Project Name: University of Pittsburgh Master Plan

ASG Project #: 21735

Subject: Collaboration/Innovation

Date: Thursday, September 28, 2017

Strengths
- Incredible strength as a research institution
- Campus has an innovation institute
- Increase in innovation-focused student programs

Weaknesses
- The campus lacks the ability to work with industry in a very close manner, though looking forward to the possibility of an innovation district
- Center for Creativity is a great example of a maker space, in the bookstore, but band aid for potential larger opportunity

Opportunities
- Move Entrepreneurial excellence from campus to leased space, this makes it more accessible to the community
- Outdoor public spaces, Schenley Plaza, parklet on Forbes with digital signage
- Getting for point a to point b when trying to collaborate with people,
- “too many of our doors are solid” make doors more transparent
- “Norman Fosterize” or building entrances
- Make common areas more comfortable and inviting, this may increase their inherent flexibility to be collaboration and innovation spaces
- Evolve into opportunity for spaces to reinforce strategic vision
- Housing study, create space for students to collaborate, we are so full in the dorms
- Access to food, access to technology and resources, attract spaces for collaboration and innovation
- Innovation space: Food,
- Meeting space, hangout space, quality food
- District Hall in Boston, grab and go, only 12k sf, south street seaport in Boston becomes innovation district
- Harvard innovation lab

Threats
- Funding sources will always remain an issue
- How to keep entrepreneurs from leaving their city
- Humanities and social sciences also have innovation, should not be limited for innovation spaces for the sciences