

2013 Entrepreneurship Immersion Week

Week at-a-glance

This “week-at-a-glance” is just an overview of the detailed agendas provided on the pages that follow.

Sunday 8/4

12:30pm-2:00pm	Check-In & Pre-Survey	East Hall Lobby
3:15 pm	Ice-Breaker - <i>Letter Box w/ Matt Sorrick</i>	Barrow Field Station
5:30 pm	Welcome Interactive Dinner – <i>w/ Chef Anne Haynam</i>	Barrow Field Station
8:30 pm	The Business Model Canvas – <i>Michael Kachilla</i>	East Hall, Forum

Monday 8/5

9:00 am	Welcoming Remarks – <i>Tom Chema, Hiram President</i>	Kennedy Center, Dix
9:15 am	Lecture 1 – Opportunity Analysis – <i>Julie Messing</i>	Kennedy Center, Dix
10:30 am	Lecture 2 – Market Feasibility Analysis – <i>Wiggins Johnson</i>	Kennedy Center, Dix
Noon	Luncheon – <i>Julia KilKenny & Le ‘anna Miller, CustoME Color</i>	Kennedy Center, Ballroom
1:30 pm	Lecture 3 – Innovation & Brainstorming/Product Development - <i>Riker</i>	Kennedy Center, Dix
3:30 pm	Lecture 4 – Start-up Financials – <i>Read Wakefield</i>	Kennedy Center, Dix
5:30 pm	Dinner	Dining Hall

Tuesday 8/6

9:00 am	Lecture 5 – Networking & Entrepreneurial Resources – <i>Phil Bessler</i>	Kennedy Center, Dix
10:30 am	Lecture 6 – Personal & Professional Development - <i>McLeod</i>	Kennedy Center, Dix
Noon	Luncheon – <i>Nich Barron, HolePatch, LLC.</i>	Kennedy Center, Ballroom
1:30 pm	Lecture 7 – Organizational Legal Issues – <i>Matthew Dooley</i>	Kennedy Center, Dix
3:30 pm	Lecture 8 – Developing an Entrepreneurial Marketing Plan – <i>J. Therrien</i>	Kennedy Center, Dix
6:00 pm	Alumni Night at Shaker LaunchHouse (carpool details TBD)	Shaker Heights

Wednesday 8/7

9:00 am	Lecture 9 – Leadership & Building Your Team – <i>Katherine Miracle</i>	Kennedy Center, Dix
10:30 am	Lecture 10 – Weathering the Storm – <i>Denise Easterling</i>	
Noon	Luncheon – <i>Incubators & Accelerators Panel Discussion</i>	Kennedy Center, Ballroom
1:45 pm	Lecture 11 – Protecting Intellectual Property – <i>Sal Sidoti</i>	Kennedy Center, Dix
3:45 pm	Flash reports by each team	East Hall, Forum
6:00 pm	Team Pictures & Dinner – Cook Out (Rain Location: Alumni Heritage)	TBD

Thursday 8/8

9:00 am	Lecture 12 – Funding a Start-Up Venture – <i>Bob Cohen</i>	Kennedy Center, Dix
10:30 am	Lecture 13 – Bringing it all Together – <i>Dana Kachurchak</i>	Kennedy Center, Dix
Noon	Lunch	Kennedy Center, Ballroom
1:45 pm	Teamwork Time	East Hall, Suites
6:00 pm	Dinner – Pizza, Salad & Sundae Bar	East Hall, Lawn & Lobby
7:00 pm	Presentation rehearsal	Kennedy Center, Dix

Friday 8/9

9:00 am	Competition	Kennedy Center, Dix
Noon	Awards Luncheon w/ <i>John Knific, DecisionDesk</i>	Kennedy Center, Ballroom