The Corporate Entrepreneur: Driving Innovation and New Ventures

**Dates:** August 28 – September 2 and October 23 – 28, 2016 (two-module program)

**Application Deadline:** July 18, 2016

**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.

**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

Individual participants not part of a dedicated company team will be placed into teams by the Faculty Director. There is no guarantee their project idea will be chosen for the team to work on; however, a team from the same company is guaranteed to work on their own project.

**TEAM COLLABORATION FORMAT**

- The **first on-campus module** covers core areas to be taken into account for a new venture—internally (finance, business model, 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, applying the insights from the program milestones set during the first module. 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.
“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

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 forum to describe their idea and provide background information
- Teams must have a business sponsor and an internal mentor for their projects

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 entire program 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. He is also Faculty Director, Stanford Ignite.

OTHER STANFORD GRADUATE SCHOOL OF BUSINESS FACULTY

Jennifer L. Aaker  
General Atlantic Professor of Marketing

Peter DeMarzo  
Mizuho Financial Group Professor of Finance

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

Charles A. O'Reilly III  
Frank E. Buck Professor of Management

TAKE THE NEXT STEP

For more information or to apply to The Corporate Entrepreneur: Driving Innovation and New Ventures program, please visit gsb.stanford.edu/exed/tce.