



6 key questions we answer in Entrepreneurship LAB

- Who is your customer?
- What can you do for your customer?
- How does your customer acquire your product?
- How do you make money off your product?
- How do you design and build your product?
- How do you scale your business?

NEW COURSE • TUESDAY NIGHTS @ UPJ

Entrepreneurship LAB

Business 1670
Course # 28198
3 Credits

INSTRUCTOR

Skip Glenn

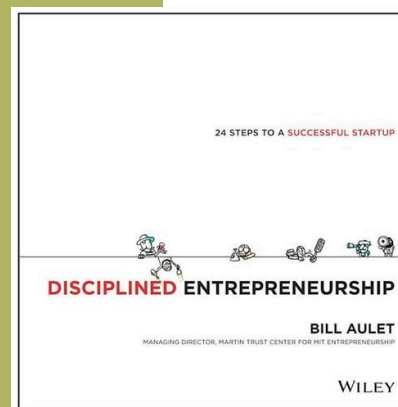
Having worked with dozens of small and medium companies in many industries including aviation, textiles, machining, human services, banking, legal services, conservation and education, Professor Glenn has had the opportunity to see the guts of enterprise and new business development.

Currently, as brand consultant, he serves many businesses in the region and incorporates students in his work to help organizations build more robust marketing capacity and culture for better results.

Skip Glenn
Assistant Professor
sglenn@pitt.edu
718.614.3301



**Test and Grow
Your ideas
in the New
IdeaLab**



UNIVERSITY OF PITTSBURGH AT JOHNSTOWN

450 Schoolhouse Road, Johnstown, PA 15658 _Tel: 814.269.2967

New Business Idea Testing
Market Assessment
Commercialization

Open to any UPJ majors
and the greater community

If you **have an idea** for a product or service and want to **make it real**, this course will walk you through the steps to test it and make it a real enterprise.

COURSE DESCRIPTION

This course is designed as a pragmatic approach to converting a new idea into a new venture. We walk you through a 24 step process that helps you develop your idea in context with a beachhead market so that it will be commercially viable.

Students will present new ideas, select the best and work on the strongest innovations for presentation to entrepreneurs “sharks” at the end of the course.

Local business experts and business owners who know the ropes will be part of your development as a mentor and presenter during the course.

We will guide you using Massachusetts Institute of Technology approach to innovation that will tell you whether you can achieve success with your idea.



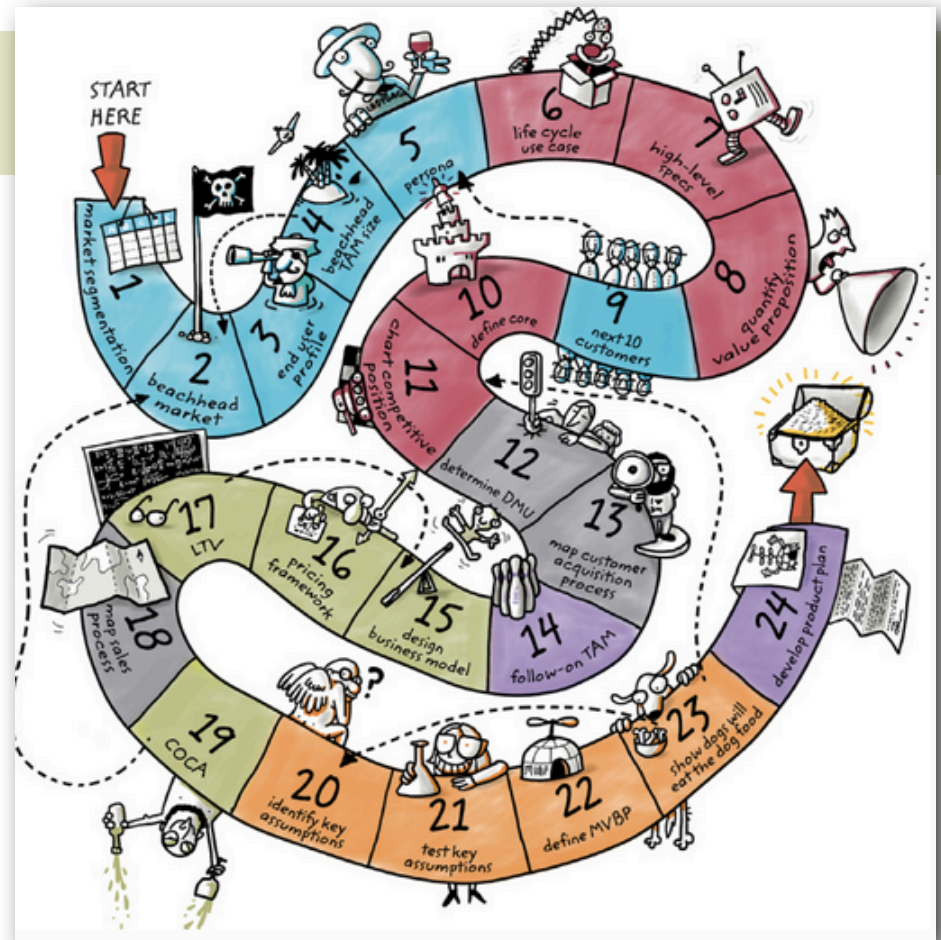
Prerequisites

UPJ Students - Sophomore or Higher, MS Office competency
Non-UPJ Students - MS Office competency, business experience preferred

Designed for two scales of innovation

Local/Regional Markets - Incremental Growth
Global/Regional Markets - Exponential Growth

24 Steps TO MARKET SUCCESS



Seating is Limited

DETAILS

What - BUS 1670 Marketing Special Topics (Entrepreneurial LAB)

When - Tuesday Nights at 6:00pm - 8:40pm (Fall 2014)

Where - UPJ IdeaLab - Biddle Hall, Room 132

Text - Disciplined Entrepreneurship, Bill Aulet, John Wiley & Sons, 2013