

WEEK 1:

WEEK 2:

JANUARY 27
CORE CURRICULUM

JANUARY 28
CORE CURRICULUM

FEBRUARY 3
ABLE CONCENTRATION

FEBRUARY 4
ABLE CONCENTRATION

11:15-11:30am

Check In
Boxed Lunch Available

11:30am-12pm

Orientation/Project
Overview
Tedeschi/Reichstetter/Team

12-1pm

Intro to Entrepreneurship
Concepts & Frameworks
Reichstetter/Davis

1:15-2:30pm

Critical Thinking &
Argumentation
Ramon Lecuona

2:45-4:30pm

Business Analytics I
Laurens Debo

4:45-6pm

Ethics
Ernie Parizeau

12:30-2:15pm

Intro to Social
Entrepreneurship
Curt Welling

2:30-3:30pm

Business Interpersonal
Skills
Courtney Pierson

3:45-4:45pm

Business Presentation
Skills
Courtney Pierson

5-6:15pm

Ecosystem Strategy
Ron Adner

*Today's classes will be held in
Georgiopoulos Classroom

12:30-1:30pm

Business Analytics II
Laurens Debo

1:45-3:30pm

Intro to the Process/Team
Building/Build Teams
Aram Donigian

3:45-5:15pm

Value Proposition &
Business Model Canvas
Barry Schweitzer

5:30-7:30pm

Value Prop. Exercise &
Group Work w/Dinner
Barry Schweitzer

*Today's classes will be held in
Georgiopoulos Classroom

12:30-2pm

Value Prop Challenge
Barry Schweitzer

2:15-3:30pm

Product Development
Alva Taylor

3:45-5pm

Product Development
Exercise
Alva Taylor

5-5:45pm

Fair Prep w/Dinner

5:45-6:45pm

Product Development Fair
Alva Taylor

*Today's classes will be held in
Georgiopoulos Classroom

| <p>WEEK 3: FEBRUARY 11 ABLE CONCENTRATION</p> | <p>WEEK 4: FEBRUARY 18 ABLE CONCENTRATION</p> | <p>WEEK 5: FEBRUARY 25 ABLE CONCENTRATION</p> | <p>WEEK 6: MARCH 3 PITCH CHALLENGE</p> |
|---|--|--|--|
| <p>12:30–2pm</p> <p>Product Development Challenge <i>Alva Taylor</i></p> <p>2:15–3pm</p> <p>Career Panel <i>Magnuson Center and Fellows</i></p> <p>3:15-4:45pm</p> <p>Marketing Overview <i>Pamela Campagna</i></p> <p>5-5:10pm</p> <p>Company Site Visit Intro <i>Tripp Davis</i></p> <p>5:15-6:15pm</p> <p>Digital Marketing for Startups <i>Harris (Zoom)</i></p> | <p>12:30-2pm</p> <p>Marketing Challenge <i>Pamela Campagna</i></p> <p>2:15-3:45pm</p> <p>Entrepreneurial Finance I <i>Morten Sorensen</i></p> <p>4-5:15pm</p> <p>Entrepreneurial Finance II <i>Morten Sorensen</i></p> <p>5:30–6:30pm</p> <p>Financials Challenge Prep w/Dinner <i>Morten Sorensen</i></p> | <p>12:30-2pm</p> <p>Financial Challenge <i>Morten Sorensen</i> Borelli Classroom</p> <p>2:15-3pm</p> <p>Two Minute Pitch Borelli Classroom</p> <p>3:15-4pm</p> <p>Entrepreneurs Panel <i>Barry Schweitzer</i> Borelli Classroom</p> <p>4:15-5pm</p> <p>Pitch Winners Announced & Program Evaluations Borelli Classroom</p> <p>5–7pm</p> <p>Pitch Revisited & Final Presentation Prep (for advancing teams only) <i>Courtney Pierson</i> Borelli Classroom</p> | <p>12:30–2:45pm</p> <p>“Shark Tank” Final Pitch Challenge</p> <p>2:45-3:15pm</p> <p>Group Photo & Break</p> <p>3:15-3:45pm</p> <p>Awards & Program Certificates</p> |