




SUMMER SPRINGBOARD
Look Inward. Go Upward.

# Business and Entrepreneurship Infosheet

**New student admissions for Summer 2027 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. In New York, students visited the NBA office, where they had the opportunity to see the Knicks' recent championship trophy and gain firsthand exposure to the professional sports industry. They learned more about the organization's operations and the wide range of careers and opportunities within the business of professional sports. At Georgetown, students have visited businesses founded or co-founded by their instructors, including M.M.LaFleur, co-founded by a former instructor. During the visit, students met with fashion industry professionals and gained firsthand insight into business operations, entrepreneurship, and brand strategy. While in Berkeley, students enjoyed visits to iconic organizations including Autodesk Gallery, Planet Renu, Maker Nexus, Shuggie's Pizza, and more. 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.

# Past Instructors (2026)

### UCLA – Laura Manyweather, Ph,D.

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.

### 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.

### Berkeley - Andre van der Bergh

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.

### Berkeley - Oren Katzeff

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.

### Berkeley - Mike Mitchell

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.

### Georgia Tech - Dr. Dawn Gregory

Dr. Dawn Gregory is a business strategist, innovation leader, and educator specializing in strategy, customer experience, and technology. She holds a Doctor of Business Administration with a focus on Industry 5.0 technologies, including AI. As Chief Digital Officer for Strategic Innovation, she helps organizations leverage AI and digital technologies for automation, cost reduction, and revenue growth.

### 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.

## 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. Afternoons in both weeks are dedicated to students' preferred College Readiness Workshops (CRW), True You, and Academics in Action, with Academics in Action including academic excursions, guest speakers, and course-related activities, such as an instructor-led project or student-led, independent study.

# Tuition Information:

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

### Residential Students:

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes**: optional airport pickup and drop off service (available for an additional fee)
- **Tuition**: See tuition under 2027 dates

### Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 5:15pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner, weekend excursions
  - Weekend excursions can be added on for $125 per day
- **Tuition**:
  - **$2,998**: Barnard, Georgetown, Duke
  - **$3,298**: Berkeley, UCLA, UC San Diego, Georgia Tech

## 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!

## 2027 Dates

Georgetown ($5,798)
- Session 1: June 20 - July 2

Barnard/Columbia ($5,998)
- Session 1: July 5 - July 17*
- Session 2: July 18 - July 30

Berkeley ($6,298)
- Session 1: June 13 - June 25
- Session 3: June 27 - July 9
- Session 5: July 11 - July 23
- Session 7: July 25 - August 6

UCLA ($6,298)
- Session 1: June 21 - July 2
- Session 2: July 5 - July 17*
- Session 3: July 18 - July 30

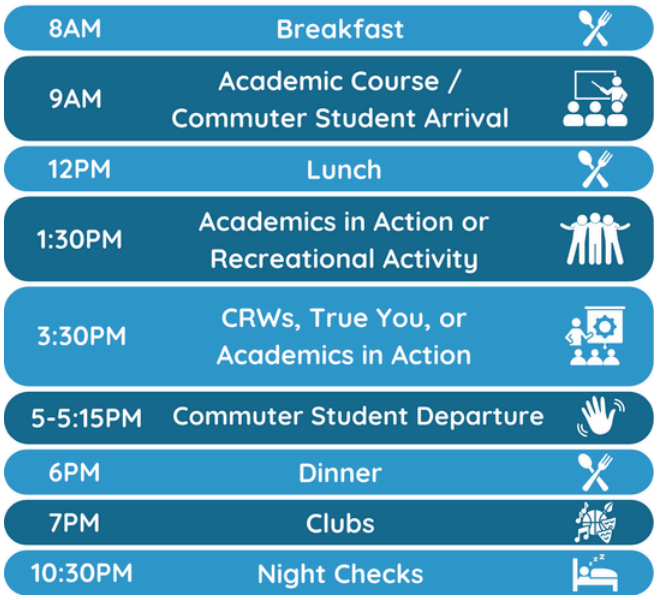
UC San Diego ($5,998)
- Session 1: June 20 - July 2
- Session 3: July 11 - July 23
- Session 4: July 25 - August 6

Duke ($5,798)
- Session 1: June 27 - July 9
- Session 2: July 11 - July 23

Georgia Tech ($5,798)
- Session 1: June 13 - June 25

*Sessions starting July 5th will start on Monday, not Sunday (due to the holiday). During the first week, classes meet Tuesday through Friday, followed by Monday through Friday in week two.

## Typical Schedule




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

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.