

Calendar for Ideas 2 Action

	13 Sunday	14 Monday	15 Tuesday	16 Wednesday	17 Thursday	18 Friday
Hour	Schedules and Activities	Schedules and Activities	Schedules and Activities	Schedules and Activities	Schedules and Activities	Schedules and Activities
7:00						
7:30						
8:00						
8:30		<b>Jeff York</b> <b>Entrepreneurship Fundamentals</b> (8:30 - 12:00) Goals and motivations	<b>Sharon Matusik</b> <b>Competitive Strategy</b> (8:30 - 12:00) Competitive Landscape	<b>Laura Kornish</b> <b>Marketing</b> (8:30 - 11:00) Go to market strategies	<b>Bret Fund</b> <b>Attracting Resources</b> (8:30 - 12:00) A value creation culture	<b>Erick Mueller</b> <b>Insider Secrets</b> (8:30 - 12:00) How to negotiate and sell
9:00		What to expect	Competitive advantage, value proposition	*What value are you providing and to whom? * 4Ps of Marketing * Digital Marketing	The team and governance	simulated negotiations
9:30		Basic principles of bird in hand; affordable loss, partnering Overview of program and its structure	Is your advantage sustainable; exit considerations Market entry timing and considerations	Pricing	Building a network	selling exercise
10:00				<b>Adrian Tuck</b>	<b>Human capital (recruit, retain, renew) and partners</b>	
10:30				<b>How to Pitch</b> (11:30 - 1:00)	* Panel of entres on leadership, teams, and human capital	
11:00		Lunch (12:00 - 1:30)	Lunch (12:00 - 1:30)		Lunch (12:00 - 1:30)	Lunch (12:00 - 1:30)
11:30				Lunch (1:00 - 2:30)		
12:00						
12:30						
1:00		<b>Eva Yao</b> <b>Ideation</b> (1:30 - 5:00) User experience overview (Brian from pitch night?) Strategies for gathering good info	<b>Ray Johnson</b> <b>Product / Service Dev.</b> (1:30 - 5:00) Product / Service Attributes IP Considerations	<b>Shaun Davies</b> <b>Entrepreneurial Finance</b> (2:30 - 6:00) Revenue models, financials Funding options: Bootstrap, banks, crowd, investors/investor perspective Valuations * Panel of ENTs & Investors BREAKOUTS WITH MENTORS * work with mentors. Develop pitches within breakouts	<b>George Deriso</b> <b>Scaling</b> (1:30 - 5:00) How and when to scale Key operational considerations Legal considerations - Founder's agreements * Employment contracts, Entity formation, Investing doc options, When to get a lawyer Free/inexpensive resources to get you up and running	<b>Breakouts</b> (1:30 - 3:00)  <b>Final Presentations</b> (3:30 - 5:30)
1:30			* What methods of protecting your ideas make sense in your industry? * How to use barriers to imitation, secrecy, trade secrets, patents to your advantage			
2:00		Dinner	Dinner		Dinner	
2:30						
3:00						
3:30						
4:00	<b>Welcome/Reception</b> Improv - Letting Your Hair Down	<b>Challenge 1</b> (6:00 - 8:00) Go out, collect data, refine basic idea? Interview an entrepreneur?	<b>Challenge 2</b> (6:30 - 8:30) Work on creating a Learning Prototype	<b>Challenge 3</b> (7:00 - 9:00) Pitch presentations and critiques	<b>Challenge 4</b> (6:00 - 8:00) Work on Final Presentations Mentor speed dating (functional expertise)	<b>Closing Dinner, Awards</b> (6:30 - 8:30)
4:30						
5:00						
5:30						
6:00	Coctails Dinner					
6:30						
7:00						
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