QUALIFICATIONS FOR TEAM MEMBERS

- Attend with 4–6 participants from the same company (may be an existing team or one created for the program); multiple titles, functional areas, and levels accepted
- Have access to a company sponsor and mentor who will vet project ideas, advise, and provide necessary resources
- Commit to having dedicated time to drive the project forward between the on-campus modules

KEY BENEFITS FOR TEAM MEMBERS

- Learn the tools for leading a new venture within the context of your own organization’s culture and processes
- Ideate and execute a specific project that can potentially transform your organization, create a new revenue stream, or revolutionize a process
- Step outside the corporate environment and gain exposure to Silicon Valley innovation to create impact for your organization
- Gain access to multiple exclusive project meetings as a team with faculty and a coach, as well as a dedicated team space

TEAM COLLABORATION FORMAT

- The first on-campus module covers core areas that must be taken into account for a new venture—internally (finance, marketing, etc.) and externally (market needs, the customer). The team will go through the design thinking process, learning how to empathize with their customer. In the afternoons, they will apply their learnings to the project. Faculty in innovation and entrepreneurship as well as guest speakers will guide them through the week.
- During the two months between modules, teams develop their projects further while back at work. Team members will apply the insights from the program to their job and to the project they are working on to drive it internally. Each team also receives personal coaching from the Faculty Director between modules.
- The second on-campus module covers implementing the project within the organization — how to communicate internally, while taking the organization’s culture into account, and gaining buy-in from management. Coaches as well as Stanford faculty will continue to provide support. Finally, the teams will pitch their projects in front of senior executives—ideally from their own organization. After the second week, teams will have made significant progress towards executing on their ideas after the program.

FOR TEAMS

The Corporate Entrepreneur: Driving Innovation and New Ventures

Dates: August 2 – 7 and October 25 – 30, 2015 (this is a two-module program)
Application Deadline: June 22, 2015
Tuition: $23,000 USD (per person)

Bringing 4–6 employees from the same organization to TCE offers a unique opportunity to work on a company-specific project, using the insights, tools, and frameworks taught in the program.
GUIDELINES FOR PROJECT SUBMISSIONS

• The project should be an idea the team wishes to further explore, evaluate, and potentially implement for their company or division; applicants will be given a format to describe their idea and provide background information

• Teams must have a business sponsor and an internal mentor for their projects

• Team project ideas must be submitted by July 7, 2015; project applications open May 2015

TIME COMMITMENT

• Modules 1 and 2: Full time, on Stanford campus

• Between Modules: Minimum 3 hours per week recommended

CONFIDENTIALITY

Teams and program participants are encouraged to share ideas in the group to learn from each other’s experiences. However, a team from the same company may choose to work on their project in private without full disclosure.

FACULTY DIRECTOR

Yossi Feinberg, the John G. McCoy-Banc One Corporation Professor of Economics at Stanford Graduate School of Business, works on the modeling of costly decision making, reasoning about unawareness, dynamic interactive decisions, and reasoning about high order uncertainties. His research centers on the analysis of information in strategic decision making.

OTHER STANFORD GRADUATE SCHOOL OF BUSINESS FACULTY

Jennifer L. Aaker
General Atlantic Professor of Marketing

Jonathan Levav
Associate Professor of Marketing; Citi Faculty Director, Behavioral Lab

Charles A. O’Reilly
Frank E. Buck Professor of Management

Ilya A. Strebulaev
Professor of Finance

“The ability to bring a team into TCE is a unique opportunity. The team will work on a project that comes from the company itself. It allows the team to develop that company-specific project using the tools of the program, and therefore not only analyze, but potentially execute on something that will transform the company.”

Yossi Feinberg | Faculty Director

TAKE THE NEXT STEP

For more information on sending a team or applying to The Corporate Entrepreneur: Driving Innovation and New Ventures program, please contact Beatrice Kemner, Associate Director, Program and Business Development.

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