



BESPOKE EDUCATION



Entrepreneurship and Innovation

Bespoke Education is thrilled to partner with top professors at **Columbia Business School** to offer high school students in grades 9-12 an opportunity to learn entrepreneurship: how to develop a business from the ground up; how to learn innovation and “design thinking”; and how to follow a process of ideation, customer discovery, and experimentation in order to create solutions to real-world problems.

About the Venture for All (VFA)

Columbia Business School’s Venture for All® is a global initiative for talented students and professionals who seek to develop the entrepreneurial mindset needed to succeed in the classroom or business world. Since 2011, we have been thoughtfully designing Venture for All® classes to guide you through the steps necessary to create, develop, and launch innovative programs, products, and ventures. Throughout our interactive learning experience, you will enhance your capacity to successfully apply entrepreneurial thinking and leadership principles, helping you stand out from the crowd as you innovate and lead in any academic or professional environment.

<https://www8.gsb.columbia.edu/ventureforall/>

In the pages that follow, Bespoke offers both **in-person** entrepreneurship programs at our NYC offices and **live, online** classes for students who are not in the NYC area. Both types of courses cover the same material and both share the common goal of having students actually build a startup product by the end of the course. A major focus of the Columbia/Bespoke courses is that of social entrepreneurship: how can we build businesses that are focused not only on profit but also on people and the planet? How can we do good while also making money?

After students complete the Columbia course, they can move on to become a member of VFA, and may work with students in future classes as Teaching Assistants. Students will also earn a **completion certificate** from Columbia Business School and their **letter of recommendation from the professors can be added to their college applications.**

We look forward to having your child join us for this amazing opportunity!
Info session with Professor Greg Van Kirk, June 30th, 6pm EDT on Zoom.

Please call or email us with any questions or to register:
+1-212-286-2227 or info@BespokeEducation.com



www.bespokeeducation.com

Columbia's Venture for Social Enterprise™ program provides participants with an intensive, "hands-on" course focusing on the creation, development, and launch of social enterprises.

At the highest level, students will come away with clear answers to the following questions:

- What are the issues, tensions, and relationships faced by social entrepreneurs as they build new enterprises designed for social impact?
- What are common enablers and barriers in social venture development/execution?
- How to develop an operational model to test your assumptions?
- How do you assess current best practices?
- How do you build credible financials?
- What are basics/sources of early funding?
- What metrics are critical to measure and monitor new venture success?
- How to build the right team and culture for successful launch?
- <https://www8.gsb.columbia.edu/ventureforall/students/SocialEnterprise>

Instructors: Dr. Jack McGourty; Greg Van Kirk; and other professors from Columbia Business School.

Jack McGourty Ph.D. is Director of Community and Global Entrepreneurship at the Columbia Business School and a faculty member teaching course entrepreneurship; venture creation, and product innovation.

Greg Van Kirk is a globally recognized social entrepreneur. He is an Ashoka Lemelson Fellow, Ashoka Globalizer, and has been recognized by the World Economic Forum as "Social Entrepreneur of the Year". He is the co-founder of The New Development Solutions Group, whose mission is to design and implement social innovations that solve long-standing challenges in developing world communities.

Please find additional instructor bios here:

<https://www8.gsb.columbia.edu/ventureforall/instructors>

Young Minds™
Global Outreach Partner
Columbia Business School, Venture for All®

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www.bespokeeducation.com

Schedule of Classes *

Entrepreneurship IN-PERSON Courses *

Session A: July 12 - July 23
MTWThF, 9:30 AM - 12:00 PM each day.
Bespoke UWS, 164 West 80th Street.
[Register online here.](#)

Session B: August 2 - August 13
MTWThF, 9:30 AM - 12:00 PM each day.
Bespoke UWS, 164 West 80th Street.
[Register online here.](#)

Session C (Intensive): August 16 - August 20
MTWThF, 10:00 AM - 12:30 PM **and**
1:30 PM - 4:30 PM each day.
Bespoke UWS, 164 West 80th Street.
[Register online here.](#)

Approximately 25 hours.
Fee: \$1995
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Entrepreneurship REMOTE Courses*

Session A: July 26 - August 6
MTWThF, 9:30 AM - 12:00 PM each day.
Remote, via Zoom
[Register online here.](#)

Session B: August 23 - September 3
MTWThF, 1:30 PM - 4:30 PM each day.
Remote, via Zoom
[Register online here.](#)

Approximately 25 hours.
Fee: \$1395
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Two-Day Workshops: Social Innovation **

Session A (Remote): July 10 - July 11
Saturday and Sunday, 1-5 PM each day.
Remote, via Zoom
[Register online here.](#)

Session B (In person): July 31 - August 1
Saturday and Sunday, 1-5 PM each day.
Bespoke UWS, 164 West 80th Street.
[Register online here.](#)

Session C (In person): August 23 - August 24
Monday and Tuesday, 1-5 PM each day
Bespoke UWS, 164 West 80th Street.
[Register online here.](#)

Approximately 8 hours.
Fee: \$795
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- * Open to: Rising 9-12th graders
- * If we have sufficient interest from middle school students and/or students in college, we may be able to create additional sessions for those groups.
- * **A minimum of 8 students per session is required.**

[Limited financial aid is available - please call our office to discuss further.](#)

** The two-day Social Innovation course is an introduction to social enterprise and is an abbreviated, but intensive, course. For more information, [click here.](#)