

# Entrepreneur Boot Camp

## What You Need To Know

Are you building a great business? Meet with the experts who can help get you to the next level. Two intensive days of learning, critical thinking and hands-on creation of documents and plans for your business.

- Is there a market for your technology?
- Do you need help finding your first customer?
- Are you looking for expert information and insights to help with your funding strategy?

The Entrepreneur Boot Camp can help you answer these questions. It's a two-day event designed for entrepreneurs like you who are ready to assess the feasibility of their business concept, find beta customers, identify market segments, and refine their business strategy.

Be proactive about your company's future. Join fellow entrepreneurs for high-quality learning, critical thinking, and the creation of clear messaging, positioning, and value proposition.

Boot Camp will prepare you to look for outside financing, recruit key management, or set your next milestone. Every session includes hands-on learning specific to your company that will give you the tools and real-world deliverables to take your business to the next level.

*Entrepreneur Boot Camp culminates in an opportunity to present your company to a panel of venture investors and enthusiastic supporters at the Boot Camp Celebration.*

### Boot Camp Faculty

**Tom Kinneer**, Eugene Applebaum Professor of Entrepreneurial Studies and Professor of Marketing, U-M Ross School of Business

**Skip Simms**, Managing Director of Ann Arbor-Ypsilanti SmartZone Business Accelerator

**Jim Price**, Founding Partner of CompanyCrafters

**Kurt Riegger**, Principal, Business Engines

**Jan Gensheimer**, Boot Camp Director

The Boot Camp features mentors and coaches from NEF, GLEQ, U-M Ross School of Business, and the business community.

### Success

#### Boot Camp Preparation

Prior to Boot Camp, participants receive reading and presentation materials, and an opportunity to attend pre-Boot Camp sessions – Spring Training for Start-Ups. Business training is available via online Cantillon training.



Pre-Boot Camp sessions are a content-rich opportunity to learn MBA-level business concepts. Combined with the reading materials supplied prior to camp, these sessions are an excellent way to prepare your team to maximize its time at camp.

### Additional Information

Educational resources are provided prior to Boot Camp to assist teams in preparing for presentations and mentoring sessions.

Participants will have follow-up sessions with mentors post-camp.

**Participants:** Twelve company teams are chosen to participate in Boot Camp. Each team is encouraged to have two participants.

**Registration Fee:** Total cost per company team is \$1500. A limited number of scholarships are available.

For more information and Boot Camp applications, visit: [www.AnnArborUSA.org/bootcamp](http://www.AnnArborUSA.org/bootcamp) or call: **734.761.9317**.

Support for Boot Camp is provided by the Ann Arbor/Ypsilanti SmartZone Business Accelerator.

*SPARK will be the driving force in establishing the Ann Arbor Region as a desired place for business expansion and location... by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.*



[www.AnnArborUSA.org](http://www.AnnArborUSA.org)  
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