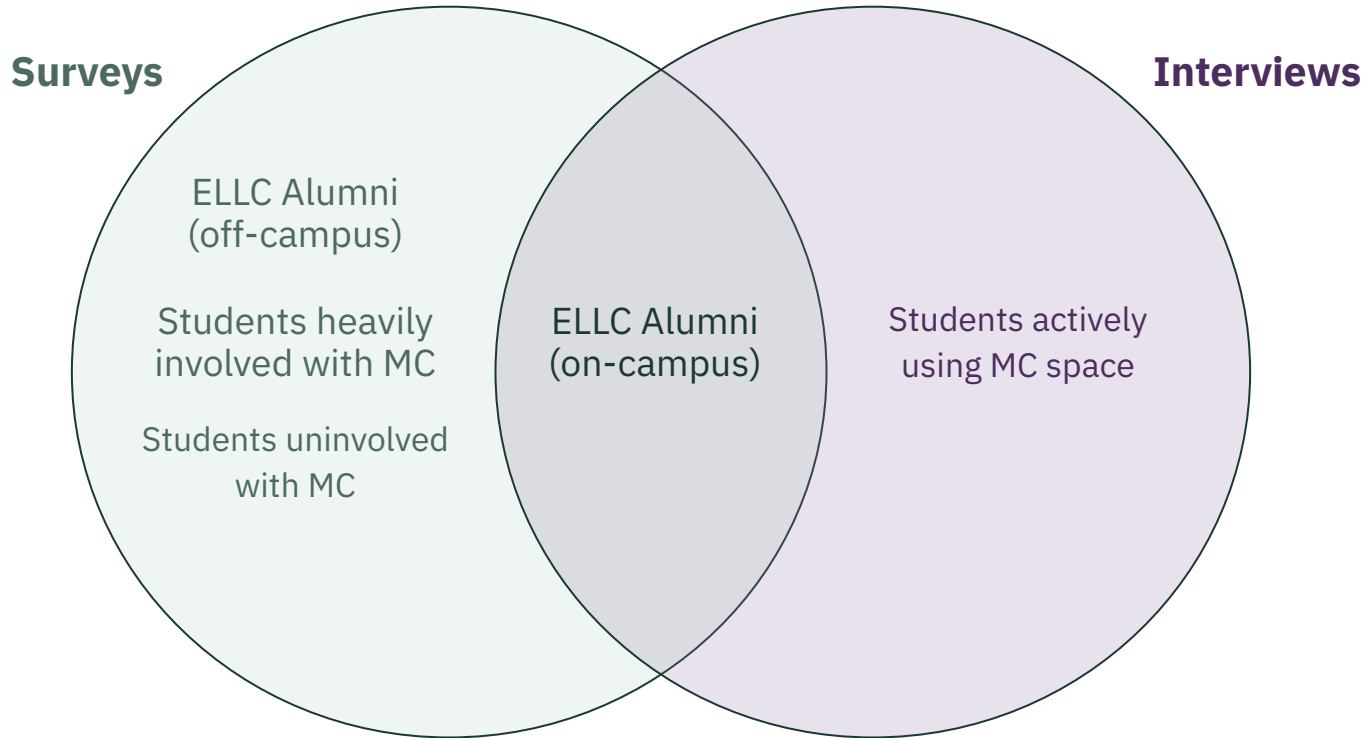
**Research**

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# Research Process



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**Answering the Project Prompt:**

**What did the ELLC do well?**  
**What gaps did it leave?**

# Key Insights from Research

"Not knowing who exactly is involved"

Loved the breadth of opportunities and programs

Not a diverse mix of class years or majors

Loved the alumni speakers

Lack of community

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**Research**

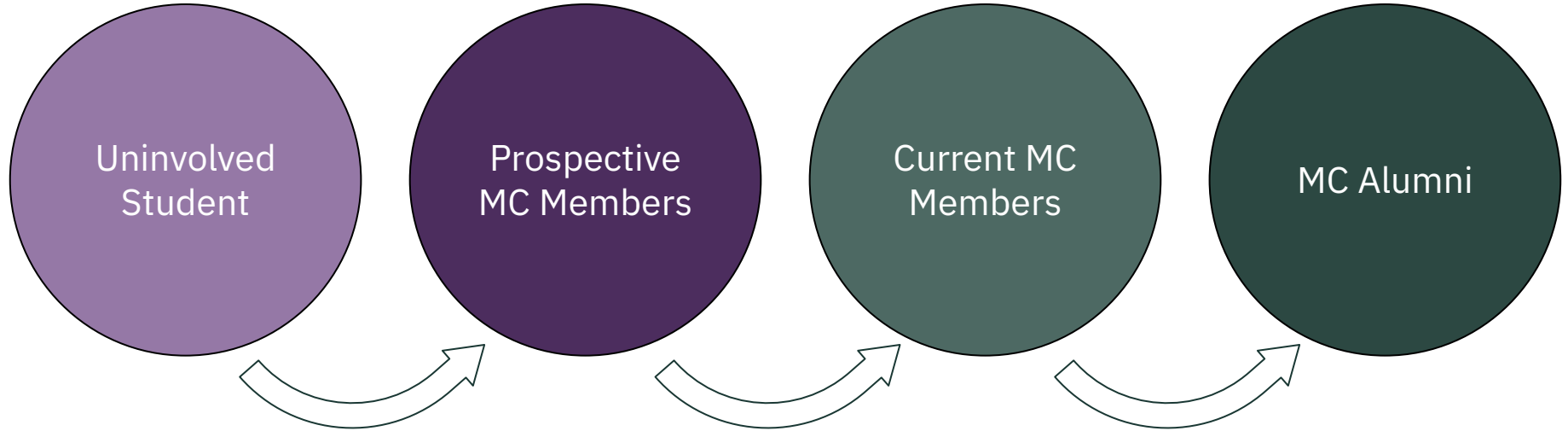
Ideating

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# Target User Groups



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graph LR; A[Term 1 Recap] --> B[Research]; B --> C[Ideating]; C --> D[Prototyping]; D --> E[Future Plans];
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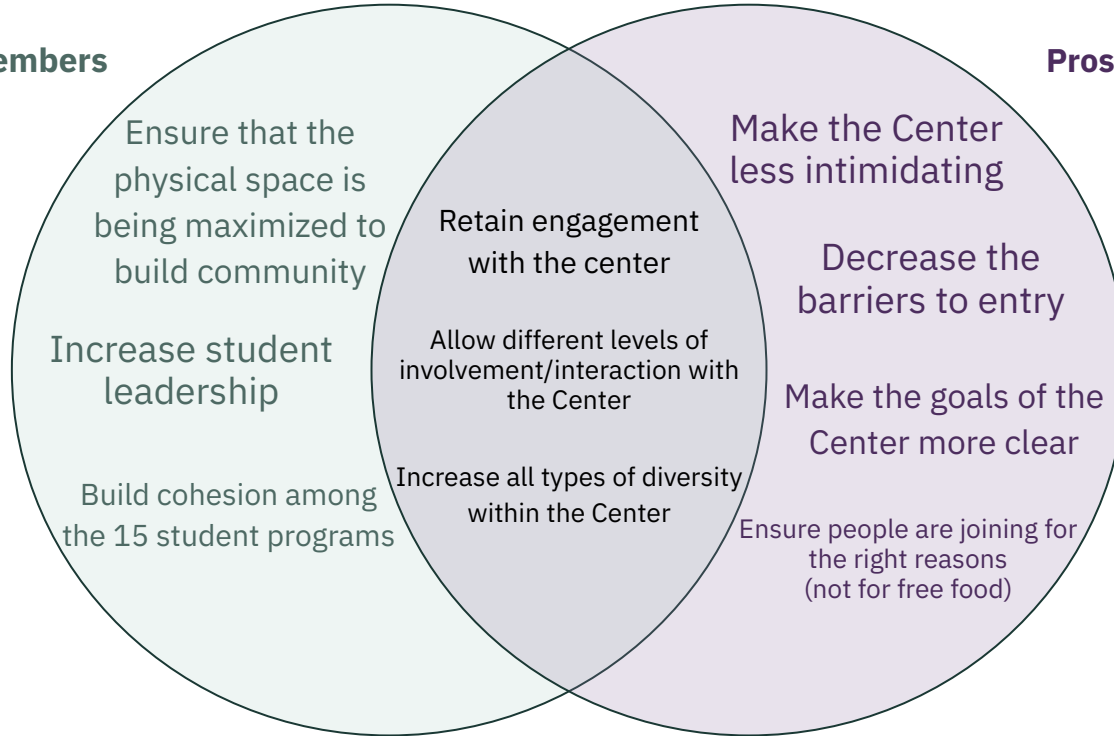
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# How Might We?

## Current MC Members



## Prospective MC Members

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# Core User Needs

## Uninvolved Student

1. Understand what the MC is and what it does
2. Learn about which MC programs interest them

## Current MC Members

1. Create community and bridge the programs together
2. Ensure students are in the know about what's happening in the Center
3. Offer different levels of participation in the center

## Prospective MC Members

1. Lower barriers to entry
2. Make the center easier to understand - which student program(s) is for them?
3. Understand that anyone interested can find a place in the MC

## MC Alumni

1. Stay connected with the Center
2. Share their experience with current MC members

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# Networking Event Prototype Plan



Magnuson Professional  
Staff Panel



MSLB Student Speakers



Networking

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# User Needs Addressed

Uninvolved  
Student

1. **Understand what the MC is and what it does**
2. **Learn about which MC programs interest them**

Current MC  
Members

1. Create community and bridge the programs together
2. Ensure students are in the know about what's happening in the Center
3. **Offer different levels of participation in the center**

Prospective  
MC  
Members

1. Lower barriers to entry
2. Make the center easier to understand - which student program(s) is for them?
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MC  
Alumni

1. **Stay connected with the Center**
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# Networking Event Attendees' Outcomes

Magnuson Professional Staff Panel	Magnuson Student Leadership Board Representatives	Networking!
<ul style="list-style-type: none"><li>✓ Brief intro to the Magnuson Center</li><li>✓ Answered questions from RSVP survey</li><li>✓ How they can get involved</li><li>✓ Overview of the programs that the Magnuson Center offers</li></ul>	<ul style="list-style-type: none"><li>✓ Hear from their peers</li><li>✓ How can they get involved with entrepreneurship at their age?</li><li>✓ College-aged perspective</li><li>✓ Applications to more than just PE/VC</li></ul>	<ul style="list-style-type: none"><li>✓ ~8 attendees already had startup ideas</li><li>✓ Attendees talked with Magnuson professional staff and MSLB members</li><li>✓ High engagement - students stayed for about an hour after the event ended</li><li>✓ Shared business cards</li></ul>

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\*\*feedback collected from retrospective surveys at the conclusion of the event

# Networking Event - Feedback

## Statistics:

~30  
attendees

~50%  
were  
first-years

All ECON,  
CS, or  
ENGS  
majors

All male  
attendees  
:(

100%  
were  
likely to  
go again

## New perspective of MC:

"Yes, I honestly  
knew very little  
about Magnuson  
before the event,  
and I am looking  
to get involved  
now."

"I knew  
nothing about  
[the MC]  
before. My  
world has been  
opened."

## Favorite Parts:

Q&A  
(+2)

Speakers,  
both  
students  
and staff  
(+3)

Meeting  
people  
like me  
(+2)

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# Networking Event - Future

## Changes:

Students  
talk more  
about  
experiences

More  
interaction  
with faculty  
and MSLB

Shorter  
panels - more  
casual  
conversations

## Future events:

Fundraising

"Anything  
with  
speaker"

Alumni  
connections  
+  
networking

MSLB  
involvement

## Recommend to:

Anybody in  
entre-  
preneurship  
(+3)

friends

anybody

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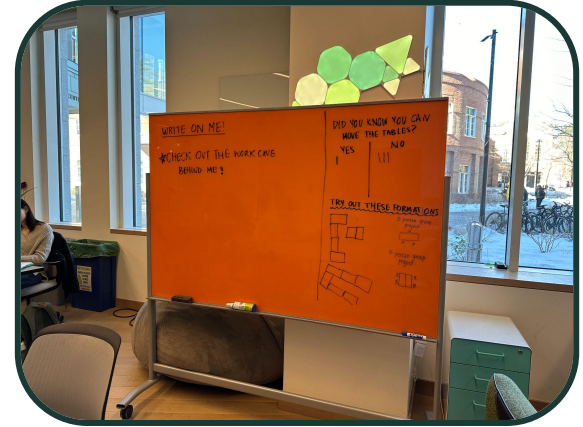
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# Rearranging the Space Prototype Plan



Rearranging the Tables Ourselves  
and Adding a Couch

Prompting Discourse on Improving MC  
and Using Whiteboards/Windows

Suggesting Table Configurations and Use  
of Whiteboards

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# User Needs Addressed

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\*\*feedback collected from interviews and observing the space for ~3 hours / day during prototype

# Rearranging the Space Feedback

## Observations:

Louder in  
the space

Someone  
walking by:  
"Wow, they  
have couches  
now!"

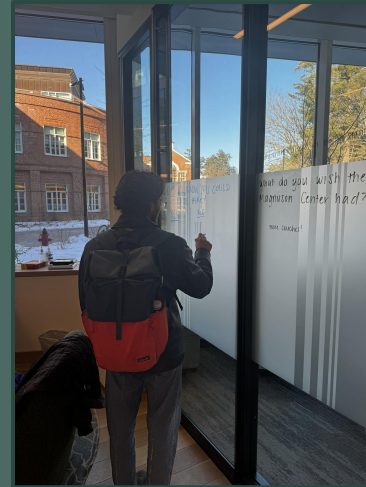
People  
answering  
our questions  
on the  
whiteboard

More  
interactions

Always  
someone  
using the  
couch

Did not use  
the board  
games we  
put out

## Pictures:



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# Prototypes Key Insights

Students **need** more inter-Magnuson Center interactions with other entrepreneurial-minded students **to** learn from others' experiences.

Students **need** a dynamic workspace **to** foster creativity and interaction.

Students **need** a platform to express their wants and needs from the Magnuson Center **to** give the Magnuson Center a sense of purpose.

Students **need** more clarity about the Magnuson Center's purpose and programs **to** become (and stay) involved.

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# Final Recommendations

**1**

Let students express their wants/needs from the MC on the whiteboards

**2**

More networking events!  
Could be scaled up, or scaled down for interest groups (i.e. women) - use student recommendations

**3**

Encourage women to join! More specific events for only self-identifying women and from across majors

**4**

Update the MC website! What does each student program do and who is it meant for?

**5**

Encourage whimsy!  
Bring in couches / fun furniture.

**6**

Create a schedule (i.e. weekdays 9 am - 4 pm is quiet time, at 4 pm, rearrange the space and encourage collaboration)

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# Thank You!

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