

## **DAY 1**

Theme of the Day: Idea

1:00 PM - 2:00 PM	Registration & Networking
2:00 PM - 2:45 PM	Welcome & Program Overview
2:45 PM - 3:45 PM	MIT Spirit of Entrepreneurship
4:00 PM - 6:30 PM	Idea Pitch and Team Formation
6:30 PM - 7:00 PM	Wrap-up

## **DAY 2**

Theme of Day: Defining Target Customer & Value Proposition

7:45 AM - 8:30 AM	Breakfast
8:30 AM - 9:45 AM	Overview of the 24 Steps and Determining What Can You Do For Your Customer?
10:00 AM - 11:15 AM	How to Get Started: Who is Your Customer?
11:30 AM - 1:00 PM	Primary Market Research
1:00 PM - 2:00 PM	The Path to Final Deliverables and Lunch
2:00 PM - 3:30 PM	Customer Product Mapping
3:30 PM - 3:45 PM	What Did We Learn Today?
3:45 PM - 5:00 PM	Team Working Sessions
5:00 PM - 7:00 PM	Simulation Lab: Defining Target Customer
5:00 PM - 7:00 PM	Simulation Lab: Quantified Value Prop
7:00 PM - 7:30 PM	Simulation Lab Debrief

## **DAY 3**

Theme of the Day: Product and Competitive Advantage

7:00 AM - 7:30 AM	Breakfast
07:30 AM - 09:00 AM	Entrepreneurship and Ecosystem Meetings
9:00 AM - 9:30 AM	Networking
11:15 AM - 12:45 PM	High Level Product Specifications and Iterating (A/B Testing)
12:45 PM - 1:45 PM	Lunch
1:45 PM - 2:45 PM	How to Build a Great Product
3:00 PM - 4:30 PM	Dilemmas in Launching Entrepreneurial Organizations
4:30 PM - 4:45 PM	What Did We Learn Today?
4:45 PM - 6:00 PM	Team Working Sessions
6:00 PM - 8:00 PM	Simulation Lab: Product
6:00 PM - 8:00 PM	Simulation Lab: Competitive Advantage

*Based on 2018 schedule, 2021 schedule coming soon*

## **DAY 4**

Theme of the Day: Business Model, Pricing, and Go To Market

7:00 AM - 7:30 AM	Breakfast
7:30 AM - 9:00 AM	Entrepreneurship Ecosystem Meetings
9:00 AM - 9:30 AM	Networking
9:30 AM - 11:00 AM	Capturing Value
11:15 AM - 12:45 PM	Cost of Customer Acquisitions (COCA)
12:45 PM - 1:45 PM	Lunch and Check In: How are we doing? Where are we going?
1:45 PM - 2:45 PM	Intro to Entrepreneurial Marketing
2:45 PM - 3:00 PM	What Did We Learn Today?
3:15 PM - 4:30 PM	Team Working Sessions
4:30 PM - 6:30 PM	Simulation Lab: Business Model/LTV
4:30 PM - 6:30 PM	Simulation Lab: Go to Market/COCA
7:00 PM - 9:30 PM	Celebration Reception and Dinner

## **DAY 5**

Theme of the Day: Financials, Financing & Exit Strategy

7:45 AM - 8:30 AM	Breakfast
8:30 AM - 10:00 AM	Financial Literacy
10:15 AM - 11:30 AM	Financing the Entrepreneurial Venture
11:45 AM - 1:00 PM	Entrepreneurial Leadership & Culture
1:00 PM - 2:00 PM	Lunch
2:00 PM - 3:15 PM	What VCs Look for in Startups
3:15 PM - 3:30 PM	What Did We Learn Today?
3:30 PM - 4:30 PM	Final Presentation Overview
4:30 PM - 6:00 PM	Team Working Sessions
6:00 PM - 8:00 PM	Final Presentation Coaching Lab

## **DAY 6**

Theme of the Day: Final Presentations and Close

7:45 AM - 8:30 AM	Breakfast
8:30 AM - 10:30 AM	Team Presentations with Judges
10:45 AM - 12:45 PM	Final Presentations with Judges
12:45 PM - 2:00 PM	Celebration Lunch and Guest Speaker
2:00 PM - 3:00 PM	Awarding of Certificates
3:15 PM -	Program Concludes