

MEB 2018 – PROGRAM OVERVIEW

All course activities occur in Grainger Hall room 2520 unless otherwise noted

| | 8:00-8:30 | 8:30 - 10:00 | 10:15 - 11:45 | 11:45 - 12:45 | 12:45 - 2:15 | 2:30 - 4:00 | 4:15 -5:45 | 6:00 - 8:30 |
|----------------------|--|--|--|--|---|---|--|---|
| Before Monday | S0. Pre-work Greenwood Financial statements (Podcast) | | | | | | | |
| M 6/11 | B1. Registration and Breakfast | S1. Ganco & Olszewski Introduction and panel of entrepreneurs <i>Fergus, Gathy, Patel</i> | S2. Williams Business Model Canvas | L1. Lunch 1266 Grainger | S3. Bock <i>Four Product case & Innovation Marketplace</i> | S4. Greenwood Key Startup Financial Metrics | S5. Miner Creativity & imagining products/ opportunities | D1. Working dinner Readings and prep S8 & S9 |
| T 6/12 | B2. Breakfast | S6. Olszewski Customer and Business Model Discovery | S7. Strong Assessing Opportunities as an Entrepreneur | L2. Lunch 1266 Grainger | S8. Ganco <i>E-Ink case and Inventions & Technology Evolution</i> | S9. Ganco <i>Sirtris Pharmaceuticals case</i> | S10. Olszewski Planning to Pivot | D2. Working dinner Readings and prep S15 |
| W 6/13 | B3. Olszewski Java Topic – Consulting (optional) Breakfast | S11. Thakkar Sources of funding | S12. Olszewski Panel of Financing Sources <i>Button, Loewi, Yamben</i> | L3. Lunch 1266 Grainger | S13. Falk Intellectual Property | S14. Falk Intellectual Property | S15. Splitt <i>Study Blue case</i> | D3. Working dinner Readings and prepare S16 & S19 |
| R 6/14 | B4. Breakfast | S16. Sorenson <i>Flame Disk case</i> | S17. Olszewski Alumni Panel <i>Agarwal, Arjmand, Chyan, Weir-Hauptman</i> | L4. Lunch 1266 Grainger WiSolve Consulting Group | S18. Trevor Collaboration & Negotiation | S19. Morgridge <i>McAfee (A) case</i> Class photo at 4:00 PM | S20. Prepare for S22 NOTE: Dinner 6:00 PM (WID) | D4. Community Dinner 6:00 PM at the Wisconsin Institutes of Discovery (WID) |
| F 6/15 | B5. Breakfast | S21. Olszewski & Morgridge Creating your team, culture | S22. Morgridge <i>CISCO case</i> | L5. Lunch Capital Café (Outside - weather permitting) | S23. Greenwood Entrepreneurship Simulation | S24. Morgridge & Olszewski Wrap up | | |