

Schedule: Teen Entrepreneur Academy (TEA), Concordia University, Irvine, CA, USA (www.cui.edu/tea)

Sunday Day 1	Schedule	Monday Day 2	Tuesday Day 3	Wednesday Day 4	Thursday Day 5	Friday Day 6	Saturday Day 7
	7:30 -8:30 a.m. BREAKFAST (BF)	BF	BF	BF 6:30 a.m. Depart for Beach	BF	BF	BF
	8:35-8:45 a.m. Program & Curriculum Review	Review	Review	7:00-8:30 a.m. Surfing Lessons	Review	Review	BF
	8:45-9:30 a.m. Session 1	Meet Classmates Game & Group Activity	Principles of Marketing & Competitive Analysis	How to Turn Your Passion Into a Business	Funding Raising & Obtaining Financing, Strategies To Raise Start-up Seed Funding (OPM)	Business Plan Competition	9:00-10:30 a.m. Graduation with Parents
	9:30-10:30 a.m. Session 2	Characteristics of Successful Entrepreneurs & the Entrepreneurial Leader	Who is Your Customer? Your Customer Profile & Target Marketing	Field Trip Company Tour	Preparing Your “Elevator Pitch”	Competition	Graduation Speaker
	10:30-10:45 a.m. BREAK (B)	B	B	Company Tour	B	B	Celebration
	10:45-11:45 a.m. Session 3	What is a Business Plan? Review a Plan	Review Biz Plan Competition & Presentation	Company Tour	Group Work Preparing the Business Plan Presentation	Competition	11:00-12:00 noon Room Check Out & Pick Up
	12:00 noon-1:00 p.m. LUNCH (L)	L	L	L	L	L	The End
	1:10-2:10 p.m. Session 4	What is the <i>Lean Start Up</i> Business Model?	Principles of Sales, Features & Benefits, Unique Selling Proposition (USP)	Preparing Financial Projections & 3-year pro forma	Group Work Preparing Business Plan	Competition	
2:00-4:00 p.m. Arrival, Room Assignments	2:15-3:15 p.m. Session 5	Business Ethics, Character & Values; Form New Business Groups	How to Use Social Media & Strategies to Promote Your Business	Understanding the <i>Customer Development Model</i> & How to Validate Your Business Idea	Business Plan Review, Coaching & Mentoring	Judges Feedback, Student Discussion & Lessons Learned	
4:00-4:15 p.m. Welcome & Program Review	3:15-3:30 p.m. BREAK (B)	B	B	B	B	B	
4:15-5:00 p.m. Introduction to Entrepreneurship: What is an Entrepreneur?	3:30-4:30 p.m. Session 6	Consumer Needs, Problem Solving & Identifying Opportunities	Costs of Goods/Services Preparing Your <i>Start Up Budget</i>	Review the <i>Lean Start-Up Model</i> , Business Plan Research & Group Work	Practice Business Plan Presentations, Feedback & Review	Group Activity: Strategies & Next Steps: Launching the <i>Lean Start -up</i> Business	
5:00-5:45 p.m. Dinner & Business Set-up	5:00-6:00 p.m. DINNER (D)	D	D	D	D	D	
5:00-7:00 p.m. Popcorn Business & Outdoor Concert	6:30-7:30 p.m. Session 7	Good Idea! Now What? Idea Implementation	Outdoor Hike Presentation Strategies & Negotiation Skills	Team Competition Team Building	Computer-aided Design of a product	Group Activity	
7:30 p.m. Group Activity Ice Cream social	7:45-9:00 p.m. GROUP WORK, ACTIVITIES	<i>Pure Game</i> Team Building Activity	Biz Plan Group Work Computer Lab	Entrepreneur Movie & Computer Lab	Group Work: Presentation Finalization Computer Lab	Celebration Party	
10:30 p.m. Lights Out	10:30 p.m. Lights Out	Lights Out	Lights Out	Lights Out	Lights Out	Lights Out	

Guest speakers are included in many of the sessions and include successful entrepreneurs, business leaders and subject matter experts.

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