

STRATEGY FOR STARTUPS: FROM IDEA TO IMPACT



WHEN

TBD

PRICE

\$4,700

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

There are many possible paths to success for good ideas. How can innovators and entrepreneurs weigh alternative options and confidently make choices to position their ventures for competitive advantage? This two-day course provides a practical and systematic approach to exploring and evaluating the core choices that entrepreneurs need to make as they translate their ideas into a reality.

To achieve competitive advantage, innovation-driven and growth-oriented entrepreneurs must balance experimentation and learning with the selection and implementation of a strategy. Designed for innovation-driven, growth-oriented startups, this course builds on an emerging body of work at MIT and elsewhere that moves beyond a one-size-fits-all approach to start-ups and instead focuses on the key choices that founders face as they start and scale their business.

Please visit our website for the most current information.

executive.mit.edu/sfs

FACULTY*



Scott Stern



Erin Scott

*Please note, faculty may be subject to change.

TAKEAWAYS

You will complete this course with a better understanding of:

- The role of strategy in a new enterprise and the key strategic choices facing startups
- How to take advantage of a novel opportunity through learning and experimentation that allows you to commit to particular strategic choices
- How to separate the underlying “idea” from strategic alternatives
- The decisions that can help your venture establish competitive advantage
- Ways in which founders can structure learning and experimentation, and their early venture, to help them realize their overall entrepreneurial strategy
- How to align the different elements of an overall entrepreneurial strategy, including how to integrate organizational choices with the process of choosing and executing a go-to-market strategy
- The process of how to choose and execute an entrepreneurial strategy to help your firm establish and then sustain competitive advantage
- An integrated framework applying the entrepreneurial strategy process in a systematic way

WHO SHOULD ATTEND

The course is particularly appropriate for those seeking to:

- (a) Found a growth-oriented start-up
- (b) Join a start-up company with influence on strategy development or implementation
- (c) Fund start-ups as an investment professional

Professors Erin Scott and Scott Stern, armed with deep expertise and extensive real-world coaching experience, deliver engaging content that is immediately actionable. Highly recommended addition to any executive certification track.

OVERALL RATING | ★ ★ ★ ★ ★

– Robert C.

CONTACT INFORMATION

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