

Penn Wharton Workshops
The Wharton School of the University of Pennsylvania
Mack Institute for Innovation Management
Dates: TBD

	TBD	TBD	TBD
<p><u>For questions, please contact:</u></p> <p><u>Associate Director</u> Samantha Ortiz ortizs@wharton.upenn.edu</p>	8:15 - 8:45 Program Registration & Breakfast	8:30 - 9:00 Breakfast	8:30 - 9:00 Breakfast
	8:45 - 9:00 Introduction to Program Christian Terwiesch		
	9:00 - 10:30 Commercializing Science and Technology: Content and Process Jeff Babin/Thomas Cassel	9:00 - 10:30 Needfinding Sarah Rottenberg	9:00 - 10:30 Fundraising & Financing Strategies Luke Taylor
	Break 10:30 - 10:45	Break 10:30 - 10:45	Break 10:30 - 10:45
	10:45 - 12:15 Innovation and Innovation Tournaments Christian Terwiesch	10:45-12:15 Developing the Business Model & Designing the Business Model David Hsu	10:45-12:15 Building a Team: Human Capital TBD
	* Lunch 12:15 - 1:15	* Lunch 12:15 - 1:15	* Lunch 12:15 - 1:15
	1:15 - 2:45 Techniques for Generating and Evaluating Opportunities Raffi Amit	1:15 - 2:45 Discovery-driven Planning Ian MacMillan	1:15 - 2:45 Legal Aspects of Entrepreneurship Robert Borghese
	Break 2:45 - 3:00	Break 2:45 - 3:00	Break 2:45 - 3:00
	3:00 - 4:30 Product Design and Development Karl Ulrich	3:00 - 4:30 Communicating the Venture/ Making the Pitch Ethan Mollick/Tyler Wry	3:00 - 4:30 Intellectual Property Issues Cynthia Dahl
			4:30 - 4:45 Conclusion to Program Christian Terwiesch
<p>* Lunch will feature successful Alum as well as Penn Resources and PCI.</p>			