

WEB 2016 – 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 (Move to Podcast)							
M 6/13 REGISTRATION: 7:45-8:00 AM	B1. Breakfast	S1. Coff, Eckhardt, Olszewski & Surdyk Introduction and panel of entrepreneurs Cook, Dow, Gancarz, Strong	S2. Ganco <i>E-ink case</i> , Inventions & technology evolution	L1. Lunch 1266 Grainger	S3. Greenwood Key Startup Financial Metrics	S4. Olszewski Business Model Canvas	S5. Miner Creativity & imagining products/opportunities	D1. Working dinner Readings and prep S9
T 6/14	B2. Surdyk Java Topic – Choosing your Organization Type (optional) Breakfast	S6. Eckhardt Customer and Business Model Discovery	S7. Eckhardt Customer and Business Model Discovery	L2. Lunch 1266 Grainger	S8. Greenwood Application Technologies Case: Key Criteria for a Business Plan	S9. Moreau <i>Four Products Case</i> , Assessing new ideas	S10. Coff Planning to Pivot	D2. Working dinner Readings and prep for S15
W 6/15	B3. Olszewski Java Topic – Consulting (optional) Breakfast	S11. Olszewski Sources of funding	S12. Olszewski Panel of Financing Sources Button, Linz, Robinson, Thorson	L3. Lunch 1266 Grainger	S13. Falk, Gerard & Gulbrandsen Intellectual Property	S14. Falk, Gerard & Gulbrandsen Intellectual Property	S15. Morgridge McAfee (A) case	D3. Working dinner Readings and prepare for S16 & S19
R 6/16	B4.	S16. Sorenson <i>Flame Disk case</i>	S17. Surdyk WEB Alumni Panel Ludois, Sand and Yamben WEB Alumni Network Nasim Jamali	L4. Lunch 1266 Grainger	S18. Morgridge/ Splitt <i>StudyBlue case</i>	S19. Trevor Collaboration & negotiation	S20. Class photo; prepare for S22 NOTE: Dinner 6:00 PM (WID)	D4. Community Dinner 6:00 PM at the Wisconsin Institutes of Discovery (WID)
F 6/17	B5. Breakfast	S21. Coff & Morgridge Creating your team, culture	S22. Morgridge <i>CISCO case</i>	L5. Box Lunch 2520 Grainger Take box lunch on bus	S23. Tour of Electronic Theatre Controls	S24. Coff, Morgridge, Olszewski & Surdyk Wrap up NOTE: Return to Grainger by 3:45		