

MEB 2025 – 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
Before MEB Starts	S0. Pre-work Greenwood/Olszewski Financial Statements & Valuation (Videos) Box Folder: https://uwmadison.app.box.com/folder/312561963703							
M 6/16	B1. Registration and Breakfast	S1. <u>Olszewski & Surdyk</u> Introduction and panel of entrepreneurs <i>Panel: Agarwal, Hamers, Leo John, Shu</i>	S2. <u>Arnoldussen</u> Business Model Canvas	L1. Lunch 2339 & 2335 Grainger	S3. <u>Moreau</u> Four Products case	S4. <u>Honore</u> Nintendo Switch case	S5. <u>Minor</u> Creativity & imagining products/ opportunities	D1. Working dinner Readings and prep S7 & S9
T 6/17	B2. Breakfast	S6. <u>Olszewski</u> Customer and Business Model Discovery	S7. <u>Eckhardt</u> Business Accelerators and Golden Age Chef Services Case	L2. Lunch 2120 Grainger TEO Info Session	S8. <u>Olszewski</u> Alumni Panel- Virtual & Value Prop. Exercise <i>Panel: Bai, Casavant, Chyan, McMath</i>	S9. <u>Ganco</u> Sirtris Pharma case: legal and ethical issues	S10. <u>Trevor</u> Collaboration & Negotiation	D2. Working dinner Readings and prep S15
W 6/18	B3. <u>Olszewski</u> Consulting (Optional) Breakfast	S11. <u>Furlong</u> Sources of funding	S12. <u>Olszewski</u> Panel of Financing Sources <i>Panel: Button, Dlugos, Enos, Strother</i>	L3. Lunch 2339 & 2335 Grainger	S13. <u>Falk</u> Intellectual Property	S14. <u>Falk</u> Intellectual Property	S15. <u>Bock</u> MetaCarta case & Innovation Marketplace <u>Greenwood</u> Instructions	D3. Working dinner Readings and prepare S19
R 6/19	B4. Breakfast	S16. <u>Olszewski</u> Planning to Pivot	S17. <u>Surdyk</u> Alumni Panel <i>Panel: Brenner, Gathy, Kangas, Velten</i>	L4. Lunch 2339 & 2335 Grainger	S18. <u>Brown</u> Go To Market Strategy	S19. <u>Morgridge</u> <i>CISCO case</i> Class photo at 4:00 PM	S20. Prepare for Friday S21 NOTE: Reception at 6:00 PM (WID)	D4. Community Dinner 6:00 PM at the Wisconsin Institutes of Discovery <i>Speaker: Katy Jenkins</i>
F 6/20	B5. Breakfast	S21. <u>Sorenson</u> Flame Disk case	S22. <u>Brown</u> Building a Team	L5. Lunch 2120 Grainger WiSolve Info Session	S23. <u>Greenwood</u> Entrepreneurship Simulation	S24. <u>Olszewski/ Surdyk</u> Wrap up		