

Northwestern University



National Taiwan University

at Northwestern University

Two Week Entrepreneurship Program
The Farley Center for Entrepreneurship and Innovation

Summer 2025

An Introduction to Northwestern University and the Farley Center for Entrepreneurship Summer 2025

Northwestern University is a comprehensive research university located in the Chicagoland area. Our rigorous yet empathetic academic environment provides a robust mixture of theory and practice, with an emphasis on top-tier research, new knowledge, creative expression, and practical application.

The Farley Center for Entrepreneurship and Innovation is the academic cornerstone of Northwestern's renowned entrepreneurship and innovation ecosystem. We teach an entrepreneurial and innovative mindset that helps students dissect problems, learn how to pivot, and create solutions.

What to expect from the Farley NTU academic program

- Learn entrepreneurship skills and hear from successful founders.
- Visit startups and accelerators in Chicago and the surrounding area.
- Immerse yourself in the uniquely innovative landscape of Northwestern University and the Chicago area.

Welcome to Northwestern!



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|--------------------------------------|--|---|--|
| Day 1 Saturday July 26 | Arrival Day ~ Arrive at O'Hare airport at 9:10 PM (ORD) ~ Farley staff will meet you ~ Travel to hotel | | |
| Week One | | | |
| Day 2 Sunday July 27 | Breakfast provided daily by the hotel | <p>During the weekend you have free time. Students may choose to travel independently to nearby places of interest such as:</p> <ul style="list-style-type: none"> • Beaches along Lake Michigan • Watch a baseball game at Wrigley Field • Lincoln Park Zoo • Millenium Park <p>These trips are not included in the program price.</p> | |
| Day 3 Monday July 28 | Breakfast provided daily by the hotel | Morning | Afternoon |
| | | Welcome Presentation and Northwestern Campus Tour | Picnic on Lake Michigan Visit Querrey InQbation Lab |
| | | | Free time |
| Day 4 Tuesday July 29 | Breakfast provided daily by the hotel | Morning | Afternoon |
| | | Lecture: <i>The Entrepreneurial Process – Improving chances of success</i> | Lunch Chicago accelerator visit |
| | | | Free time |
| Day 5 Wednesday July 30 | Breakfast provided daily by the hotel | Morning | Afternoon |
| | | Lecture: <i>Customer Discovery – Finding an unmet need</i> | Lunch Chicago company visit |
| | | | Free time |
| Day 6 Thursday July 31 | Breakfast provided daily by the hotel | Morning | Afternoon |
| | | Lecture: <i>The Value Proposition – Why should your customers buy from you?</i> | Lunch Special event or speaker |
| | | | Free time |
| Day 7 Friday Aug 1 | Breakfast provided daily by the hotel | Morning | Afternoon |
| | | Lecture: <i>The Market</i> | Field trip to Chicago attraction |
| | | | Free time |

| Week Two | | | | |
|-------------------------------------|---------------------------------------|--|------------------------------------|----------------|
| Day 8 Saturday Aug 2 | Breakfast provided daily by the hotel | During the weekend you have free time. Students may choose to travel independently to nearby places of interest. | | |
| Day 9 Sunday Aug 3 | Breakfast provided daily by the hotel | During the weekend you have free time. Students may choose to travel independently to nearby places of interest. | | |
| Day 10 Monday Aug 4 | Breakfast provided daily by the hotel | Morning | Afternoon | Evening |
| | | Lecture: <i>Market Development & Finding Product-Market Stick</i> | Lunch Chicago accelerator visit | Free time |
| Day 11 Tuesday Aug 5 | Breakfast provided daily by the hotel | Morning | Afternoon | Evening |
| | | Lecture: <i>Pitching Your Idea Using Storytelling Techniques</i> | Lunch Chicago company visit | Free time |
| Day 12 Wednesday Aug 6 | Breakfast provided daily by the hotel | Morning | Afternoon | Evening |
| | | Lecture: <i>Mobilizing Financial Resources/ Funding</i> | Lunch Special event or speaker | Free time |
| Day 13 Thursday Aug 7 | Breakfast provided daily by the hotel | Morning | Afternoon | Evening |
| | | Lecture: <i>Developing Entrepreneurial Resilience - They don't like my venture idea, now what ?</i> | Field trip to Chicago attraction | Free time |
| Day 14 Friday Aug 8 | Breakfast provided daily by the hotel | Departure Day ~ Lunch at the Farley Center ~ Travel to O'Hare airport (ORD) | | |