

**MEB 2024 – PROGRAM OVERVIEW**

*All course activities occur in Grainger Hall room 2510 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
<b>Before Monday</b>	<b>S0. Pre-work Greenwood</b> Financial statements (Podcast) Box Folder: <a href="https://uwmadison.box.com/s/rl9pez56wxfa33hj7lgn4l4o3v68kcy">https://uwmadison.box.com/s/rl9pez56wxfa33hj7lgn4l4o3v68kcy</a>							
<b>M 6/3</b>	<b>B1.</b> Registration and Breakfast	<b>S1.</b> <u><b>Olszewski &amp; Surdyk</b></u> Introduction and panel of entrepreneurs  <i>Panel: Agarwal, Leo John, Neill, van der Weide</i>	<b>S2.</b> <u><b>Arnoldussen</b></u> Business Model Canvas	<b>L1.</b> Lunch 1266 Grainger	<b>S3.</b> <u><b>Eckhardt</b></u> Business Accelerators and Golden Age Chef Services Case	<b>S4.</b> <u><b>Ganco</b></u> Amyris case and Inventions	<b>S5.</b> <u><b>Miner</b></u> Creativity & imagining products/ opportunities	<b>D1.</b> Working dinner Readings and prep S6 & S9
<b>T 6/4</b>	<b>B2.</b> Breakfast	<b>S6.</b> <u><b>Moreau</b></u> Four Product case	<b>S7.</b> <u><b>Olszewski</b></u> Customer and Business Model Discovery	<b>L2.</b> Lunch 1266 Grainger	<b>S8.</b> <u><b>Olszewski</b></u> Alumni Panel-Virtual & Value Prop. Exercise  <i>Panel: Bai, Casavant, Chyan, McMath</i>	<b>S9.</b> <u><b>Ganco</b></u> Sirtris Pharma case	<b>S10.</b> <u><b>Coff</b></u> Planning to Pivot	<b>D2.</b> Working dinner Readings and prep S15
<b>W 6/5</b>	<b>B3.</b> <u><b>Olszewski</b></u> Consulting (optional)  Breakfast	<b>S11.</b> <u><b>Furlong</b></u> Sources of funding	<b>S12.</b> <u><b>Olszewski</b></u> Panel of Financing Sources  <i>Panel: Button, Dlugos, Enos, Strother</i>	<b>L3.</b> Lunch 1266 Grainger  TEO Info Session	<b>S13.</b> <u><b>Falk/Fischer</b></u> Intellectual Property	<b>S14.</b> <u><b>Falk/Fischer</b></u> Intellectual Property	<b>S15.</b> <u><b>Bock</b></u> MetaCarta case & Innovation Marketplace	<b>D3.</b> Working dinner Readings and prepare S19
<b>R 6/6</b>	<b>B4.</b> <u><b>Buchholz/ Hutchinson</b></u> International Visas (optional)  Breakfast	<b>S16.</b> <u><b>Trevor</b></u> Collaboration & Negotiation	<b>S17.</b> <u><b>Surdyk</b></u> Alumni Panel  <i>Panel: Brenner, Gathy, Kangas, Velten</i>	<b>L4.</b> Lunch 1266 Grainger  WiSolve Info Session	<b>S18.</b> <u><b>Brown</b></u> Go To Market Strategy	<b>S19.</b> <u><b>Morgridge</b></u> <i>CISCO case</i>  <b>Class photo at 4:00 PM</b>	<b>S20.</b> Prepare for Friday S21  NOTE: Dinner 6:00 PM (WID)	<b>D4.</b> <b>Community Dinner</b> 6:00 PM at the Wisconsin Institutes of Discovery  <i>Speaker: Barnett</i>
<b>F 6/7</b>	<b>B5.</b> Breakfast	<b>S21.</b> <u><b>Sorenson</b></u> <i>Flame Disk case</i>	<b>S22.</b> <u><b>Brown</b></u> Building a Team	<b>L5.</b> Lunch 1266 Grainger	<b>S23.</b> <u><b>Greenwood</b></u> Entrepreneurship Simulation	<b>S24.</b> <u><b>Surdyk</b></u> Wrap up		