



**CAL POLY**  
Extended, Professional  
& Continuing Education

COLLABORATIVE PARTNER



**SUMMER**  
SPRINGBOARD

# Innovation & Entrepreneurship

New student admissions for  
Summer 2026 are open.

## 2-Week Course

This is a two-week program where you'll focus on one course for the entire duration.

## Program Highlights

- Identify and evaluate opportunities in the food industry.
- Craft compelling value propositions for real-world consumer needs.
- Translate innovative ideas into market-ready business concepts.
- Analyze successful food startups through interactive activities and real-world case studies.
- Conduct market research and gather consumer insights to refine product ideas.
- Develop a persuasive elevator pitch, capturing their business concept in a concise and engaging way.
- Build a professional portfolio that includes a headshot and a recorded elevator pitch video to support future career endeavors.
- Present polished business ideas to a panel of industry professionals in a "Shark Tank"-style format.

## 2026 Dates

- Session 1: July 5 - July 17
- Session 2: July 19 - July 31



## Academic Program Overview

Summer Springboard's Innovation & Entrepreneurship course is a two-week immersive program that introduces students to the fundamentals of food industry entrepreneurship. Modeled after the popular TV show "Shark Tank," this hands-on program encourages students to move beyond theoretical learning and develop real, marketable business ideas. Over the course of two weeks, students will work in teams of 3-4 to develop innovative food product concepts, progressing through the full entrepreneurial process—from ideation to final pitch by building a professional portfolio with headshots and videos. The course concludes with students presenting their ideas to a panel of industry professionals, gaining invaluable feedback and the confidence to pursue their ventures.



## Excursions

- Students will visit the Cal Poly Creamery & Dairy to learn about locally made products from idea to product
- Students will use the Oreggia Culinary Lab to bring their culinary designs to life

## Instructors

Dr. Christiane Schroeter, Professor Cal Poly SLO

Dr. Christiane Schroeter is a Professor in the Agribusiness Department at Cal Poly. With a Ph.D. in Agricultural Economics from Purdue University, her work has earned her numerous accolades, including the Outstanding Dissertation Award. Dr. Schroeter's research has appeared in prestigious journals like the Journal of Health Economics, and she's known for her inspiring teaching style. As the first Faculty Fellow at Cal Poly's Center of Innovation & Entrepreneurship (CIE), she encourages students to explore entrepreneurship. To learn more, click [here](#).

## Tuition Information:

### Residential Students

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes:** optional airport pickup and drop-off service (available for an additional fee)
- **Price:** \$5,398

### Commuter Students

- **Includes:** lunch, academic course, excursions, programming from 9am to 5pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner, weekend excursions
  - Weekend excursions can be added on for \$125 per day
- **Price:** \$2,998

## Supplements:

- Application fee: starting at \$99 (mandatory, nonrefundable)
- Innovation & Entrepreneurship Course Supplement: \$250 (mandatory)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly, University of Washington Foster School of Business, and NYSID which are run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.



## Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm, Monday - Friday. During week two, students have class from 9am-12pm Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



## Typical Schedule

8AM	Breakfast	
9AM	Academic Course / Commuter Student Arrival	
12PM	Lunch	
1:30PM	Academic Excursions or Recreational Activity	
3:30PM	College Readiness Workshop or True You	
5PM- 6:30PM	Commuter Student Departure	
6PM	Dinner	
7PM	Clubs	
10:30PM	Night Checks	

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

[Apply Now!](#)