



Strategy for Startups: From Idea to Impact

In Person Sample Schedule

Day 1

8:00 AM - 8:30 AM EST	Registration & Breakfast
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8:30 AM - 10:15 AM EST	The Foundations of Entrepreneurial Strategy
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Includes Welcome & Introduction

10:15 AM - 10:25 AM EST	Break
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10:25 AM - 12:00 PM EST	Choosing Your Customer (ft. Lytro Case)
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12:00 PM - 1:00 PM EST	Lunch
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1:00 PM - 2:25 PM EST	Choosing Your Organization (ft. Gimlet Case)
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2:25 PM - 2:35 PM EST	Break
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2:35 PM - 4:00 PM EST	Choosing Your Entrepreneurial Strategy
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4:00 PM - 5:00 PM EST	Reception
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Day 2

8:00 AM - 8:30 AM EST	Breakfast
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8:30 AM - 10:30 AM EST	Putting Entrepreneurial Strategy to the Test (ft. Avatech Case)
10:30 AM - 10:45 AM EST	Break
10:45 AM - 12:00 PM EST	Putting Entrepreneurial Strategy to Work (ft. Ministry of Supply Case)
12:00 PM - 1:00 PM EST	Lunch & Certificate Ceremony
1:00 PM - 1:45 PM EST	Startup Lightning Round & Networking
1:45 PM - 3:30 PM EST	Test Two, Choose One (ft. Jane Technologies Case)
3:30 PM - 3:40 PM EST	Break
3:40 PM - 4:00 PM EST	Lessons and Next Steps

Schedule subject to change

