

INNOVATION BOOT CAMP

Innovation Boot Camp is a global entrepreneurship program curated by top business school professors and industry experts. Created from the “Launch Your Start up” MBA program at the Columbia Business School, it serves talented students and professionals aiming to broaden their skills and perspectives. This signature IV LAB program equips participants to excel in a rapidly changing global landscape. It empowers thousands to apply entrepreneurial mindsets and modern leadership techniques, enhancing their innovation and success capacity.

PROGRAM BENEFITS

Learn the process of how to...

- Turning Ideas into Reality
- Building a Winning Business Model
- Navigating the Market
- Agile Product Development
- Smart Customer Acquisition
- Financial Planning for Success
- Measuring Success
- Building Your Dream Team

STUDENTS WILL EARN

A Letter of Recommendation will be provided to participants who successfully complete all program requirements.

A Certificate of Completion will be awarded to participants who meet the program requirements.

Top performers will be selected to become valued InnoVenture LAB teaching assistants in future global programs.

*Daniel
McQuade*



CEO / Founder
InnoVenture LAB

Former Faculty / Lecturer
Columbia Business School & SBDC - Harlem

Former Director / Instructor
Columbia Business School “Venture for All”



INNOVATION BOOT CAMP ~ WHO SHOULD ATTEND

Are you passionate about creating and launching your own business or non-profit venture? This program is designed for individuals just like you! Here's what you can expect:

- **Hands-on Learning:** Bring your preliminary venture ideas to life. You'll enter the program with a concept in mind and have the chance to develop it throughout the course.
- **Team Collaboration:** Work in dynamic teams to refine and build upon selected ventures. You'll gain valuable experience in teamwork and collaborative problem-solving.
- **Real-World Focus:** This program isn't just about theory; it's about taking action. You'll walk away with practical skills and a more straightforward path to turning your ideas into a successful venture.

5
DAYS

8
MODS

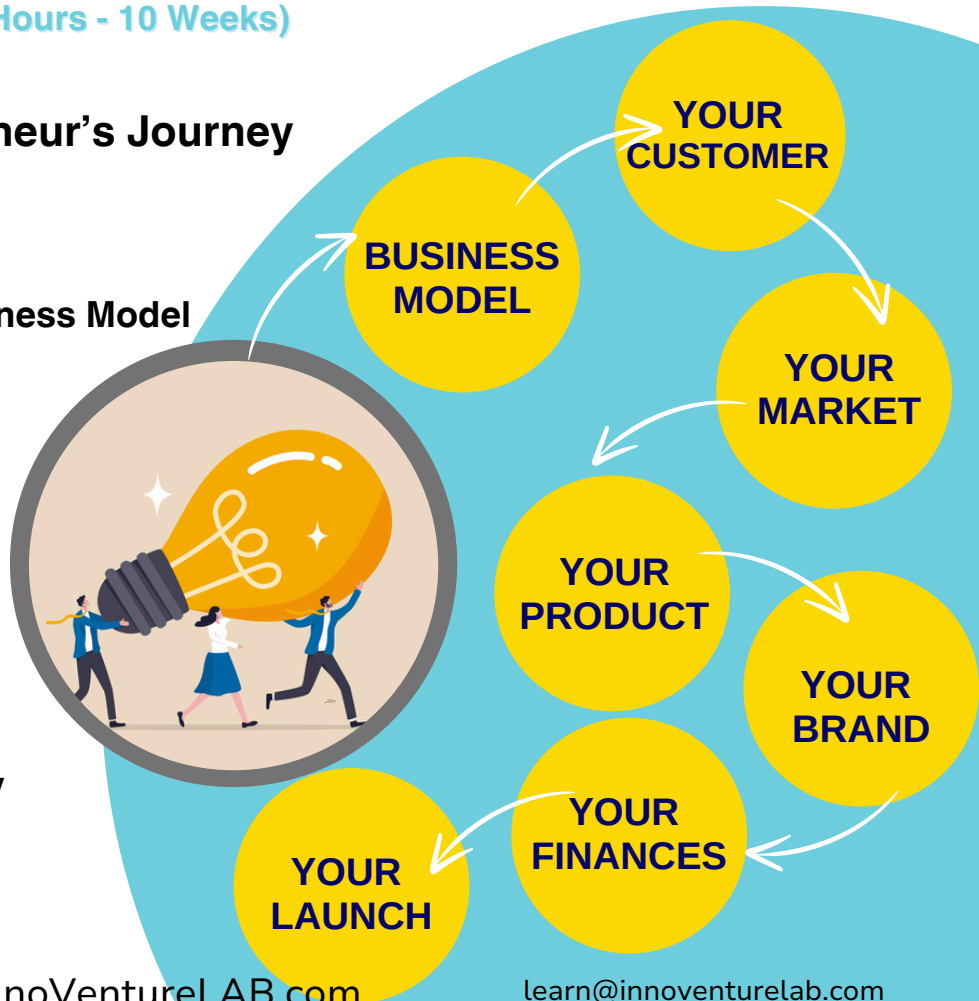
1
PITCH

Learn how to turn
your innovative ideas
into a thriving venture!

(Also available "LIVE" online - 30 Hours - 10 Weeks)

Understanding the Entrepreneur's Journey

1. Start With Your Idea
2. Transform Your Idea into a Business Model
3. Understand Your Customer
4. Market Attractiveness
5. Designing Your Product
6. Creating Your Brand Identity
7. Building Your Financial Pathway
8. Ready, Set, Launch



INNOVATION BOOT CAMP

MODULE 1: Start with your Idea. It's crucial to clearly define the problem you're solving and the game-changing benefits it brings to your customers. What are the four questions every entrepreneur/innovator must ask to set the foundation for their venture?

MODULE 2: Transform Your Idea into a Business Model. This is where your innovative idea takes shape and becomes a scalable business model. Discover the nine building blocks needed to frame your venture.

MODULE 3: Understand your Customer. Do you have a 'target market'? Is it 'attractive'? It's not just vital, and it's the key to success to validate your assumptions by testing how well your product resonates with your target audience. This understanding will inform your decisions and prepare you for the market.

MODULE 4: Market Attractiveness. Market research is not just a step. It's your guiding light in product development. It helps you assess market attractiveness, understand the competitive landscape, and find your place. This knowledge will give you confidence in your product and your market.

MODULE 5: Designing your Product. Using "Design Thinking," which focuses on bias and behaviors and increasing customer value, to design a minimum viable product (MVP) quickly, test customer engagement, and gather valuable feedback.

MODULE 6: Creating Your Brand Identity. How marketing, sales, distribution, and customer service integrate into your brand strategy. Utilizing the "tools" to develop the sales funnel and customer acquisition strategy.

MODULE 7: Building Your Financial Pathway. How to build an integrated set of financials, which includes a balance sheet and income statement; understand the importance of cash flow and critical metrics and the funding challenges you may face.

MODULE 8: Ready, Set, Launch. What legal considerations are necessary? The importance of team selection and partnerships; launch readiness and venture pitch.

"Daniel's teaching has been met with universal acclaim, earning him a reputation as a highly respected and sought-after educator."

Dr. Jack McGourty, Founder of Venture for All, Columbia Business School, NYC