

2017 Schedule: Starting Your Startup

10:30 Welcome and Introductions

Overview and Schedule (15 minutes)

10:45 Team Formation (30 minutes)

11:15 Break

11:30 Module 1: Communicating Your Idea, (15 minutes)

Module 2: Learning about Your Customer, (15 minutes)

Module 3: Market Size (10 minutes)

12:15 Working Lunch – work on your slides (45 minutes)

1:00 Module 4: Competition, (15 minutes)

Module 5: Revenue Models, (15 minutes)

Module 6: Sales Strategy, (15 minutes)

1:45 Prepare slides and presentations (45minutes)

2:30 Team Presentations (5 minute pitch, ~2 minutes Q&A or feedback)

3:30 Wrap up (Innovation Scholars pitch)