LAUNCHING NEW VENTURES: Jump-Starting Innovation for Entrepreneurs and Business Owners

WWW.EXED.HBS.EDU/PROGRAMS/LNV/

Program Objectives
Whether you are launching a startup or building an entrepreneurial culture in a larger organization, Launching New Ventures will prepare you to build a successful new business. During the first three days, you will examine the central pillars of new venture formation, business execution, and the entrepreneurial process. For the last three days, you will join past participants from prior LNV cohorts to explore how to grow and scale a profitable early-stage venture and drive long-term success.

Curriculum
Immersed in a stimulating environment, you will explore entrepreneurial strategies through interactive lectures, analysis of case studies, and dynamic discussions. You will develop the strategic vision and leadership skills to turn disruptive innovation into a competitive advantage.

Topics include:
• Identifying and analyzing entrepreneurial opportunities
• Turning a viable opportunity into a focused strategy and well-defined business initiative
• Developing and refining an effective business plan
• Creating “pitches” to sell the idea to investors, customers, partners, and key employees
• Attracting the top talent and vital resources and required to turn a vision into reality
• Evolving the strategy, organization, and leadership model as the business grows
• Recognizing and managing risk, while creating and measuring value
• Building the organization and capabilities needed to launch and nurture early-stage ventures

Participant Mix
This program is designed for entrepreneurs and business owners who are launching their own startup or developing the capabilities needed to jump-start innovation in their existing firms. Your group will include a mix of industries, companies, and countries to spark lively discussions and new business connections.

Anticipated Faculty
Lynda M. Applegate, Thomas R. Eisenmann, Shikhar Ghosh, William R. Kerr (faculty chair), Scott D. Kominers, Mark N. Roberge, Steven Rogers, James M. Sharpe, and Christopher T. Stanton
WHY HARVARD BUSINESS SCHOOL?
This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

Our Global Curriculum integrates the best practices and cultural insights of the world’s top businesses. You will return with the latest strategies for achieving your company’s goals—and your career objectives.

A Diverse Group of Accomplished Peers will share their unique perspectives and life experiences. You will leave with a business network that spans functions, industries, and the globe.

Full-Time Harvard Business School Faculty members teach every course. Drawing on proven business expertise and field-based research, they will engage you in an unparalleled learning experience.

Admissions
Application Process—Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

Admission Requirements—Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both.

Program Fee—The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

Connect With Us
For more information, please contact a Program Advisor at:
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