

FOR IMMEDIATE RELEASE

MDC's Idea Center and Rokk3r Labs Partner to Provide Intensive Drone-Training Program

Miami, Feb. 23, 2017 — The Idea Center at Miami Dade College (MDC) and Rokk3r Labs (R3L) will partner to kick off a **six-week module named Cobuild as part of DronesUp**, the groundbreaking drone-training program, with classes for its third cohort beginning **Saturday, Feb. 25**.

The new partnership will develop course curriculums that will help stimulate ingenuity and the development of new and creative ideas with the use of the latest technologies. The partnership came about when Rokk3r Labs offered a scholarship to a DronesUp promising student last year. Strategists, creatives and engineers from R3L will offer their renowned company-building expertise to the intensive DronesUp curriculum.

“The success of DronesUp gives us a chance to bring together the best and the brightest to teach and inspire the innovators in our community,” said **Leandro Finol, Executive Director of The Idea Center**. “We want to continue to launch new programs that promote this forward-thinking approach and create new opportunities for our students to succeed.”

The new partnership aims to educate rising business owners about the fundamentals of company-building, from vision development to raising capital, through the lens of exponential organizations. With a proven track record of launching more than 40 companies, R3L seeks to encourage and motivate the development of entrepreneurship, materialization of ideas and opening the students of Cobuild to a new and broader vision.

“Everyone can benefit from taking this course,” said **Lorenzo de Leo, Managing Partner of Rokk3r Labs, and creator of the Cobuild course curriculum**. “It not only helps expand the way you see the new reality, but it teaches the right tools to approach and overcome everyday challenges in ways that have been proven positive by successful organizations and industry thought leaders.”

Launched in 2016, DronesUp provides instruction to prepare students for careers as commercial drone pilots. Students also develop an enhanced understanding of how drones are changing diverse industries including agriculture, real estate, healthcare and more. Students who complete the program will be prepared to pass the FAA Part 107 sUAS Remote Pilot Certificate exam. DronesUp is made possible through a R3L grant and a \$25,000 contribution from AT&T.

To register for DronesUp or for more information, please visit:
<http://theideacenter.co/dronesup/>.

About the Idea Center @MDC

disciplines can gather, collaborate and take advantage of resources and training to develop their entrepreneurial ideas. Through cutting-edge entrepreneurship education, professional development and experiential learning, students and community members can acquire the tools needed to identify challenges and develop solutions. The Idea Center has several components including MarketHack, CREATE accelerator, CodePro, The Startup Challenge, and the Innovation Lab, to name a few. It is made possible through the support of Knight Foundation. For more information, visit www.theideacenter.co

About Rokk3r Labs @R3L

Rokk3r Labs is a unique platform which partners entrepreneurs with strategists, creatives and engineers to design, build and launch exponential organizations. To date, the company has built more than 40 companies and worked with hundreds of entrepreneurs across various industries including finance, healthcare, insurance, cyber security, fashion, gaming/entertainment, and the list goes on. Rokk3r Labs is headquartered in Miami, with global offices in London, Bogota, Toronto, Mexico, and Ecuador. The Cobuild Course focuses on the key areas of company building, with the aim of moving to action rather than teaching theory.

For more information, visit <http://www.rokk3rlabs.com/>.

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