

SUMMER SPRINGBOARD
Look Inward. Go Upward.

Business + Entrepreneurship Infosheet

New student admissions for summer 2027 are open

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

2027 Dates

Yale

- Session 1: June 20 - June 26
- Session 4: July 11 - July 17

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. They spend two days at the University of New Haven Makerspace, turning their business ideas into working prototypes, and take part in hands-on customer discovery and market analysis workshops led by their instructors. Students also connect with local entrepreneurs and business leaders through an on-campus guest speaker or a visit to a New Haven business, getting behind-the-scenes insight into how companies build products, brands and customers.

Instructors

Dr. Aaron S. Marks holds a DHSc and has worked in entrepreneurial sports ventures, secondary and higher education, and academic advising. Aaron has taught entrepreneurship and sports psychology at the University of New Haven and was a Maynard National Teaching Fellow at Elon University. He holds a Sport-Related Concussion Training Certification from the University of Michigan and a State of Connecticut Coaching Certification. His research focuses on concussion awareness, leadership, entrepreneurship, and game theory applications in athletics.

Brian A. Marks, J.D., Ph.D. is Executive Director of the Entrepreneurship and Innovation Program and Senior Lecturer in Economics & Business Analytics at the University of New Haven. With over 30 years of experience in entrepreneurial and international business, Brian teaches economics, entrepreneurial finance, game theory, healthcare, and design thinking. He has served as CAO, CFO, and General Counsel for technology firms across multiple countries and currently advises startups including Veridify Security Inc. and DFN Freight Exchange Inc. Brian earned his J.D. and Ph.D. in Economics from Washington University in St. Louis.

Tuition Information:

Apply by November 30 to lock in the lowest prices of the year. Tuition increases on December 1.

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

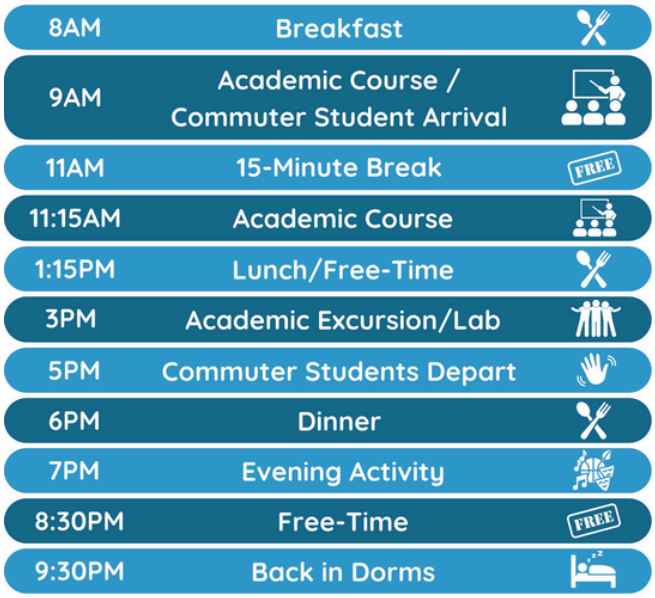
Supplements:

- **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

Students attend nine class sessions over the week, mornings and afternoons Monday through Thursday and a morning session on Friday. Throughout the week, students also take part in Academics in Action, which includes academic excursions, guest speakers and course-related activities, such as a lab, workshop or instructor-led project. Depending on the course and the day's activity, Academics in Action may be scheduled in the morning or the afternoon.

Typical Schedule



Schedule above is a sampler; real schedules may vary based on program and academic track.

More info on Airport Transfer

More info on Unaccompanied Minor Service

Apply Now!

Summer Springboard - 2026 is operated independently of Yale University and is not sponsored or endorsed by the University. The views expressed in connection with the program are not the official positions, statements of advice nor opinions of Yale University and should not be viewed as an endorsement by Yale of any such views or statements.

2027_V2