Day One: Program Welcome and Orientation
Welcome to NYLF Business Innovation
Seminar: Defining Business Innovation in the 21st Century
Success Workshop: Goal Setting 101

Day Two: Ideation and Product Development
Simulation Part I: Product Ideation, Research, and Development
Business Group Meeting: The Entrepreneurial Mindset
Activity: Constructing a Business Model
Understanding Personality Styles

Day Three: Innovation and Feedback
Simulation Part II: Product Creation and Marketing Research
Business Group Meeting: Crowdsourcing to Capture Market Feedback
Guest Speaker: Defining Your Target Market
Yale University Campus Tour
Entrepreneurship in Action - Local Incubator
Personal Branding

*This sample schedule is provided as an example of the overall quality and scope of the experience offered. The 2020 specific schedule, locations, and details may be modified.
**Day Four: Designing the Future**
Simulation Part III: Testing Key Features and Price
Field Excursion: Explore the Host City
Guest Speaker: Securing Funding for a Startup
Simulation Part IV: Product Finance and Securing Capital Investment

**Day Five: Business in Action**
Field Excursion: Explore New York City
Innovation at Work: Business Site Visit
Crowdsourcing in Times Square

**Day Six: Jumpstarting Your Business**
Simulation Part V: Pitch Presentation
Business Group Meeting: Building a Pathway to Success
Simulation Part VI: Final Pitch Rounds
Social Event

**Day Seven: Looking Forward**
Simulation Final: Lessons Learned
Program Wrap-Up and Debrief: Becoming the Innovators of Today
Conference Departure