

Innovation and New Strategies in Entrepreneurship

at UCLA Extension

+ excursions, visits & networking sessions

Dec 28, 2022 – Jan 6, 2023

Certificates of completion

Course transcripts



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.



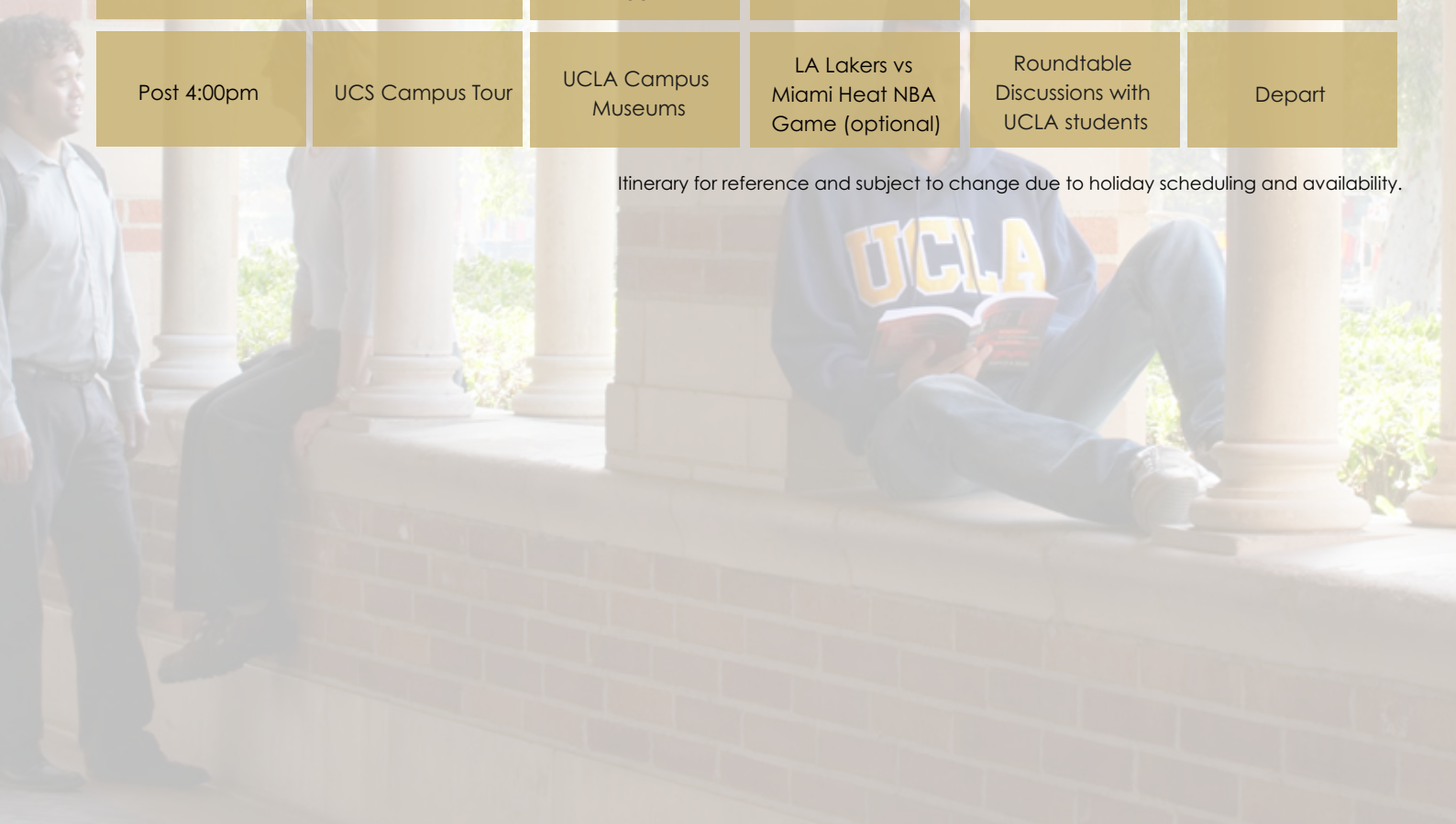
Daily Schedule

Upon arrival, students have the option to participate in the scheduled cultural and sightseeing visits, led by the program coordinators and with transportation provided. However, students are also free to explore the city on their own, but in pairs or groups. The Knott's Berry Farm and NBA game would be self-pay, but tickets can be arranged for students.

	Wed 12.28	Thur 12.29	Fri 12.30	Sat 12.31	Sun 1.1
9:00 – 12:00pm	Meet in Los Angeles	The Broad DTLA	The Getty Center	UCLA's Westwood	Knott's Berry Farm
1:00 – 4:00 pm	Settle into Accommodations	Griffith Park & Observatory	The Grove	Santa Monica Beach & Boardwalk	
Post 4:00pm	Westfield Century City			New Years Eve Celebration & Fireworks	

	Mon 1.2	Tues 1.3	Wed 1.4	Thur 1.5	Fri 1.6
9:00 – 12:00pm	NASA Jet Propulsion Laboratory	Program Class	Program Class	Program Class	Program Class
1:00 – 4:00 pm	Incubator Visit	UCLA Campus Tour	Program Class	Program Class	Closing Ceremony
Post 4:00pm	UCS Campus Tour	UCLA Campus Museums	LA Lakers vs Miami Heat NBA Game (optional)	Roundtable Discussions with UCLA students	Depart

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.

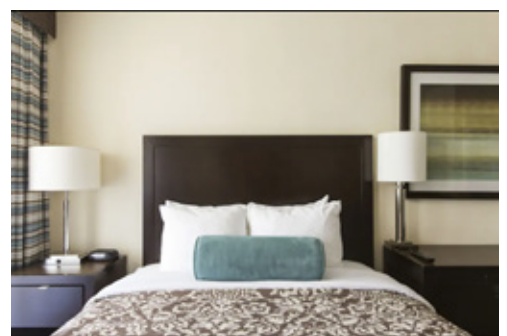
Beyond the campus, students can embark on guided tours of important destinations in Los Angeles, from the NASA Jet Propulsion Laboratory to the Getty Center and the University of Southern California campus. Students can also opt to pursue a personal itinerary but in pairs or groups.

Program Assistants Students are supported 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.
- ◆ Breakfast included as well as welcome dinner, New Year's Eve celebration and lunches during class days.



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.

These visits are optional and you are free to embark on your own personal itinerary in pairs or groups. Should you join these visits, Knott's Berry Farm and the NBA game require an additional ticket purchase, which can be arranged through the program.

STEM



Griffith Park Observatory



NASA Jet Propulsion Laboratory



The Getty Center



The Broad Infinity Mirror Room

Outdoors



Santa Monica Beach



Hollywood Sign

University Tours

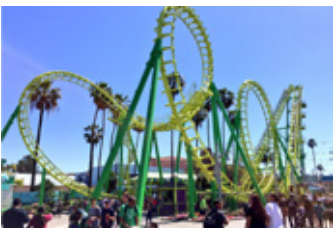


UCLA



USC

Amusement Park & Celebrations



Knott's Berry Farm (self-pay)



New Year's Eve Fireworks

NBA Game (self-pay)



The program coordinates ticket purchases, chaperones and transportation to the LA Lakers vs Miami Heat game on Jan 4th. This is an optional, self-pay activity.

Registration Form



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UCLA Extension in collaboration with Gowell Education