ABOUT THE INSTRUCTORS

**Dr. Klaus Sailer** is a professor for Entrepreneurship at the Munich University of Applied Sciences and CEO of the Strascheg Center for Entrepreneurship (SCE). He is a co-founder and chair of the board at Social Entrepreneurship Akademie, Co-chair of EREE (European Round Table for Entrepreneurship Education) and a member of the expert group of HEInnovate.

Dr. Sailer studied at the Ludwig Maximilian University in Munich and did his Ph.D. in Physics at the Research Center for Environment and Health. At Infineon AG, he was responsible for the project management and marketing of new semiconductor technologies.

In 2000, Dr. Sailer co-founded a company in the area of communication technologies. As its chairman, he was able to successfully establish it in the market and realize innovative ideas with other start-up teams. His main research interests are in the area of entrepreneurship education, innovation process, business modeling, networks, co-creation and societal innovations.

**Thomas Katona** received his Ph.D. and M.S. degrees from the University of California, Santa Barbara in Electrical and Computer Engineering. He holds an M.B.A. from the University of South Carolina Moore School of Business and a B.S. in Engineering Physics from Westmont College.

Dr. Katona works jointly with the Orfalea College of Business, focusing on Entrepreneurship, Product Development and Commercialization, and Design Thinking. Prior to joining Cal Poly, he served in senior roles for three successive startups (SET Inc., Soraa, and NEXT Lighting), commercializing novel light emitting semiconductors and lighting systems.

**International Summer Workshop in California**

This workshop gives participants the opportunity to understand how organizations innovate business models to create new value. It utilizes a hands-on, team based and fun format where students will work in teams on a project requiring them to identify an opportunity and develop a novel business model to capitalize on the opportunity.

- Opportunity Identification
- Creativity & the Innovation Process
- Business Model Development
- Customer Development
- Prototyping
- Market Testing & Validation

**When**
August 6 – 17, 2018 | 9:30 A.M. – 3:30 P.M.

**Where**
Cal Poly, San Luis Obispo, California

**Included**
- Silicon Valley Trip

**Workshop Fee**
$1,550 (not including housing)

$100 Discount if enrolled by March 31, 2018!