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<tr>
<td>WEEK 1</td>
<td>Saturday, March 30</td>
<td>Sunday, March 31</td>
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<tr>
<td></td>
<td>12:45 - 2:00 p.m.</td>
<td>Registration, Lunch &amp; Introduction</td>
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<td>1:00 - 2:00 p.m.</td>
<td>Lunch</td>
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<td>2:00 - 3:30 p.m.</td>
<td>Critical Thinking &amp; Argumentation</td>
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<td></td>
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<td>(Giovanni Gavetti)</td>
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<td>3:45 - 7:00 p.m.</td>
<td>Business Analytics I &amp; II</td>
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<td>(Laurens Debo)</td>
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<td>WEEK 2</td>
<td>Sunday, April 7</td>
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<td>1:00 - 1:30 p.m.</td>
<td>E-ship Concentration Introduction</td>
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<td>(Steve Kahl)</td>
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<td>1:00 - 2:00 p.m.</td>
<td>Lunch</td>
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<td>1:00 - 2:15 p.m.</td>
<td>Two Minute Group Idea Pitch</td>
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<td>2:00 - 3:00 p.m.</td>
<td>Entrepreneurial Strategy</td>
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<td>(Ron Adner)</td>
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<td>3:00 - 4:00 p.m.</td>
<td>Project Team Collaboration</td>
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<td>(Jennifer Dannals)</td>
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<td>3:15 - 5:00 p.m.</td>
<td>Teamwork in Startups &amp; Form Project Teams</td>
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<td>(Jennifer Dannals)</td>
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<td>4:15 - 5:45 p.m.</td>
<td>Product Development</td>
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<td>(Jeremy Faludi)</td>
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<td>WEEK 3</td>
<td>Sunday, April 14</td>
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<td>1:00 - 2:15 p.m.</td>
<td>Product Development Challenge</td>
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<td>(Eesha Sharma)</td>
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<td>2:30 - 4:00 p.m.</td>
<td>Selling and Building a Market</td>
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<td>(Eesha Sharma)</td>
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<td>3:45 - 7:00 p.m.</td>
<td>Marketing Segmentation &amp;</td>
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<td>Communications</td>
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<td>4:15 - 5:45 p.m.</td>
<td>Working Dinner in Groups</td>
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<td>5:45 - 8:00 p.m.</td>
<td>Working Dinner in Groups</td>
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**TuckLAB SPRING PROGRAM SCHEDULE**

Empowering Dartmouth undergraduates to pursue their passions.
<table>
<thead>
<tr>
<th>WEEK 5</th>
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<th>WEEK 6</th>
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<tbody>
<tr>
<td>Sunday, May 5</td>
<td>Tuesday, May 7</td>
<td>Saturday, May 11</td>
</tr>
<tr>
<td>1:00 - 2:15 p.m. Sales Commercial Challenge (Eesha Sharma)</td>
<td>6:00 - 8:00 p.m. Internship/Job Search Workshop (TuckLAB MBA Associates and Roger Woolsey)</td>
<td>1:00 - 3:00 p.m. Financial Model Challenge (Steve Kahl)</td>
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<td>2:30 - 5:45 p.m. Building Out the Business Model (Steve Kahl)</td>
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<td>3:00 p.m. Group Work: Preparation for Shark Tank</td>
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<td>5:45 - 6:00 p.m. Group Photo</td>
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<td>6:00 - 7:30 p.m. Working Dinner in Groups</td>
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<tr>
<th>WEEK 6</th>
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<tbody>
<tr>
<td>Sunday, May 12</td>
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<tr>
<td>1:00 - 3:00 p.m. Final Pitch Challenge: Shark Tank</td>
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<td>3:00 p.m. Program Closing Celebration</td>
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