



### Entrepreneurship Leadership Academy

January 29 - February 13, 2018

|          | Monday<br>01/29/18   | Tuesday<br>01/30/18  | Wednesday<br>01/31/18                             | Thursday<br>02/01/18  | Friday<br>02/02/18  | Saturday<br>02/03/18  |
|----------|--|--|---|---|---|---|
|          | Introduction   | Getting Started  | Lean  | Pitching  | Building  | Building  |
| 9:00 AM  | <b>Opening Remarks: Rich Lyons</b><br><b>Entrepreneurship &amp; Innovation: The Bay Area Ecosystem</b><br>Mark Coopersmith | <b>The Startup Journey: Structuring a Company</b><br>Naeem Zafar | <b>The Lean Startup Approach</b><br>Andre Marquis | <b>Communicating: Story Finding and Story Telling</b><br>David Riemer     | <b>Market Strategy and Business Model Innovation</b><br>Gregory LaBlanc | <b>Identifying Customers</b><br>Gregory LaBlanc                     |
| 10:30 AM | Break  | Break  | Break   | Break   | Break   | Break   |
| 10:45 AM | <b>Entrepreneurship &amp; Innovation: The Bay Area Ecosystem</b><br>Mark Coopersmith                                       | <b>The Startup Journey: Structuring a Company</b><br>Naeem Zafar | <b>The Lean Startup Approach</b><br>Andre Marquis | <b>Pitching Your Venture</b><br>Mark Coopersmith<br>John Danner           | <b>Barriers to Entry and Value Capture</b><br>Gregory LaBlanc           | <b>Channels and Partners</b><br>Gregory LaBlanc                     |
| 12:15 PM | Lunch  | Lunch  | Lunch   | Lunch   | Lunch   | Lunch   |
| 1:30 PM  | <b>Real Time Case Study: Conceiving and Launching a Venture</b><br>Mark Coopersmith  | <b>The Culture of Entrepreneurship</b><br>John Danner            | <b>Site Visit: Meet with Entrepreneurs</b>        | <b>Practice Pitches</b><br>Mark Coopersmith<br>John Danner<br>Naeem Zafar | <b>Design Thinking: Observation</b><br>Sara Beckman<br>Elizabeth Kovats | <b>Design Thinking: Empathy</b><br>Sara Beckman<br>Elizabeth Kovats |
| 3:00 PM  | Break  | Break  | Break   | Break   | Break   | Break   |
| 3:30 PM  | <b>Real Time Case Study: Conceiving and Launching a Venture</b><br>Mark Coopersmith  | <b>Building an Effective Team</b><br>John Danner                 | <b>Site Visit: Meet with Entrepreneurs</b>        | <b>Practice Pitches</b><br>Mark Coopersmith<br>John Danner<br>Naeem Zafar | <b>Design Thinking: Observation</b><br>Sara Beckman<br>Elizabeth Kovats | <b>Design Thinking: Empathy</b><br>Sara Beckman<br>Elizabeth Kovats |
|          | Evaluation & Wrap-Up   | Evaluation & Wrap-Up   | Evaluation & Wrap-Up                              | Evaluation & Wrap-Up  | Evaluation & Wrap-Up  | Evaluation & Wrap-Up  |
| 5:00 PM  | Adjourn  | Adjourn  | Adjourn   | Adjourn   | Adjourn   | Adjourn   |
| 7:00 PM  | Group Dinner   | Group Work   | Group Work  | Group Work  | Group Work  | Group Work  |



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|          | Monday<br>02/12/18              | Tuesday<br>02/13/18            |  |  |  |  |
|----------|---------------------------------|--------------------------------|--|--|--|--|
|          | where                           | where                          |  |  |  |  |
| 9:00 AM  | <b>Pitch 2.0 &amp; Coaching</b> | <b>Demo Day</b>                |  |  |  |  |
| 10:30 AM | Break                           | Break                          |  |  |  |  |
| 10:45 AM | <b>Pitch 2.0 &amp; Coaching</b> | <b>Demo Day</b>                |  |  |  |  |
| 12:15 PM | Lunch                           | Lunch                          |  |  |  |  |
| 1:30 PM  | <b>Pitch 2.0 &amp; Coaching</b> | <b>Wrap Up and Action Plan</b> |  |  |  |  |
| 3:00 PM  | Break                           | Break                          |  |  |  |  |
| 3:30 PM  | <b>Pitch 2.0 &amp; Coaching</b> | <b>Graduation</b>              |  |  |  |  |
|          | Wrap-Up                         | Evaluation & Wrap-Up           |  |  |  |  |
| 5:00 PM  | Adjourn                         | Adjourn                        |  |  |  |  |
| 7:00 PM  | Group Work                      | Farewell Dinner                |  |  |  |  |