

# the beehives project



## why beehives?

- To catalyse entrepreneurship: more ideas go to maturity, boosting local economy
- To favour youth leadership: youth gain economic, political and cultural weight
- To promote diversity: create inclusive communities (socio-economic, gender, ethnic)
- To empower civil society: promote self-determination
- To accelerate solutions: creativity and skills are increased through collaboration

*Welcome to the beehives.*

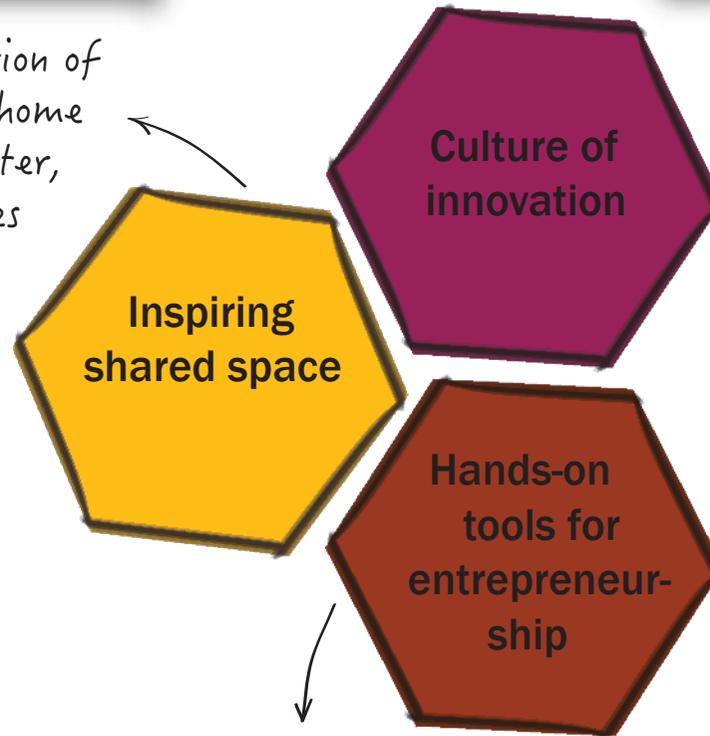
# building blocks of a beehive



the frugal transformation of under-utilized space into a home for ideas, action and encounter, based on the users' identities



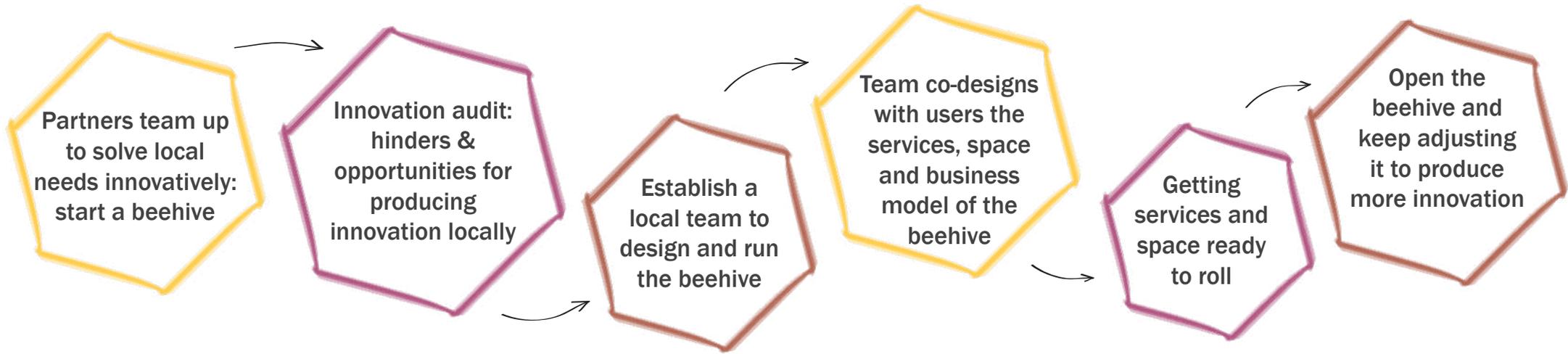
the careful crafting of a context for audacity, collaboration and cross-fertilization



methodologies, mentoring and networks to create new products & services in response to local and global needs



## beehive creation process



## the story of Beehive Malaysia

US Department of State, Babson College, Wow!Labs and Universiti Malaysia Kelantan join forces to increase youth-led entrepreneurship in Malaysia. Launch at 4th Global Entrepreneurship Summit in Kuala Lumpur by John Kerry



Participative workshops with professors, staff and students in Universiti Malaysia Kelantan



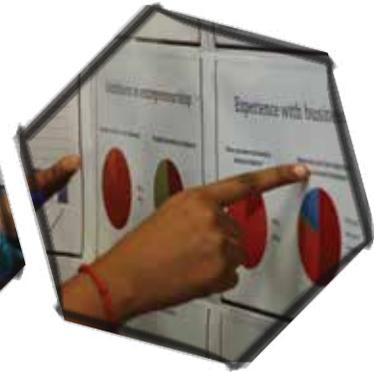
Set-up of a diverse team; 3 months of collaborative fieldwork for needs analysis



Immersive prototyping retreat for students and faculty to design the beehives

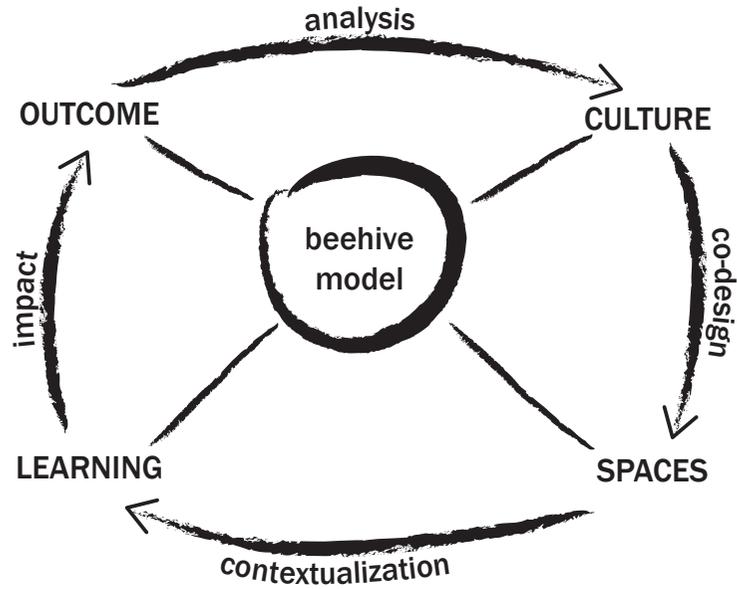


Training and certification of entrepreneurial mentors and coaches (faculty and students) to carry out services of beehives



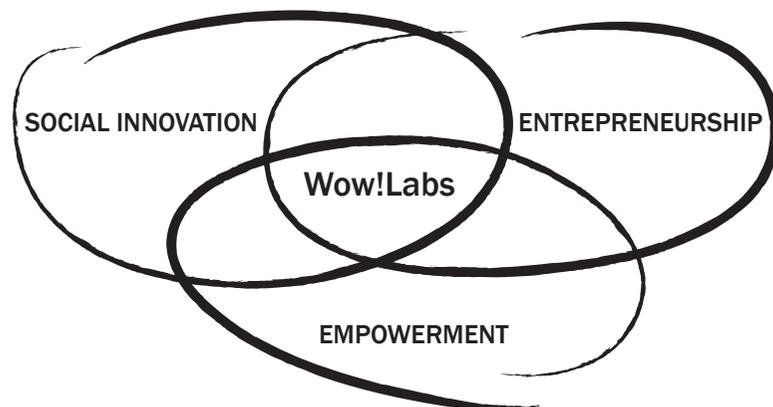
Opening of beehive spaces on 3 campuses. Set-up of user feedback loops to keep adjusting impact

# the beehive model for innovation & entrepreneurship



## about Wow!Labs

Wow!Labs is a social business based in Europe and operating globally. Its founders prototyped the beehive model in Paris in 2007, and presented it at the first Presidential Summit on Entrepreneurship in Washington DC in 2010.



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