

Stanford go.to.market – Mexico City
25 – 30 October 2015*

	Sunday 25 October	Monday 26 October	Tuesday 27 October	Wednesday 28 October	Thursday 29 October	Friday 30 October
8:00 – 9:50 am		Business Strategy and Model I	Introduction to Financial Reporting	Cost-Volume-Profit Analysis	Market Research for Entrepreneurs	Final Pitch Session
9:50 – 10:10 am		Break	Break	Break	Break	
10:10 – 11:30 am		Customer Value Proposition I	Financial Ratios and Statement Analysis	Long Run Decisions	Salesforce Organization and Management	
11:30 – 11:50 am		Break	Break	Break	Break	
11:50 am – 1:10 pm		Customer Value Proposition II	Study Groups	Study Groups	Study Groups – Thu.	
1:10 – 2:00 pm		Business Model Review	Business Model Review	Business Model Review	Business Model Review	
2:00 – 3:00 pm	Check in	Lunch	Lunch	Lunch	Lunch	
3:00 – 4:20 pm	Design Thinking I	Business Strategy and Model II	Cash Flow Budgeting	Building teams	Go-to-Market Strategy	
4:20 – 4:40 pm	Break	Break	Break	Break	Break	
4:40 – 6:00 pm	Design Thinking II	Pitch Group 1	Entrepreneurial Management: Silicon Valley Lessons	Pricing I: Understanding Value	Decision Making & the Instinctual Brain + Wrap Up	
6:00 – 6:20 pm	Break	Break	Break	Break	Break	
6:20 - 7:40 pm	Design Thinking III	Communicating as Entrepreneurs	Intellectual Property	Pricing II: Capturing Value	Pitch Group 3	
7:40 – 9:00 pm	Opening Reception	Study Groups	Pitch Group 2	The Financing Climate in Mexico	Closing Reception	

* Specific sessions subject to change