



**TWO DAYS.  
WORLD-CLASS PROFESSORS.  
UNMATCHED OPPORTUNITY FOR  
ENTREPRENEURS.**



**3RD ST. MARKET HALL**  
275 W Wisconsin Ave,  
Milwaukee, WI, 53203

# AGENDA DAY 1 - SEPTEMBER 26 - VENUE 3

9/26	Professor	University Affiliation	Session Title
1:00-1:50 PM	Dr. Michael Morris		It's Not All About Money: Growing Your Business through Resource Leveraging
2:00-2:50 PM	Dr. Ted Zoller		Go to Market Strategy
3:00-3:50 PM	Dr. Sara Cochran		Grow Lean with the Customer-Funded Business
4:00-4:50 PM	Dr. Lois Shelton		Planning, Thinking Strategically and Creating Your Future
5:00-6:00 PM			Networking Reception

## THANK YOU FOR YOUR SUPPORT

Presented by



Neighborhood House  
OF MILWAUKEE

# DAY 2 - SEPTEMBER 27 - STARLIGHT ROOM

9/27	Professor	University Affiliation	Session Title
7:30 AM			Breakfast
8:00-8:50 AM	Charles Inokon	 Duke UNIVERSITY	Negotiation
9:00-9:50 AM	Dr. Sher Gibbs	 MOREHOUSE COLLEGE	Opportunity Recognition
10:00-10:50 AM	Dr. Howard Jean-Denis	 MOREHOUSE COLLEGE	Design Thinking
11:00-11:50 AM	Charles Inokon	 Duke UNIVERSITY	Financial Literacy & Your North Star
12:00-12:50 PM	Dr. Jonathan T. Shirley	 UNIVERSITY OF LOUISIANA LAFAYETTE	Leadership

