



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/>



www.bespokeeducation.com

Entrepreneurship Course, Session A - Remote

July 26 - August 6

MTWThF, 9:30 AM - 12:00 PM each day.

Remote, via Zoom

[Register online here.](#)

Approximately 25 hours.

Fee: \$1395

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.**

* *A minimum of 8 students per session is required.*

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

Please call or email us with any questions or to register:

+1-212-286-2227 or info@BespokeEducation.com



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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>



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