

WEB 2017 – 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 6/12	B1. Registration and Breakfast	S1. <u>Coff & Olszewski</u> Introduction and panel of entrepreneurs <i>Gathy, Patel, Strong</i>	S2. <u>Moreau</u> <i>Four Products case and</i> Assessing new ideas	L1. Lunch 1266 Grainger	S3. <u>Williams</u> Key Startup Financial Metrics	S4. <u>Williams</u> Business Model Canvas	S5. <u>Miner</u> Creativity & imagining products/opportunities	D1. Working dinner Readings and prep S13
T 6/13	B2. <u>Surdyk</u> Java Topic – Choosing your Organization Type (optional) Breakfast	S6. <u>Olszewski</u> Customer and Business Model Discovery	S7. <u>Brown</u> Sales and Customer Lifecycle	L2. Lunch 1266 Grainger	S8. <u>Falk, Iverson & Kujak</u> Intellectual Property	S9. <u>Falk, Iverson & Kujak</u> Intellectual Property	S10. <u>Coff</u> Planning to Pivot	D2. Working dinner Readings and prep for S14 & S15
W 6/14	B3. <u>Olszewski</u> Java Topic – Consulting (optional) Breakfast	S11. <u>Olszewski</u> Sources of funding	S12. <u>Olszewski</u> Panel of Financing Sources <i>Button, Loewi, Robinson, Yamben</i>	L3. Lunch 1266 Grainger	S13. <u>Ganco</u> <i>E-Ink case and</i> Inventions & Technology Evolution	S14. <u>Ganco</u> <i>Walnut Ventures A & B case</i>	S15. <u>Morgridge McAfee (A) case</u> Class photo at 5:45 PM	D3. Working dinner Readings and prepare for S16 & S18
R 6/15	B4. Breakfast	S16. <u>Schweiger</u> <i>Flame Disk case</i>	S17. <u>Surdyk</u> WEB Alumni Panel <i>Bai, Cook, Johnson, Olson</i>	L4. Lunch 1266 Grainger	S18. <u>Spitt</u> <i>StudyBlue case</i>	S19. <u>Trevor</u> Collaboration & negotiation	S20. Prepare for S22 NOTE: Dinner 6:00 PM (WID)	D4. Community Dinner 6:00 PM at the Wisconsin Institutes of Discovery (WID)
F 6/16	B5. Breakfast	S21. <u>Coff & Morgridge</u> Creating your team, culture	S22. <u>Morgridge</u> <i>CISCO case</i>	L5. Box Lunch Bus leaves at noon from Brooks Street	S23. Tour of Epic Systems Corporation	S24. <u>Coff, Morgridge, & Olszewski</u> Wrap up NOTE: Return to Grainger by 3:45		