Entrepreneurship Development Program (EDP)

EDP participants will be exposed to the content, context, and contacts that enable entrepreneurs to design and launch successful new ventures based on innovative technologies. Participants in this intense five-day program will visit with local companies, receive coaching, develop business plans, and network with a cohort of peers from around the globe.

Program Details:
January 28-February 2, 2018
$11,400 (excluding accommodations)

MIT entrepreneurs:
The world’s 10th-largest economy

- 30,200 Active companies
- 4.6 million People employed
- $1.9 trillion In annual revenues

Ideas made to matter.

“Outstanding, awesome, amazing and any other highly positive adjective you can think of. It has been a really intense experience and it requires a lot of hard work and energy. The payback, however, is extremely rewarding in terms of learning experience, teamwork and networking opportunities. I’d highly recommend any seasoned executive with entrepreneurial ideas to take this program.” — Daniel Vicente T.

This program leverages MIT’s culture of high-tech entrepreneurship to help entrepreneurs, corporate venturing executives, high tech startup companies, and others involved in entrepreneurial environments learn what they need to develop ideas into successful businesses, and how to increase entrepreneurial opportunities in their corporations, institutions, and regions.

Through lectures by senior MIT faculty, visits to high tech startup companies, and live case studies with successful entrepreneurs, participants will be exposed to the content, context, and contacts that enable entrepreneurs to design and launch successful new ventures based on innovative technologies. Specially designed team projects give participants hands-on training and practical experience developing a business plan, while networking events bring participants together with members of MIT’s entrepreneurial community.

The concepts, tools, and frameworks covered in the program will enable participants to:

• Create, identify, and evaluate new venture opportunities
• Interpret customer needs and quantify the value proposition
• Start and build a successful technology-based company
• Understand how the process of starting new ventures may vary geographically and culturally
• Leverage new science and technologies from corporate or university laboratories
• Develop winning business plans
• Scale startups to be globally successful
• Navigate the venture capital investment process
• Obtain feedback on personal entrepreneurship skills
• Enhance and expand their networks
EDP at MIT

The Entrepreneurship Development Program is led by the team at the Martin Trust Center for MIT Entrepreneurship, including Bill Aulet, Executive Director; Ed Roberts, Founder and Chair; and Fiona Murray, Faculty Director. The mission of the Trust Center is to educate and nurture the leaders who will make new ventures successful. More than 1,600 students attend over 30 entrepreneurship courses at MIT each year. In addition, over 1,400 participants from 65 countries have attended executive education programs organized by the Trust Center. Alumni of the programs form a vibrant and dynamic worldwide support network for the next generation of entrepreneurs and intrapreneurs.

“Excellent variety of content, lecturers and guest speakers. The program presented entrepreneurship from a number of perspectives—from the individual embarking on their own start-up to the corporate entrepreneur (my situation) and how to navigate through the obstacles and options of each scenario.”

—Robert P.
Invent the future. Start with yours.

Drawing from the vast culture of innovation and entrepreneurship at MIT, this unique course introduces participants to MIT’s entrepreneurial education programs, technology transfer system, and global entrepreneurial network. It covers the entire venture creation process, from generating ideas to building viable global businesses, with a special emphasis on the nurturing roles of corporations, universities, governments, and foundations.

Who should attend EDP?

This program is designed for aspiring entrepreneurs, corporate venture officers, startups, and those who would like to develop or strengthen a climate of entrepreneurship in their corporations, universities, and regions. Teams of entrepreneurs or intrapreneurs are encouraged to attend the program together with university staff and/or development professionals from their region.

Titles of past participants have included:
- CEO
- Managing Director
- Vice President
- Chief Technology Officer
- Director of Knowledge and Technology
- R&D Manager
- Business Development Manager
- Investment Manager
- Venture Manager
- Development Officer
- Head of Innovations and Enterprise
- Professor
Faculty

Please note that faculty are subject to change

Bill Aulet
Faculty Director;
Senior Lecturer;
Managing Director, The Martin (1958) Trust Center for MIT Entrepreneurship; Professor of the Practice

Christian Catalini
Assistant Professor of Technological Innovation, Entrepreneurship, and Strategic Management

Matt Marx
Mitsui Career Development Professor;
Assistant Professor of Technological Innovation, Entrepreneurship, and Strategic Management

Antoinette Schoar
Michael M. Koerner (1949) Professor of Entrepreneurship
Professor of Finance

Scott Stern
David Sarnoff Professor of Management of Technology

Catherine Tucker,
The Sloan Distinguished Professor of Management and Professor of Marketing MIT Sloan School of Management

“One of the best courses I’ve taken—loved the intensity and range of topics covered and speakers/lecturers that were introduced.”
—Jeff E.

Learn more at:
executive.mit.edu/edp