

ENTREPRENEURSHIP & COMMUNICATION

Academy



Summer 2018
Cambridge, MA



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www.excelorators.com



COURSE OBJECTIVES

- Enjoy unique access to leading business schools and experts
- Gain perspective on cutting edge business theories
- Experience hands-on workshops with current trendsetting technologies
- Network with successful business leaders and entrepreneurs
- Visit and explore startup and established companies
- Design a new idea for your company and incorporate them into a business plan
- Present your business plan in competition with other students
- Win accolades from peers and a Letter of Recommendation from University Faculty



Welcome to our Entrepreneurship Academy

This high-impact business academy provides future entrepreneurs and innovators with a crash course in modern day business methodology and refines the skills needed to succeed in the 21st century marketplace.

Rigorous coursework and experiential training conducted by leading experts

in business theory and practice will challenge students to think clearly about real world commercial opportunities. Students will then work as teams to develop innovative new business models that will meet these needs and transform our modern world.

DAY ONE

Innovation and Entrepreneurship

Day One Highlights

- Innovation workshop
- Entrepreneurship as experimentation
- Campus tour - Harvard University
- Teambuilding and interactive time with student mentors
- Meet with virtual reality and/or innovation club

Leadership

Leadership is more than simply being the boss. It involves developing and nurturing the employees, inspiring people to share your vision, and setting the goals and values of the organization. It is also motivating your team to collaborate together to bring the concept to fruition. Our leadership workshop will allow you to generate and grow ideas that can be presented in the New Business Pitch Competition.

Entrepreneurship

As entrepreneurship emerges from the shadows, many central and unresolved questions linger: How should we define entrepreneurship? What are its key aspects? Is entrepreneurship about the next Skype or the next self-employed accountant? In this lecture we find that effective entrepreneurship – especially among high-growth ventures and for the economy as a whole – builds upon a process of experimentation in deep and nuanced ways.



DAY TWO

Methodology and Workshop

Day Two Highlights

- Business plan basics and fundamentals
- Defining your business model (jobs to be done methodology)
- Technology and innovation workshop with industry experts



Learning the fundamentals of building a business plan is essential to any future entrepreneur. Today is all about learning the basics of a business plan and defining your business model. Thinking about business, growth and innovation from the perspective of the customers will be a key point in the workshop and lecture. The men and women who have developed business strategies and are making them work in the real world will be a valuable experience.

DAY THREE

Financial Lecture and Meeting with Multinational Corporations

Day Three Highlights

- Financial lecture - break-even analysis, marketing efficiency, and financial projections
- Corporate visits with successful startups and established corporations

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A good financial plan is a road map that shows us exactly how the choices we make today will affect our future.

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DAY FOUR

Marketing (Basic and Advanced), Interactive Case Studies

Day Four Highlights

- Marketing basics - market research, competitive advantage, market strategy, target markets, market mix
- Advanced marketing - online, social, viral
- Campus Tour - MIT
- Interactive case study I
- Interactive case study II

“ Today it's important to be present, be relevant and add value. ”



DAY FIVE

Market Segmentation and Meeting with Mentors



Day Five Highlights

- Customers and market segmentation
- Competitive analysis
- Corporate visits with successful startups and established corporations
- Business plan presentation with mentors

Customers and Market Segmentation

Not all customers are the same, so new entrepreneurs should not take a one-size-fits-all approach to marketing and should start segmenting customers into smaller groups. How you plan to reach potential customers and deliver your product or service to them is essential to building a successful enterprise. Learn the secret of breaking your customer base into marketable segments to drive your business (and your business plans) to greater, more profitable heights.

Visits with Successful Startups and Established Corporations

Travel out of the classroom into some of America's most successful startups and established multinational corporations and gain valuable perspective on how successful businesses realize their visions.

DAY SIX

Business Plan
Presentations, Feedback,
Awards

Day Six Highlights

- New business plan presentation preparation
- New business pitch presentations
- Judges' feedback
- Presentation of awards
- Closing ceremony
- Dinner celebration



After learning about business basics, business financials, and innovation, students are asked to imagine their own business concept and pitch their plan in a head to head competition with other students. In preparation sessions, students work together to develop their concepts before presenting them before a panel of judges who will determine which business is most likely to succeed in a real world marketplace.

CALENDAR

	Arrival	Day One	Day Two	Day Three	Day Four	Day Five	Day Six	Departure	
AM	Arrival and Check-in	BREAKFAST						Presentation Preparation, New Business Pitch Presentations	Pack and Depart
		Leardeship and Entrepreneurship Seminar: Successful Leadership Strategies	Business Plan Basics, Defining Your Business Model	Business Financials I and II	Marketing (Basic and Advanced)	Customer and Market Segmentation, Competitive Analysis			
PM	Opening Dinner, Unpacking, Socializing and Rest	LUNCH						Judges' Feedback and Awards	Completion Ceremony and Final Dinner
		Campus Tour - Harvard University Teambuilding with Mentors	Technology and Innovation Workshop with Industry & Academic Leaders	Visit with Successful Startups and Established Corporations	Interactive Case Studies (I and II) Campus Tour - MIT	Visit with Successful Startups and Established Corporations, Business Plan Rehearsal with Mentors			
		DINNER							



Harvard University

Harvard University is the standard by which all other research universities are measured. No school has ever challenged its position as the world's premier academic institution in the history of the Shanghai rankings. The school has produced 47 Nobel Laureates, 32 heads of state, and 48 Pulitzer Prize winners. It boasts the largest academic library in the world, as well as leading medical, law, and business schools. It has an integrated alumni network that stretches around the globe.

Boston, Massachusetts

Boston is the capital and largest city of the Commonwealth of Massachusetts in the United States. One of the oldest cities in the United States, Boston was founded in 1630 by Puritan settlers from England. It was the scene of several key events of the American Revolution, such as the Boston Massacre, the Boston Tea Party, the Battle of Bunker Hill, and the Siege of Boston. The area's many colleges and universities make Boston an international center of higher education, including law, medicine, engineering, and business, and the city is considered to be a world leader in innovation and entrepreneurship.

Cambridge, Massachusetts

Cambridge is a city in Massachusetts, across the Charles River from Boston. It's home to Harvard University and the Massachusetts Institute of Technology (MIT). At the heart of campus, grassy Harvard Yard is anchored by the neoclassical Widener Library. Harvard Square has cafes, bars and bookstores. The Harvard Art Museums comprise the Fogg, Busch-Reisinger and Arthur M. Sackler collections. Southeast is the prestigious MIT.



Nicole Gilmore

COO at Savanna, Harvard Innovation Lab Alumni, MassChallenge 2015 Finalist & 2016 Alumni-in-Residence. Nicole Gilmore is an Instructor of Economics and has extensive experience in business development both national and international.



Steve Jarding

Steve Jarding, Lecturer in Public Policy, is recognized as an expert in campaign management and political strategies. He has managed campaigns or served in senior roles for US Senators Tom Daschle (D-SD), Bob Kerrey (D-NE), Jim Webb (D-VA), John Edwards (D-NC), Tim Johnson (D-SD), and Mark Warner (D-VA). He has run National Leadership Committees for Kerrey and Edwards and has served as senior advisor to the Democratic Senatorial Campaign Committee.

To arrange this training session with Excelorators or to develop a custom program, please contact us.



Huan Zheng



Bowen Gao



K.M. Finch

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