



SANTA CLARA UNIVERSITY

LEAVEY SCHOOL OF BUSINESS

California Program for Entrepreneurship

3-Phase, 6-Month Program June - November, 2011

The California Program for Entrepreneurship (CAPE) is an initiative of the Leavey School of Business at Santa Clara University. The CAPE provides education and mentoring to emerging entrepreneurs to help them develop and implement business plans that will contribute to the growth and well-being of the California economy.

The Entrepreneurs:

The CAPE's emerging entrepreneurs will be selected from online applicants as well as candidates nominated by University affiliates, financial institutions (including micro-lenders) and other organizations that support entrepreneurship. Our focus is on entrepreneurs who will start and build businesses that contribute to the economic growth of California.

Candidates are selected based on their potential for success, development stage of their business idea, experience and potential contribution to our community and the California economy. Candidates must complete an online application that includes multiple exercises designed to refine the candidate's business idea and reveal the potential for a successful launch.

The Curriculum:

The CAPE curriculum is designed to remove the barriers facing emerging entrepreneurs. Faculty use a combination of virtual exercises, classroom instruction, case studies, group work, and experiential learning to develop conceptual skills and build a mutually-supportive community.

Participants develop specific functional expertise in marketing, finance, and operations as well as skills in organizational dynamics, strategic management and communication. At the end of the coursework, participants prepare a business plan for a competition before a panel of judges including venture capitalists and angel investors.



Phase I: Pre-Workshop Preparation June 15-September 7

- Virtual Exercises
- Faculty Mentoring
- Two Intensive On-Site Weekend Workshops
- Bronson Scholar and Newhagen Scholar Designations Announced

Phase II: One Week Intensive Workshop September 8-14

- One Week Intensive On-Site Workshop
- Focused and Personalized Education on All Aspects of a Professional Business Plan
- In-residence at Beautiful Santa Clara University Campus in the Heart of Silicon Valley

Phase III: Post-Workshop Mentoring September 15-November 20

- Two Intensive On-Site Weekend Workshops
- Preparation of Professional Pitches
- Expert Business Advisors
- \$5,000 Business Plan Competition
- Networking Events

To Apply: Visit www.scu.edu/business/cie/CAPE.cfm

Application Deadline is May 1, 2011

Program funding covers each participant's costs for classes, workshops, seminars, class materials, breakfast and lunch during program sessions and program housing for on-site sessions for those who live outside of driving distance to/from Santa Clara University. Travel to/from Santa Clara University is at the expense of program participants.

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**Santa Clara
University**

Center for Innovation
and Entrepreneurship

Center for Innovation and Entrepreneurship
Lucas Hall, Suite 111
500 El Camino Real
Santa Clara, CA 95053
www.scu.edu/business/cie