



MARL Think Entrepreneurship

THINK BUILD LAUNCH

MARL THINK ENTREPRENEURSHIP

examines how entrepreneurship translates new ideas or processes into practical use in the form of products, markets or services, concepts or systems. The practice of entrepreneurship requires understanding different business paradigms, the ability to frame a value proposition, self knowledge, collaboration and strong communication skills.

Join MARL Startup Studio at Innovation Square to take a deep dive in the process of becoming an entrepreneur from framing an idea, to doing customer discovery, to sharing your idea in a public forum. Join us for 24 dedicated hours across 7 days in April to strengthen your understanding of business and how to shape and share an idea.

DETAILS:

**Program Dates:
Tuesdays & Thursdays in April
4:00 PM to 7:00 PM EST**

WEEK 1: April 4, 6

WEEK 2: April 11, 13

WEEK 3: April 18, 20

WEEK 4: April 25, 27

24 dedicated program hours split
across 7 days in April

First session is a full-day team
building business simulation.

All other sessions are three
hours long.

INNOVATION SQUARE

100 S Clinton Ave # 140,
Rochester, NY 14604

**The program
begins April 4th.**



Program Objectives:

- Determining sources of competitive advantage and applying these to business decisions.
- Creating value by leveraging the knowledge flow among people, customers, and organizational tools and processes.
- Making decisions from a big picture perspective.
- Understanding management negotiation and collaboration in limited resource conditions.
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- Analyzing the financial impact of implementing various business strategies.
- Balancing the tension between achieving short-term tangible returns and creating long-term value.
- Understanding and analyzing financial statements and key financial performance indicators.

Week 1



Gaining Perspective - Understanding the Interplay Between Innovation & Profitability

Week 2



Building Your Own Business Model

Week 3



Designing Your Customer Discovery & Research Process

Week 4



Self Knowledge, Communication & Telling Your Story

INTERPLAY

Business simulation game Interplay, a challenging, competitive business simulation designed to challenge leaders to understand and manage the interplay of forces that drive an organization's success.

In this simulation management teams of three to four people, each with specific roles and accountabilities, compete with other organizations in a dynamic marketplace.

Each team determines their specific business strategy and then makes decisions regarding the allocation of resources, projects to implement, people to hire, and customers to pursue.

The team with the highest market value (the combined value of tangible and intangible assets) at the end of the session wins the competition. Over eight simulated time periods, teams experience a systems perspective involving team negotiation and collaboration; internal and external competition; resource and asset allocation; and strategic investments and trade-offs.

Participants learn that the competition for internal and external resources requires strategy, ingenuity, and the ability to understand multiple organizational perspectives.

Facilitated by

MARL Community Director Jennifer Sertl

Strategy consultant Jennifer Sertl is an internationally recognized influencer in social media. She is president and founder of Agility3R, a leadership development company dedicated to strengthening strategic skills and helping leaders become more resilient, responsive, and reflective. She is co-author of Strategy Leadership and the Soul and Upstate Founders Playbook. Hatch A Better World named Sertl in top 100 innovative thinkers in 2013. She is an alumni of Swift Banking Think Tank Innotribe. Currently she is building a bridge between Rochester, New York and Silicon Valley - increasing deal flow as the MARL Community Director and Host of Think.BuildLaunch Podcast.

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