Stanford Ignite Full-Time

Dates: June 24 – July 19, 2018
Application Deadline: March 1, 2018
Tuition: Standard Rate – $14,500 USD
Stanford Grad Students & Postdocs Rate* – $500 USD

*Includes current Stanford graduate students (Master’s, PhD, JD, MD) and postdoctoral scholars only. All other applicants pay Standard Rate.
Current Stanford graduate students are generously supported through a tuition subsidy from the Office of the Vice Provost for Graduate Education.

CONTENT OVERVIEW
Stanford Ignite Full-Time is a four-week, full-time program on entrepreneurship and innovation offered in the summer for working professionals and graduate students.

KEY BENEFITS
Stanford Ignite is a certificate program that provides the business fundamentals necessary to succeed at any entrepreneurial or intrapreneurial venture. Business concepts learned in the classroom span core business skills and functional skills, and are reinforced through practical application with team venture projects, where participants work in teams of five or six to develop a new product or service for an existing organization or a new venture.

Participants also learn how to successfully present their ideas during a daylong communications bootcamp and later apply these lessons by giving a brief elevator pitch. Then, at the culmination of the program, teams will give final presentations to a panel of venture capitalists, angel investors, industry experts, and experienced entrepreneurs. The goal of these presentations is to receive feedback from panelists, such as the viability of the venture idea business plan, for educational purposes.

SAMPLE DAILY SCHEDULE
Morning Session 1
Entrepreneurship, Part 1

Morning Session 2
Entrepreneurship, Part 2

Lunch

Afternoon Session 1
Value-Based Pricing

Afternoon Session 2
Market Research and Conjoint Analysis

Afternoon Break

Design Thinking Workshop

Group Work

www.gsb.stanford.edu/programs/stanford-ignite/campus/full-time
CURRICULUM

Leveraging Stanford’s deep connection to Silicon Valley, Stanford Ignite Full-Time exposes participants to leading-edge research and frameworks in areas that span all business operations, including:

- **Business Models** – Gain an introduction to the process of business model development through a case-study analysis from a variety of industries
- **Marketing** – Find out how market research enables participants to better understand customer needs, hone in on unmet client expectations, and validate hypotheses about the market
- **Product-Market Fit** – Explore how consumers evaluate fit between company offerings and their needs, both functional and symbolic
- **Accounting and Financial Statements** – Dive deep into the elements of the financial reporting environment and the role of the primary financial statements to identify key relations among them
- **Pricing** – Learn more about the unifying framework for value-based pricing, which focuses on understanding the economic value created by a company’s product or service to its target markets

FACULTY DIRECTOR

**Yossi Feinberg** is the John G. McCoy–Banc One Corporation Professor of Economics and serves as the Senior Associate Dean for Academic Affairs. He is also faculty director for several certificate programs, including three other Stanford Ignite programs and an Executive Education program called The Corporate Entrepreneur: Driving Innovation and New Ventures. His research centers on the analysis of information in strategic decision making. He works on the modeling of costly decision making, reasoning about unawareness, dynamic interactive decisions, reasoning about high order uncertainties, and more.

EXPERIENCE THE STANFORD DIFFERENCE

Stanford Graduate School of Business Executive Education programs offer executives from around the globe an extraordinary opportunity to immerse themselves in an intensive, collaborative learning environment where the focus is continually on the future. Taught by Stanford’s world-renowned faculty and supplemented by guest speakers, participants acquire the knowledge, vision, and skill to bring innovative leadership to their organizations while advancing their personal and professional growth.

OTHER STANFORD GRADUATE SCHOOL OF BUSINESS FACULTY

- **Ron Kasznik**
  The Paul L. and Phyllis Wattis Professor of Management

- **Hau Lee**
  The Thoma Professor of Operations, Information and Technology

- **Haim Mendelson**
  The Kleiner Perkins Caufield & Byers Professor of Electronic Business and Commerce, and Management

- **Paul Pfleiderer**
  The C.O.G. Miller Distinguished Professor of Finance; Senior Associate Dean for Academic Affairs

- **Peter C. Reiss**
  The MBA Class of 1963 Professor of Economics and Professor of Economics (by courtesy), School of Humanities and Sciences

- **Jesper B. Sørensen**
  The Robert A. and Elizabeth R. Jeffe Professor of Organizational Behavior; Professor of Sociology (by courtesy), School of Humanities and Sciences; The Katherine and David deWilde Faculty Fellow for 2017-2018

- **Ilya Strebulaev**
  The David S. Lobel Professor of Private Equity Professor of Finance; Director, Stanford Venture Capital Initiative

TAKE THE NEXT STEP

For more information, or to apply to the Stanford Ignite Full-Time program, please visit [www.gsb.stanford.edu/programs/stanford-ignite/campus/full-time](http://www.gsb.stanford.edu/programs/stanford-ignite/campus/full-time).