

Social Entrepreneurship Summer Institute (SESI) Week One

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00		Student Check In					
9:30		Course introduction, team introductions	Lecture: Lean Startup Framework	Design Thinking	Team Formation	Interview Prep	
12:00		Lunch	Lunch	Lunch	Lunch	Lunch	
12:30							
1:00		Intro to Social Entrepreneurship	Guest Speaker	Guest Speaker	Lecture: Market Research	Customer Development & Interview Outreach	Visit to Hammer Museum
2:00		Break	Student Work- Team Brainstorming	Idea Pitching Session	Student Work- Team Brainstorming	Student Work - Interviews	
2:30		Lecture: Social Entrepreneurship Business Models					
3:00		Group/Project Work	Group/Project Work	Group/Project Work	Group/Project Work	Group/Project Work	
3:30							
4:00	Arrival and Move-In for Dorms	Group/Project Work	Group/Project Work	Group/Project Work	Group/Project Work	Group/Project Work	
4:30		Dinner in Dorms	Dinner in Dorms	Dinner in Dorms	Dinner in Dorms	Dinner in Dorms	
5:00		Tour of UCLA Campus	Visit to Startup UCLA Accelerator Program	Ropes Course	Movie Night	Trivia Night	Group Dinner and Tour of Westwood Village
7:00							
8:30							
9:30							

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	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
9:00		Student Check In					
9:30	Group Interview Update	Icebreaker	Presentation Guide	Goals and KPIs	Presentation Guidelines	Move-Out of Dorms for Departure	
10:15	Lecture: MVP/ Prototype Esther	Guest Lecturer Pitch Decks		Presentation Prep Time	Presentation Prep Time - Dry run		
10:30							
11:00							
11:30							
12:00	Lunch	Lunch	Lunch	Lunch	Lunch		
12:30							
1:00	Pool Day at Sunset Recreation	Guest Speaker	Group Work	Guest Speaker	Presentations and Awards		
1:30		Financial Models / VC & investing Laura		Marketing / Branding Esther		Presentation Creation Time	
2:00							
2:30							
3:00							
3:30							
4:00	Group/Project Work	Group/Project Work	Group/Project Work	Group/Project Work			
4:30							
5:00	Dinner in Dorms	Dinner in Dorms	Dinner in Dorms	Dinner in Dorms	Dinner in Dorms		
7:00	Group Dinner	Board Game Night	Visit to Startup UCLA Accelerator Program	Letter To Future Self Event	Last Chance Pitch Prep for Demo		
8:30							
9:30							