Fall 2023 & Spring 2024 Training Schedule

Reservations required for each training session. To reserve a spot, e-mail DSU-PaulsonCenter@dsu.edu with information on the date, title of workshop, preference for in-person or on-line (Zoom) instruction and your name and contact information. All times for workshops are Central Time, please adjust an hour for Mountain Time. We also have numerous other workshops that are not listed here. We may offer them in the future. If you would like a specific workshop, please contact us and let us know. Additionally, we offer one-on-one consulting to help with your business needs. Feel free to contact us.

FAST Launch (In-person or On-line)

FAST Launch is a joint program of SD BioTech, EPSCoR, and Dakota State University. The purpose of FAST Launch is to help people develop their business ideas through the lean launch methodology by engaging in customer discovery and business model validation. FAST Launch is also designed to prepare people for the Governor's Giant Vision Competition which will be held Thursday, April 11, 2024, other business competitions, and SBIR grants.

Bootcamp is the first workshop in the series and is then followed by customer discovery and business planning. Bootcamp is an intensive seven-hour workshop that combines eight weeks of material on lean methodology, business model canvas, and other business processes to introduce the concepts to anyone interested in starting a business, non-profit, or internal organizational project. This is the outline version of Launch Lab. For those interested in more instruction and mentoring in the concepts of Bootcamp, please sign-up for Launch Lab.

Customer Discovery teaches people communication techniques and question development for effective primary research on the business concept's viability and eventually potential features. Customer discovery focuses on listening to the voice of the customer.

Business Planning teaches people the basics of a summary business plan and financial information. The format for the Governor's Giant Vision Competition will be used.

Each session of Bootcamp, Customer Discovery, or Business Planning presents the same material, so only one session of each is needed. Please **select a preference for in-person, on-line, or recorded instruction**. In-person sessions are held at the Entrepreneurial Building at Dakota State University, 1400 N. Washington Avenue, Madison, SD 57042. Online participants will be provided a Zoom (or other) link

for the session. **We have recorded these workshops (Bootcamp, Customer Discovery, and Business Planning) so an on-demand option is available. Please inquire if you are interested in a recorded workshop.** Instructor: Katherine Cota M.A., M.B.A., Director of Economic Development

Bootcamp

September 9 & 16 (Saturdays)	8:30 a.m.-12:30 p.m. each day
October 17 & 19 (Tuesday and Thursday)	1-5 p.m. each day
November 4 & 11 (Saturdays)	8:30 a.m.-12:30 p.m. each day
December 5, 6, & 7 (Tuesday, Wednesday, and Thursday)	2:30-5 p.m. each day
December 16 (Saturday) (Zoom Only; no in-person)	8:30 a.m.-4 p.m.
February 3 & 10 (Saturdays)	8:30 a.m-12:30 p.m. each day
March 5, 6, & 7 (Tuesday, Wednesday, and Thursday)	2:30-5 p.m. each day

Customer Discovery

October 7 (Saturday)	8:30-10 a.m.
October 24 (Tuesday)	3:30-5 p.m.
October 25 (Wednesday)	11:30 a.m.-1 p.m.
October 26 (Thursday)	8:30-10 a.m.
October 27 (Friday)	3-4:30 p.m.
December 2 (Saturday)	8:30-10 a.m.
January 20 (Saturday)	8:30-10 a.m.
January 31 (Tuesday)	3:30-5 p.m.
February 6 (Tuesday)	3:30-5 p.m.
February 15 (Thursday)	4-5:30 p.m.
February 27 (Tuesday)	3:30-5 p.m.

Business Planning

October 7 (Saturday)	10:15-11:15 a.m.

November 7 (Tuesday)	4-5 p.m.
November 8 (Wednesday)	Noon-1 p.m.
November 9 (Thursday)	9-10 a.m.
December 2 (Saturday)	10:15 -11:15 a.m.
January 20 (Saturday)	10:15-11:15 a.m.
February 8 (Thursday)	4-5 p.m.
February 15 (Thursday)	5:45-6:45 p.m.
February 29 (Thursday)	4-5 p.m.

Launch Lab (In-person and On-line)

Launch Lab is a multi-week immersion into lean launch methodology and the business model canvas. Business ideas are developed through a process of hypothesis testing and validating through customer feedback. Assumptions are challenged weekly by evaluators/mentors and the business teams are guided by the course instructor. At the end of the process, the business team has a minimal viable product that has been market validated. Attendees register for the entire series of sessions. Attendees cannot take individual sessions since the material builds on the previous session. Registration is required by the deadline before the first class session to allow the business team to do the required pre-work to be ready for the first class session. Instructor: Katherine Cota M.A., M.B.A., Director of Economic Development

Fall 2023

Thursday, September 28   5 p.m. deadline for registration; begin pre-work

Wednesday, October 4   4-6 p.m. first class session

Wednesdays, October 11, 18, 25, November 1, and 8   4-6 p.m. class sessions

Wednesday, November 15   4-6 p.m. final presentation and reception

March 1 & 8 deadlines (Tentative)   Governor's Giant Vision Competition Submission

Spring 2024

Friday, December 15   5 p.m. deadline for registration; begin pre-work

Wednesday, January 10   4-6 p.m. first class session

Wednesdays, January 17, 24, 31, February 7, 14   4-6 p.m. class sessions

Wednesday, February 21   4-6 p.m. final presentation and reception

March 1 & 8 deadlines (Tentative)   Governor's Giant Vision Competition Submission

NSF I-Corps Training

The National Science Foundation's Innovation Corps (I-Corps™) program uses experiential education to help researchers (faculty, research staff, and graduate students) gain valuable insight into entrepreneurship/business development, and/or industry needs. I-Corps training focuses on listening to what the customer's problem is and developing a solution for that problem. Instructor: Great Plains Region Hub Instructors. Register at gp-icorps.org

Fall 2023 Cohort

Friday, September 15   5 p.m. deadline for registration

Fridays, October 6, 13, 20, 27, and November 3   9 a.m. – Noon class sessions

I've Done I-Corps, What Now? [On-line, In-person, and On-demand (recorded)]

These three sessions let researchers and graduate students who have participated in I-Corps, know what the steps are to commercializing the intellectual property. Information is presented on legal structures and management, marketing, financing, costs and accounting, necessary legal documents, and more. Each session builds on the previous session. You register for the series. Instructor: Katherine Cota M.A., M.B.A., Director of Economic Development

September 13, 20, 27 (Wednesdays)	3-5 p.m.	Early Fall Three Session Cohort
December 4, 11, 18 (Mondays)	3-5 p.m.	Late Fall Three Session Cohort
April 20, 27, and May 4 (Saturdays)	9-11 a.m.	Spring Three Session Cohort

Learn @ Lunch [On-line, In-person, and On-demand (recorded)]

These are short workshops on topical areas important to businesses, organizations, and individuals. No dates have been set for this academic year. Dates are to be determined (TBD) or can be requested (on-demand). Instructor: Katherine Cota M.A., M.B.A., Director of Economic Development

TBD/On-Demand	Noon-12:50 p.m.	Personal Elevator Pitch
TBD/On-Demand	Noon-12:50 p.m.	Non-verbal Communication (abbreviated)
TBD/On-Demand	Noon-12:50 p.m.	Building a Great Company

Workshops [On-line, In-person and On-demand)]

These workshops provide practical information on various aspects of business or personal development. No dates have been set for this academic year. Dates are to be determined (TBD) or can be requested (on-demand). Instructor for Business Topics: Katherine Cota M.A., M.B.A., Director of Economic Development; Instructor for Accounting & Financial Statement Topics: Scott Morstad, J.D., M.B.A., Assistant Professor of Accounting & Business Law

TBD	2 Hours	How to Start a Business
TBD	2 Hours	Marketing Basics
TBD	2 Hours	Intellectual Property
TBD	1 ½ Hours	Fundamental Accounting Concepts & Related Financial Statements
TBD	1 ½ Hours	Business Entities & Financial Statement Analysis
TBD	2 Hours	Sources of Funding & Pitching to Investors
TBD	2 Hours	Non-verbal Communication