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.

Designed for entrepreneurial teams of two or more, the Entrepreneurship Development Accelerator (EDA) is a chance for you and your colleagues 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
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 on onboard stakeholders
- Appropriately leverage the resources within their existing organization/ecosystem

WHO SHOULD ATTEND

This course is designed for 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. entrepreneurs or intrapreneurs are encouraged to attend the program together with university staff and/or development professionals from their region.

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

– Bill Aulet

CONTACT INFORMATION

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