

Program for AMENA Course – Tentative Schedule

Jan 29th – Feb 13th, 2018

	Monday January 29	Tuesday January 30	Wednesday January 31	Thursday February 1	Friday February 2	Saturday February 3
	Entrepreneurship	Business Models	Design Thinking	Financing	Building	Building
9:00 am	<p>Opening Remarks: Rich Lyons</p> <p>Entrepreneurship & Innovation: The Bay Area Ecosystem Mark Coopersmith</p>	<p>The Startup Journey: Structuring a Company Naeem Zafar</p>	<p>Business Model Innovation Gregory LaBlanc</p>	<p>Building an Effective Organization Peter Wilton</p>	<p>Design Thinking: Observation Sara Beckman Elizabeth Kovats</p>	<p>Design Thinking: Observation Sara Beckman Elizabeth Kovats</p>
10:30 am	Break	Break	Break	Break	Break	Break
10:45am	<p>Entrepreneurship & Innovation: The Bay Area Ecosystem Mark Coopersmith</p>	<p>The Startup Journey: Structuring a Company Naeem Zafar</p>	<p>Who is the Customer? Gregory LaBlanc</p>	<p>Building an Effective team Peter Wilton</p>	<p>Design Thinking: Empathy Sara Beckman Elizabeth Kovats</p>	<p>Design Thinking: Empathy Sara Beckman Elizabeth Kovats</p>
12:15 pm	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
1:30 pm	<p>Real Time Case Study: Conceiving and Launching a Venture Mark Coopersmith</p>	<p>The Startup Journey: Financing a Company Naeem Zafar</p>	<p>What is the Problem? Gregory LaBlanc</p>	<p>Building an Effective Culture John Danner</p>	<p>Design Thinking: Ideating Sara Beckman Elizabeth Kovats</p>	<p>Design Thinking: Ideating Sara Beckman Elizabeth Kovats</p>
3:00 pm	Break	Break	Break	Break	Break	Break
3:30 pm	<p>Real Time Case Study (continued) Mark Coopersmith</p>	<p>The Startup Journey: Financing a Company Naeem Zafar</p>	<p>Who is the Competition? Gregory LaBlanc</p>	<p>The Startup Journey: IPO and Exit Adam Sterling</p>	<p>Design Thinking: Prototyping Sara Beckman Elizabeth Kovats</p>	<p>Design Thinking: Prototyping Sara Beckman Elizabeth Kovats</p>
	Evaluations & Wrap-Up	Evaluations & Wrap-Up	Evaluations & Wrap-Up	Evaluations & Wrap-Up	Evaluations & Wrap-Up	Evaluations & Wrap-Up
5:00 pm	Hotel	Adjourn	Hotel	Adjourn	Adjourn	Adjourn
7:00pm	Welcome Dinner		EID Celebration			



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	Monday February 5	Tuesday February 6	Wednesday February 7	Thursday February 8	Friday February 9	Saturday February 10
	Entrepreneurs	Incubators & Accelerators	Venture Finance	Legal and Policy	Universities	Universities
9:00 am	Site Visits & Panels: Meet the Entrepreneurs	Site Visits & Panels: Incubators	Site Visits & Panels: Venture Capitalists	Site Visits & Panels: Meet the Lawyers	Site Visits & Panels: Tech Transfer	Site Visits & Panels: Tech Transfer
12:00 pm	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
1:30 pm	Site Visits & Panels: Meet the Entrepreneurs	Site Visits & Panels: Accelerators	Site Visits & Panels: Angels	Site Visits & Panels: Political Leaders	Wrap up and Action Plan	Wrap up and Action Plan
					Break	Break
					Graduation	Graduation
	Evaluations & Wrap-Up	Evaluations & Wrap- Up	Evaluations & Wrap-Up	Evaluations & Wrap-Up	Evaluations & Wrap-Up	Evaluations & Wrap-Up
5:00 pm	Adjourn	Adjourn	Adjourn	Adjourn	Hotel	Hotel
7:00pm						

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	Monday February 12	Tuesday February 13
	Entrepreneurs	Incubators & Accelerators
9:00 am	Site Visits & Panels: Meet the Entrepreneurs	Site Visits & Panels: Incubators
12:00 pm	Lunch	Lunch
1:30 pm	Site Visits & Panels: Meet the Entrepreneurs	Site Visits & Panels: Accelerators
	Evaluations & Wrap-Up	Evaluations & Wrap- Up
5:00 pm	Adjourn	Adjourn
7:00pm		

