

# Innovation and New Strategies in Entrepreneurship

at UCLA Extension

+ excursions, visits & campus tours

Dec 18, 2022 – Dec 27, 2022

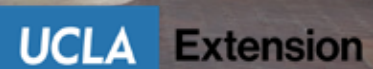
For high school students

Certificates of completion

Course transcripts



In collaboration with



## Innovation and New Strategies in Entrepreneurship

UCLA has consistently been ranked the #1 public university in the U.S., according to *U.S. News and World Report*. This popular program at UCLA Extension examines the key concepts of creating successful businesses, focusing on how to objectively analyze the competitive landscape for innovation, articulate a company's unique value and implement a strategy to raise capital. The following topics will be covered, together with experiential case studies from idea to IPO.

### Perspectives & Approaches

- ◆ Exploring Methodologies
- ◆ Philosophy of the Entrepreneur - Startup Mentality
- ◆ Roles of Science and Technology in Encouraging Innovation

### The Funding Process

- ◆ Funding Your Startup and Venture Capital
- ◆ Pitching Your Idea
- ◆ Legal and Intellectual Property

### The Business Model

- ◆ Defining a Business Model and Strategy
- ◆ The Business Model Canvas
- ◆ Current Techniques and Business Model Designs
- ◆ Feasibility of the Idea and the Pivot
- ◆ Value Proposition - Your Product or Service
- ◆ Creating and Defining a Unique Selling Advantage
- ◆ Identifying the Customer and Utilizing Customer Insights
- ◆ Market Breakdown and Competitor Landscape
- ◆ Team - Founders & Management
- ◆ Financials & Projections



## Teaching Faculty



### C. Scott Hindell

Scott has been teaching for 30 years, focused on courses in business, management, entrepreneurship, design and global sustainability. Recognized as a **value innovation specialist**, Scott is a highly sought after speaker at conferences across the United States and abroad, including at TEDx (UCLA).

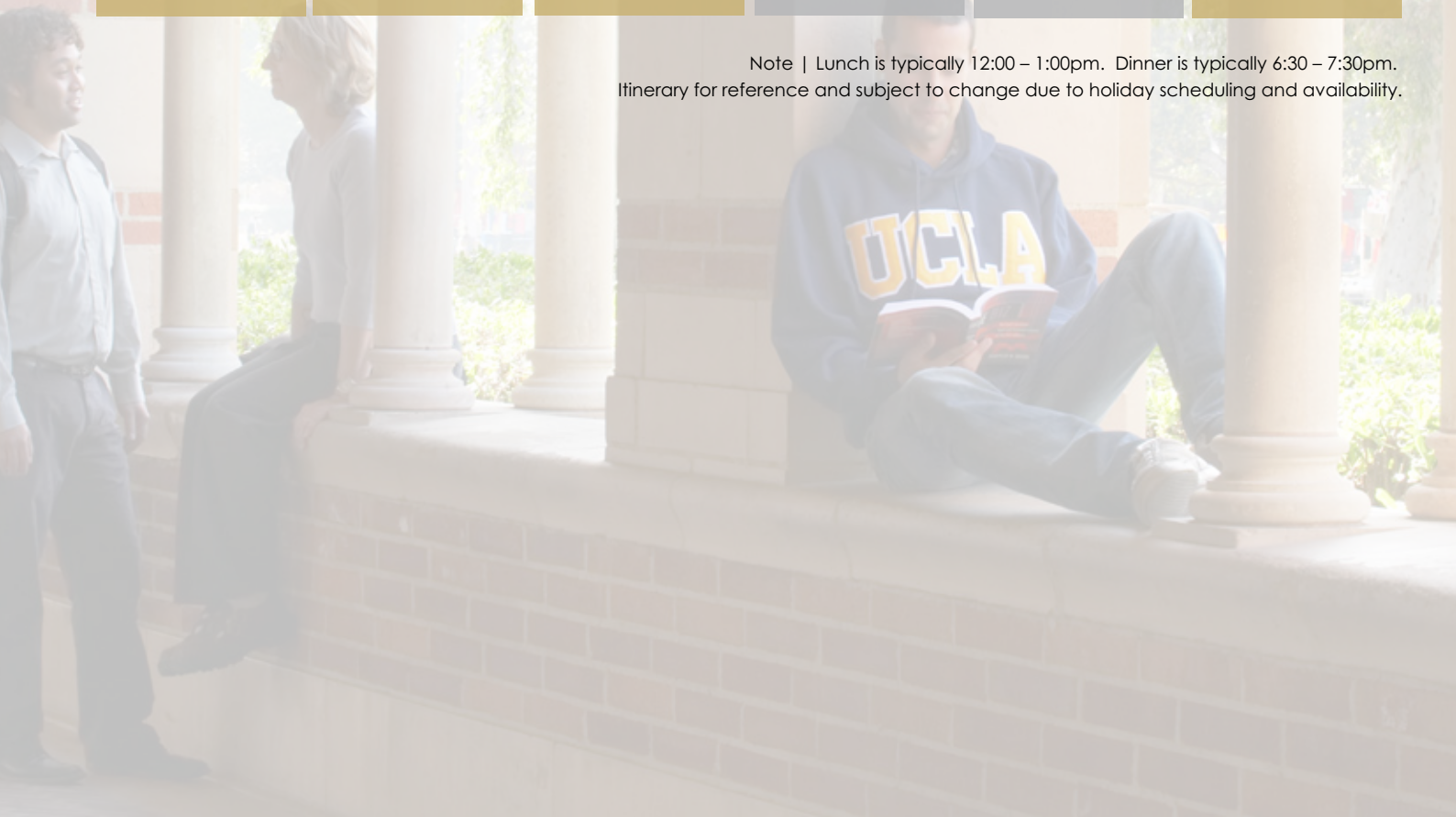
Scott is also the founder of Hindell Consulting which specializes in human-centered business model design. His work is to facilitate, for businesses and industries, the process of generating, developing and articulating innovative value strategies.

He was previously a portfolio manager for 17 years, managing equity and fixed income portfolios with a proprietary trading methodology that outperformed the S&P 500 9 out of 10 years. He also advised and managed venture capital investments and mergers.

## Daily Schedule

	Sun 12.18	Mon 12.19	Tues 12.20	Wed 12.21	Thur 12.22
9:00 – 12:00pm	Meet in Los Angeles	Program Class	Program Class	Program Class	Program Class
1:00 – 4:00 pm	Settle into Accommodations	UCLA Campus Tour	Program Class	Program Class	Closing Ceremony
Post 4:00pm	Westfield Century City	UCLA Campus Museums	Roundtable Discussions with UCLA students	NBA Game (optional)	Incubator Visit
	Fri 12.23	Sat 12.24	Sun 12.25	Mon 12.26	Tues 12.27
9:00 – 12:00pm	NASA Jet Propulsion Laboratory	The Broad DTLA	Christmas Brunch	Knott's Berry Farm	Personal Itinerary
1:00 – 4:00 pm	The Getty Center	Santa Monica Beach & Boardwalk	The Grove, movie and hang out		Departure
Post 4:00pm	Griffith Park and Observatory				

Note | Lunch is typically 12:00 – 1:00pm. Dinner is typically 6:30 – 7:30pm. Itinerary for reference and subject to change due to holiday scheduling and availability.



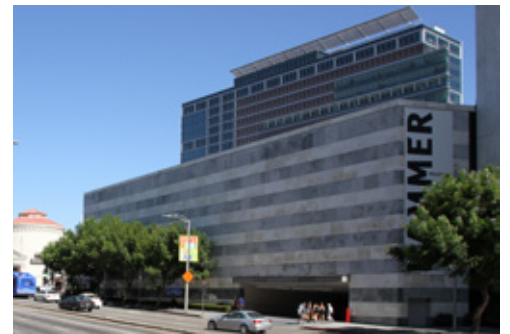


## A Guided, Comprehensive Experience

The **Innovation and New Strategies in Entrepreneurship** course forms the core of this program experience. However, activities outside the classroom are equally memorable. Students take part in a roundtable discussion with UCLA students to better understand college life. Students can also explore the UCLA campus, including the Fowler Museum and Hammer Museum.

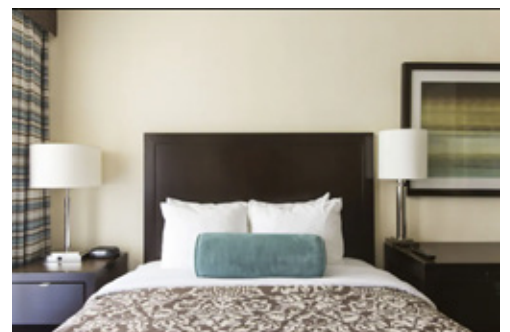
Beyond the campus, students embark on guided tours of important destinations in Los Angeles, from the NASA Jet Propulsion Laboratory to the Getty Center and the University of Southern California campus.

**Program Assistants** At all times during this program, students are guided and accompanied by program assistants who are UC undergraduate or graduate students. Our program assistants support any requests from students, ranging from personal errands to, if necessary, health emergencies. Most of our program assistants are bilingual in a range of languages, supporting international students participating in this program.



## Accommodations & Meals

- ◆ Students will reside in hotel accommodations with shared rooms in Westwood Village, UCLA's college town. Students benefit from a short walk or shuttle ride to the classrooms and a close proximity to popular destinations, such as Santa Monica Beach.
- ◆ Program assistants reside at the same hotels.
- ◆ Transportation provided to students through proprietary sprinter vans.
- ◆ 3 meals a day are provided, with a welcome dinner and Christmas brunch.



## What Students Receive

- ◆ Official certificate of completion
- ◆ Course transcript
- ◆ B-1/B-2 visa invitation letter, if needed upon registration



## Excursions & Visits

The program focuses on optimizing the student experience with guided visits throughout the Los Angeles area. These activities range from educational to simply recreational – there is something for everyone. As possible, special tours at the destinations are arranged. Program coordinators accompany all these visits.

### STEM



Griffith Park Observatory



NASA Jet Propulsion Laboratory



The Getty Center



The Broad Infinity Mirror Room

### Outdoors



Santa Monica Beach



Hollywood Sign

### University Tours



UCLA

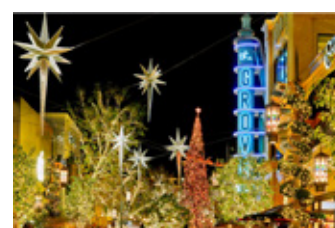


USC

### Amusement Park & Celebrations



Knott's Berry Farm



Christmas Activities

### NBA Game (Optional)



The program coordinates ticket purchases, chaperones and transportation to the LA Lakers vs Sacramento Kings game on Dec 21st. This is an optional, self-pay activity.

Registration Form



Gowell Education  
13/F, Tung Che Commerical Centre  
246 Des Voeux Road West, Hong Kong  
+852 2730 7121 [info@golearnworld.com](mailto:info@golearnworld.com)  
[www.golearnworld.com](http://www.golearnworld.com)



UCLA Extension in collaboration with Gowell Education