LEARN

Be a part of ProSky’s Project Based Learning series - TREAD - and gain vital professional SKILLS by engaging for an extended period of time to investigate and respond to a real-world complex question, problem, or challenge. Each series is carefully crafted to teach you skills needed for a particular project such as Prototyping, Branding, Non-traditional Market Research, SEO, UI Design, Financial Models, Customer Personas, Business Intelligence, and more! We bring in coaches who are top players in their respective industries to give you unique insights and tools to help you be successful in your current project as well as your future career!

EXPERIENCE

The best part of our TREAD program is that you can participate in our series from wherever you are and at your convenience. We provide an interactive virtual experience every step of the way. Practice and show what you learn by working on a real-life challenge. Collaborate with other students from across the nation with our project dashboard. If you think you are ahead of your peers, showcase your leadership skills and lead the charge on the challenge. We mentor you throughout the series and give you actionable feedback to help you improve immediately. You practice with real work, make real mistakes and learn how to nail it successfully for the next time.

NETWORK

Through ProSky, you get to interface with top Professionals and Mentors. According to the U.S. Bureau of Labor Statistics, 70% of all jobs are found through networking. Networking is an important process of relationship building that may result in a variety of opportunities opening up for you throughout your lifetime and is an effective way to learn and gather advice for achieving your goals. You will also have the unique opportunity to work with and build relationships with students from other universities.

PARTNER COMPANY

BENESSERE FOUNDATION

Benessere Foundation is a non-profit entity founded by the creators of the Xbox 360 and Xbox One. Benessere focuses on building health models that can utilize digital devices and services to drive down healthcare costs. Their vision is to educate the global community on sustainable health and wellness. Their mission is to challenge the traditional patient episodic care by focusing on proactive “personalized health wisdom.” We aim to detect, reduce and in some cases remove the impact of certain diseases through technology such as the Kinect and activity based measurement.

THE SERIES

(JUNE 24, 2014 - JULY 31, 2014)

WEEK 1  CUSTOMER PERSONAS
WEEK 2  NON-TRADITIONAL MARKET RESEARCH - NEW METHODS + A SHIFT TO DIGITAL.
WEEK 3  DATA ANALYTICS - ANALYZING DATA + UNDERSTANDING HOW IT TRANSLATES FOR BUSINESS.
WEEK 4  GRANTS - GRANT-WRITING + UNDERSTANDING GRANTS/RESOURCES FOR GRANTS IN HEALTHCARE TECHNOLOGY SECTOR.
WEEK 5  FUNDING - FUNDING IN THE HEALTHCARE SECTOR FROM THE VIEWS OF AN ENTREPRENEUR AND A VC.
WEEK 6  PRESENTATIONS + PROPOSALS

COACHES

TRAVIS MUHLESTEIN
CEO, BENESSERE

SEAN BUCHANAN
MARKETING DIRECTOR, BENESSERE

JACK HOLT
CEO, MATIR

ANNIE PETTIT
CHIEF RESEARCH OFFICER, PEANUT LABS

RON FLAVIN
GROWTH + FUNDING STRATEGIST/GRANTS

JOSHUA PODUSKA
DATA SCIENTIST, ACTIAN, IBM, INTEL

AND MORE...