

KING'S ENTREPRENEURSHIP LAB RESIDENTIAL (COHORT 2022/2023)

	MONDAY 26 SEPTEMBER	TUESDAY 27 SEPTEMBER	WEDNESDAY 28 SEPTEMBER	THURSDAY 29 SEPTEMBER	FRIDAY 30 SEPTEMBER
ROOMS	KLT and Chetwynd	KLT and Chetwynd	Audit Room	Judge Business School, Room W2.01	KLT and Chetwynd
8.30 - 8.55 AM	Breakfast in Turing Room	Breakfast in Turing Room	Breakfast in Turing Room	Breakfast in Turing Room	Breakfast in Turing Room
9 AM - 10 AM	Welcome Session	Short pitches	Presentation of competition analyses	Discussion of business plan challenges	Discussion of financial projections and pitch deck
10 AM - 11 AM	What is entrepreneurship	Understanding innovation Competition analysis	Guest: Sheelpa Patel on marketing and communication for startups	Projecting financial and expenses Venture financing	Barriets to entry, Imitation Risk, Adoption
11.15 AM - 12.30 AM	Identifying gaps Basic competitive strategies	Market research and IP		Storytelling and pitchdeck.	Growth, Entrepreneurial Teams
LUNCH					
1.30 PM TO 3 PM	Guest: Partrick Horsley on the Cambridge Ecosystem	Guest: Alex McPherson (Partner at Ignition Law), Key Lessons for Start Up		Guest: Christian Bunke (CEO of Aalbun) On the challenges of intellectual property	Guests: Winners of the 2022 King's Entrepreneurship Prize (Michael Kadlecova, Adam Motloch), Entrepreneurs in Residence (Sheryl Cuisia)
AFTERNOON	Participants work independently and individually on an entrepreneurial idea.	Participants assess the competition for their venture idea and do patent search when appropriate	2-3pm -Participants will work on their business model canvas.	Participants will prepare an excel sheet with financial projections and a small pitchdeck.	Participants will revise an extended pitchdeck including a mission statement and financial projections.