FREE Intensive Summer Program for UW-Madison Science/Engineering Graduate Students

Are you a graduate student in science, or engineering who wants to know more about:

- Key tools and concepts for starting a new firm?
- Imagining and assessing products and markets for ideas?
- Understanding and using financial analysis?
- What is authenticity in entrepreneurship?

The Wisconsin School of Business invites you to apply to join this successful program:

2011 WEB: WISCONSIN ENTREPRENEURIAL BOOTCAMP

Program activities typically include face-to-face sessions with:

- *John Morgridge* – Former Chairman/CEO – CISCO Systems; UW alum; WEB sponsor
- *Steven Burrill* – Founder – Burrill & Co.; UW alum; Burrill Business Plan sponsor
- *Top UW faculty* from across campus
- *Campus and community experts* in start-up formation and culture, intellectual property, and funding

DETAILS AT A GLANCE

WHEN: June 19 – June 24, 2011 (Sunday afternoon through Friday afternoon)
Full-time, full-commitment immersion program with evening assignments and events

WHERE: UW- Madison campus. Classrooms in Grainger Hall.

ELIGIBILITY: Physical, life science, and engineering graduate students or post docs preferred. A few seats are set aside for non-science graduate students with strong links to technology entrepreneurship. Such students are invited to apply. Must be enrolled at UW-Madison and/or post-doc status. Competitive admissions with limited seats.

COST: No cost to participants due to generous donations from program sponsors.

Activities: Multiple readings, case analyses, real-time work with ideas, lively social events, expert panels, practice in financial and market assessment and other tools.   Eligibility for follow up bootcamp in Europe, Fall 2012.

This is not a sit-back and listen part-time course. It's an *exciting and demanding learning experience.*

"The Bootcamp was a transformative experience. I have a new perspective, new vocabulary, and a new network with which to approach my future work. It was a privilege to attend." – Prior WEB Student

TO LEARN MORE/APPLY PLEASE GO TO http://www.bus.wisc.edu/web

APPLICATION DEADLINE: April 15, 2011