MARTIN TRUST
CENTER FOR MIT
ENTREPRENEURSHIP

MIT
MANAGEMENT
EXECUTIVE EDUCATION

ENTREPRENEURSHIP DEVELOPMENT ACCELERATOR (EDA)
Sample Schedule

SUNDAY (1:00PM – 7:00PM)
- Registration and Networking
- Welcome to MIT and EDA Overview
- Team Pitches
- Cohort Collider
- Learning Lab: Goal Setting

MONDAY (7:30AM – 7:30PM)
- Overview of the 24 Steps of Disciplined Entrepreneurship and What Can You Do for Your Customer?
- How to Get Started: Who is Your Customer?
- The Path to Final Deliverables
- Primary Market Research
- Team Working Session
- Simulation Lab

TUESDAY (7:00AM – 8:00PM)
- Pitch +
- Next 10 Customers: What Can You Uniquely Do for Your Customer?
- Defining a Minimum Viable Business Product
- Tactics in Product Testing
- Team Working Session
- Simulation Lab

WEDNESDAY (7:00AM – 9:30PM)
- Capturing Value, Pricing, LTV and COCA
- Introduction to Entrepreneurial Sales
- Learning Lab: Reflection to Action
- Team Working Session
- Simulation Lab
- Executive Education and delta v – Evening Social

THURSDAY (7:30AM – 8:00PM)
- Scaling the Entrepreneurial Venture
- Hiring and Culture
- Presenting Your Plan

FRIDAY (7:30AM – 3:00PM)
- Team Presentations
- Celebration Lunch and Awarding of Certificates

Schedule subject to change