

Date	Morning	Afternoon
Mon	<ul style="list-style-type: none"> • Introductions • Overview of entrepreneurship • Overview: 10 Phases of a Start-Up • Phase 1: Idea Generation • Phase 2: Validation and Due Diligence 	<ul style="list-style-type: none"> • 1:00-2:30pm: Tour of ESF, Mr. Mike Kelleher, SUNY-ESF • Discussion: potential areas for green entrepreneurship • Assignment for overnight reading
Tue	<ul style="list-style-type: none"> • Phase 3: Strategy and Planning (start of section) • 10:00-11:30am: Dr. Timothy Volk, Research Associate, ESF Woody Biomass Program • Discussion: potential areas for green entrepreneurship (continued) 	<ul style="list-style-type: none"> • Phase 4: Company Formation • Silicon Valley-style "networking" • Team formation, project selection • Lab time: early research on market demand • Assignment for overnight reading
Wed	<ul style="list-style-type: none"> • Phase 3: Strategy and Planning (continued) • 10:00-11:00am: Dr. Karl Klein, OCC; Implementing a Residential Solar Energy System • Elevator pitches and communications • Phase 5: Seed Capital 	<ul style="list-style-type: none"> • Phase 6: Proof of Concept • Intellectual property (IP) issues • Lab: research and analysis on project • Assignment for overnight reading • Dinner session (ends at 7:00pm): team assignment
Thu	<ul style="list-style-type: none"> • Phase 7: Venture Capital • Presentation skills 	<ul style="list-style-type: none"> • Phase 8: Product Launch • Lab: complete research; draft Powerpoint presentations (the plan for validating the opportunity) • Assignment for overnight reading
Fri	<ul style="list-style-type: none"> • Phase 9: Follow-on Funding • Phase 10: Exit Strategies • Lab: finish Powerpoint presentations and rehearse 	<ul style="list-style-type: none"> • 1:15-2:30pm: present project overviews to panel of invited guests; feedback and discussion • Course summary • Instructions for final paper (must be postmarked by Wednesday, August 5) • Course evaluations

2010 Introduction to Green Entrepreneurship Agenda