

All times noted are in Eastern U.S. (Boston, MA) time zone

DAY 1

8:30 – 9:45 The Foundations of Entrepreneurial Strategy

9:55 – 11:30 Choosing Your Customer

1:00 – 2:25 Choosing Your Organization

2:35 – 4:00 Choosing Your Entrepreneurial Strategy

DAY 2

8:30 – 9:55 Putting Entrepreneurial Strategy to the Test

10:05 – 11:30 Putting Entrepreneurial Strategy to Work (Case Studies)

1:00 – 3:00 Test Two, Choose One

3:10 – 4:00 Wrap Up and Group Assignment Launch

Sample schedule subject to change