



WIN Lab Bootcamp: The Start Up of You - From Entrepreneur to CEO

Day 1: Arrival, Registration and Evening Reception

6:00 – 7:00PM	Wine Reception
7:00 – 7:30PM	Program Welcome and Introductions
7:30 – 8:15PM	Session 1: Fireside Chat with Growth Entrepreneurs

Day 2: The Gendered Entrepreneurial Landscape and Developing a Growth Mindset

7:30 – 9:00AM	Breakfast
9:15 – 10:45AM	Session 2: What does Identity Have to Do With It? An Introduction to Gender & Entrepreneurship <i>This session will put a gender lens on the entrepreneurship ecosystem and report out on the data regarding the internal and external barriers facing women, including access to funding and social capital as reported by the Diana International Institute.</i>
10:45 – 11:00AM	Break
11:00 – 12:30PM	Session 3: Making it Happen: Entrepreneurial Thought & Action
12:30 – 1:30PM	Lunch
1:30 – 3:00PM	Session 4: Growth Essentials and Goal Setting
3:00 – 3:15PM	Break
3:15 – 5:00PM	Session 5: Customer Acquisition and Sales
5:00 – 6:00PM	Break
6:00 – 7:00PM	Dinner

Day 3: Building Self Efficacy & A Sound Operating Model

7:00 – 8:30AM	Breakfast
8:45 – 9:15AM	Session 6: Keynote: The Women Entrepreneur's Playlist, <i>Dr. Susan Duffy</i>
9:15 - 10:45AM	Session 7: Reflected Best Self Workshop
10:45 - 11:00AM	Break
11:00 - 12:30PM	Session 8: Lean Operations <i>This session is a high-level overview of basic operations concepts touching on capacity, demand, operations strategy, core competencies, operations analysis, front and back stage operating model, bottlenecks, customer journey, customer touch points, supply chain management and logistics.</i>
12:30 – 1:30PM	Lunch
1:30 – 3:00PM	Session 9: Gender & Pitching Workshop

This session provides an overview of the researched focused on gender and pitching, exploring regulatory focus theory and the implicit bias embedded in the investment process.

3:00 – 3:15PM

Break

3:15 – 5:15PM

Mastermind Coaching Session: Venture Growth Plans

Bootcamp participants will meet with Mastermind Experts to review and receive feedback on their venture growth plans using the Growth Essentials Goal Setting tool.

5:15 – 6:00PM

Break

6:00 – 7:00PM

Dinner

Day 4: Financing Growth & Action Planning

8:00 – 9:00AM

Breakfast

9:15 – 10:45AM

Session 10: Gender & Negotiations

10:45 – 11:00AM

Break

11:00 - 12:30PM

Session 11: Financing Growth: Bankable vs Backable

This session is designed to cover the approach and timing to raising capital, the proper amount of capital to raise, various sources of capital, and the costs, risks and control issues related to raising capital.

12:30 – 1:30PM

Lunch

1:30 – 2:15PM

Session 12: Action Planning: Growth Essentials Goal Setting Plan

2:15 – 3:15PM

Mastermind Coaching Session: Final Report Out

Attendees will report out on their Growth Essentials Goal Setting Plan

3:15 – 4:00PM

Program Wrap Up