Prior to Day 1: Some live online sessions for EDP participants only in prep for June. Dates and details to be determined.

**DAY 1**
Theme of the Day: Idea
1:00 PM - 1:45 PM
   Campus Access, Registration & Networking
2:00 PM - 2:45 PM
   Welcome & Program Overview
2:45 PM - 3:45 PM
   MIT Spirit of Entrepreneurship
4:00 PM - 6:45 PM
   Idea Pitch and Team Formation
6:45 PM - 7:00 PM
   Wrap-up

**DAY 2**
Theme of Day: Defining Target Customer & Value Proposition
7:30 AM - 8:15 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 - 1:45 PM
   Lunch
2:00 PM - 3:30 PM
   Customer Product Mapping
3:30 PM - 3:45 PM
   What Did We Learn Today?
4:00 PM - 5:00 PM
   Team Working Sessions
5:00 PM - 7:00 PM
   Simulation Lab A: Defining Target Customer
   Simulation Lab B: 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
   MIT Entrepreneurship Community Meetings
9:00 AM - 9:30 AM
   Networking
9:30 AM - 11:00 AM
   What Can You Uniquely Do For Your Customer?
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
   Fireside Chat on Making Great Products
3:00 PM - 4:30 PM
   Marketing Testing Tactics
4:30 PM - 4:45 PM
   What Did We Learn Today?
5:00 PM - 6:00 PM
   Team Working Sessions
6:00 PM - 8:00 PM
   Simulation Lab A: Product
   Simulation Lab B: Competitive Advantage

**DAY 4**
Theme of the Day: Business Model, Pricing, and Go To Market
7:00 AM - 7:30 AM
   COVID Testing, Breakfast
7:30 AM - 9:00 AM
   MIT Entrepreneurship Community Meetings
9:00 AM - 9:30 AM
   Networking
9:30 AM - 11:00 AM
   Capturing Value, Pricing and LTV
11:15 AM - 12:45 PM
   Cost of Customer Acquisitions (COCA)
12:45 PM - 1:30 PM Lunch
1:45 PM – 3:00 PM Intro to Entrepreneurial Marketing
3:00 PM - 3:15 PM What Did We Learn Today?
3:30 PM - 4:30 PM Team Working Sessions
4:30 PM - 6:30 PM Simulation Lab A: Business Model/LTV
Simulation Lab B: Go to Market/COCA
7:00 PM - 9:00 PM Program Event

**DAY 5**
Theme of the Day: Financials, Financing & Exit Strategy
7:30 AM - 8:15 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 - 1:45 PM Lunch
2:00 PM - 3:15 PM Funding Session
3:15 PM - 3:30 PM What Did We Learn Today?
3:45 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
7:30 AM - 8:15 AM Breakfast
8:30 AM - 10:30 AM Team Presentations
10:45 AM - 12:45 PM Final Presentations
12:45 PM - 3:00 PM Celebration Lunch, Awarding of Certificates and Closing Ceremonies
Entrepreneurship Development Program
Sample Schedule

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
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