YEP Schedule Overview

Session: 1

Module 1 - Entrepreneurship, Problem Brainstorming & Branding

- **Orientation:** Program Overview, Pre-Course Survey, EMP Survey (select students)
- **Learn:** Entrepreneurship, Entrepreneurship Quiz, Problem Brainstorming
- **Apply:** Team Canvas, Team Name & Logo, Team Video Pitch
- **Connect:** Mentor Setup, Customer Interview Plan, Research

Session: 2

Module 2 - Customer Segments, Brainstorming Solutions, & Storyboard

- **Learn:** Customers, Hair on Fire Customers, Customers Quiz, Brainstorming Solutions
- **Apply:** Team Customer Survey, Team Storyboard, Team Video Pitch
- **Connect**: Mentor Meeting & Summary, Customer Interview, Prep for Next Interview, Research

Session: 3

Module 3 - Value Proposition, Models, Competition & MVPs

- **Learn:** Value Proposition, Business, Revenue, and Impact Models, Competition,
Models & Competition Quiz
- **Apply:** Team MVP, Team Video Pitch
- **Connect:** Mentor Meeting & Summary, Customer Interview, Prep for Next Interview,
Research

Session: 4

Module 4 - Final Pitch Preparation

- **Learn:** How to Pitch, Tell a compelling story, Pitch Preparation Quiz
- **Apply:** Create a Pitch Script, Create a Pitch Deck, Pitch Practice
- **Connect:** Mentor Meeting & Summary, Customer Interview, Research

Session: 5

Module 5 - Final Pitch Presentation

- **Apply:** Final Pitch Presentations
- **Connect:**

Sample Daily Schedule - Entrepreneurship Live Course:

Module 2 - Customer Segments, Brainstorming Solutions, & Storyboard

10:00 – 10:30am: Instructor Kickoff and Q&A

10:30 – 11:30pm: Self-Guided Learning in Canvas

- Customers
- Hair on Fire Customers
- Customers Quiz
- Brainstorming Solutions

11:30 – 12:00pm: Lunch
12:00 – 1:30pm: Team Time

- Team Customer Survey
- Team Storyboard
- Team Video Pitch

1:30 – 2:30pm: Local Speaker
2:30 – 3:30pm: Open Work Time

- Mentor Meeting
- Research
- Prep for Next Interview

3:30 – 4:00pm: Instructor Q&A and homework overview

- Homework to be completed individually prior to next session: Customer Interview