

	Thursday - 5/11	Friday - 5/12	Saturday - 5/13
	Dress: Business Casual	Dress: Business Casual	Dress: Business Casual
	Breakfast in Imagination Lab (7:15am)	Meal on Your Own	Breakfast in Imagination Lab (7:15am)
<b>AM Session</b>	<p>Observation Wall Creation 8:00 AM - 10:00 AM</p> <p>Observation Wall &amp; POV Presentations 10:00 AM - 10:45 AM</p> <p>Value Proposition Design 11:00 AM - 11:30 AM</p>	<p><b>Work Off Campus</b></p> <p>Val. Prop. Refinement, Prototyping, Iterating Ideas</p> <p>Jim Balkins, Kirk Smith</p> <p>8:00 AM - 11:30 AM</p>	<p>Refining Design Criteria 8:00 AM - 9:00 AM</p> <p>Present Options 9:00 AM - 10:00 AM</p> <p>Cross Team Feedback / Business Model Design 10:00 AM - 11:30 AM</p>
	Lunch in Boardroom	Meal on Your Own	Lunch in Boardroom
<b>PM Session</b>	<p>Ideation Clinic</p> <p>Jim Balkins, Karen Bubb, Courtney White</p> <p>12:30 PM - 4:00 PM</p>	<p><b>Work Off Campus</b></p> <p>Val. Prop. Refinement, Prototyping, Iterating Ideas 12:30 PM - 3:00 PM</p> <p><b>Back on Campus</b></p> <p>Team Progress Report Jim Balkins, Kirk Smith 3:00 PM - 4:00 PM</p>	<p>Business Model Development: Identifying the Key Assumptions</p> <p>Jim Balkins, Kirk Smith</p> <p>12:30 PM - 4:00 PM</p>
	Dinner in Boardroom	Dinner in Imagination Lab	 <p><b>Informational Session</b></p> <p>Wednesday, May 24 5:30-7pm Business Building</p>
<b>EVE Session</b>	<p>Ideation Clinic Cont. - Rapid Prototyping</p> <p>Jim Balkins, Karen Bubb, Courtney White</p> <p>5:30 PM - 7:30 PM</p>	<p>Investor Panel Dinner Kirk Smith 5:00 PM - 6:30 PM</p> <p>Dinner Debrief Kirk Smith 6:30 PM - 7:00 PM</p>	