

Stanford Go-to-Market – Mexico City

13 – 18 November 2016

	Sunday 13 November	Monday 14 November	Tuesday 15 November	Wednesday 16 November	Thursday 17 November	Friday 18 November	
8:00 – 9:40 am	Homework Due: Homework 1-2 Read Cases & Materials Homework 3-10	Business Model Canvas Group Pitch	Introduction to Financial Reporting Rajan	Pricing I: Understanding Value Nair	Salesforce Organization and Management Nair	Final Pitch Session	
9:40 – 10:00 am		Break	Break	Break	Break		
10:00 – 11:00 am		Study Group (Homework 2, 1Q)	Study Group (Homework 4-5, 2Q)	Study Group (Homework 7-8, 3Q)	Study Group (Homework 9-10)		
11:00 am – 12:20 pm		Customer Value Proposition I Shiv	Financial Ratios Rajan	Pricing II: Capturing Value Nair	Go-To-Market Strategy Nair		
12:20 – 12:40 pm		Break	Break	Break	Break		Program Close (12:30pm)
12:40 – 2:00 p.m.		Customer Value Proposition II Shiv	Pitch Group 1 & Faculty Consultation	Pitch Group 2 & Faculty Consultation	Pitch Group 3 & Faculty Consultation		
2:00 – 2:45 pm		Check in at NUMA	Lunch	Lunch	Lunch		Lunch
3:00 – 4:20 pm		Innovation Gym (3:00- 4:00pm) Shiv	Individual Study: Business Model Canvas	Cash Flow Budgeting Rajan	Market Research for Entrepreneurs Nair		Elements of a Successful Investor Pitch Siegel
4:20 – 4:40 pm		Break (4:00-4:20pm)	Break	Break (Group Photo)	Break		
4:40 – 6:00 pm		Business Strategy and Model I (4:20-5:40pm) Shiv	Communicating as Entrepreneurs Schramm	Valuation Rajan	Faculty Consultation & Pitch Practice		Decision Making & the Instinctual Brain + Wrap Up (4:20-5:40pm) Shiv
6:00 – 6:20 pm	Break (5:40-6:00pm)	Break	Break	Break	Closing Reception and Certificate Ceremony Live Aqua Hotel 6:00 – 8:00 p.m.		
6:20 - 7:20 pm	Business Strategy and Model II (6:00-7:20pm) Shiv	Panel: The Financing Climate in México	Q&A with Schramm Schramm	Panel: Marketing Campaigns			
7:30 – 8:30 pm	Individual Study (Homework 2, 1Q)	Individual Study (Homework 3-6, 2Q)	Individual Study (Homework 6-8, 3Q)	Individual Study (Homework 9-10)	Final Pitch Deck Due to Erin by 11:59pm (Homework 11)		