

# THE ENTREPRENEUR'S BOOT CAMP: A DEEP DIVE FOR NEW VENTURES



**JUNE 23–27, 2014 / \$4,600**

**BABSON EXECUTIVE CONFERENCE CENTER / Babson Park, MA**

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## **EVOLVE YOUR BUSINESS IDEAS FROM THOUGHT TO ACTION**

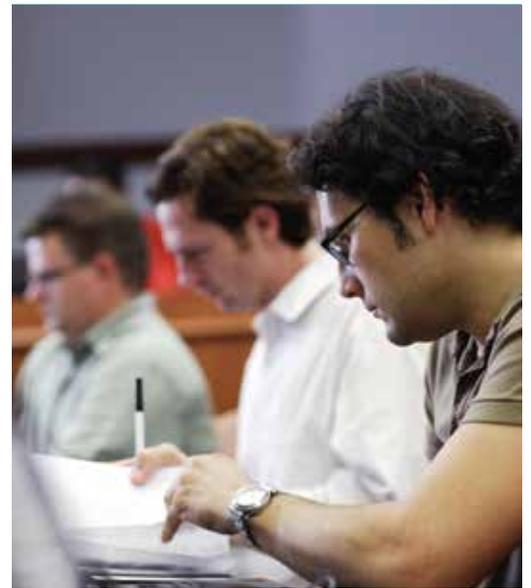
In today's fast-changing and uncertain business environments, launching a new business seems like a daunting challenge. In reality, new opportunities abound for those entrepreneurs who can harness uncertainty to create growth and new forms of value. For global entrepreneurs seeking the knowledge and skills to create new business opportunities in the form of a startup, Babson College offers **The Entrepreneur's Boot Camp: A Deep Dive for New Ventures**.

This intensive and transformational learning and development program prepares participants to launch and grow new businesses. During the program, entrepreneurs tackle important business issues as they move through the essential assessment, feasibility, and execution stages of new venture creation and growth.

The Entrepreneur's Boot Camp is guided by accomplished professors of entrepreneurship at Babson College, and provides participating entrepreneurs worldwide with the tools, strategies, and the confidence needed to assess the marketplace, identify opportunities, and develop new businesses.

### **A PROVEN METHODOLOGY**

Recognized as the leading institution in the world for entrepreneurship education, Babson invented the methodology for entrepreneurship education nearly a century ago and has been perfecting it ever since. The program is taught through the logic of Entrepreneurial Thought and Action®, stressing the importance of action and experimentation, coupled with analysis and reflection. Through this methodology, The Entrepreneur's Boot Camp presents a truly life-altering experience, setting entrepreneurs on a path to building wealth and independence—imparting both the functional knowledge and the mindset that entrepreneurial leaders need to succeed.

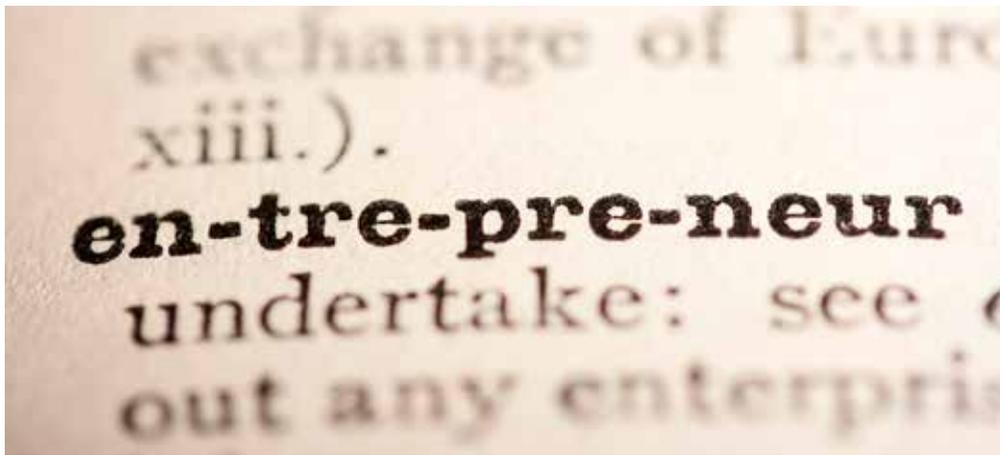


### **PARTICIPANTS WILL:**

- » GAIN A BETTER UNDERSTANDING OF THEMSELVES AS ENTREPRENEURS
- » UNDERSTAND MOTIVATIONS, ROLES, AND KEY RESPONSIBILITIES
- » EXPLORE TEAM BUILDING AND OTHER COMMON CHALLENGES FACING FOUNDERS AND CEOs
- » LEARN KEY ASSESSMENT AND FEASIBILITY TECHNIQUES
- » ACQUIRE TOOLS FOR ASSESSING PRODUCT AND MARKET FIT
- » DEVELOP AN UNDERSTANDING OF EFFECTIVE BRAND BUILDING, CASH FLOW MANAGEMENT, AND RESOURCE ALLOCATION
- » EMBRACE CHANGE AND UNCERTAINTY FOR COMPETITIVE ADVANTAGE

### **FOR MORE INFORMATION, CONTACT:**

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## A UNIQUE LEARNING ENVIRONMENT

In a dynamic global classroom setting, The Entrepreneur's Boot Camp provides practical information and stresses applied learning. Participants gain a deep understanding of themselves as entrepreneurs, including the unique roles, responsibilities, actions, and priorities of founders and CEOs. Through lectures, case studies, and in-depth discussions, this program delivers the key insights needed to develop a clear understanding of how to launch and nurture a business from concept through growth.

## ACTION-BASED LEARNING

The program features a carefully designed blend of lectures, group work, and action learning that focuses on assessment, feasibility, and execution of new business ideas and concepts. In addition, participants work in teams, prepare and deliver short presentations on their new business ideas, and receive direct and personalized advice from faculty members about potential risk and barriers to success.

## GAIN A NEW PERSPECTIVE

Because the Entrepreneur's Boot Camp is designed for high-potential entrepreneurs who are ready and committed to launch new business endeavors, participants will find themselves surrounded by like-minded individuals from around the world—professionals with work experience who are discovering and creating new opportunities. This mix of perspectives, disciplines, and experiences presents a unique opportunity to discuss, explore, and share ideas. Through focused conversations and exercises, and casual interactions, participants will gain insight from others in the classroom as well as from the faculty.

## CREATE NEW OPPORTUNITIES THROUGH ACTION

### » ASSESSMENT

- » INTRODUCTION TO THE MINDSET AND ENTREPRENEURSHIP
- » PERSONAL ASSESSMENT
- » IDEATION TECHNIQUES
- » BUILDING EFFECTIVE TEAMS

### » FEASIBILITY

- » MARKET, INDUSTRY, AND COMPETITIVE ASSESSMENT
- » IDEA SHAPING AND PRODUCT DEFINITION
- » DEFINING YOUR VALUE PROPOSITION
- » BUSINESS MODEL DEVELOPMENT
- » PITCHING YOUR IDEA

### » EXECUTION

- » BUILDING YOUR BRAND
- » THE IMPORTANCE OF CAPITAL EFFICIENCY
- » HARNESSING RESOURCES AND RAISING CAPITAL
- » CUSTOMER ACQUISITION
- » MANAGING THE GROWING BUSINESS

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## LEARN FROM THE EXPERTS

Program faculty members include distinguished academics and successful entrepreneurs who have launched and grown ventures of their own. Supplementing a faculty-led curriculum, some individual program sessions will feature business leaders with previous startup and venture capital experience.



The program is led by **Professor Angelo Santinelli**, an experienced leader and innovator in creating business strategy, marketing, and delivering results. His more than 25 years of business experience covers a broad range of disciplines and responsibilities including business development, strategic planning, M&A, IPO, private equity financing, customer service, marketing, and international operations. He served as Senior Vice President of Marketing and Business Development for Shiva, a highly successful telecommunications startup that went public. Professor Santinelli has served on numerous boards of directors, participating in both audit and compensation committees. He is the founder of Dakin Management, a strategy consultancy focusing on small- to medium-size businesses. Professor Santinelli was previously a partner with North Bridge Venture Partners, where he began his investing career. His investment interests ranged from communications and wireless to Internet infrastructure and software.

## ABOUT BABSON COLLEGE

Babson College is the educator, convener, and thought leader for Entrepreneurship of All Kinds™. The College is a dynamic living and learning laboratory, where students, faculty, and staff work together to address the real-world business and societal problems—while at the same time evolving our methods and advancing our programs. We shape the leaders our world needs most: those with strong functional knowledge and the skills and vision to navigate change, accommodate ambiguity, surmount complexity, and motivate teams in a common purpose to create economic and social value. As we have for nearly a half-century, Babson continues to advance Entrepreneurial Thought and Action® as the most positive force on the planet for generating sustainable economic and social value.

