Scientific Research Methods for

ENTREPRENEURIAL THINKING

Price: ~~$990~~ $600
Dates: July 21 to Aug 25 (Mondays)
Time: 5:30pm to 7:30pm EST / 2:30pm to 4:30pm PST

HAVE A QUESTION? A HUNCH? A FRUSTRATION?

Let's turn it into something real. Design and test your own research project to uncover insights and back your curiosities with data.. Big issues are hard to solve. Even small ones can feel impossible when you don't know where to start. This course gives you a clear, repeatable method to break down big questions, test your ideas, and make sense of what you discover—whether you're driven by curiosity, creativity, or the need to challenge the status quo. Start with something you care about. Maybe it's why excess screen time makes it difficult for you to fall asleep on time. Maybe it's how caffeine impacts your productivity. Maybe it's something no one else has noticed yet. We'll help you turn that into a structured project— rooted in research, built on experimentation, and shaped by your thinking.

This is for science brains, creative thinkers, and everyone in between. If you're interested in exploring with purpose and leaving with proof, this course is built for you.

WHAT YOU'LL ACTUALLY DO

● Spot a pattern, problem, or curiosity in your daily life
● Form a hypothesis and learn how to test it with real-world methods
● Design and run experiments
● Collect and analyze data to uncover meaningful insights
● Turn your process into a presentation or report that actually shows how you think

WHAT YOU'LL LEAVE WITH

● A complete, self-led research project with real findings
● A clear, replicable thinking process you can use in any field
● A polished portfolio piece you can present to schools, mentors, or collaborators
● A tested idea or insight, backed by your own data Confidence in your ability to figure things out—from scratch

Meet Your Mentor
MELISSA MURPHY

An engineer-turned-entrepreneur-turned-corporate warrior with a passion for data-driven decision-making and innovation. After earning her BS in Biomedical Engineering from Union College, she applied her analytical and problem-solving skills to business principles throughout and beyond her Master's at Tufts University. She now brings her innovative approach and business expertise to Digitas, a leading brand marketing agency, where she serves as a Data Analyst, developing data-driven insights to inform marketing strategy.