

## Summer Entrepreneurship Institute @ Saint Peter's University's Guarini Business School

### Daily Schedule

#### **Day 1 – Monday July 11, 2022 – Introduction to Entrepreneurship & the Entrepreneurial Process**

- Program goals and syllabus
- Instructor & class introductions
- What is entrepreneurship; benefits of entrepreneurship; who is an entrepreneur
- What are entrepreneurial skills & an entrepreneurial mindset?
- Types of entrepreneurs
- Persuasive communication & Networking
- Problem solving
- Guest speaker

#### **Day 2 – Monday July 12, 2022 – Ideation and Innovation**

- Let's focus on ideation and ideation skills
- Coming up with business ideas
- Solving problems & developing solutions
- Aligning talents to new opportunities
- Looking for new business ideas in your community – market gaps
- Design thinking
- Your three business ideas

#### **Day 3 – Wednesday July 13, 2022 – Customer Discovery & Finalizing and Pitching Practice**

- Why is planning important?
- Business Model Canvas
- What is customer discovery?
- Introducing your MVP!
- Product positioning statement
- How to pitch

#### **Day 4 – Thursday July 14, 2022 – Pitch and Team Day**

##### **Morning**

- Let's pitch!
- Leadership and leveraging skills
- Selections and HR marketplace
- Team formation
- Basic business legal structures
- Your team contract
- Team photo
- Planning for the next 4 days

#### **Day 5 – Monday July 18, 2022 – Know Your Market**

- Understanding what customers want
- Market research!!!
- Who is your customer target?
- Who are your competitors?
- Competitive advantage
- SWOT analysis

#### **Day 6 – Tuesday July 19, 2022 – Marketing & Sales and Creating an MVP**

- Design thinking to solve customer problems
- What is an MVP
- What is a marketing mix?
- How do you attract customers and sell to them?
- Team work on pitches and MVPs

#### **Day 7 – Wednesday July 20, 2022 – New Business Marketplace Prep & Coaching Session; Unit Costs & Pricing**

##### **Morning**

- Team coaching sessions with volunteers
- Work on team presentations
- Team pitch strategies
- Introducing the concept of unit costs
- Pricing strategies
- Work on team presentations

#### **Day 8 – Thursday July 21, 2022 – New Business Idea Marketplace**

##### **Morning**

- Daily review
- Post class evaluation
- Final preparations
- New Business Idea Marketplace
- Awards and closing ceremonies

