



ENTREPRENEURSHIP ACADEMY

**& BUSINESS PLAN COMPETITION
IN CAMBRIDGE, MA**

SUMMER 2017

Course Objectives



This high-impact business academy provides future entrepreneurs and innovators with a crash course in modern day business methodology and refines the skills needed to succeed in the 21st century marketplace. Rigorous coursework and experiential training conducted by leading experts in business theory and practice will challenge students to think clearly about real world commercial opportunities. Students will then work as teams to develop innovative new business models that will meet these needs and transform our modern world.

Program Highlights

- ▶ Enjoy unique access to leading business schools and experts
- ▶ Gain perspective on cutting edge business theories
- ▶ Experience hands-on workshops with current trendsetting technologies
- ▶ Network with successful business leaders and entrepreneurs
- ▶ Visit and explore startup and established companies
- ▶ Design a new idea for your company and incorporate them into a business plan
- ▶ Present your business plan in competition with other students
- ▶ Win accolades from peers and a Letter of Recommendation from University Faculty

DAY ONE



Innovation Workshop

Innovation is more than simply having a great idea. It involves developing and nurturing it, collaborating together to bring the concept to fruition. Our innovation workshop will allow you to generate and grow ideas that can be presented in the New Business Pitch Competition.

Entrepreneurship as Experimentation

As entrepreneurship emerges from the shadows, many central and unresolved questions linger: How should we define entrepreneurship? What are its key aspects? Is entrepreneurship about the next Skype or the next self-employed accountant? In this lecture we find that effective entrepreneurship — especially among high-growth ventures and for the economy as a whole — builds upon a process of experimentation in deep and nuanced ways.

VIP Tour of Harvard University

Team Building and Interactive Time with Student Mentors

DAY TWO



Business Plan Basics

A business plan is a written description of your business's future, a document that tells what you plan to do and how you plan to do it. Successful business plans define your resources and abilities and demonstrate how you plan to allocate and use them to make your business profitable. Learn the fundamentals in this lecture.

Defining Your Business Model (Jobs To Be Done Methodology)

People do not want a quarter-inch drill bit, they want a quarter-inch hole. People buy products and services to get jobs done. While products come and go, the underlying job-to-be-done does not go away. Most companies innovate by trying to improve their existing products (creating a better drill bit). Successful companies find better ways to create quarter-inch holes (to get the job done). This course explains how entrepreneurs should think about business, growth, and innovation from the perspective of the customer who wants to get work done.

Technology and Innovation Workshop with Industry Experts

Learning about technology and innovation in the classroom is an essential part of education, but gaining the insight of those who are taking technology and innovation to the marketplace is invaluable. Meet the men and women who have developed business strategies and are making them work in the real world. Explore new technology platforms and discuss the applications of virtual reality in education, engineering, entertainment, medicine and others.

DAY THREE



Business Financials 1 & 2

Improve your odds of business success by understanding your financing needs as well as the options that are available to help you start, manage and grow your business. Break-even analysis, marketing efficiency, and financial projections are more than numbers manufactured on paper to satisfy investors; they are the lifeblood of a successful venture. Learn the basics (and the basic math) in this lecture.

Sports Activities: Basketball Mentor Challenge

DAY FOUR



Marketing Basics

Marketing emphasizes the value of the customer to a business venture and is guided by satisfying customer needs and creating profitable sales volume. This lecture will demonstrate how to uncover the needs of the customer through market research, analyze competitive advantages to develop a market strategy, select specific markets to serve through target marketing, and determine how to satisfy customer needs by identifying a market mix.

Advanced Marketing: Online, Social, and Viral

In the past, a marketer viewed his customer as valuable commodity, but only locally, as word of mouth communication had its limitations. With the advent of the Internet and the explosion of social media, the game changed. A single customer can have an international audience. This lecture examines the ways smart executives harness the power of social and viral media to market their products.

Interactive Case Studies with Mentors

DAY FIVE



Customers and Market Segmentation

Not all customers are the same, so new entrepreneurs should not take a one-size-fits-all approach to marketing and should start segmenting customers into smaller groups. How you plan to reach potential customers and deliver your product or service to them is essential to building a successful enterprise. Learn the secret of breaking your customer base into marketable segments to drive your business (and your business plans) to greater, more profitable heights.

Competitive Analysis

With the accelerating pace of competition, cutting-edge companies are defined by innovative strategies. In this lecture, you'll explore how to develop groundbreaking strategies and action plans for execution, forecast industry evolution, and strategic costs analysis—in order to ultimately build and sustain your company's competitive advantage.

Visits with Successful Startups and Established Corporations

Travel out of the classroom into some of America's most successful startups and established multinational corporations and gain valuable perspective on how successful businesses realize their visions.

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DAY SIX

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New Business Plan Presentation Preparation and New Business Pitch Presentations

After learning about business basics, business financials, and innovation, students are asked to imagine their own business concept and pitch their plan in a head to head competition with other students. In preparation sessions, students work together to develop their concepts before presenting them before a panel of judges who will determine which business is most likely to succeed in a real world marketplace.

Judges' Feedback and Presentation of Awards

Closing Ceremony & Dinner Celebration

MBA ACADEMY • Cambridge, MA • Harvard University Classrooms

	ARRIVAL	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DEPARTURE
08:00 - 09:00	Arrival and Check-in	Breakfast						
09:30 - 10:30		Innovation Workshop	Business Plan Basics	Business Financials 1	Marketing Basics	Customers and Market Segmentation	Presentation Preparation	Check out and Depart Program
10:30 - 11:30		Entrepreneurship as Experimentation	Defining Your Business Model (Jobs To Be Done Methodology)	Business Financials 2	Advanced Marketing: Online, Social and Viral	Competitive Analysis	New Business Pitch Presentations	
12:00 - 13:30		Lunch						
14:00 - 15:30	Unpacking and Socializing	Campus Tour	Technology and Innovation Workshop with Industry Experts	Sports Activities: Basketball Mentor Challenge	Interactive Case Study with Mentors	Visits with Successful Startups and Established Corporations	Judges' Feedback and Awards	
15:30 - 17:00		Teambuilding and Interactive Time with Student Mentors			Interactive Case Study with Mentors		Closing Ceremony & Dinner Celebration	
17:30-19:00	Dinner							Closing Ceremony & Dinner Celebration
19:30-20:30	Rest	Journaling and Independent Study	Journaling and Independent Study	Journaling and Independent Study	Journaling and Independent Study	Business Plan Presentation Rehearsal with Mentors		

Harvard and Cambridge

Harvard University

Harvard University is the standard by which all other research universities are measured. No school has ever challenged its position as the world's premier academic institution in the history of the Shanghai rankings. The school has produced 47 Nobel Laureates, 32 heads of state, and 48 Pulitzer Prize winners. It boasts the largest academic library in the world, as well as leading medical, law, and business schools. It has an integrated alumni network that stretches around the globe.

Boston, Massachusetts

Boston is the capital and largest city of the Commonwealth of Massachusetts in the United States. One of the oldest cities in the United States, Boston was founded in 1630 by Puritan settlers from England. It was the scene of several key events of the American Revolution, such as the Boston Massacre, the Boston Tea Party, the Battle of Bunker Hill, and the Siege of Boston. The area's many colleges and universities make Boston an international center of higher education, including law, medicine, engineering, and business, and the city is considered to be a world leader in innovation and entrepreneurship.

Cambridge, Massachusetts

Cambridge is a city in Massachusetts, across the Charles River from Boston. It's home to Harvard University and the Massachusetts Institute of Technology (MIT). At the heart of campus, grassy Harvard Yard is anchored by the neoclassical Widener Library. Harvard Square has cafes, bars and bookstores. The Harvard Art Museums comprise the Fogg, Busch-Reisinger and Arthur M. Sackler collections. Southeast is the prestigious MIT.

Cambridge Speakers



Ramana Nanda

Professor of Business Administration, Harvard Business School

Ramana Nanda is a Professor of Business Administration in the Entrepreneurial Management unit at Harvard Business School, where he teaches Entrepreneurial Finance in the second year of the MBA program and in HBS executive education offerings. His research examines financing frictions facing new ventures, with an aim to help entrepreneurs with fund raising and to shed light on how financial intermediaries, corporate R&D and policy makers can improve the odds of selecting and commercializing the most promising ideas in the economy. Ramana is a Research Associate in the Productivity, Innovation and Entrepreneurship Program at the NBER, and a Faculty Affiliate at the SME Initiative of Innovations for Poverty Action.



Steve Jarding

Lecturer in Public Policy, the Harvard Kennedy School of Government

Steve Jarding, Lecturer in Public Policy, is recognized as an expert in campaign management and political strategies. Jarding has served as senior advisor to the Democratic Senatorial Campaign Committee. He has been a Fellow at the Harvard Institute of Politics and a Fellow at the Congressional Studies Center at the University of Oklahoma where he received his Masters Degree in Government. He holds a BA degree from the University of South Dakota and is coauthor of the political book, *Foxes in the Henhouse*. In 1996 *Roll Call* magazine named Jarding one of the "50 most influential" political people in Washington".



Nicole Gilmore

Teaching Fellow, Harvard University

Entrepreneur, educator and innovator, Nicole Gilmore is the CEO of Savanna Technologies and a teaching fellow at Harvard University. Prior to joining GoSavanna, she worked as a strategy consultant, and has extensive experience in the healthcare and finance industries. Before serving as Adjunct Professor of Economics and Statistics at Baruch College, she taught economics at the United States Military Academy at West Point. A graduate of Northwestern University and the Kellogg School of Management, she is passionate about empowering others to create and build businesses.



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**INSPIRING INNOVATION THROUGH
DIALOGUE AND TRAINING**