

High Impact Entrepreneurial Bootcamp for STEM PhDs & Postdocs

Dan Olszewski
Goldberg Family Director,
Weinert Center for Entrepreneurship

dan.olszewski@wisc.edu



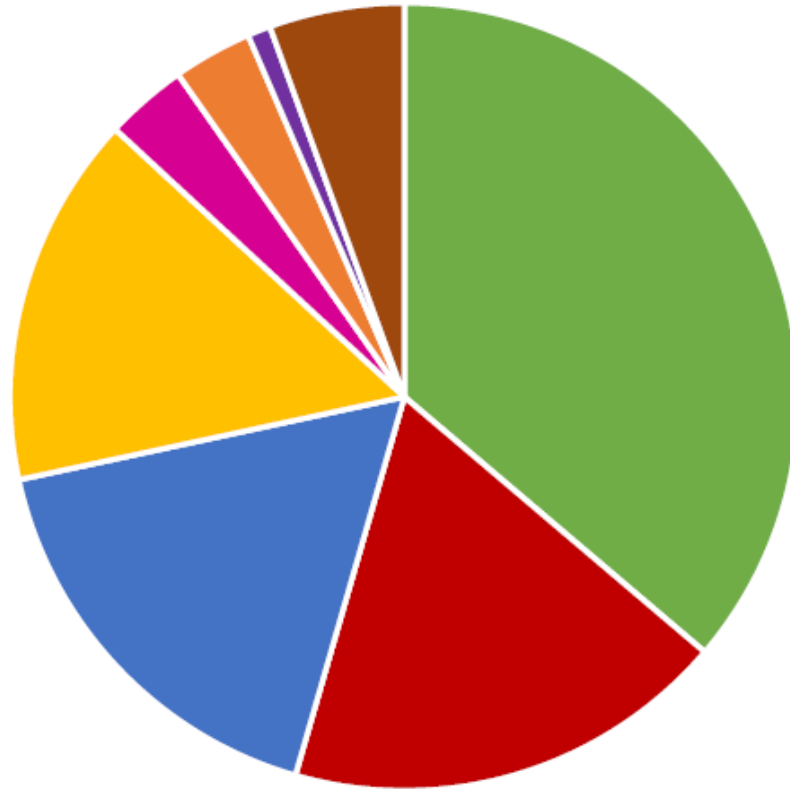
Morgridge Entrepreneurial Bootcamp at UW-Madison

- One week, 55-hour, non-credit program
- Focus on technology entrepreneurship
- Held each June for class of 65 students out of the 130-150 that apply
- No-cost to students with costs covered by donors.



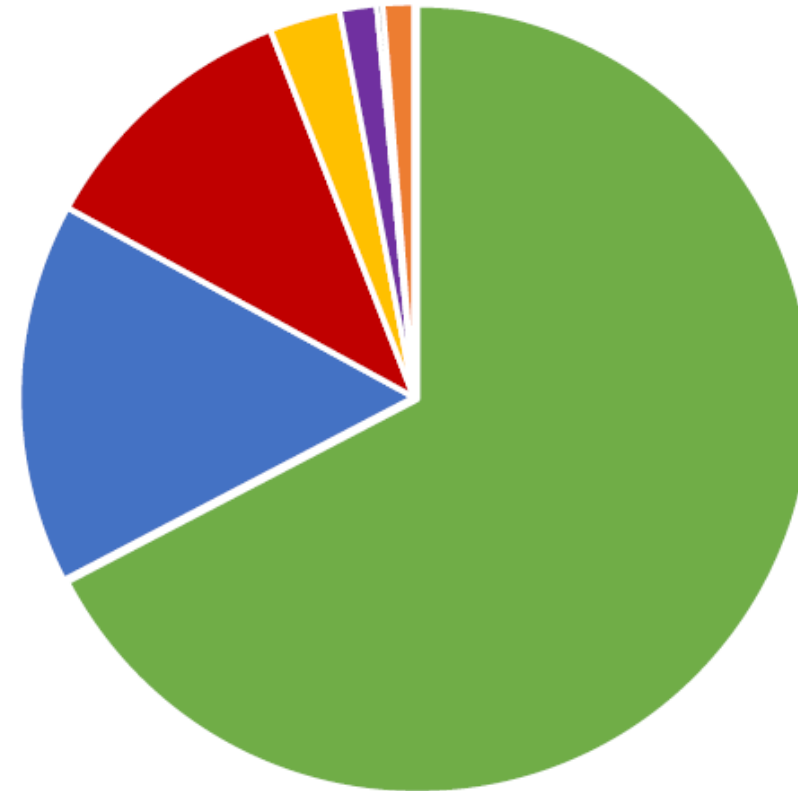
Over 790 Students from 2007-21

School/College



- | | |
|---------------|-----------|
| ■ Engineering | ■ Medical |
| ■ Ag/Life Sci | ■ L&S |
| ■ Pharma | ■ Law |
| ■ Ed | ■ Other |

Degree



- | | |
|------------|-----------|
| ■ Ph.D. | ■ Masters |
| ■ Post-Doc | ■ JD |
| ■ MD | ■ Faculty |
| ■ Other | |



Key Success Factors

- Executive education model with a variety of different instructors, topics and methods(lecture/case/panel)
- Intense 55-hour week (meals included)
- One week during summer vs. semester-long class
- Faculty advisor buy-in is important
- Work with campus orgs to recruit specific groups (e.g. Women in Science, PostDoc Association, School of Ed)
- Provide students with 'next steps' at the end



Experiments that did not Work

- For-credit option isn't necessary and might actually be a negative
- Too many law students can be an issue
- Students must clearly understand this is not an accelerator
- Instructors must understand that while students have amazing IQs most have never taken a business class so jargon is an issue.



Some Metrics

- Net Promotor Score is 88 from 2016-2021
- Quotes such as:
 - “MEB should be required of everyone, everywhere! It’s amazing!”
 - “This was the most valuable week I’ve ever had at the University.”
 - “Got the courage to start a business through MEB”
 - “I consistently cite MEB as one of the most valuable experiences I had during my science Ph.D.”
 - “It would be ridiculous for any graduate student to leave this university and not have taken this program.”
- Active alumni group
- Over 40 businesses have been started by MEB alumni and they have raised over \$500 million
- One IPO – Design Therapeutics (NASDAQ: DSGN)



Amazing Race Winner-2016

A promotional graphic for The Amazing Race 2016. The central image shows two women, Amy and Maya, smiling and giving thumbs up. They are wearing pink and teal hiking gear with large backpacks. The background is a bright, sunny outdoor setting. The graphic is divided into four quadrants by a horizontal blue bar and a vertical black bar. The top-left and top-right quadrants feature silhouettes of two hikers against a teal background. The bottom-left quadrant is black with white text. The bottom-right quadrant is black with the show's logo in white.

AMY & MAYA

#SweetScientists

Premieres Fri Sept 26 8/7c **CBS**

THE AMAZING RACE



MEB 2019 Program Overview

	8:00-8:30	8:30 - 10:00	10:15 - 11:45	11:45 - 12:45	12:45 - 2:15	2:30 - 4:00	4:15 -5:45	6:00 - 8:30
Before Monday	<p>S0. Pre-work Greenwood Financial statements (Podcast)</p>							
M 6/10	<p>B1. Registration and Breakfast</p>	<p>S1. Ganco & Olszewski Introduction and panel of entrepreneurs <i>Panel: Gathy, Patel, Strong</i></p>	<p>S2. Williams Business Model Canvas</p>	<p>L1. Lunch 1266 Grainger</p>	<p>S3. Bock <i>Four Product case & Innovation Marketplace</i></p>	<p>S4. Morgridge <i>McAfee (A) case</i></p>	<p>S5. Coff Planning to Pivot</p>	<p>D1. Working dinner Readings and prep S8 & S9</p>
T 6/11	<p>B2. Breakfast</p>	<p>S6. Olszewski Customer and Business Model Discovery</p>	<p>S7. Greenwood Key Startup Financial Metrics</p>	<p>L2. Lunch 1266 Grainger</p>	<p>S8. Ganco <i>E-Ink case and Inventions & Technology Evolution</i></p>	<p>S9. Ganco <i>Sirtris Pharmaceuticals case and legal issues</i></p>	<p>S10. Miner Creativity & imagining products/ opportunities</p>	<p>D2. Working dinner Readings and prep S15</p>
W 6/12	<p>B3. Olszewski Consulting (optional) Breakfast</p>	<p>S11. Furlong Sources of funding</p>	<p>S12. Olszewski Panel of Financing Sources <i>Panel: Button, Furlong, Thorson, Yamben</i></p>	<p>L3. Lunch 1266 Grainger</p>	<p>S13. Falk/Werner/Cooney Intellectual Property</p>	<p>S14. Falk/Werner/Cooney Intellectual Property</p>	<p>S15. Splitt <i>Study Blue case</i></p>	<p>D3. Working dinner Readings and prepare S16 & S19</p>
R 6/13	<p>B4. Breakfast</p>	<p>S16. Sorenson <i>Flame Disk case</i></p>	<p>S17. Surdyk Alumni Panel <i>Panel: Ludois, Olson, Weir-Haputman</i></p>	<p>L4. Lunch 1266 Grainger WiSolve Consulting Group</p>	<p>S18. Trevor Collaboration & Negotiation</p>	<p>S19. Morgridge <i>CISCO case</i> Class photo at 4:00 PM</p>	<p>S20. Prepare for Fri. NOTE: Dinner 6:00 PM (WID)</p>	<p>D4. Community Dinner 6:00 PM at the Wisconsin Institutes of Discovery (WID)</p>
F 6/14	<p>B5. Breakfast</p>	<p>S21. Surdyk Creating your team, culture</p>	<p>S22. Olszewski Key Entrepreneurial Topics Panel <i>Panel: Enyart, Isaac, Somes-Booher</i></p>	<p>L5. Lunch 1266 Grainger</p>	<p>S23. Greenwood Entrepreneurship Simulation</p>	<p>S24. Olszewski Wrap up</p>		



Questions/Thoughts

Dan Olszewski
Goldbert Family Director,
Weinert Center for Entrepreneurship

dan.olszewski@wisc.edu

