

WESKA | SKILLS AND KNOWLEDGE ACCELERATOR

WSU ENTREPRENEURSHIP

Are you a WSU graduate student or postdoctoral associate who is curious about entrepreneurship?

- How do I assess the market value of products that could emerge from my research?
- How do new ventures develop strategies that link technology, business, and markets?
- What are the key elements of financial statements?
- Can an academic researcher learn to negotiate with the 'sharks'?
- How would I find funding for an idea I have? How can I leverage venture capital and the crowd?
- How does a new entrepreneur build a team?
- How can I leverage intellectual property for maximum returns and why does it matter?
- How does a start-up build a marketing strategy for its products or ideas?

If you want to learn more, Dean Chip Hunter and Associate Professor Arvin Sahaym of the Carson College of Business, WSU, invite you to join the inaugural class of the WSU Entrepreneurship Skills and Knowledge Accelerator.

WESKA DETAILS AT A GLANCE

WHEN:	June 11 – June 15 (Monday morning through Friday, 8 a.m. to 5:45 p.m.) Full time, full commitment, non-credit immersion program with evening assignments and events.
WHERE:	Information Center/Office: 570 Todd Hall, WSU Pullman campus. Classroom: SPARK 339 (https://spark.wsu.edu/classrooms/spark-339/)
ELIGIBILITY:	Must be a graduate student or postdoc at WSU or an invitee. <i>Maximum of 50 students.</i> Competitive admissions.
COST:	Free to attend, breakfast and lunch provided daily. Housing and transportation assistance available to students at campuses beyond Pullman.

TO APPLY PLEASE GO TO: www.weska.wsu.edu

To guarantee consideration for attendance, please apply by May 18. Applications after this date may be considered if space is available. You are strongly encouraged to let us know about your faculty supervisor/sponsor for this program. Your advisor must be aware of your participation. Questions about WESKA may be directed to Stephanie Rink, stephanie.rink@wsu.edu.

WESKA begins with sessions on Monday morning, June 11th. This is not a sit-back and listen course. It is an exciting, dig deep, learning experience. Activities will include analyses, real-time work with ideas, role-plays, videos, group discussions, expert panels, anecdotes, lively social events, practice in financial and market assessment, and other tools. Sessions will be led by top WSU faculty in strategic entrepreneurship, finance, management and marketing; with guest presentations by campus, community and alumni experts in start-ups.

WESKA is sponsored by the Carson College Dean's Catalyst Fund



Carson College of Business
WASHINGTON STATE UNIVERSITY