<table>
<thead>
<tr>
<th>Date</th>
<th>Morning</th>
<th>Afternoon</th>
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| Mon  | • Introductions  
• Overview of entrepreneurship  
• Overview: 10 Phases of a Start-Up  
• Phase 1: Idea Generation  
• Phase 2: Validation and Due Diligence | • 1:00-2:30pm: Tour of ESF, Mr. Mike Kelleher, SUNY-ESF  
• Discussion: potential areas for green entrepreneurship  
• Assignment for overnight reading |
| Tue  | • 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) | • Phase 4: Company Formation  
• Silicon Valley-style “networking”  
• Team formation, project selection  
• Lab time: early research on market demand  
• Assignment for overnight reading |
| Wed  | • 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 | • 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  | • Phase 7: Venture Capital  
• Presentation skills | • Phase 8: Product Launch  
• Lab: complete research; draft Powerpoint presentations (the plan for validating the opportunity)  
• Assignment for overnight reading |
| Fri  | • Phase 9: Follow-on Funding  
• Phase 10: Exit Strategies  
• Lab: finish Powerpoint presentations and rehearse | • 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