

| Social Entrepreneurship Summer Institute Week One |  |   |  |  |   |
|---|--|---|--|--|---|
|   | Monday   | Tuesday   | Wednesday  | Thursday   | Friday  |
| 8:00  |  |   |  |  |   |
| 8:30  |  |   |  |  |   |
| 9:00  | Welcome & Check In   | Welcome, check in, homework review                            |  |  |   |
| 9:30  | Team building, introductions, & course introduction                      | Social entrepreneurship case studies                          | Goals, KPI, and Mentors Seminar                          | Lecture: Design Thinking and Idea Generation                               | Team Formation  |
| 12:00   | Lunch  | Lunch   | Lunch  | Lunch  | Lunch   |
| 1:00  | Getting to know each other sessions                                      | Guest Speaker   | Guest Speaker  | Guest Speaker  | Team Breakout Groups: Finalizing Idea                                 |
| 2:00  | Lecture: An Introduction to Entrepreneurship and Social Entrepreneurship | Lecture: Lean Startup Framework and Lean Canvas Approach      | Lecture: Understanding Social Missions and Social Impact | Idea Pitching Session  | Guided Team Breakout Groups: Clarifying both mission and profit plans |
| 4:00  | Group activity / hands-on lesson about social entrepreneurship           | Group activity / hands-on lesson about lean startup framework | Group activity / hands-on lesson about social impact     | Group activity / hands-on lesson about connecting social impact and profit |   |
| 4:30  |  |   |  |  |   |
| 5:00  | End of Day   |   |  |  |   |

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|   | Monday  | Tuesday   | Wednesday   | Thursday  | Friday                        |
| 8:00  |   |   |   |   |                               |
| 8:30  | Optional Team Work Time   |   |   |   |                               |
| 9:00  | Questions from last week or group work so far                             | Check in about common issues and challenges coming up | Check in about common issues and challenges coming up | Check in about common issues and challenges coming up | Presentation preparation time |
| 10:00   | Lecture: Market Research  | Lecture: Minimum Viable Products (MVPs)               | Lecture: Marketing and Sales                          | Lecture: Pitching, Storytelling, and Pitch Decks      |                               |
| 12:00   | Lunch   | Lunch   | Lunch   | Lunch   |                               |
| 1:00  | Guided team work time<br>Focus on market research and customer interviews | Guest Speaker (or team work time)                     | Guest Speaker (or team work time)                     | Guest Speaker (or team work time)                     | Final presentations           |
| 2:00  |   | Guided team work time<br>Focus on creating MVP        | Guided team work time<br>Focus on marketing and sales | Guided team work time<br>Focus on pitch deck          |                               |
| 4:00  | Daily wrap-up, office hours, and accelerator team meetings                |   |   |   |                               |
| 4:30  |   |   |   |   |                               |
| 5:00  | End of Day  |   |   |   |                               |