

EXPERIENTIAL ENTREPRENEURSHIP—OAKLAND

Week 1							
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00 a.m.		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
8:30 a.m.		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9:00 a.m.		Accelerate Orientation	Systematic Search Ideation	Field Trip & Off-Campus Lunch	Customer Empathy	SCAMPER Ideation Activity	Off-Campus Social Activity & Lunch
9:30 a.m.		Icebreaker and Introduction to Entrepreneurship	Marble Contraption Exercise		Storytelling Activity		
10:00 a.m.							
10:30 a.m.							
11:00 a.m.							
11:30 a.m.							
12:00 p.m.	Lunch	Lunch	Lunch		Lunch		
12:30 p.m.							
1:00 p.m.	Move-In/ Program Check-in	Introduction to Innovation/ The Creative Mind/ 30 Circles	Separating Opportunities From Ideas	Mind Mapping Ideation Activity	Design Thinking Process		
1:30 p.m.		Team Organization/ Disruptus Ideation Activity	Where Good Ideas Come From/ Defining the Needs of the Customer	Team Workshop/ Team Presentation Preparation	Concept Presentation		
2:00 p.m.				CVPs/Target Customer Personas			
2:30 p.m.							
3:00 p.m.							
3:30 p.m.							
4:00 p.m.							
4:30 p.m.							
5:00 p.m.	Dinner & Welcome Activities	Dinner & Welcome Activities	Dinner & Optional On-Campus Social Programming	Dinner & Optional On-Campus Social Programming	Dinner & Optional On-Campus Social Programming	Dinner & Off-Campus Social Programming	Dinner & Optional On-Campus Social Programming
5:30 p.m.							
6:00 p.m.							
6:30 p.m.							
7:00 p.m.							
7:30 p.m.							
8:00 p.m.							
8:30 p.m.							
9:00 p.m.	In-Building Curfew	In-Building Curfew	In-Building Curfew	In-Building Curfew	In-Building Curfew	In-Building Curfew	In-Building Curfew

Get ready to turn your bold ideas into reality. You'll pitch startup ideas, work in collaborative groups, and get guidance from proven professionals—helping you become a rising entrepreneur.

Color code

- Instructional Block
- Supplemental Activity
- Group Work
- Company Visit
- Guest Speaker
- Social Activity

This is for informational purposes only and is subject to change.



EXPERIENTIAL ENTREPRENEURSHIP—OAKLAND

Week 2							
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00 a.m.	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	
8:30 a.m.							
9:00 a.m.	Off-Campus Social Programming & Lunch	Analyzing the Competition & Positioning	Pitching/ Communicating Go-To-Market Strategy	Field Trip & Off-Campus Lunch	Practice Pitches	Final Presentations	
9:30 a.m.			Estimating Market Size and Market Research				
10:00 a.m.		Pricing & Distribution Strategy					
10:30 a.m.			Lunch				
11:00 a.m.		Lunch					
11:30 a.m.			Prototypes & Visual Representations				
12:00 p.m.		Developing a Personal Brand and Company Brand					
12:30 p.m.			Guest Speaker				
1:00 p.m.		CVO Revisited and Refined					
1:30 p.m.			Move-Out/ Program Check-Out				
2:00 p.m.		Guest Speaker					
2:30 p.m.			CVO Revisited and Refined				
3:00 p.m.		CVO Revisited and Refined					
3:30 p.m.			CVO Revisited and Refined				
4:00 p.m.	CVO Revisited and Refined						
4:30 p.m.		CVO Revisited and Refined					
5:00 p.m.	CVO Revisited and Refined						
5:30 p.m.		CVO Revisited and Refined					
6:00 p.m.	CVO Revisited and Refined						
6:30 p.m.		CVO Revisited and Refined					
7:00 p.m.	CVO Revisited and Refined						
7:30 p.m.		CVO Revisited and Refined					
8:00 p.m.	CVO Revisited and Refined						
8:30 p.m.		CVO Revisited and Refined					
9:00 p.m.	In-Building Curfew		In-Building Curfew	In-Building Curfew	In-Building Curfew	In-Building Curfew	

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