

Center for Responsible Entrepreneurship

Accelerator Program Syllabus, September 2025

During each Saturday workshop:

1. Present and discuss new elements to building a plan and responsible business.
2. Bring completed work from the previous Saturday session to review and discuss, especially with mentors.

General Saturday session flow:

- 9:00 to 9:30 am – Coffee and informal interaction
- 9:30 to 11:15 am – Discuss frameworks and materials (take a break during this time)
- 11:15 to Noon – An entrepreneur(s) guest
- Noon to 1:00 pm – Lunch / mentoring time

DEB: Disciplined Entrepreneurship, Expanded & Updated edition, Bill Aulet (John Wiley & Sons, 2024)

Date	Objectives	Readings for Session	Deliverables for Session
	Venture Leadership		
9/6	• Welcome & introductions • Deliver venture pitches • Discuss purpose • Accelerator roadmap / Course overview	• DEB: Introduction, Six Themes of 24 Steps, and Tracking Your Progress • Creating a Meaningful Corporate Purpose by Hubert Joly • Purpose Strategy by Deloitte • Asana: How to write a vision statement: Steps and examples • The Balance: The Keys to Writing a Company Vision Statement • Watch Simon Sinek	• Initial purpose statement (work on during class)
9/20	Who is your customer? • Canvas • Vision	• DEB: Steps 0-5 and 9	• Refined purpose statement • Drafted vision/mission statements (work on during class)



Date	Objectives	Readings for Session	Deliverables for Session
	- Stakeholder - Customer - Discovery		
10/4	Who is your customer (Part 2) + Social Responsibility	Corporate Sustainability – Meaning, Examples and Importance Michael Porter: Why business can be good at solving social problems (TED video) Creating Shared Value (HBR PDF)	- Defined market segments - Identified beachhead - Written beachhead user profile - Estimated TAM for your venture - Defined beachhead market persona - Work on Worksheets 1 for Steps, 1a, 2, 3, 4, 5 and 9)
10/18	Strategy/Product Plan and MVP - TAM - Define Product/Service - Customer buying criteria - Product/market fit	DEB: Steps 6-8	- Defined beachhead market - Defined persona - Estimated TAM - Refine and complete initial Worksheets 1 for Steps, 1a, 2, 3, 4, 5 and 9)
11/1	Strategy/Product Plan and MVP - Define your core - Competitive positioning - Beachhead	DEB: Steps 10-11	- Defined full life cycle use case - Defined product/service specifications - Defined value proposition - Complete Worksheets for Steps 7 and 8
11/15	Competitive Position How does your customer acquire your product	DEB: Steps 12-13 and 18) How does your customer acquire your product	

Date	Objectives	Readings for Session	Deliverables for Session
12/13	Develop Your Financial Statements Start your financial plans	- DEB: Steps 20-21 Financial Statement & Startup Financial Model	Complete Worksheet for Step 13

Overall business plan deliverable for this section (semester):

1. Vision and purpose of your business
2. Market overview and key segments
 - a. Total market size
 - b. Beachhead segment
 - c. Personas
3. Product and/or solution definitions
 - a. Product/solution roadmap – early stage launch and subsequent direction
 - b. Value proposition for customers
4. Impact model strategy definition (i.e., social responsibility)
5. Business model strategy and definition
 - a. Pricing
 - b. Competitive strategy
 - c. Customer map

Preview of the second section (semester) – January to April, 2026

- 1/10 How do you make money off your product I (15-17, 19) + Finance
- 1/24 How do you make money off your product II
- 2/7 How do you design and build your product I (20-23)
- 2/21 How do you design and build your product II
- 3/7 How do you scale your business I (14, 24)
- 3/21 How do you scale your business II
- 4/4 Pitch elements, approach, and ask
- 4/18 Pitch Event