



# Disciplined Entrepreneurship: A Systematic Approach for Building Products and New Ventures

Sample Schedule

Live Online via Zoom

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*All times noted are in Eastern U.S. (Boston, MA) time zone*

## DAY 1

8:30 AM – 12:45 PM

Welcome, Overview & What is Disciplined Entrepreneurship (DE)?  
Overview of DE in Action  
Who is Your Customer? Market Segmentation & Beachhead Market  
Doing Good PMR  
Day 1 Wrap-Up and Day 2 Preview

## DAY 2

8:30 AM – 12:45 PM

Welcome Back, Day 1 Review and Day 2 Overview  
What Can You Do for Your Customer?  
What is Your Core i.e. the Crown Jewels?  
How Does Your Customer Acquire Your Product? Part I  
Day 2 Wrap-Up and Day 2 Preview  
- Team Assignment, Project and Introduction to DE Canvas

## DAY 3

8:30 AM – 12:45 PM

Welcome Back, Day 2 Review and Day 3 Overview  
How Does Your Customer Acquire Your Product? Part II  
Rewind: The Importance of Doing Step 9 Right  
How Do You Make Money?  
How Does Your Customer Acquire Your Product?  
Team Project – More Details on DE Canvas  
Day 3 Wrap-Up and Day 4 Preview

## DAY 4

8:30 AM – 12:45 PM

Welcome Back, Day 3 Review and Day 4 Overview  
Meet the Coaches  
Team Exercise with DE Canvas  
Team Presentations and Feedback  
Program Wrap-Up: Where Do We Go From Here?  
Certificate Presentations

*Schedule Subject to Change*