

# ENTREPRENEURSHIP DEVELOPMENT ACCELERATOR



## WHEN

Jun 2 – 7, 2024

## PRICE

\$12,500

*excluding accommodations*

## WHERE

Cambridge, MA

## EXECUTIVE CERTIFICATE TRACK

Management and Leadership

There is a wide chasm between a brilliant business plan and successfully taking that plan to market. Whether you are part of an entrepreneurial team launching a startup, or you are part of a corporate team building a new venture within your organization, you need a rigorous and actionable business plan that addresses the multifaceted challenges of market entry, sales, product development, competitive positioning, and scalable growth.

The Entrepreneurship Development Accelerator (EDA) is a chance for you to exponentially advance the progress of your venture. Led by serial entrepreneurs Bill Aulet and Paul Cheek, this new, intensive, week-long program bridges the gap between idea and execution, helping participants develop the skill sets required to put a plan into action and de-risk their business opportunity so that they can confidently move forward.

Please visit our website for the most current information.

[executive.mit.edu/eda](https://executive.mit.edu/eda)

## FACULTY\*



Bill Aulet



Paul Cheek

*\*Please note, faculty may be subject to change.*

## TAKEAWAYS

You will leave this program more confident in your entrepreneurial skillset and in the future success of your enterprise. You will also leave this course better able to:

- Put your comprehensive and refined business roadmap into action
- Assess how your time is best allocated and ensure it is spent furthering your company vision
- Scale your venture to be successful in the global marketplace
- Navigate the venture capital investment process
- Learn what it takes to transform from an SME small-to-midsize enterprise into an IDE (innovation-driven enterprise)
- Tap into a global network of entrepreneurs

Intrapreneurs launching a new venture within (or spinning a new venture out of) a corporation or university system will also learn how to:

- Move from incremental change to big change
- Pitch to and onboard stakeholders
- Appropriately leverage the resources within their existing organization/ecosystem

## WHO SHOULD ATTEND

This course is designed for individuals and teams of individuals from innovation-driven enterprises (IDEs) or small and midsize enterprises (SMEs) that are transitioning to IDEs. This includes start-up teams, corporate ventures, and government/education/non-profit teams that are charged with building entrepreneurship programs.



*“The people who can deal with change are entrepreneurs. That’s what they’re built for.”*

– Bill Aulet

### CONTACT INFORMATION

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