

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 statement?
- 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 a 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 Professor Arvin Sahaym of the Carson College of Business, WSU, invite you to join the WSU Entrepreneurship Skills and Knowledge Accelerator.

WESKA DETAILS AT A GLANCE:

WHEN:	June 21– June 25 (Monday morning through Friday, 9 a.m. through 12:00 p.m.) Full commitment, non-credit immersion program with assignments.
WHERE:	liridona.ponosheci@wsu.edu , Center for Entrepreneurial Studies, Commons Building, WSU Pullman campus (https://entrepreneurship.wsu.edu/) 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 30 students.</i> Competitive admissions.
COST:	Free to attend.

TO APPLY PLEASE GO TO: <https://entrepreneurship.wsu.edu/discover/weska/>

Please apply by **May 31st (extended deadline)** to guarantee consideration for attendance. 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 Liridona Ponosheci, liridona.ponosheci@wsu.edu.

WESKA begins with session on Monday morning, June 21st. 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. Session will be led by top WSU faculty in strategic entrepreneurship, finance, management and marketing; with guest presentation 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