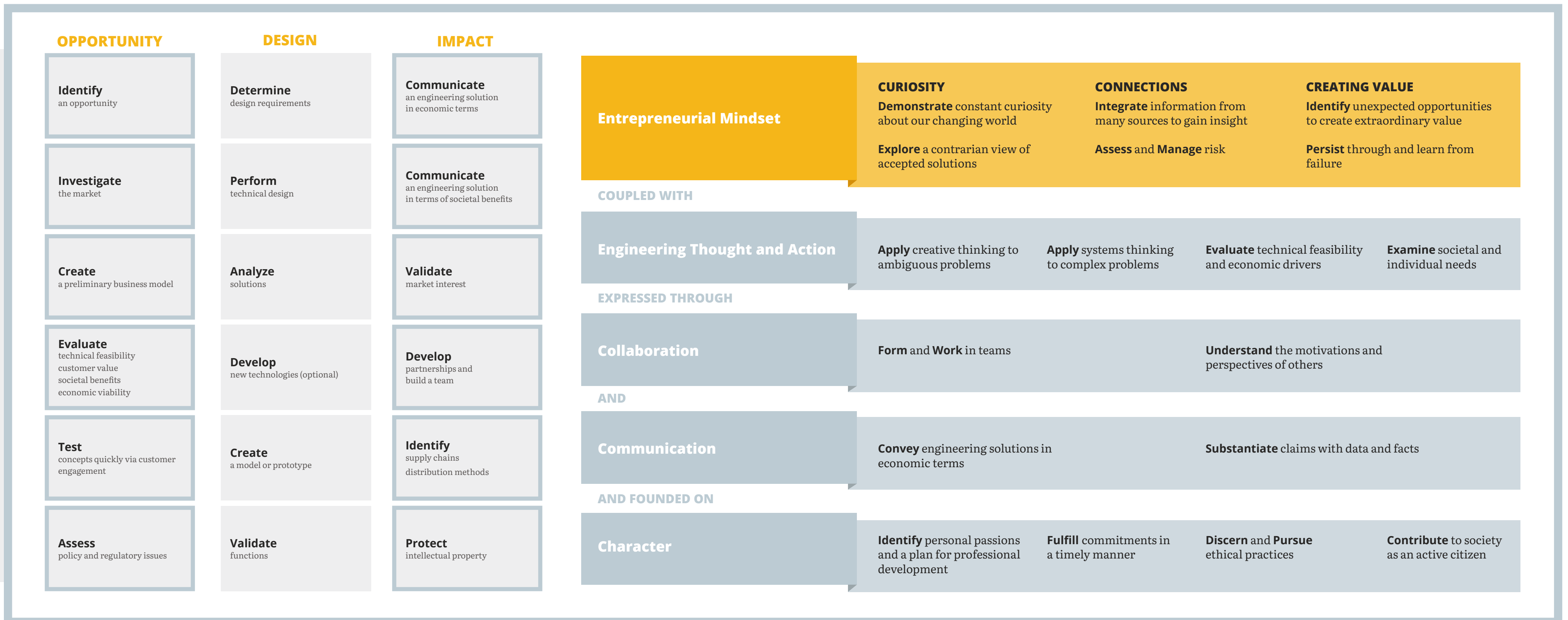


THE KEEN FRAMEWORK

This is the engineer we need: One with an **Entrepreneurial Mindset** that is coupled with **Engineering Thought and Action**, Expressed Through **Collaboration** and **Communication**, and founded on **Character**.

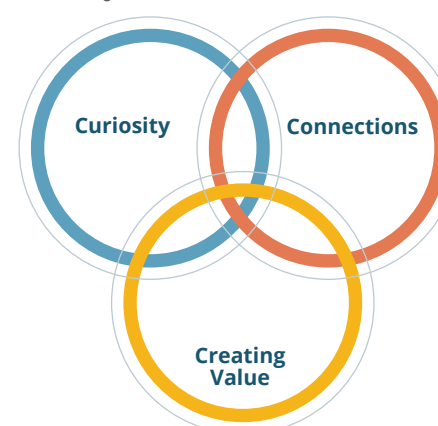


Engineering Skillset
Adding Opportunity and Impact to Design



+

Entrepreneurial Mindset (EM)
The 3C's: Curiosity, Connections, and Creating Value



=

Entrepreneurially Minded Learning
Educational Outcomes to Develop Skillset and Mindset in Students



ENTREPRENEURIAL **CONTINUUM**

ENTREPRENEURIAL
MINDSET

NEW BUSINESS
CREATION



INQUIRE AND
EXPLORE

CONNECT
INFORMATION

IDENTIFY
OPPORTUNITIES

INCUBATE

ACCELERATE
AND SCALE

CURIOSITY

CONNECTIONS

CREATING VALUE

INPUTS

Thinking and associated behaviors
of an individual or small team

OUTPUTS

Market validated, higher risk
actions and investments