



## Office of Entrepreneurship & Innovation Workshops

OEI's virtual workshops are offered from 4:30-5:30pm CST unless otherwise noted.



### Pitch Camp

In this interactive, three-part series, Permjot Valia (OEI Mentor in Residence) will break down the elements of language and storytelling to demonstrate the role they play in persuasion. This series will benefit those preparing to pitch for investment or other sources of funding.



### CORE Series

In this four-part series, explore the foundational skills of innovation, drawing on human-centered design and lean startup methods.



### Launch Lab Series

The Launch Lab is intended for students who have an idea for a product or service and want to explore how to bring it to the market.



### New Venture Series

From choosing a structure to understanding how to measure return on investment in terms of both profit and impact, the New Venture Series is intended for founders and founders-to-be.



### Flying Solo Series

The Flying Solo Series is designed for those interested in building businesses with a single employee – yourself! If you are exploring the “solopreneur” path as an artist, contractor, freelancer or consultant, this series is for you.

## Spring 2021 Workshop Schedule

**Jan 19:** PITCH CAMP: The Art of Language / Tuesday

**Jan 20:** PITCH CAMP: Storytelling / Wednesday

**Jan 21:** PITCH CAMP: The Pitch / Thursday

**Jan 26:** CORE SERIES- FAST TRACK Start with the Problem & Heart of the Customer / Tuesday @4:30-6pm

**Jan 28:** CORE SERIES-STANDARD TRACK Start with the Problem / Thursday

**Feb 2:** CORE SERIES- FAST TRACK Prototyping & Art of the Pitch /Tuesday @ 4:30-6pm

**Feb 4:** CORE SERIES-STANDARD TRACK Heart of the Customer / Thursday

**Feb 9:** LAUNCH LAB SERIES Lean Canvas 101 / Tuesday

**Feb 11:** CORE SERIES-STANDARD TRACK Prototyping / Thursday

**Feb 16:** LAUNCH LAB SERIES Business modeling / Tuesday

**Feb 18:** CORE SERIES-STANDARD TRACK Art of the Pitch / Thursday

**Feb 25:** NEW VENTURE SERIES Choosing a Structure / Thursday

**Mar 02:** LAUNCH LAB SERIES Data Visualization / Tuesday

**Mar 04:** NEW VENTURE SERIES Financial Planning for New Ventures / Thursday

**Mar 09:** LAUNCH LAB SERIES Identifying and Sizing Market Opportunities / Tuesday

**Mar 11:** NEW VENTURE SERIES Sources of Funding for Entrepreneurs / Thursday

**Mar 16:** LAUNCH LAB SERIES IP Crash Course / Tuesday

**Mar 18:** NEW VENTURE SERIES Measuring ROI for Profit and Purpose / Thursday

**Mar 23:** FLYING SOLO SERIES Solopreneurship: Building a Business of One / Tuesday

**Mar 30:** FLYING SOLO SERIES Getting Out of the Garage / Tuesday

**Apr 06:** FLYING SOLO SERIES Brand Basics / Tuesday

All Workshops FREE For University Of Arkansas Students, Faculty, Staff And Alumni.

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