

**Viswise Academy Summer Program
Youth Innovation Entrepreneurship Bootcamp**

(*This timetable and instructors may change due to the total number of students)

Time: 7/23/2023-8/5/2023

Date	Time	Program	Instructors/Speakers/Coaches
7/23/2023 Sunday Day 1	16:00 - 18:00	Arriving: - Check-in, dorm setup, meet new friends	N/A
	18:00	Dinner	N/A
	19:00 - 21:00	Ice break activities: - Team formation and team member warm up - Team lead introduction - ice break games, free discussion	Angelene Huang , Founder of Viswise Academy
7/24/2023 Monday Day 2	7:00	Wake up	N/A
	7:30	Breakfast	N/A
	8:00 - 9:00	Summer Program Orientation: - Viswise Academy introduction - NYMA campus tour	Viswise Staff & NYMA Staff
	9:00 - 10:00	Opening Speech: - Start a business / business innovation - Entrepreneurial thinking and how to develop it - Social enterprise/ ESG Investing / SDGs - Challenge Brief: Background	Angelene Huang , Founder of Viswise Academy, Experienced Wall Street Expert, Serial Entrepreneur, Community Leader, MBA from Yale University
	10:00 - 12:00	Viswise AFEIC - Design Thinking: - Physical and Mindset Building - Define Denerosity & Share Definitions - Define Empathy and Empathy Exercise	Catherine Kavanaugh , Desigh Thinking Instructor, Graduate from Stanford
	12:00 - 12:45	Lunch	N/A
	13:00 - 15:00	Viswise AFEIC - Design Thinking: - Empathy research: Interviews and Desk Research - Define: Upack and Reframe User - Ideate: Vocal brainstorm and choose most actionable - Prototype: Build most actionable idea	Catherine Kavanaugh , Desigh Thinking Instructor, Graduate from Stanford
	15:00 - 17:00	Viswise AFEIC - Design Thinking: - Test between teams/ Feedback and Reiterate - Performative presentation (show the need, how and why your solution works) - Present solutions and Debrief - Closing remarks for the Design Thinking module	Catherine Kavanaugh , Desigh Thinking Instructor, Graduate from Stanford
	17:00 - 17:30	Hygiene	NYMA Coach
	18:00	Dinner	N/A
	19:00 - 21:00	Group Study and Discussion: - Get famillier with new teammates - Case study and reflection on Design Thinking Workshop - Share vavious business ideas - Free discuss on previous entrepreneurial experience	Viswise Staff & Teaching Asistant
7/25/2023 Tuesday Day 3	7:00	Wake up	N/A
	7:30	Breakfast	N/A
	8:00 - 9:00	Drills & Formation	NYMA Coach
	9:00 - 11:00		
	11:00 - 12:00	Group Study and Discussion: - Discussion, research and initial prototype - Keeps on brainstorming about business idea	Viswise Staff & Teaching Asistant
	12:00 - 12:45	Lunch	N/A
	13:00 - 15:00	Field Trip - Kayaking	NYMA Coach
	15:00 - 17:00	Sports - Basketball, Soccer, Open Gym	NYMA Coach
	17:00 - 17:30	Hygiene	NYMA Coach
	18:00	Dinner	N/A
	19:00 - 20:00		TBD
20:00 - 21:00	Group Study and Discussion: - Case study and reflection on Design Thinking Workshop - Group discussion, prototype, research and brainstorming - The group cannot be changed or switched after this session	Viswise Staff & Teaching Asistant	
	7:00	Wake up	N/A
	7:30	Breakfast	N/A
	8:00 - 9:00	Drills & Formation	NYMA Coach
	9:00 - 11:00		

7/26/2023 Wednesday Day 4	11:00 - 12:00	Group Study and Discussion: - Business idea summaries and discussion cross groups - Tiny QA session on business idea between student groups - Continue to discuss about the initial business plan, value proposition	Viswise Staff & Teaching Assistant
	12:00 - 12:45	Lunch	N/A
	13:00 - 15:00	Field Trip - Rifle Shooting	NYMA Coach
	15:00 - 17:00	Sports - Basketball, Soccer, Open Gym	NYMA Coach
	17:00 - 17:30	Hygiene	NYMA Coach
	18:00	Dinner	N/A
	19:00 - 21:00	Group Study and Discussion: - Discuss about the initial business plan, initial value proposition and initial business innovation thinking by research - Draft a structure on how and where to promote the business	Viswise Staff & Teaching Assistant
7/27/2023 Thursday Day 5	7:00	Wake up	N/A
	7:30	Breakfast	N/A
	8:00 - 9:00	Drills & Formation	NYMA Coach
	9:00 - 11:00	Viswise AFEIC - Marketing and Branding: - Define brand value and business offering - Identify customer pain points and expectations - Identify market trends and competition - Market niche and market segmentation - Prospective consumers/ Target customer demographics - 4Ps: place, price, product, and promotion	Jaimie Rush , Marketing and Brand Instructor, Marketing Expert, University Director
	11:00 - 12:00	Group Study and Discussion: - Logo Design and branding - Website design and formation (under TAs guide)	Viswise Staff & Teaching Assistant
	12:00 - 12:45	Lunch	N/A
	13:00 - 15:00	Field Trip - Rifle Shooting	NYMA Coach
	15:00 - 17:00	Sports - Basketball, Soccer, Open Gym	NYMA Coach
	17:00 - 17:30	Hygiene	NYMA Coach
	18:00	Dinner	N/A
	19:00 - 20:00	Inspiration Talk (45mins Speech + 15mins QA)	Frank Lin , Experienced Wall Street Private Equity Expert, Venture Capitalist
19:00 - 21:00	Group Study and Discussion: - Website design and formation (under TAs guide) - Reflection and discussion on Marketing and Branding - Logo and slogan for the business	Viswise Staff & Teaching Assistant	
7/28/2023 Friday Day 6	7:00	Wake up	N/A
	7:30	Breakfast	N/A
	8:00 - 9:00	Drills & Formation	NYMA Coach
	9:00 - 11:00	Viswise AFEIC - Marketing and Branding: - Create value proposition - Design and thinking about business model canva (BMC) - Identify target audience, partners and potential collaborators - Creative of the brand - Marketing channels, general strategy and market budget - Define and rethink about 7Ps: product, price, promotion, place, packaging, positioning and people	Jaimie Rush , Marketing and Brand Instructor, Marketing Expert, University Director
	11:00 - 12:00	Group Study and Discussion: - Reflection and rethink on the whole strategy, match it with pain points and expectation of your customer - Design and continue to work on value propositions and BMC	Viswise Staff & Teaching Assistant
	12:00 - 12:45	Lunch	N/A
	13:00 - 15:00	Room Inspection	NYMA Coach
	15:00 - 17:00	Sports - Basketball, Soccer, Open Gym	NYMA Coach
	17:00 - 17:30	Hygiene/Snack	NYMA Coach
	18:00	Dinner	N/A
	19:00 - 21:00	Group Study and Discussion: - Final the logo, slogan, marketing strategy for the business - Initial define on Value proposition and business model canvas - Draft the marketing expense and marketing budget	Viswise Staff & Teaching Assistant
7/29/2023 Saturday	10:00- 11:00	Brunch	N/A
	11:00	Water Park Trip	NYMA Staff

Day 7	19:00 - 21:00	Free time	N/A
7/30/2023 Sunday Day 8	10:00- 11:00	Brunch	N/A
	11:00 - 19:00	Group Study and Discussion: - Mid-term check by teachers and TA - Final and revise all the related materials after mid-term check - Free discussion, research and brainstorming	Viswise Staff & Teaching Asistant
	19:00 - 21:00	Free time	N/A
7/31/2023 Monday Day 9	7:00	Wake up	N/A
	7:30	Breakfast	N/A
	8:00 - 9:00	Drills & Formation	NYMA Coach
	9:00 - 11:00	Viswise AFEIC - Business Plan: - Executive summary and concise overview of the business - Company description, legal structure, overview of general business - Short-term growth and Long-term prospective - Details about the product and services in pictures and diagrams - Marketing: analysis, strategy, evaluation and demographics - Operation cycle, company function, management team - Financial plan, data and projections.	Angelene Huang , Founder of Viswise Academy, Serial Entrepreneur, Community Leader, MBA from Yale University
	11:00 - 12:00	Group Study and Discussion: - Reflection and final the initial business plan - Final the value proposition and business model canva by rethinking and redesign since the new knowledge was learned	Viswise Staff & Teaching Asistant
	12:00 - 12:45	Lunch	
	13:00 - 15:00	Field Trip: Purple Heart Museum Trip	NYMA Coach
	15:00 - 17:00	Sports - Basketball, Soccer, Open Gym	NYMA Coach
	17:00 - 17:30	Hygiene	NYMA Coach
	18:00	Dinner	
	19:00 - 21:00	Group Study and Discussion: - Reflection and final the initial business plan - Final the value proposition and business model canva by rethinking and redesign since the new knowledge was learned - Continue to learn more and research about how to do budget and business financial statement or business financial plan	Viswise Staff & Teaching Asistant
8/1/2023 Tuesday Day 10	7:00	Wake up	N/A
	7:30	Breakfast	N/A
	8:00 - 9:00	Drills & Formation	NYMA Coach
	9:00 - 11:00	Viswise AFEIC - Business Pitch Strategy: - How to structure a business pitch? - Design your pitch deck and the elevator pitch - Tips on how to deliver a pitch to investors - Public speaking skills and In-Class practice	Angelene Huang , Founder of Viswise Academy, Serial Entrepreneur, Community Leader, MBA from Yale University
	11:00 - 12:00	Group Study and Discussion: - Practice business pitch and elevator pitch - Continue work on the business plan and pitch deck	Viswise Staff & Teaching Asistant
	12:00 - 12:45	Lunch	N/A
	13:00 - 15:00	Field Trip: Storm King Park	NYMA Coach
	15:00 - 17:00	Sports - Basketball, Soccer, Open Gym	NYMA Coach
	17:00 - 17:30	Hygiene	NYMA Coach
	18:00 - 19:00	Dinner	N/A
	19:00 - 20:00	Inspiration Talk (45mins Speech + 15mins QA)	Sherry, HBS Club
19:00 - 21:00	Group Study and Discussion: - Practice business pitch and elevator pitch - Continue work on the business plan and pitch deck	Viswise Staff & Teaching Asistant	
	7:00	Wake up	N/A
	7:30	Breakfast	N/A
	8:00 - 9:00	Drills & Formation	NYMA Coach

8/2/2023 Wednesday Day 11	9:00 - 12:00	Viswise AFEIC - Business Finance: - Business accounting and business finance 101 - How to analysis financial data, ratios and statements - Business budgeting, planning and forecasting - Business financing, funding, fundraising and crowd funding - A Random walk down the Silicon Valley: Venture Capitals, Incubators, and Start-ups, How does it work?	Angelene Huang , Founder of Viswise Academy, Serial Entrepreneur, Community Leader, MBA from Yale University
	12:00 - 12:45	Lunch	
	13:00 - 15:00	Field Trip (TBD)	
	15:00 - 17:00	Sports - Basketball, Soccer, Open Gym	
	17:00 - 17:30	Hygiene	
	18:00	Dinner	
	19:00 - 21:00	Group Study and Discussion: - Design the business budget, planning and forecasting - Working on budget sheet, and merge into the Business plan	Viswise Staff & Teaching Asistant
8/3/2023 Thursday Day 12	7:00	Wake up	N/A
	7:30	Breakfast	N/A
	8:00 - 9:00	Drills & Formation	NYMA Coach
	9:00 - 12:00	Viswise AFEIC - Personal Finance: - Saving, spending, budgeting, and planning - Exchange rate, Interest rate, Inflation, Supply and Demand - Capital market, investment type and asset allocation - Insurance, Taxation, Mortgage, Loan. - Career Inspiration and planning for the future	Angelene Huang , Founder of Viswise Academy, Serial Entrepreneur, Community Leader, MBA from Yale University
	12:00 - 12:45	Lunch	N/A
	13:00 - 15:00	Field Trip (TBD)	NYMA Coach
	15:00 - 17:00	Sports - Basketball, Soccer, Open Gym	NYMA Coach
	17:00 - 17:30	Hygiene/Snack	NYMA Coach
	18:00 - 19:00	Dinner	N/A
	19:00 - 20:00	Inspiration Talk (45mins Speech + 15mins QA)	Lawrence Pan , former president of NASDAQ China Division
20:00 - 21:00	Group Study and Discussion: - Final revise for the business plan - Be prepared to presentation tomorrow	Viswise Staff & Teaching Asistant	
8/4/2023 Friday Day 13	7:00	Wake up	N/A
	7:30	Breakfast	N/A
	8:00-12:00	Business Plan Final Presentation - Business Pitch and QA - Feedback from judge - Awards	Angelene Huang, Raymond Mathis, Frank Lin, Jaimie Rush, Catherine Kavanaugh, Lawrence Pan, Sherry, Sophia Shi, Rachel Yang
	12:00 - 12:45	Lunch	N/A
	13:00 - 15:00	Student-Faculty Basketball Game	NYMA Staff
	15:00 - 16:30	Hygiene/Room Inspection	NYMA Staff
	17:00-18:00	Closing Ceremony and Closing Remarks	Viswise Staff & NYMA Staff
	18:00	Dinner	N/A
19:00 - 21:00	Camp Fire	NYMA Staff	
8/5/2023 Saturday Day 14	9:00-10:00	Packing	N/A
	10:00	Brunch	N/A
	11:00	Departure	N/A