



# Disciplined Entrepreneurship: A Systematic Approach for Building Innovative Products and Ventures

In Person Sample Schedule

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| 8:15 AM - 9:00 AM EDT   | <b>Registration &amp; Breakfast</b>   |
| 9:00 AM - 9:45 AM EDT   | <b>Welcome, Overview &amp; What is Disciplined Entrepreneurship (DE)?</b><br>Bill Aulet |
| 9:45 AM - 10:30 AM EDT  | <b>Overview of Disciplined Entrepreneurship in Action</b>                               |
| 10:30 AM - 10:45 AM EDT | <b>Break</b>  |
| 10:45 AM - 12:30 PM EDT | <b>Who Is Your Customer? Market Segmentation and Beachhead Market Part I</b>            |
| 12:30 PM - 1:15 PM EDT  | <b>Lunch</b>  |
| 1:15 PM - 2:25 PM EDT   | <b>Who Is Your Customer? Market Segmentation and Beachhead Market Part II</b>           |
| 2:25 PM - 2:45 PM EDT   | <b>Break</b>  |
| 2:45 PM - 4:45 PM EDT   | <b>PMR - Getting to Know Your Customers in Inquiry Mode</b>                             |
| 4:45 PM - 5:15 PM EDT   | <b>Intro to Team Assignment, Project, and Introduction to DE Canvas</b>                 |
| 5:15 PM - 5:30 PM EDT   | <b>Day 1 Wrap Up</b>  |

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| 5:30 PM - 6:15 PM EDT | <b>Reception</b> |
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| 8:30 AM - 9:00 AM EDT | <b>Breakfast</b> |
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| 9:00 AM - 10:45 AM EDT | <b>What Can You Do For Your Customer?</b> |
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| 10:45 AM - 11:00 AM EDT | <b>Break</b> |
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| 11:00 AM - 12:45 PM EDT | <b>How Does Your Customer Acquire Your Product?</b> |
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| 12:45 PM - 1:30 PM EDT | <b>Lunch</b> |
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| 1:30 PM - 3:00 PM EDT | <b>Entrepreneurial Operations, Leadership &amp; Culture</b> |
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| 3:00 PM - 3:15 PM EDT | <b>Break</b> |
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| 3:15 PM - 4:45 PM EDT | <b>How Do You Test the Market with Tactics?</b> |
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| 4:45 PM - 5:00 PM EDT | <b>Team Project – More Details on DE Canvas</b> |
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| 5:00 PM - 5:15 PM EDT | <b>Day 2 Wrap Up</b> |
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| 8:30 AM - 9:00 AM EDT | <b>Breakfast</b> |
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| 9:00 AM - 9:15 AM EDT | <b>Review and Look Ahead to Pulling It All Together</b> |
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| 9:15 AM - 10:45 AM EDT | <b>How Do You Scale Your Business?</b> |
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| 10:45 AM - 11:00 AM EDT | <b>Break</b> |
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| 11:00 AM - 12:30 PM EDT | <b>How Do You Make Money?</b> |
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| 12:30 PM - 12:45 PM EDT | <b>Meet the Coaches &amp; Team Project Next Steps</b>    |
| 12:45 PM - 2:15 PM EDT  | <b>Working Lunch with Coaches</b>                        |
| 2:15 PM - 2:30 PM EDT   | <b>Break</b>   |
| 2:30 PM - 4:00 PM EDT   | <b>Team Presentations and Feedback</b>                   |
| 4:00 PM - 4:15 PM EDT   | <b>Program Wrap-Up: Where Do We Go From Here?</b>        |
| 4:15 PM - 4:30 PM EDT   | <b>Certificate Ceremony &amp; Closing</b><br>Peter Hirst |

*Schedule subject to change*