



**CAL POLY**  
Extended Education

COLLABORATIVE PARTNER



**SUMMER**  
SPRINGBOARD

# Innovation & Entrepreneurship

New student admissions for  
Summer 2024 are open.



## Program Highlights

- Identify and evaluate opportunities in the food industry.
- Craft compelling value propositions for real-world food challenges.
- Translate innovative ideas into practical solutions with significant impact.
- Analyze how startups establish themselves in the food industry through interactive activities and real-world case studies.
- Conduct product research with consumers and at the point of sale.
- Gather valuable consumer insights to understand food industry needs and preferences.
- Test a basic version of an innovation concept to assess market potential.
- Develop and deliver an effective elevator pitch.
- Present ideas to a panel of industry representatives, resembling the "Shark Tank" format.



## 2024 Dates

- Session 2: July 14 - July 26



## Academic Program Overview

Students will embark on a journey of innovation and entrepreneurship, prioritizing hands-on experience and real-world application over theoretical learning. They will form teams of 3-4 and compete to develop innovative dairy sector products. They will engage in the innovation process and receive feedback from the industry sponsor, the California Milk Advisory Board. At the conclusion of the course, winners will be announced, and all students will receive certificates in recognition of their efforts. This immersive experience not only fosters teamwork but also underscores effective communication in a professional context. This course offers a unique opportunity to combine innovation and entrepreneurial skills for a tangible impact on business development.



## Excursions

Students will visit the Cal Poly Creamery and the Dairy Innovation Center and hear from the Senior Manager of Business Development at California Milk Advisory Board.

# Instructors

## Dr. Christiane Schroeter, Professor Cal Poly SLO

Dr. Christiane Schroeter is a Professor in the Agribusiness Department at Cal Poly. With a Ph.D. in Agricultural Economics from Purdue University, her work has earned her numerous accolades, including the Outstanding Dissertation Award. Dr. Schroeter's research has appeared in prestigious journals like the Journal of Health Economics, and she's known for her inspiring teaching style. As the first Faculty Fellow at Cal Poly's Center of Innovation & Entrepreneurship (CIE), she encourages students to explore entrepreneurship. Recognized for her excellence in teaching, she has received awards from various national and international organizations. In her class on Innovation & Entrepreneurship in Agriculture, Dr. Schroeter guides students to bridge theory and practice, emphasizing customer development and connecting them to CIE innovation programs. Beyond her academic pursuits, Dr. Schroeter enjoys quality time with her family on the Central Coast and traveling. She's also a fitness enthusiast, teaching classes at the Cal Poly Rec Center and promoting a healthy lifestyle.

## Tuition Information:

- Includes: all meals, lodging, excursions, academic course, weekend excursions
- Excludes: optional airport pickup and drop-off service (available for an additional fee)
- Price: \$5,298

## Supplements:

- Application fee: \$99 (mandatory, nonrefundable)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

More info on [Airport Transfer](#)

More info on [Unaccompanied Minor Service](#)

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## Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm, Monday - Friday. During week two, students have class from 9am-12pm Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



## Typical Schedule

8:00 a.m.	Breakfast
9:00 a.m.	Academic Course
Noon	Lunch
1:30 p.m.	Academic Excursion/ Recreational Activity
3:30 p.m.	Enrichment Elective
6:00 p.m.	Dinner
7:00 p.m.	Evening Activities
10:30 p.m.	RA Check-in

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