With generous support from Jorge Paulo Lemann ’61 and pivotal guidance from the Faculty of Arts and Sciences, the Lemann Program on Creativity and Entrepreneurship (LPCE) has continued to build momentum and generate transformative experiences that enable students to harness their academic learning and ideas to make real-world impact here and now.

Our work remains rooted in the vision of late Harvard professor Robert Lue, Richard L. Menschel Faculty Director of the Derek Bok Center for Teaching and Learning. By equipping students and faculty with an actionable understanding of creativity and entrepreneurship, Lue believed Harvard College could map liberal arts venture-based learning to inspire societal progress and profits globally.

By integrating transformative ideas gleaned from a Harvard College education with entrepreneurial thinking, our students are better prepared to meet the high-stakes societal demands of this era and find success and influence within global markets increasingly focused on environmental, sustainable, and governance (ESG) values.

This second annual report illustrates the growing and diverse embrace of the LPCE’s innovative approach to learning and doing. It provides a concrete glimpse of the enthusiasm and ingenuity that students demonstrate when equipped with the tools and resources needed to launch real-world ventures that make social impact.

We also explore next steps for this innovative program, which include playing a mentor-type role in an evolving public-private-academic partnership in South America. The Partnership for the Triple Frontier—a tri-border area that includes Argentina, Brazil, and Paraguay—was inspired by our innovation ethos and enables new learning pathways while seeding a creative-entrepreneurial mindset regionally.

**Curricular Offerings**

From our home base within the Office of Undergraduate Education, the LPCE continues to develop and strengthen the impulse toward innovation within Harvard undergraduate students with a curriculum focused on ideas, ventures, and products
that help build a “better normal” related to one or more of the following: global health, climate change, and social injustice. We successfully launched new curricular offerings in AY 2021-22, including two four-credit classes on Creativity and Entrepreneurship (C&E) involving over 100 students, faculty, and mentors.

In our fall course, LPCE 101 (renamed CE10 for fall 22), students focused on developing a social impact venture from conception to launch. Using the framework of the UN Sustainable Development Goals (SDGs), students learned to create an actionable approach, build an organizational strategy and business plan, test ideas, and persuasively communicate to build human capital and funding.

Led by course head Dr. Alain Viel, a senior lecturer in the Department of Molecular and Cellular Biology, our weekly three-hour seminars included business model creation, pitching tactics, and data collection. Classes featured hands-on activities, guest speakers from across industry, supplementary material on Harvard LabXchange, and workshops hosted by the Bok Center’s Learning Lab and the Berkman Klein Center’s metaLAB. It culminated in a Festival of Ideas where student teams shared their venture ideas and pursued support to move their emerging projects forward.

Ventures included:

- **Brydge**, a peer-to-peer lending platform that introduces the sharing economy for consumer goods, enabling users to lend and rent. It was developed by students Jack Traina, Jack Li, Govind Ramakrishnan, and Phil Labrum to address consumer waste and create a global community.

- **Cambio**, an online platform that provides mentorship and job training for mid-level professionals. Unlike Glassdoor and LinkedIn, Cambio offers an affordable, community-based platform where users can serve as both mentors and mentees. It was developed by students Melody Wang, Nour Abou-Hussein, Nyla Brewster, and Parita Shah, to increase accessibility and create social change.

- **Distro**, a platform that connects establishments with an excess of healthy food to consumers seeking to obtain nutritious food at an attainable price. It
was developed by students Liya Jin, Kara Siegel, Emily Sun, and Jonathan Yuan to address food waste and create social change.

- **Harvest Share**, an online shopping platform that repurposes shipping boxes. This crowdfunded investment app enables users to invest in local farms within emerging markets. It was developed by students Jaron Zhao, Jenna Albezreh, and Kaylie Hausknecht to address consumer waste and promote renewable energy.

In our spring course, LPCE 102 (renamed CE20 for spring 2023), students with early-stage existing ventures worked toward real-world launch. They prototyped a solution to an intractable problem also using the framework of the UN SDGs. They learned to better analyze the identified problem, ideate, and create an actionable plan of execution, build a scaling strategy and marketing plan, network with experts for advice and mentorship, and persuasively communicate to earn support to launch their venture. In keeping with the pioneering hybrid structure of the LPCE, 26 student founders were granted $1,500 in funding to continue to pursue and develop their venture in partnership with the LPCE.

Ventures included:

- **Blacklight**, a clothing brand with the mission of sharing inspiring stories to promote new beauty standards via blacklight pictures. It was developed by founder Laura Sophie Wegner, a blacklight photographer, to optimize the positive and transformative impact of this art form for individuals and communities.

- **Clear Eye**, a tool for blind people and their caretakers. The blind stick has two essential components: distance and location sensors. It was developed by founder Mahbuba Sumiya to enable caretakers to use an app to track the stick and the user’s location to address accessibility and safety issues.

- **Empowered Design**, a non-profit that provides pro-bono graphic design services to nonprofits and social enterprises to inspire social and environmental change. It was developed by founder Camilla Gray and uses student designers who in turn acquire experience working with real-world clients while making a social impact.
Grace Café, a specialty Colombian coffee business that introduces new ways to consume coffee. By offering high-quality coffee with a localized and transparent chain of production, Grace Café reduces the use of additives. It was developed by founder Andres De Arco to provide exceptional Colombian coffee created using ethical standards of production.

These curricular offerings (CE10, CE20) will be available again this academic year to enable students to develop and apply transformative ideas to societal challenges. In collaboration with the Learning Lab, our courses will include workshops and hackathons that build skills in areas such as presentation and pitch delivery.

Social Impact Innovation Ecosystem

One of the most exciting aspects of the LPCE program is its focus on curricular offerings matched with extracurricular offerings to grow a creative-entrepreneurial pipeline that fuels an innovation ecosystem focused on social impact ventures.

We continue to develop this ecosystem by seeding, mentoring, and launching more keen student entrepreneurs than a set of academic courses can logistically take and teach. As one indication, in AY 2021-22, we awarded $140,000 to 80 student ventures to encourage the translation of student ideas into real-world ventures.

Project Support Program

Leveraging the popularity of our previous accelerator work, the LPCE offered a Project Support Program (PSP) across both semesters for early-stage social impact innovators at Harvard, which attracted and advanced undergraduate and graduate students in the arts and sciences, business, education, government, and medicine.

Fifteen teams received $1k each and personalized guidance to advance ventures that were focused on education, social justice, and religion. One venture tackled the impact of COVID-19 on the education system; another venture harnessed the power of AI and Machine Learning to identify early signs of Alzheimer’s disease.
In feedback surveys, PSP participants described the generous access to our staff and industry mentors, community events, and skill-building workshops as valuable. They credited the LPCE with catalyzing immense progress, including earning them accolades in external venture competitions to continue to advance their startups.

**Launch Fund**
The student participants in our Launch Fund came from every undergraduate concentration and graduate school. In this big-ticket competition, three winning teams are each awarded $15,000 for conceptualizing a social impact venture with transformative potential. The student ventures focused primarily on solving education, environment, health care, and social justice issues. Examples include an interactive chatbot that teaches teens in low-resource areas about health issues and a platform that empowers Syrian refugees to solve community problems.

Our Launch Fund competition is judged by a multidisciplinary panel of faculty, industry practitioners, and alumni from various spheres, including art, education, entrepreneurship, and public affairs. In alignment with LPCE’s mission to measurably develop student ideas, all 21 applicant teams received detailed feedback about their presentations, infographics, and pitch decks from our judges. The student ventures that earned the top reviews and the three awards included:

- **Fihriya**, a platform empowering the next generation of India’s low-income Muslim girls to be community leaders through education programs and mentorship.
- **HomeSafe**, a mobile application that helps users reach their destinations intact by optimizing safety rather than route speed.
- **Learning Momentos**, a platform that creates specially designed tools to transform moments between parent and child to joyful and meaningful learning opportunities.

Our tiered approach eases students into the entrepreneurial sphere. As student Sapna Saleem, a first-time entrepreneur and founder of Fihriya, attests: “For me winning the Launch Fund is empowering beyond the financial support. It gives me the confidence to tread this path. Seeing people connect with my idea and the work we do at Fihriya has been reassuring and reaffirms the need to work on this
problem. To have individuals and the LPCE team trust me is a privilege that I do not take lightly and am grateful for. We look forward to growing and learning through the support we have from the LPCE community.”

Community-Building Events
Throughout the academic year, the LPCE fostered a sense of community among students, faculty, and industry practitioners. We engaged hundreds of community members across 20 public events that included trivia and networking, guest lectures, and lively panels on subjects related to creativity and entrepreneurship.

The LPCE believes deeply in the value of multidisciplinary collaboration within student venture teams, and we lead by example. Our popular ART+ workshop series, co-developed with Harvard ArtLab, continues to feature conversations with artists and innovators working on today’s greatest challenges. In a different vein, the LPCE collaborated with Harvard’s Office of Career Services (OCS) to offer a pitch workshop as a featured event during OCS Startup Week. In addition, we presented at a Harvard Ventures event on the campus entrepreneurship scene, strengthening our relationship with the other innovation programs at Harvard.

FounderCrush
Our collective efforts culminated in FounderCrush, our first collaborative annual showcase to capture the energy and cross-pollination of ideas, creativity, and entrepreneurship generated across the Harvard innovation community. We partnered with the Technology and Entrepreneurship Center at Harvard (TECH), Harvard Innovation Labs, Harvard Ventures, and the Harvard Innovation Challenge to celebrate student founders.

More than 300 students, faculty, industry practitioners and proud family members attended this evening event, which featured student founders from across our own program—LPCE 101, LPCE 102, PSP, Launch Fund—and the greater Harvard community. The LPCE’s Sam Magee, director of creativity and entrepreneurship, shared the vision behind our program. The event facilitated networking, a poster session, and a cocktail social hour. We invite you to view a montage that briefly
captures several student projects from FounderCrush in a three-minute video produced by the Bok Center. To view pictures from the event, please use this [link]().

**Innovation in Action**

In an exciting push to deepen the LPCE’s impact by advancing and popularizing a smart and creative approach to entrepreneurship that makes social impact, we have developed new collaborations that heighten our presence on campus and globally.

With the Harvard T.H. Chan School of Public Health, we have designed and will soon launch (Fall 2022) an accelerator and an entrepreneurship outreach program known as Harvard HealthLab, which will foster social impact innovation across Harvard and well beyond our walls.

In addition, we are seeding innovation and change by acting as a model and a source of inspiration for similar programming in Brazil. Through our Harvard-MIT networks, we have developed a collaborative relationship with academic leadership at UDC, a private educational enterprise in Foz do Iguacu. UDC teaches about 13,000 students from pre-K through graduate school across five campuses and over decades has served to lift the health and prosperity of the city and region. In turn, UDC has earned local respect and is a convening force for stakeholders regionally.

This August, Magee and program fellows delivered popular presentations to over 1,500 UDC students and also offered targeted innovation workshops that focused on developing creative venture-based solutions to local challenges. Our LPCE team set in motion plans for a Brazilian social impact accelerator modeled on Harvard HealthLab, which we will mentor on an informal but influential basis.

In addition, Magee delivered a [speech](#) to several gatherings of stakeholders from public, private, and academic entities based in Brazil, Paraguay, and Argentina, which immediately inspired the creation of a public-private-academic partnership. This new Partnership for the Triple Frontier will advance venture-based solutions to local and global issues by providing resources, mentors, and challenges to student entrepreneurs through a Brazilian HealthLab based at UDC and also by collaboratively encouraging social impact innovation across the Global South.
In a world where public and private entities increasingly partner with academia to develop and launch tangible solutions to complex societal issues, Harvard students will benefit from exposure to such collaborations, which can also serve to enhance our scholarly exploration of a key question: How do you measure social impact? The development of such metrics are top of mind globally and are expected to influence resource pipelines that fuel the creation of a better and more sustainable world. With our Harvard collaborators, the LPCE intends to play a consulting hands-on role in Brazil as cross-sector regional stakeholders move nimbly to realize a next-gen partnership that speaks to a future where social impact ventures thrive and are incentivized by metrics that make lifting the health and well-being of nations good for business.

Thank you
Due to the generosity of Jorge Paulo Lemann and with the visionary guidance of the Faculty of Arts and Sciences, Harvard College has launched a groundbreaking program that is activating a diverse community of creative and entrepreneurial thinkers and providing students with resources and methods to activate ideas from the liberal arts. We enter the next academic year energized by the intellectual horsepower and creative breadth of our innovative students, faculty, and collaborators and inspired to help make their pioneering ideas our reality.