

MEB 2022 – 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) Box Folder: https://uwmadison.box.com/s/wvg10kwaovuuvmu6qnont4gcsn242ny0							
M 6/6	B1. Registration and Breakfast	S1. Olszewski & Surdyk Introduction and panel of entrepreneurs <i>Panel: Ludois, Strong, Sulaiman, and Uselmann</i>	S2. Arnoldussen Business Model Canvas	L1. Lunch 1266 Grainger	S3. Olszewski Four Product case & Innovation Marketplace	S4. Greenwood E-Ink case and Inventions	S5. Miner Creativity & imagining products/opportunities	D1. Working dinner Readings and prep S7
T 6/7	B2. Breakfast	S6. Olszewski Customer and Business Model Discovery	S7. Berbee Wispr case	L2. Lunch 1266 Grainger	S8. Williams Assessing Opportunities	S9. Olszewski Alumni Panel <i>Panel: Baran, Gancarz, Konop, and Lumley</i>	S10. Coff Planning to Pivot	D2. Working dinner Readings and prep S15
W 6/8	B3. Olszewski Consulting (optional) Breakfast	S11. Sarada Sources of funding	S12. Eckhardt Panel of Financing Sources <i>Panel: Button, Nankivil, and Yamben</i>	L3. Lunch 1266 Grainger	S13. Falk/Fischer Intellectual Property	S14. Falk/Fischer Intellectual Property	S15. Splitt Study Blue case	D3. Working dinner Readings and prepare S19
R 6/9	B4. Breakfast	S16. Surdyk Creating your team, culture	S17. Olszewski Alumni Panel-Virtual <i>Panel: Bai, Chyan, Hines, and Olson</i>	L4. Lunch 1266 Grainger WiSolve Info Session	S18. Trevor Collaboration & Negotiation	S19. Morgridge <i>CISCO case</i> Class photo at 4:00 PM	S20. Prepare for Fri S21 NOTE: Dinner 6:00 PM (WID)	D4. Community Dinner 6:00 PM at the Wisconsin Institutes of Discovery (WID)
F 6/10	B5. Breakfast	S21. Sorenson <i>Flame Disk case</i>	S22. Olszewski Key Entrepreneurial Topics Panel <i>Panel: Enyart, Johnson, and Somes-Booher</i>	L5. Lunch 1266 Grainger	S23. Greenwood Entrepreneurship Simulation	S24. Olszewski Wrap up		