



Starting up your social venture is an experiment. You need the right ingredients, good tools at hand, a clear mind to start with, a safe environment around – and still you won't know if it works out. It's focus, it's tension, it's excitement. It's the whole beauty of starting something new... Now, if you are ready to just give it a try and immerse yourself in a laboratory designed to let you thrive – here is to you.





[lab_m_o]^{*}

The Hub Vienna start-up
lab for people who want
to make a difference.

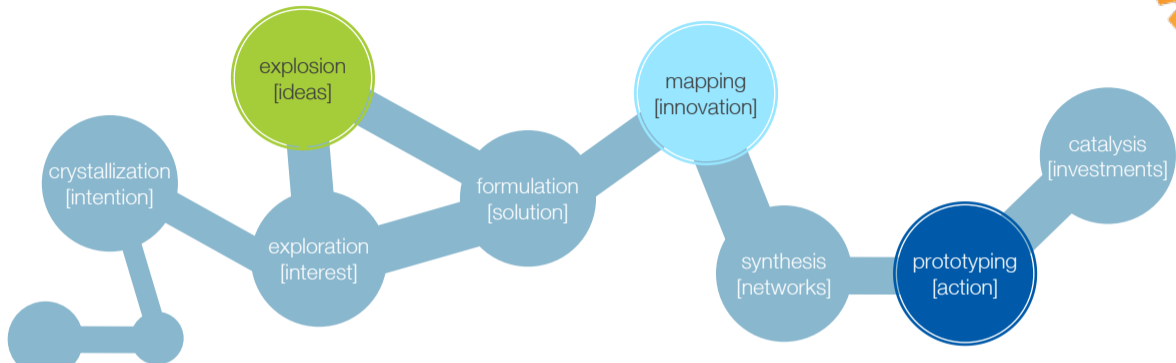
* a laboratory to, well, move_{on}...





Please note. This laboratory is started based on a simple belief and observation: A lot is possible when people who have taken the decision to make a difference come together and are enabled to take next steps. First ideas become concrete initiatives, an issue they've identified gets a solution they are passionate about, challenges in the development of their social ventures are overcome and new skills, perspectives and support is added. And though it's hard work and requires a lot of effort, it's still fun to go all through it. Step by step. Day in and day out. As it emerges, as The Hub Vienna, as the team behind this lab this is what we believe, how we have experienced it and why we decided to create [lab_m0]. We thought you should know beforehand – and now invite you to discover it with us...





A series of experiments. Not more, not less. Just like we learnt in chemistry. That's what [lab_m_o] is all about: The right mix of frames, formulas, ingredients. Diverse environments, experts, technologies. A give-it-a-try setting to dare and develop. Or simply: a laboratory to move_{on} and generate ideas and actions for a positive impact...



1

Not your normal laboratory. Forget cubicles or working benches. Think playful designs and colorful features. Think lounge, café, theater and atelier. Think light, lots of light. Think inspiration and creativity. Just think The Hub.

2

Connected but independent. Participate in the experiments just as you like. Sure, they build upon each other – but then again: you may just need a single module to move on with your solution. So pick as you wish, it's up to you.

3

Individual within the collective. Your intention, your idea, your impact. That's the focus. Yet the set-up is collective. And so it will be a lively, stimulating atmosphere of collaboration where thoughts can flow and ideas are triggered.

... with a slightly special touch.





The Popcorn
Experiment


13 – 14 Aug 2010

The Mapping
Experiment

17 – 18 Sep 2010

The Prototype
Experiment

01 - 02 Oct 2010



It starts this summer... Letting ideas explode,
drawing the complete picture of a solution and getting ready
for year 1. Popcorning. Mapping. Prototyping. It's
awaiting you this summer in The Hub Vienna.

[lab_m_o¹]

- 📅 Fri, 13 Aug – Sat, 14 Aug 2010
- 📍 Hub Vienna, Austria
- 🌐 Open internationally
- 👤 Max. 30 participants
- € 200 EUR excl. VAT
w/ lunches, coffee breaks, materials
- % -40% Hub Vienna members

The Popcorn Experiment

w/ Dey Dos

You ever watched a kernel of popcorn just before it pops? It does so very suddenly and without warning. One moment it's a little kernel and the next moment: Pop! Into the fluffy white puff. Now, how about your ideas would do the same...

Innovation that pops like a corn on fire – that's what this experiment is all about: so bring in your intentions, ideas, initiatives – old and new, strong or fragile – and enrich them with many new perspectives and ways to the desired impact. **Let your ideas explode.**

Please note: A detailed agenda and further information will be made available upon approved registration, one week in advance of the experiment. [More...](#)



[lab_m₀²]

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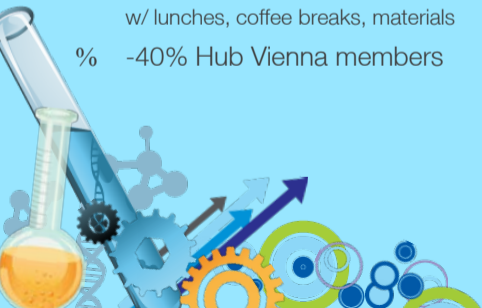
The Mapping Experiment

w/ Ulrike Levri

A leads to B, and C relates to D. Then again, B might influence C, and now imagine we would add E... It's not a complex exercise from algebra, it's just an observation of how systems work. In positive and negative. And just like your idea may be relating to all that is around.

The hypothesis for this experiment: a good idea is merely enough – it needs a closer look to become a complete solution: So it's all about mapping the system of your initiative, understanding its influences and dependencies, discovering its leverages and **drawing a full picture.**

Please note: A detailed agenda and further information will be made available upon approved registration, one week in advance of the experiment. [More...](#)



[lab_m₀³]

- 📅 Fri, 01 Oct – Sat, 02 Oct 2010
- 📍 Hub Vienna, Austria
- 🌐 Open internationally
- 👥 Max. 30 participants
- € 200 EUR excl. VAT
w/ lunches, coffee breaks, materials
- % -40% Hub Vienna members

The Prototype Experiment

w/ Nikolaus Hutter

The big step into full action. It seldom goes from 0 to 100, from the last experiment straight into a full-running solution. Too many bugs may still appear, too many challenges awaiting... and here comes the beauty of prototypes.

Final checks on the concept and feedback on the plans, clear next steps, planned loops for reflection and testing, an operative view to enrich the strategic perspective. It still won't be perfect and a difficult step is to be taken. But it's the most a laboratory can do to let you quickly move into action. **So get ready for year 1.**

Please note: A detailed agenda and further information will be made available upon approved registration, one week in advance of the experiment. [More...](#)





Alexis Eremia. Co-founder and learning designer of emersense, seed developer of social ventures and initiatives in CEE, enabler of impactful journeys to engage talent and effort for a positive impact... Meet her as coordinator and resident all throughout [lab_m₀].



Dey Dos. Co-founder of Beautiful Individuals, former President of AIESEC International, designer of various businesses and popcorn machine for new ideas... trigger, challenger, inspiration and supporter for the new. Meet him in [lab_m₀¹].



Ulrike Levri. Certified Kaospilot, project leader of Tanz die Toleranz., initiator of community arts and integration programs... a creative mind and facilitator to foster social innovations and find new business solutions. Meet her in [lab_m₀²].



Nikolaus Hutter. Venture capitalist and impact investor, mentor to ennovent, advisor for NESsT, lecturer at WU Wien, co-founder of LAAFI... a true social business developer with rich expertise in finance, consulting and investing. Meet him in [lab_mo³].



Your Team v1. There are more to come as the lab evolves and new experiments are added. But these are your people to start with. Entrepreneurs, designers, experts, facilitators – many facets of a small, yet diverse team. Coming together from around the world to make each experiment special.



Your Space. The Hub Vienna is a place that inspires and supports new solutions for the world's most pressing issues. Located in a beautiful restored loft at the heart of the city, embedded into a global network of people and places dedicated to driving positive change, filled with all the tools and trimmings needed to realize impactful ideas and develop new ventures – an inspiring place for people who want to make a difference to work, meet, learn, connect.



A start-up lab for people who want to make a difference. **This is the ambition.**
This is the opportunity. Ready to be experienced and easy as in 1, 2, 3 to get started right away:

- 1 Please fill out the brief online profile [here](#), telling us a bit about yourself and what you are doing, letting us know about your interest and ambition for [lab_m₀] and adding anything else you would like to share. Then press enter and submit your application.
- 2 With feedback and acceptance of your written application, we'd like to schedule a meeting or phone call with you in order to identify your main needs and objectives for the lab and thus start the customized preparation for the experiments ahead.
- 3 And then it's getting started. We'll be sending you a detailed agenda and further information, link you to the other participants of the experiment and clarify whatever may still be open. Afterwards, it's just „Welcome to [lab_m₀]“.



[lab_m_o]

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www.vienna.the-hub.net/lab_mo