



**SUMMER
SPRINGBOARD**
Look Inward. Go Upward.

BUSINESS AND ENTREPRENEURSHIP INFOSHEET

**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

- Introduce the Business Model Canvas approach to entrepreneurship
- Work in teams to create a new business venture and develop a sales and marketing plan to pitch your venture to investors and mentors
- Understand how operations, marketing, sales, and finance come together to drive businesses
- Hear the tales of survival of a startup business from an entrepreneurial founder



Academic Program Overview

In their first class, students will break into teams and come up with an original business idea. Over the course of the entire program they develop this idea into a business that they will ultimately pitch to investors. Along the way, teams need to develop a marketing plan and financial projections. By using an experiential learning approach, students will quickly engage in the topic, and the instructor introduces the underlying theory and concepts as students tackle these issues while trying to build their business. On the final day of the course the teams present their products to an expert panel of judges who provide professional and informative feedback to the students.

➤ Excursions

At Duke, students have visited First Flight Venture Center, NC Biotech Center, American Underground Business Accelerator, and Biolabs. Students in New York embarked on an exclusive tour of fabrik, a cutting-edge company that transforms underused spaces into vibrant hubs of energy and community. At Georgetown, students visited the sleek new M.M.LaFleur store, co-founded by their instructor, where they met with fashion industry professionals to dive deep into business operations and brand strategy. In Michigan, students had a sweet experience at Molly's Cupcakes, famous for winning the first season of Food Network's Cupcake Wars. They toured the kitchen with founder and CEO Johnny Nicolaides, who shared behind-the-scenes insights into the company's operations and success. In Boston, students have visited Harvard Innovation Labs. While in Berkeley, students enjoyed exclusive visits to iconic organizations, including Autodesk Gallery, Netflix, Planet Renu, Maker Nexus, Shuggie's Pizza, and more. They had the privilege of meeting and engaging with visionary leaders and CEOs from a number of Bay Area companies. Additionally, students had the valuable opportunity to participate in a career panel featuring distinguished executives from Microsoft and Yahoo! Students at UCLA were able to visit Dr. Squatch to learn about their soap production, and students at UCSD visited a small business development center at the University of San Diego.

Instructors

UCLA - Laura Manyweather, Ph.D. (Sessions 1 & 2)

Dr. Laura Manyweather is a college professor and consultant and she specializes in program, fund, and non-profit development. With 30 years of experience with private corporations and 13 in academia, she brings systems, processes and organizational structure to small and micro businesses, in order for them to thrive in an ever-changing economic environment. Dr. Manyweather received an award and was recognized as a Women of Influence (WOI) in 2018.

UCLA - Teju Owoye (Session 3)

Teju Owoye is a two-time entrepreneur, marketing strategist, and author with over a decade of experience building and scaling brands across wellness, media, and technology. She is the Founder and President of Sulte Group, a growth marketing agency that has led digital strategy and go-to-market campaigns for global icons and organizations, including Ice Cube, Snoop Dogg, Def Leppard, K1 Investment Management, Panopto, and UC San Diego. Her work blends economics, behavioral science, and performance marketing to help businesses and brands grow through clear strategy and disciplined execution.

UCSD - Greg Horowitt

Greg Horowitt is Founding Partner of T2 Venture Creation and a co-author of 'The Rainforest: The Secret to Building the Next Silicon Valley'. He presently serves as the Director of Innovation Design at the University of California, San Diego. He is a consultant to development organizations including the World Bank, OECD, USAID, Aspen Institute, and the National Academies of Science. In addition, he is a Kauffman Fellow and a Senior Fellow with the Global Federation of Competitiveness Councils. He previously served as an executive with a Berkshire Hathaway operating company for nearly twenty years. Greg has also been a founder, investor, and board member in many leading organizations.

Berkeley - Andre van der Bergh (Session 1 only)

Prior to embarking on a career as a facilitator of Team Business programs, André had been intimately involved in the retail industry in South Africa and the Middle East for more than 25 years, specializing in process re-engineering and automation. Since 2002, André has been facilitating Team Business programs for corporate clients, teenagers (in the USA, England, Spain, India, Morocco and Switzerland) and is involved in MLT's Leadership Development Program. For many years André kicked off the Leadership In The Business World Program at Wharton, the Management and Technology Summer Institute Program at U Penn, and the Fundamentals Of Business Program at Georgetown University. For the last two years, André has mentored students in preparation for DECA competitions and has judged at Silicon Valley District, California State and International competitions.

Berkeley - Oren Katzeff (Session 3 only)

Oren is the CEO of Literally Media, the largest online publisher of humor and entertainment content, and has spent over 20 years building and scaling content and operations for prominent brands. He joined Literally Media from Condé Nast, where, as President of their entertainment division, he oversaw the film, TV, and video business for all Condé Nast brands. In previous positions, Oren was Senior Vice President and General Manager at Demand Media Entertainment and Senior Director of Business Development for the Yahoo Media Group, where his primary focus was negotiating all business deals for Yahoo News and Yahoo Finance and where he managed over 50 key partnerships. Oren holds his JD in Law from UC Berkeley College of Law and his BS in Business Administration from UC Berkeley.

Berkeley - Mike Mitchell (Session 5 only)

Mike holds his Masters from UC Berkeley's Rausser College of Natural Resources in Development Practice and his BS in Marketing, Environmental Policy & Management from the University of Pennsylvania. He is the CEO of Pezzy Pets where he is building a supply chain of small-scale fishermen across Mexico and the US to turn overly abundant, invasive fish species into single and limited ingredient pet treats. Mike previously worked for the UN in Mexico as well as rural development projects in Central America.

Duke University - Christopher J. Littel

Chris Littel is a Lecturer in Management, Innovation and Entrepreneurship at the Poole College of Management at NC State University in Raleigh, North Carolina. Chris holds a B.S. Engineering from the U.S. Military Academy at West Point, and a Masters' Degree in International Economics, International Relations and Security Studies from the Nitze School of Advanced International Studies of the Johns Hopkins University in Washington, DC. Chris brings decades of experience in business and specializes in several different areas. We're glad to have Chris back in 2024 after leading a successful course in 2023.

Instructors

Barnard College, Columbia University - Alana Cheeks-Lomax

Alana Cheeks-Lomax is the Co-Founder and CEO of Untold Impact, a strategy consulting firm dedicated to helping brands forge authentic connections with multicultural communities. Alana is also an accomplished public speaker and a distinguished recipient of several prestigious awards including the AT&T and Rolling Out Magazine Women of Power NYC Award. She is a two-time graduate of Carnegie Mellon University, where she serves on the Andrew Carnegie Society Board. She is also a trustee of INCLUDEnyc, a nonprofit dedicated to improving the lives of children and youth with disabilities in New York City.

Georgetown - Carleen Brown

Dr. Carleen Brown, Ed.D., is a visionary educator and experiential learning designer with over 15 years of experience across K-12 and higher education. With a doctorate in Innovation and Leadership from Arizona State University, she specializes in transforming students from passive learners into creative problem-solvers. Her expertise blends storytelling, design thinking, and entrepreneurship to cultivate confidence and 21st-century skills. Formerly a designer of signature projects at Clark Atlanta University, she now serves as a Fellow at Denver's Moonshot Innovation Space. There, she is developing a pioneering internship program focused on bridging the gap between classroom theory and real-world leadership.

MIT Campus - Barry Horwitz and Olivier Aries

Barry Horwitz is a strategy consultant, entrepreneur, author, and educator. His career has been exceptionally diverse and varied, spanning a broad range of industries, organization types, and sizes, both domestic and international. His 20+ year consulting career includes several years with the Boston Consulting Group (BCG), a leading global strategy firm, and several years operating his own independent practice. His clients have ranged from Fortune 500 companies to early-stage companies, global NGOs, and many others in between.

Olivier Aries is the founder of Thrive Labs, a consultancy that helps leaders drive business transformation through the power of behavioral intelligence. A seasoned executive coach and strategist, Olivier brings decades of experience helping executive teams and boards unlock performance through practical applications of human behavior insights. He previously led client services at the Predictive Index and was a transformation consultant at Kearney, where he advised Fortune 500 firms on leadership and performance. He's also co-founder of a Pentagon-backed deep tech venture and co-author of *Line of Sight: Five Keys for Strategic Execution in an Age of Uncertainty* (Simon & Schuster, 2024).

University of Michigan - Josie Ann Lee

Josie Ann Lee is an entrepreneur, leadership consultant, and author of *The SuperPower of Service: A Human-Centered Approach to Creating Organizational Magic*. A graduate of the University of Michigan, she brings nearly three decades of hands-on entrepreneurial experience into the classroom. Raised behind the counter of her family's small-town store, Josie learned early that business is built on relationships, responsibility, and community. That foundation shaped her path as a founder and operator. She went on to found and serve as CEO of a leading wellness practice, building it from the ground up and leading it for nearly two decades. Along the way, she has launched ventures, revitalized struggling businesses, guided turnarounds, and navigated ownership transitions. Her experience spans team development, systems design, brick-and-mortar operations, and strategic growth. Today, she speaks and coaches nationally, helping leaders turn ideas into sustainable action.



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 the week two students have class from 9am-12pm Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).

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:** See prices under 2026 dates

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:** Georgetown, Duke, Michigan
 - **\$3,298:** Berkeley, UCLA, UC San Diego
 - **\$3,498:** MIT Campus*

Supplements:

- **Application fee:** Starting at \$99 (mandatory, non-refundable)
- **Tuition Protection Plan:** Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

[Apply Now!](#)

2026 Dates

Georgetown (\$5,798)

- Session 1: June 21 - July 3

Barnard/Columbia (\$5,998)

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

Berkeley (\$5,998)

- Session 1: June 14 - June 26
- Session 3: June 28 - July 10
- Session 5: July 12 - July 24

UCLA (\$6,298)

- Session 1: June 21 - July 3
- Session 2: July 5 - July 17
- Session 3: July 19 - July 31

UC San Diego (\$5,998)

- Session 1: June 28 - July 10
- Session 2: July 12 - July 24
- Session 3: July 26 - August 7

Duke (\$5,798)

- Session 1: June 28 - July 10
- Session 2: July 12 - July 24

University of Michigan (\$5,698)

- Session 1: July 19 - July 31

MIT Campus (\$6,798)

- Session 1: June 21 - July 3
- Session 2: July 5 - July 17
- Session 3: July 19 - July 31



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	

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.



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1-Week Course

This course is one week long, and you can extend your experience to as many as six weeks by adding additional one-week courses.

Program Highlights

- Learn the Business Model Canvas approach to launching a startup
- Team up to build a new business venture and craft a sales and marketing plan to pitch to investors and mentors
- Discover how operations, marketing, sales and finance work together to drive a business forward
- Get real-world insight from a startup founder sharing hard-earned lessons and survival stories

2026 Dates

Yale

- Session 1: June 14 - June 20
- Session 2: July 05 - July 1



Academic Program Overview

In their first class, students break into teams to create an original business idea. Throughout the program, they develop this idea into a full startup they'll eventually pitch to investors. Along the way, teams build a marketing plan and financial projections.

Through hands-on learning, students jump into the entrepreneurial process while the instructor introduces key theories and concepts as they become relevant. On the final day, teams pitch their products to a panel of expert judges who offer professional, actionable feedback.



Excursions

At Yale, students explore New England's thriving business and entrepreneurship scene through visits to local startups, innovation hubs and established companies in the New Haven area. They'll engage with entrepreneurs and business leaders, tour the Yale Tsai Center for Innovative Thinking, and get behind-the-scenes insights into business operations, brand strategy and product development.

Past Summer Springboard students have enjoyed exclusive access to companies ranging from tech giants like Microsoft and Netflix to cutting-edge startups and small businesses, meeting CEOs and founders to hear firsthand how they built their paths to success.

Past Instructors include:

Sade Owoye

Sade Owoye is passionate about entrepreneurship, business, and innovation. She is the associate director of student programming at the Tsai Center for Innovative Thinking at Yale, where she leads the Launch Pad and Accelerator program for early- to mid-stage ventures. Previously, Sade was a business advisor at the University of Connecticut's Small Business Development Center, connecting clients with over \$3.5 million in funding opportunities, and co-founded a specialty dessert and gift boutique. She has been recognized by Pathways Academy of Technology and Design, the Urban League of Southern Connecticut and Google for her work in entrepreneurship and civic engagement. Sade holds a bachelor's degree in Economics from the University of Connecticut, a certificate in business scaling from the University of Pennsylvania's Wharton Executive Education Program, and an MBA from Boston University's Questrom School of Business.

Tuition Information:

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course and weekend excursions
- **Excludes:** optional airport pickup and drop off service (available for an additional fee)
- **Price:** \$4,298 first week, \$3,298 for each additional week

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 5pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner and weekend excursions
 - Weekend excursions can be added on for \$125 per day
- **Price:** \$2,498 first week, \$1,998 for each additional week

Supplements:

- **Application fee:** Starting at \$99 (mandatory, non-refundable)
- **Tuition Protection Plan:** Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

Course Structure

There are five 4-hour class sessions over the one-week course. Students have class from 9am-1pm, Monday-Friday. Afternoons are dedicated to students' course-specific academic excursion, guest speaker or activity.



Typical Schedule

8AM	Breakfast	
9AM	Academic Course / Commuter Student Arrival	
11AM	15-Minute Break	
11:15AM	Academic Course	
1:15PM	Lunch/Free-Time	
3PM	Academic Excursion/Lab	
5PM	Commuter Students Depart	
6PM	Dinner	
7PM	Evening Activity	
8:30PM	Free-Time	
9:30PM	Back in Dorms	

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

[Apply Now!](#)

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