



**SUMMER
SPRINGBOARD**

Look Inward. Go Upward.

Business and Entrepreneurship Infosheet

New student admissions for
Summer 2024 are open.



Program Highlights

- Introduce the Business Model Canvas approach to entrepreneurship
- Work in teams to create a new business venture and develop a sales and marketing plan to pitch your venture to investors and mentors
- Understand how operations, marketing, sales, and finance come together to drive businesses
- Hear the tales of survival of a startup business from an entrepreneurial founder



Academic Program Overview

In their first class, students will break into teams and come up with an original business idea. Over the course of the entire program they develop this idea into a business that they will ultimately pitch to investors. Along the way, teams need to develop a marketing plan and financial projections. By using an experiential learning approach, students will quickly engage in the topic, and the instructor introduces the underlying theory and concepts as students tackle these issues while trying to build their business. On the final day of the course the teams present their products to an expert panel of judges who provide professional and informative feedback to the students.

➤ Excursions

Examples of site visits include: In Boston students visit DetraPel, following the production process to produce their own sample. At Duke, students have visited First Flight Venture Center, NC Biotech Center, American Underground Business Accelerator and Biolabs. During their time in New York City, students had the chance to explore local startups like High Beam and Sabah. They were also treated to insights from guest speakers, including Learning Experience Designer Jonathan W. Williams and Yasin Ehsan, CEO and Co-founder of Headstarter. Students also enjoyed an exclusive insider tour of Wall Street. At Georgetown students had the opportunity to connect with a cutting-edge startup. Their journey took them to a captivating maker space, where they delved into the inner workings of this innovative hub. Here, the magic of creation unfolded before their eyes, with an exhilarating demonstration showcasing the art of bringing models to life within the maker space. While at UC Berkeley, students enjoyed exclusive visits to iconic organizations, including Salesforce Tower and the Renaissance Entrepreneurship Center. They had the privilege of meeting and engaging with visionary leaders and CEOs from companies such as trust lab, Ad Lightning, Mascara Club, Pezzy Pets, Sirius/XM, and franchise owners of Stretch Zone. Additionally, students had the valuable opportunity to participate in a career panel featuring distinguished executives from Microsoft and Yahoo!.

Instructors

Boston – David Zamirin

Driven to overcome challenges faced by immigrant parents, David Zamarin is the Founder & CEO of DetraPel. DetraPel is an advanced materials company that manufactures protective coatings without any cancer-causing fluorochemicals (PFAS) and was seen on Season 9 of ABC's hit show Shark Tank. He also founded two other companies that he has since exited. To learn more, click [here](#).

UCLA – Laura Manyweather, Ph.D.

Dr. Laura Manyweather is a college professor and consultant and she specializes in program, fund, and non-profit development. With 30 years of experience with private corporations and 13 in academia, she brings systems, processes and organizational structure to small and micro businesses, in order for them to thrive in an ever-changing economic environment. Dr. Manyweather received an award and was recognized as a Women of Influence (WOI) in 2018. Click [here](#) for more information.

UCSD – Greg Horowitt

Greg Horowitt is Founding Partner of T2 Venture Creation and a co-author of 'The Rainforest: The Secret to Building the Next Silicon Valley'. He presently serves as the Director of Innovation Design at the University of California, San Diego. He is a consultant to development organizations including the World Bank, OECD, USAID, Aspen Institute, and the National Academies of Science. In addition, he is a Kauffman Fellow and a Senior Fellow with the Global Federation of Competitiveness Councils. He previously served as an executive with a Berkshire Hathaway operating company for nearly twenty years. Greg has also been a founder, investor, and board member in many leading organizations. Click [here](#) for more information.

Barnard College, Columbia University – Michael Gilvary (Session 1)

Michael is a seasoned professional with 20+ years of experience in consumer products, healthcare, health tech, product innovation, clinical and operational processes, and procurement. Proven track record of success in revenue generation, sales and marketing, healthcare technology adoption, and product design development/implementation. Michael co-founded AION, a health-tech company that utilized wearable technology to identify and monitor the condition of patients. Michael is also a faculty in the Baruch School of Entrepreneurship, where he teaches strategy and management.

Georgetown – Kyle Bergman (Session 1)

Kyle is a graduate of NYU's MBA program and holds a bachelor's degree in psychology from Drexel University. Kyle's passion for entrepreneurship and sustainability led him to launch Swoveralls while pursuing his MBA at NYU Stern. Since then, he has been featured on Season 10 of Shark Tank. Swoveralls is a direct-to-consumer lifestyle brand dedicated to creating the world's comfiest apparel products from sustainably sourced materials. To learn more about Kyle, click [here](#).

Georgetown – Narie Foster (Session 2)

Narie Foster, a seasoned entrepreneur and investor, currently serves as a Venture Partner at JAZZ, a San Francisco-based venture capital firm. Alongside her role in investment decisions, she passionately teaches and mentors founders, facilitating workshops focused on personal discovery. As the former Chief Operating Officer and co-founder of M.M.LaFleur, Narie led the company's remarkable growth to \$75 million in revenue, over 200 employees, and Series B funding. Recognized for her achievements, she was selected for Forbes' 30 Under 30 in Retail & E-Commerce in 2016, while M.M.LaFleur ranked #43 on Inc.'s list of the 5,000 fastest-growing private companies in America in 2017.

University of Washington – Susan Preston

Susan Preston, Managing Member of SeaChange Fund and Seattle Angel Fund, is committed to entrepreneurial growth in the Pacific Northwest through early-stage investments while co-managing the Element 8 Fund, focusing on cleantech ventures. She has a rich background in academia, including teaching at the University of Washington's MBA program, serving as the Buerk Endowed Fellow for Entrepreneurship, and serving as immediate past chair and a lead instructor for the Angel Resource Institute, a global investor and entrepreneur education organization.

Instructors

Yale – Sade Owoye

Sade Owoye is passionate about entrepreneurship, business, and innovation. She enjoys advising and teaching students the skills needed to build sustainable ventures. Sade is the associate director of student programming at the Tsai Center for Innovative Thinking at Yale and leads the Launch Pad and Accelerator program for early- to mid-stage ventures. She joined Yale University from the University of Connecticut's Small Business Development Center where she worked as a business advisor. She counseled an extensive portfolio of clients connecting them with over \$3.5 million in funding opportunities. Previously, Sade was the co-founder and operations director of a specialty dessert and gift boutique. She also managed venture development programs for underrepresented students in Connecticut. She has been recognized by Pathways Academy of Technology and Design, the Urban League of Southern Connecticut, and Google for her work related to entrepreneurship and civic engagement. Sade holds a bachelor's degree in Economics from the University of Connecticut and certificate in business scaling from the University of Pennsylvania's Wharton Executive Education Program. She is also an MBA candidate at Boston University's Questrom School of Business.

Duke University - Christopher J. Littel

Chris Littel is a Lecturer in Management, Innovation and Entrepreneurship at the Poole College of Management at NC State University in Raleigh, North Carolina. Chris holds a B.S. Engineering from the U.S. Military Academy at West Point, and a Masters' Degree in International Economics, International Relations and Security Studies from the Nitze School of Advanced International Studies of the Johns Hopkins University in Washington, DC. Chris brings decades of experience in business and specializes in several different areas. We're glad to have Chris back in 2024 after leading a successful course in 2023. Click [here](#) to learn more about Chris's extensive professional background.

Berkeley - Mike Mitchell (Session 1 only)

Mike holds his Masters from UC Berkeley's Rausser College of Natural Resources in Development Practice and his BS in Marketing, Environmental Policy & Management from the University of Pennsylvania. He is the CEO of Pezzy Pets where he is building a supply chain of small-scale fishermen across Mexico and the US to turn overly abundant, invasive fish species into single and limited ingredient pet treats. Mike previously worked for the UN in Mexico as well as rural development projects in Central America.

Berkeley - Oren Katzeff (Session 3 only)

Oren is the CEO of Literally Media, the largest online publisher of humor and entertainment content, has spent over 20 years building and scaling content and operations for prominent brands. He joined Literally Media from Condé Nast, where as President of their entertainment division, he oversaw the film, TV, and video business for all Condé Nast brands, including Wired, Vanity Fair, Vogue, and The New Yorker. For more info click [here](#).

Berkeley - Gert Christen (Session 5 only)

Gert is a digital shaper and innovation thought leader renowned for creating business incubators and innovation programs. Currently, he serves as a lecturer in Entrepreneurship & Innovation at UC Berkeley and selected Swiss universities. He earned his MBA from SMU Cox Business School in Dallas, TX, followed by post-graduate courses at the Swiss Federal Institute of Technology and the Zurich University of Teacher Education. Gert holds a Bachelor's degree in Marketing from HWZ University in Zurich. As the founder of USA Launching Pad, he helps foreign companies accelerate and de-risk their US expansion while generating leads and building sales.

University of Michigan - Leigh Weir

Leigh Weir is a distinguished business leader, realtor, and educator with over 20 years of experience and a robust educational background, including an MBA and MAED from the University of Phoenix. Specializing in management, servant leadership, and intercultural relations, she has successfully instructed thousands of students globally, including overseas engagements with the Abu Dhabi Education Council. Beyond academia, Leigh has made significant contributions to health and wellness programs in primary education and held notable roles in the real estate and finance sectors at Quicken Loans and Amrock. Leveraging her diverse skill set and financial acumen, she continues to drive positive change and progress as a coach and influential figure in both education and real estate.

Tuition Information:

Residential Students:

- Includes: all meals, lodging, excursions, academic course, weekend excursions
- Excludes: optional airport pickup and drop off service (available for an additional fee)
- Price: See prices under 2024 dates

Commuter Students:

- Includes: lunch, academic course, excursions, programming from 9am to 6pm, Monday-Friday
- Excludes: lodging, breakfast, dinner, weekend excursions
 - Weekend excursions can be added on for \$125 per day
- Price: \$3,198

Supplements:

- Application fee: \$99 (mandatory, non-refundable)
- 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](#)



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 the week two students have class from 9am-12pm Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).

[Apply Now!](#)

Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly which is run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.

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2024 Dates

BOSTON (\$5,498)

- Session 1: June 16 - June 28
- Session 2: June 30 - July 12

GEORGETOWN (\$5,498)

- Session 1: June 23 - July 05
- Session 2: July 07 - July 19

BARNARD/COLUMBIA (\$5,698)

- Session 1: June 30 - July 12
- Session 2: July 14 - July 26

BERKELEY (\$5,898)

- Session 1: June 16 - June 28
- Session 3: June 30 - July 12
- Session 5: July 14 - July 26

UCLA (\$5,998)

- Session 1: June 23 - July 05
- Session 2: July 07 - July 19

UC SAN DIEGO (\$5,498)

- Session 1: June 30 - July 12
- Session 2: July 14 - July 26
- Session 3: July 28 - August 09

YALE (\$6,098)

- Session 1: June 16 - June 28
- Session 2: June 30 - July 12
- Session 3: July 14 - July 26

DUKE (\$5,498)

- Session 1: June 30 - July 12
- Session 2: July 14 - July 26

UNIVERSITY OF WASHINGTON (\$5,498)

- Session 1: July 21 - August 02

UNIVERSITY OF MICHIGAN (\$5,498)

- Session 1: July 21 - August 02



Typical Schedule

8:00am
BREAKFAST



9:00am
ACADEMIC COURSE



1:30pm
ACADEMIC EXCURSION
OR RECREATIONAL ACTIVITY

12:00pm
LUNCH



3:30pm
ENRICHMENT
ELECTIVE

6:00pm
DEPARTURE
OF COMPUTER STUDENTS



7:00pm
ACTIVITIES
FOR RESIDENTIAL STUDENTS

6:00pm
DINNER
FOR RESIDENTIAL STUDENTS

10:30pm
RA CHECK-IN
FOR RESIDENTIAL STUDENTS