

CONNECTS

Entrepreneurship Seminar Series Fall 2024

All CONNECTS Seminars are held from 12:30 - 1:30 p.m. EST

Tues, Sept 10	Designing a Product Culture Brad Eiben, Carnegie Mellon University	Tues, Oct 8	The Lean Startup Dave Mawhinney, CMU Swartz Center
Wed, Sept 11	Entrepreneurship Through Acquisition Len Caric, Carnegie Mellon University	Wed, Oct 9	Pitching Innovation to the C-Suite Melissa Murphy, Carnegie Mellon University
Tues, Sept 17	Business Model Canvas: A Practical Guide* Craig Markovitz, CMU Swartz Center	Tues, Oct 29	Pitch with Production Value* Brian Staszal, Carnegie Mellon University
Wed, Sept 18	Customer Discovery* Emily Moquin, Schmidt Market Research	Wed, Oct 30	Outcome & Impact Measurement** Bob Blattberg, Carnegie Mellon University
Thurs, Sept 19	Uncovering Ideas with Strategic Design* Megan Guidi, Open/CMU	Wed, Nov 6	Avoiding Mentor Whiplash: How to Manage Conflicting Advice * Jim Jen, CMU Swartz Center
Tues, Sept 24	Segmentation, Targeting and Positioning** Bob Blattberg, Carnegie Mellon University	Thurs, Nov 7	How to Win Friends and Influence Judges: The lost art of the Question & Answer experience* Adam Paulisick, maad labs/CMU
Tues, Oct 1	Unique Selling Proposition** Bob Blattberg, Carnegie Mellon University	Wed, Nov 13	Nonprofit Finance and Funding** Kim McCormick and Leah Lizarondo, CMU Swartz Center
Wed, Oct 2	Science vs. Art in Pricing and Revenue* Laura Forth, Go Further, LLC		

*McGinnis Venture Competition Focused Seminars

Applying for the McGinnis Venture Competition? Attend these seminars to help prepare

** Focused seminars for those applying to the Social Enterprise Track

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