

MEB 2019 – PROGRAM OVERVIEW

All course activities occur in Grainger Hall room 2520 unless otherwise noted

	8:00-8:30	8:30 - 10:00	10:15 - 11:45	11:45 - 12:45	12:45 - 2:15	2:30 - 4:00	4:15 -5:45	6:00 - 8:30
Before Monday	S0. Pre-work Greenwood Financial statements (Podcast)							
M 6/10	B1. Registration and Breakfast	S1. Ganco & Olszewski Introduction and panel of entrepreneurs <i>Panel: Gathy, Patel, Strong</i>	S2. Williams Business Model Canvas	L1. Lunch 1266 Grainger	S3. Bock <i>Four Product case & Innovation Marketplace</i>	S4. Morgridge <i>McAfee (A) case</i>	S5. Coff Planning to Pivot	D1. Working dinner Readings and prep S8 & S9
T 6/11	B2. Breakfast	S6. Olszewski Customer and Business Model Discovery	S7. Greenwood Key Startup Financial Metrics	L2. Lunch 1266 Grainger	S8. Ganco <i>E-Ink case and Inventions & Technology Evolution</i>	S9. Ganco <i>Sirtris Pharmaceuticals case and legal issues</i>	S10. Miner Creativity & imagining products/opportunities	D2. Working dinner Readings and prep S15
W 6/12	B3. Olszewski Consulting (optional) Breakfast	S11. Furlong Sources of funding	S12. Olszewski Panel of Financing Sources <i>Panel: Button, Furlong, Thorson, Yamben</i>	L3. Lunch 1266 Grainger	S13. Falk/Werner/Cooney Intellectual Property	S14. Falk/Werner/Cooney Intellectual Property	S15. Splitt <i>Study Blue case</i>	D3. Working dinner Readings and prepare S16 & S19
R 6/13	B4. Breakfast	S16. Sorenson <i>Flame Disk case</i>	S17. Surdyk Alumni Panel <i>Panel: Ludois, Olson, Weir-Haputman</i>	L4. Lunch 1266 Grainger WiSolve Consulting Group	S18. Trevor Collaboration & Negotiation	S19. Morgridge <i>CISCO case</i> Class photo at 4:00 PM	S20. Prepare for Fri. NOTE: Dinner 6:00 PM (WID)	D4. Community Dinner 6:00 PM at the Wisconsin Institutes of Discovery (WID)
F 6/14	B5. Breakfast	S21. Surdyk Creating your team, culture	S22. Olszewski Key Entrepreneurial Topics Panel <i>Panel: Enyart, Isaac, Somes-Booher</i>	L5. Lunch 1266 Grainger	S23. Greenwood Entrepreneurship Simulation	S24. Olszewski Wrap up		