

# SCOTLAND CAN DO SCALE SUMMER SCHOOL

Delivered by Bill Aulet of MIT Sloan School of Management and  
Professor Noam Wasserman of the University of Southern California

WELCOME SUNDAY 30 JULY

17:00-18:00

Participants Check-In  
Welcome, Introduction

19:00-20:00

Networking Dinner

	MONDAY 31 JULY	TUESDAY 1 AUGUST	WEDNESDAY 2 AUGUST	THURSDAY 3 AUGUST
	<b>CUSTOMER</b>	<b>PRODUCT &amp; SALES</b>	<b>PEOPLE &amp; TEAMS</b>	<b>ALUMNI 2015 &amp; 2016</b>
7.00-8.20	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST
8.30-10.00	Speaker TBC Bold self-confident presentation and negotiation skills.	Pricing and customer acquisition	Building and managing a team	Scale Alumni Refresher day  Dynamic succession planning
10.15-10.30	BREAK	BREAK	BREAK	10.45 BREAK
10.30-12.00	Identifying and evaluating opportunities	Developing a market engagement strategy and selling your product/service	Founding option/Beyond the founding team	Pricing and the cost of customer acquisition  Core Values
12.00-13.00	LUNCH	LUNCH	LUNCH	12.15 LUNCH
13.00-15.00	Understanding your customer and market	The importance of building international networks	Founder CEO succession  Scaling up including raising equity investment	Equity and control  Hiring the best employees
15.00-15.30	BREAK	BREAK	BREAK	15:00 CLOSE
15.30-17.00	Developing your value proposition and business plan/model	One to Ones with International experts	One to Ones with International experts	
		WORKSHOPS Pitching with confidence Digital strategy IP	WORKSHOPS Finance Exporting Sales	
17.00-18.00	One to Ones with International experts  Exhibition			
19.00-20.00	Networking Dinner Buffet	Networking Dinner Buffet	KEYNOTE SPEAKER 18:00 CLOSE	
20.00-21.00	Homework	Homework		

This programme combines the vigour and international flavour of the best educators. The best from the Scottish entrepreneurial ecosystem completes the package. The result is something unique, globally focused and very exciting for entrepreneurs leading innovation driven enterprises with the potential to grow in Scotland.

