

Teen Entrepreneurship Summer Challenge - Proposed Schedule

Sunday, July 24, 2016

- Check-In
- Blue & White Party
- Fireside Chat w/ guest speakers
- Welcome: Introduction to Entrepreneurship
- Team building

Monday, July 25, 2016

Theme: *Entrepreneurship*

- Yoga
- Cultural Expression
- Social Entrepreneurship
- The role of small business
- The business case for diversity and inclusion
- Ethics

Tuesday, July 26, 2016

Theme: *Self-Discovery*

- Yoga
- Cultural Expression
- Building your brand
- Leadership styles
- Goal setting
- Luncheon: Guest Speaker
- Communication skills

Wednesday, July 27, 2016

Theme: *Idea Generation*

- Yoga
- Cultural expression
- Work from LaunchBox incubator
- Opportunity identification
- Taking an idea and turning it into reality
- Hump Day Celebration Cookout

Thursday, July 28, 2016

Theme: *Money Matters*

- Yoga
- Pricing
- Accounting and Finance
- Legal
- Corporate Site Visit
- Cultural Expression

Friday, July 29, 2016

Theme: *Marketing*

- Yoga
- Marketing Plan
- Marketing Communication
- Social Networking
- Luncheon: Guest Speaker
- Mall/Meal/Movie Night
- Cultural Expression

Saturday, July 30, 2016

- University Park Tour
- Global Programs
- Smeal College of Business

Sunday, July 31, 2016

- Service Project
- Step Practice
- Dorm Talent Show
- Cultural Expression

Monday, August 1, 2016

Theme: *Idea Generation*

- Preparing for Your Pitch
- Corporate Site Visit
- Introduction to Video Production and Editing

Tuesday, August 2, 2016

Theme: *Pitching Your Idea*

- Work from LaunchBox incubator
- Selling
- Negotiation
- Video Production and Editing

Wednesday, August 3, 2016

Theme: *Team Presentation*

- Developing the pitch
- Corporate site visit
- Video production and editing
- Cultural expression

Thursday, August 4, 2016

Theme: *Pitch Competition*

- Mentor/Team meeting to prepare for pitch
- Team presentations to judges
- Step show presentation

Friday, August 5, 2016

Theme: *Closing Program*

- Awards Recognition Breakfast
- Check-Out