



**WEEK 1:**  
**CORE**  
**CURRICULUM**

**SATURDAY,  
JANUARY 18**

**12:45–2pm**

Registration, Lunch &  
Introduction

**2–3:30pm**

Critical Thinking &  
Argumentation  
*Giovanni Gavetti*

**3:45–7pm**

Business Analytics  
I & II  
*Laurens Debo*

**SUNDAY,  
JANUARY 19**

**1–2:30pm**

Business Analytics  
III & IV  
*Laurens Debo*

**2:45–4:45pm**

Marketing Strategy,  
Segmentation & Targeting  
*Eesha Sharma*

**4:45–7pm**

Dinner/Group Work  
& Idea Generation  
Exercise  
*Steve Kahl*

**WEEK 2:**  
**ABLE**  
**CONCENTRATION**

**SUNDAY,  
JANUARY 26**

**1–2:30pm**

Entrepreneurial  
Strategy  
*Ron Adner*

**2:45–4:15pm**

Customer Discovery &  
Form Project Teams  
*Steve Kahl*

**4:15–6pm**

Dinner/Group Work

**WEEK 3:**  
**ABLE**  
**CONCENTRATION**

**SUNDAY,  
FEBRUARY 2**

**1–2:30pm**

Two Minute Group  
Idea Pitch  
*Steve Kahl*

**2:45–4:45pm**

Teamwork in Startups  
*Adam Kleinbaum*

**5–6:00pm**

Product Development  
*Alva Taylor*

**6:00–8:00pm**

Dinner/Group Work &  
Product Development  
Fair



## WEEK 4: ABLE CONCENTRATION

**SUNDAY,  
FEBRUARY 16**

**1–2:30pm**

Product Development  
Challenge  
*Eesha Sharma*

**2:45–4:15pm**

Marketing  
Communications  
*Eesha Sharma*

**4:30–6pm**

Positioning,  
Communicating &  
Pitching  
*Eesha Sharma*

**6–8pm**

Dinner/Group Work

## WEEK 5: ABLE CONCENTRATION

**SUNDAY,  
FEBRUARY 23**

**1–2:30pm**

Sales Commercial  
Challenge  
*Eesha Sharma*

**2:45–6pm**

Building Out the  
Business Model  
*Jordan Schoenfeld*

**6–6:30pm**

Dinner/Group Work

**6:30–8pm**

Internship/Job Search  
Workshop  
*TuckLAB MBA Associates*

## WEEK 6: ABLE CONCENTRATION & FINAL PITCH CHALLENGE

**SATURDAY,  
FEBRUARY 29**

**1–2:30pm**

Financial Model  
Challenge  
*Jordan Schoenfeld*

**2:45–4:30pm**

Ethical Dilemmas in  
Entrepreneurship  
*Ernie Parizeau*

**4:30–6:30pm**

Dinner/Group Work &  
Preparation for Final  
Pitch Challenge

**SUNDAY,  
MARCH 1**

**1–3pm**

Entrepreneurship  
Final Pitch Challenge:  
“Shark Tank”

**3–3:15pm**

Group Photo

**3:15–4pm**

Awards & Program  
Certificates