

CAMBRIDGE, UK

HELD AT THE
UNIVERSITY OF
CAMBRIDGE, UK

JULY 22 - 29

DAY 1 SAT

NETWORK EFFECT

There are 7 billion+ people in the world waiting to be met. Start with a manageable portion - connect with your fellow attendees and mentors. Work with your new friends and future business partners to create something bold that will change the world. Oh, and do it in one hour (no pressure.) Dress to impress and come with an open mind and sense of humor.

- 3:00 Networking
- 4:30 Setting the Stage
- 5:00 Trash to Treasure: Quickfire Business Challenge
- 6:30 Dinner
- 7:30 Branding and Marketing Challenge
- 9:00 Free time
- 11:00 Lights Out

DAY 2 SUN

DAY OF ADULTING

Despite its occasional bad reputation, being an independent adult can be pretty cool. Things run a lot smoother if you know how to manage your career and finances. These workshops and activities focus on you as an individual and help you identify some core values and skills to help guide you into your future, wherever in the world you end up.

- 8:15 Breakfast
- 9:00 Goal Setting: Your Launchpad
- 10:30 Negotiations Workshop
- 11:30 Flash Forward Budgeting I
- 12:30 Lunch
- 1:30 Flash Forward Budgeting II
- 2:30 Give Me Credit
- 4:30 Free Time
- 6:00 Dinner in the Great Hall
- 7:30 The Business of Improv
- 9:30 Free time
- 11:00 Lights out

DAY 3 MON

DESIGN YOUR WORLD

The ability to design is imperative, from designing a product to designing your life. Learn the steps of the design thinking process and put them to use by brainstorming gaps in markets and prototyping ideas to fill them. Learn the logistics of registering a company and putting structures in place to build something great.

- 8:15 Breakfast
- 9:00 Market Gaps and Brainstorming
- 10:00 Global Goals: How to Impact the World Through Business
- 10:30 Design Thinking Workshop
- 12:30 Lunch
- 1:30 Identify Customers and Competitors
- 2:30 Cambridge Excursion
- 6:00 Dinner
- 7:00 Team Reveal and Team Time
- 9:00 Free time
- 11:00 Lights Out

DAY 4 TUES

DOING GOOD AND WELL

The goals of making money and making the world a better place are coinciding more in today's businesses. Learn to identify stakeholders and how making ethical decisions today can affect the long-term success of businesses, your life, and our world...

- 8:15 Breakfast
- 9:00 Team Time
- 11:00 Starting a Business Checklist
- 12:30 Lunch
- 1:30 Visit from Entrepreneur
- 2:30 Market Research
- 5:00 Free time
- 6:00 Dinner
- 7:00 Ethics and Stakeholders
- 9:00 Free time
- 11:00 Lights Out

DAY 5 WED

THE LAUNCH

Get to work! Utilize your design thinking experience to prototype business ideas. You'll spend the afternoon delving into ways to fund your business and learning some of the best strategies to lead.

- 8:15 Breakfast
- 9:00 Business Financials
- 10:00 Business Funding
- 11:00 Field Visit
- 12:30 Lunch
- 2:00 Field Visit
- 3:30 Team time
- 5:00 Free time
- 6:00 Dinner
- 7:00 Leadership and Resilience
- 9:00 Free time
- 11:00 Lights Out

DAY 6 THURS

PRESENT YOURSELF

You'll be prepped on the best ways to engage while presenting and how to continue growing your learning and new networks. Experience crunch time as you gear up for the final presentations!

- 8:15 Breakfast
- 9:00 Team Time
- 12:00 Lunch at Fitzbillies
- 2:00 Team Time
- 3:30 Presenting Yourself
- 5:00 Free time
- 6:00 Dinner
- 7:00 Crunch Time
- 11:00 Lights out

DAY 7 FRI

SPEAK UP

Utilizing everything you learned, present your idea in front of mentors, parents, potential investors, and local media.

- 8:15 Breakfast
- 9:00 Pitch Tips
- 10:00 Pitch Practice
- 12:00 Lunch
- 3:30 Business Presentations
- 4:30 Reception
- 5:30 Wrap up, Dinner, and Goodbye Party

DAY 8 SAT

GOODBYE, FOR NOW!

Departures through the day!



launch
generation

By



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SESSION DESCRIPTIONS

Day 1 Network Effect

Networking. Business cards, handshakes, eye contact, and conversation starters. Learn together as you get to know one another and put your skills into practice with these hands-on activities.

Setting the Stage. The ability to create a space that works for a large team is imperative in business and in life - contribute to the creation of structures and guidelines for our week together! Bring your expectations, preferences, and an openness to compromise.

Trash to Treasure. This quickfire business challenge throws you straight into the entrepreneurial game. Create a prototype, a business plan, and your first "pitch" of the program.

Branding and Marketing Challenge. Choose your software and create a brand story and collateral for your first company. Work with mentors to put together a marketing strategy.

Day 2 A Day of Adulthood

Your Launchpad. In business and in life, it is important to start with the "why." This activity will help you identify your personal "why" including values, priorities, and big goals.

Negotiations Workshop. Learn some of the most effective negotiation skills and put them to use. These activities will help you understand how to be paid what you are worth and give you strategies to reach win-win scenarios throughout your life.

Flash Forward Budgeting. You've negotiated your salary, but your job placement is not in the city (or even country) you had planned on. Create a year long budget for your first time in a new place with a new job.

Give me Credit: A Gameshow. Credit cards can be your best friend or worst enemy. Learn to get along with them and take part in an interactive game that will help you understand and manage your credit score.

The Business of Improv. In order to succeed in business, you must be adaptable and creative. This fun and hilarious workshop will help you practice those skills while bonding with your peers.

Day 3 Design Your World

Identify Gaps in Markets and Learn to Brainstorm. What will the world look like in 50 years? What about even in 10? Learn to identify stakeholders and to predict coming changes in businesses and industries. Gain tools and inspiration on how to brainstorm effectively in a group, even when opinions are varied!

Global Goals: How to Impact the World Through Business. The United Nations have identified 17 global issues that need immediate attention. Learn how businesses around the world are working to solve them - simultaneously creating profits and positive change in the world.

Design Thinking Workshop. Take part in this workshop that consists of building empathy through interviews and awareness, and rapidly prototyping new products to meet a need.

Identifying Customers and Competitors. Your customer is not "everyone" and getting very clear on who they are will save you valuable time and money. Also, your competitors are not your enemy! Learn from them and identify the landscape for your product or service.

Team Reveal and Team Time. Meet with your partners to begin brainstorming business ideas.

Day 4 Doing Good and Well

Starting a Business Checklist: The Logistics of a Start-Up. From creating a business structure and filing a name to insurance and regulations, learn the nitty-gritty of what it takes to get from idea to launch.

Entrepreneur Panel: How They Built It. Meet with local entrepreneurs and learn how they overcame inevitable challenges and balanced the needs of stakeholders.

Market Research. Get out of the classroom and perform market research on some of your best business ideas. Perform interviews and observations as you learn about your target markets.

Ethics and Stakeholders: An Interactive Case Study. Doing what is right is not always easy - do it anyways. Work in teams to identify solutions for issues that seem unsolvable. Practice thinking in ways that can lead to making money and doing what is right.

Team Time.

Day 5 The Launch

Financials Workshop. Gain practice creating financial statements including budgets, Profit and Loss Statements, and Balance Sheets.

Business Funding. Angel investors, VCs, and IPO's. Learn what all the jargon means and also take part in an interactive case study of how an entrepreneur makes it from bootstrapping to the stock exchange.

Team Time.

Leadership and Resilience. Learn how to cultivate grit and how resilience is needed in all aspects of life, from pitching a business idea to taking the lead at home, school and in your local community .

Day 6 Present Yourself

Presentation Skills. Learn to use storytelling to effectively present your ideas and tips to present your personal brand during the final presentation and beyond.

Team Time.

Day 7 Speak Up

Pitch Practice. Run through your presentation with your team and a group of mentors.

Business Pitches. Final business presentations to friends, family, and mentors.

Wrap Up and Goodbye Party. Learn to take your experiences into the real world and enjoy one last night with your new friends.

Day 8 Goodbye, For Now!

Departures Through the Day