<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Location</th>
<th>Homework</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/22/2015</td>
<td>Kickoff Session</td>
<td>South Hall Alumni Room 4:30 – 5:30</td>
<td>Review orientation packet, develop business idea</td>
</tr>
<tr>
<td>10/6/2015</td>
<td>Intro to Business Modelling and Lean Startup</td>
<td>South Hall 221 4:30 – 5:30</td>
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</tr>
<tr>
<td>10/27/2015</td>
<td>Who owns the idea? Intellectual Property and Documenting your actions</td>
<td>South Hall 221 4:30 – 5:30</td>
<td>Application to WBIT due 10/30/2015</td>
</tr>
<tr>
<td>11/9/2015</td>
<td>WBIT D2L Materials</td>
<td>Online</td>
<td>Review materials online</td>
</tr>
<tr>
<td>11/17/2015</td>
<td>Summarizing your Business Model and creating the hypothesis/test/lessons learned table</td>
<td>South Hall 221 4:30 – 5:30</td>
<td>Summary of Business Model Canvas and Hypothesis/Test/Lessons Learned due 12/11/2015</td>
</tr>
<tr>
<td>12/11/2015</td>
<td>Business Model Summary Due</td>
<td>Email</td>
<td>Continue interviews and customer discovery process over winter break. Create additional hypotheses/tests and fill in your table and the Business Model Canvas</td>
</tr>
<tr>
<td>12/31/2015</td>
<td>Winning Teams Announced</td>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>2/1/2016</td>
<td>Exhibit Hall Orientation</td>
<td>TBD</td>
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</tr>
<tr>
<td>2/15/2016</td>
<td>Creating your Power Point Presentation</td>
<td>TBD</td>
<td>Prepare initial draft of presentation due 2/29/2015</td>
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<tr>
<td>2/29/2016</td>
<td>Practice Session</td>
<td>TBD</td>
<td>Print Business Model Canvas, gather prototypes and other ancillary information, formalize PowerPoint presentation</td>
</tr>
<tr>
<td>3/3/2016</td>
<td>Presentation and Exhibit Hall</td>
<td>Riverview Ballroom</td>
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<tr>
<td>3/8/2016</td>
<td>Winning Teams Announced</td>
<td>Email</td>
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<tr>
<td>3/14/2016</td>
<td>WBIT/IBMC Coaching Session</td>
<td>South Hall 223</td>
<td>Prepare presentations; IBMC application due 3/28/2016</td>
</tr>
<tr>
<td>3/28/2016</td>
<td>External Coaches session</td>
<td>South Hall 121</td>
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<tr>
<td>4/8/2016</td>
<td>WI Big Idea Tournament</td>
<td>Madison, WI</td>
<td></td>
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</tbody>
</table>
*If any teams advance to IBMC, follow schedule below:

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>TBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/11/2016</td>
<td>IBMC Overview and Timeline Prep</td>
<td>TBD</td>
</tr>
<tr>
<td>4/18/2016</td>
<td>Check-in session</td>
<td>TBD</td>
</tr>
<tr>
<td>4/25/2016</td>
<td>Check-in session</td>
<td>TBD</td>
</tr>
<tr>
<td>5/2/2016</td>
<td>Check-in session</td>
<td>TBD</td>
</tr>
<tr>
<td>5/5 – 5/7/2016</td>
<td>IBMC</td>
<td>TBD</td>
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