Entrepreneurship
Summer School
Jeff Skinner & Rupert Merson, Co Directors
2020
Entrepreneurship and ESS

• The management process that begins with an opportunity
• The pursuit of opportunity beyond resources currently controlled
• Ideas are NOT the same as opportunities
• Wasting time on ideas that are not real opportunities is a tragedy!
• ESS is the antidote
The Heart of ESS: Mentored Due Diligence

- Field-based research on *your* opportunity…
- working individually (or in pairs or trios)…
- under the guidance of mentor from our networks, including our LBS business angels, the Enterprise 100, a growing group of accomplished entrepreneurs…
Who Should Come?

- Students with genuine ideas they wish to pursue now
- Those who would value working closely with a mentor from the entrepreneurial community
- Students who want to check out their aptitude & liking for an entrepreneurial life.
- Those who want to maximise their entrepreneurship experience and exposure at LBS.
ESS Course Directors

Jeff Skinner
- Technology IP Ventures at UCL ~30 of them
- Founder of two seed funds
- Mentor for IP-based technology commercialisation
- EMBA here – returned in 2007 – teach Exec Ed & ESS
- Exec Director, Deloitte Institute of Innovation and Entrepreneurship

Rupert Merson
- Adviser to entrepreneurs and early stage businesses for 30 years
- Until 2010, 16 years partner at BDO, London
- 7 books on early stage businesses and growth
- Currently teaching at LBS, INSEAD, ISB and CEIBS
- Adjunct Professor, Strategy and Entrepreneurship
Overview of ESS 2020

• Application deadline: 1 May 2020 23:59 UK time
• Block week: 13\textsuperscript{th} – 17\textsuperscript{th} July 2020 (Monday - Friday)
• Long Weekend: 30\textsuperscript{th} – 1\textsuperscript{st} August 2020 (Thursday - Saturday)
• Field-based research on opportunity: August through September
• Final presentations, course wrap-up, and awards: 4\textsuperscript{th} – 5\textsuperscript{th} September 2020 (Friday & Saturday)
The Block Week & Weekend

Lots of stuff that isn’t taught elsewhere:
• Cold-calling, interview skills
• On-street market research
• Networking & Sales skills
• Legal, IP
• Elevator pitches, presentation skills
• Entrepreneurial team-building, hustle as strategy
• Storytelling

Plus – a cast of ‘thousands’: (134 last year)
• Panel discussions with investors, entrepreneurs
• Professional Trainers (when we’re not).
• ESS alumni & Peer group support
• Experienced judges, mentors
The Outcome: Feasibility Study Presentations

- Friday in mid-September: Optional dress rehearsal with video
- Fri/Sat 4 – 5 September: Final presentations: Delivered to and graded by panel of investors and successful entrepreneurs
  No punches pulled!
- Prize for best argued ‘viable’ & ‘non-viable’
Next Steps to Join
Summer School 2020

Submit your CV, personal mission statement, and opportunity overview per ESS website, 1 May 2020

- Open for and accepting applications from January 1st 2020.
- First-come, first-served – until early April when remaining places allocated on merit.
- Limited to 60 (of which ~10% external)

See:

- www.london.edu/summer_school
- http://innovation.london.edu/resource/247/index.html
Questions?

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or

www.london.edu/summer_school