

Entrepreneurship Leadership Academy

July 5th -July 21st, 2017

	Tuesday July 4	Wednesday July 5	Thursday July 6	Friday July 7	Saturday July 8	
	Arrival	Introduction	Getting Started	Lean	Pitching	
9:00 am		Opening Remarks	The Startup Journey: Structuring a Company	The Lean Startup Approach	Communicating: Story Finding and Story Telling	
		Entrepreneurship & Innovation: The Bay Area Ecosystem				
10:30 am		Break	Break	Break	Break	
10:45am		Entrepreneurship & Innovation: The Bay Area Ecosystem	The Startup Journey: Structuring a Company	The Lean Startup Approach	Pitching Your Venture	
12:15 pm		Lunch	Lunch	Lunch	Lunch	
1:30 pm		Real Time Case Study: Conceiving and Launching a Venture	The Culture of Entrepreneurship	Site Visit: Meet with Entrepreneurs	Practice Pitches	
3:00 pm		Break	Break	Break	Break	
3:30 pm		Check In	Real Time Case Study: Conceiving and Launching a Venture	Building an Effective Team	Site Visit: Meet with Entrepreneurs	Practice Pitches
			Evaluations & Wrap-Up			
5:00 pm		Welcome Dinner	Adjourn	Hotel	Adjourn	Adjourn
7:00pm	Dinner		Group Work	Group Work	Group Work	

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	Monday July 10	Tuesday July 11	Wednesday July 12	Thursday July 13	Friday July 14
	Business Models	Business Models	Business Models	Business Models	In the Field
9:00 am	Market Strategy and Business Model Innovation	Identifying Customers	Design Thinking: Ideating	Design Thinking: Prototyping	Site Visit: Incubator and Accelerator
10:30 am	Break	Break	Break	Break	Break
10:45am	Barriers to Entry and Value Capture	Channels and Partners	Design Thinking: Ideating	Design Thinking: Prototyping	Site Visit: Incubator and Accelerator
12:15 pm	Lunch	Lunch	Lunch	Lunch	Lunch
1:30 pm	Design Thinking: Observation	Design Thinking: Empathy	Site Visit: Meet with Design Firms	Site Visit: Pitch Demo	Site Visit: Meet with VCs
3:00 pm	Break	Break	Break	Break	Break
3:30 pm	Design Thinking: Observation	Design Thinking: Empathy	Site Visit: Meet with Design Firms	Site Visit: Pitch Demo	Site Visit: Meet with VCs
	Evaluations & Wrap-Up	Evaluations & Wrap-Up	Evaluations & Wrap-Up	Evaluations & Wrap-Up	Evaluations & Wrap-Up
5:00 pm	Adjourn	Adjourn	Adjourn	Adjourn	Adjourn
	Group Work	Group Work	Group Work	Group Work	Group Work

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	Monday July 17	Tuesday July 18	Wednesday July 19	Thursday July 20	Friday July 21
	Financing	Strategy	In the Field	Getting Ready	Final Work
9:00 am	The Startup Journey: The Legal Structure	Network Strategy	Site Visit: Meet with Tech Companies	Pitch 2.0 & Coaching	Demo Day
10:30 am	Break	Break	Break	Break	Break
10:45am	The Startup Journey: The Legal Structure	Data Strategy	Site Visit: Meet with Tech Companies	Pitch 2.0 & Coaching	Demo Day
12:15 pm	Lunch	Lunch	Lunch	Lunch	Lunch
1:30 pm	The Startup Journey: How Venture Finance works	Social Venture	Site Visit: Meet with Social Ventures	Pitch 2.0 & Coaching	Wrap up and Action Plan
3:00 pm	Break	Break	Break	Break	Break
3:30 pm	The Startup Journey: How Venture Finance works	Social Venture	Site Visit: Meet with Social Ventures	Pitch 2.0 & Coaching	Graduation
	Evaluations & Wrap- Up	Evaluations & Wrap- Up	Evaluations & Wrap-Up	Wrap-Up	Evaluations & Wrap-Up
5:00 pm	Hotel	Adjourn	Adjourn	Adjourn	Adjourn
7:00pm	Group Work	Group Work	Group Work	Group Work	Farewell Dinner