

ENTREPRENEURSHIP DEVELOPMENT PROGRAM



WHEN

Jan 16 – 21, 2022

PRICE

\$12,400

excluding accommodations

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Management and Leadership

This program leverages MIT's culture of high-tech entrepreneurship to help entrepreneurs, corporate venturing executives, and startup companies understand the entire venture creation process, from generating ideas to building viable innovation-driven businesses.

Through lectures by senior MIT faculty, visits with innovative startups, and live case studies with successful entrepreneurs, you will be exposed to the content, context, and contacts that enable entrepreneurs and intrapreneurs to design and launch successful new ventures. Specially designed team projects give you hands-on training and practical experience developing a business plan, while networking events bring you together with members of MIT's entrepreneurial community.

Please visit our website for the most current information.

executive.mit.edu/edp

MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY*



Bill
Aulet



Trish
Cotter



Kit
Hickey



Matthew
Rhodes-Kropf



Lou
Shipley

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

TAKEAWAYS

The concepts, tools, and frameworks covered in the program will enable you to:

- Create, identify, and evaluate new venture opportunities
- Interpret customer needs and quantify the value proposition
- Start and build a successful technology-based company
- Understand how the process of starting new ventures may vary geographically and culturally
- Leverage new science and technologies from corporate or university laboratories
- Develop winning business plans
- Scale startups to be globally successful
- Navigate the venture capital investment process
- Obtain feedback on personal entrepreneurship skills
- Enhance and expand your networks

WHO SHOULD ATTEND

This program is designed for aspiring entrepreneurs, corporate venture officers, startups, and those who would like to develop or strengthen a climate of entrepreneurship in their corporations, universities, and regions. Teams of entrepreneurs or intrapreneurs are encouraged to attend the program together with university staff and/or development professionals from their region.



Hands down the best learning experience ever in my life. Life changing, practical and engaging, taught by the top faculty in the field, you'll meet top entrepreneurs and hear their stories, you'll build an amazing network, be part of the MIT ecosystem, and above all you'll be having some serious fun. Bill Aulet is just great. This is a must for anyone who wants to start an innovation driven business/startup.

OVERALL RATING | ★ ★ ★ ★ ★

– Tarek F

CONTACT INFORMATION

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