

MEMSI WEEK 1		Green = Cohort meeting as a group			Orange = Shenzhen field trip		Blue = Team milestone	Purple = Guest Speaker
	Saturday, January 7, 2017	Sunday, January 8, 2017	Monday, January 9, 2017	Tuesday, January 10, 2017	Wednesday, January 11, 2017	Thursday, January 12, 2017	Friday, January 13, 2017	Saturday, January 14, 2017
theme	Meet-and-greet, Team Building	Team formation and ideation	Who is your customer? PMR	What can you do for your customer? Product design and Mfg 101 + hypothesis testing + Elevator pitch	Field trip	Field Trip	Engineering focus! Factory tour debrief; system architecture; Making	Project time: Start making stuff!
Location	Jockey Club Innovation Tower, 12F, Room V12-01	Jockey Club Innovation Tower, 12F, Room V12-01	Jockey Club Innovation Tower, 12F, Room V12-01	Jockey Club Innovation Tower, 12F, Room V12-01	Dongguan	Shenzhen	Lectures: W501 Project Time: W401-J	Lectures: W501 Project Time: W401-J
time event		08:30-09:00 Registration	09:00-09:30 Team check-ins	09:00-09:30 Team check-ins	06:15-09:00 Travel to border and factory	07:15-08:00 Breakfast		Project time / hypothesis testing
time event		09:00-10:00 Event kickoff; staff/instructor introductions; what to expect in the next 3 weeks; rah-rah Charlie, Brian, Elaine, Marina	09:30-10:45 DE Overview and Theme 1: Introduction to disciplined entrepreneurship Who is your customer? Elaine	09:30-10:05 Elevator pitch workshop John	09:00-11:00 Johnson Electric factory visit	09:15-11:15 Ash Cloud factory visit	09:10-10:10 Factory Tour Debrief: What did we learn from the Shenzhen trip? Elaine	Elaine's office hours: 09:15-12:15
time event		10:00-10:15 Break	10:45-11:00 Break	10:05-10:20 Break			10:10-10:25 Break	
time event		10:15-12:30 Leadership / team workshop; discuss team formation Elaine, Marina, Brian	11:00-12:30 Primary Market Research: techniques workshop Elaine	10:20-12:00 DE Theme 2: What can you do for your customer? Hypothesis testing Elaine			10:25-12:00 System Architecture and Design - Medical Devices Charlie Sodini	
time event	12:00-13:00 Informal welcome + meet and greet over lunch	12:30-13:30 Lunch + networking	12:30-14:00 Lunch (students go out by themselves)	12:30-14:00 Lunch (students go out by themselves)	12:30-13:45 Lunch served	12:00-13:15 Lunch served	12:00-13:30 Lunch (students go out by themselves)	12:00-13:30 Lunch (students go out by themselves)
time event	13:30-15:00 Team Building Exercises Brian and Marina	13:30-15:30 Design thinking workshop Kristin Low	14:00-18:00 Project time	13:30-18:00 Project time	14:00-16:00 VTech factory visit	13:30-16:00 DJI visit	13:30-15:30 Introduction to making John and Charlie W	13:30-18:00 Go Game - Team building
time event	15:00-15:15 Break	15:30-15:45 Break					15:30-16:30 PolyU IC Tour	
time event	15:15-16:45 Team Building Exercises Brian and Marina	15:45-17:45 Pitching problems to solve - open mic afternoon Brian and Marina			17:00-18:30 AQS factory visit	16:00-18:30 Travel to border, back to Popway	16:30-18:00 Project time	
time meal	18:00-19:30 Dinner / mingling with mentors and alums from MITKickstart	18:00-19:30 Dinner served + Working on problem selection	18:00-19:30 Dinner served / mentor hours	18:00-19:30 Dinner served / mentor hours	18:45-20:00 Dinner served	18:30-20:00 Go out for dinner	18:00-19:30 Dinner served: Ash Cloud on ERP System	18:00-19:30 Go out for dinner
time event		19:30-22:00 Form teams! Submit team rosters and problem description by midnight		19:30-20:30 MILESTONE 1: Elevator pitch contest, judging by mentors (draw from alums in HK), feedback, winners	20:00 Hotel check-in		W501 closed by 10pm	W501 closed by 10pm

MEMSI WEEK 2		Green = Cohort meeting as a group			Orange = Shenzhen field trip		Blue = Team milestone	Purple = Guest Speaker
	Sunday, January 15, 2017	Monday, January 16, 2017	Tuesday, January 17, 2017	Wednesday, January 18, 2017	Thursday, January 19, 2017	Friday, January 20, 2017	Saturday, January 21, 2017	Sunday, January 22, 2017
theme	Making Money	Pure hacking	Design show and tell	Building a business	Prototype show and tell	Home stretch	Demo day / Showcase!	Feedback, reflections and wrapup
Location	Lectures: W501 Project Time: W401-J	Lectures: W501 Project Time: W401-J	Lectures: W501 Project Time: W401-J	Lectures: W501 Project Time: W401-J	Lectures: W501 Project Time: W401-J	Lectures: W501 Project Time: W401-J	Lectures: W501 Project Time: W401-J Showcase: Jockey Club Innovation Tower, 13/F Think Tank	Jockey Club Innovation Tower, 12F, Room V12-01
time event	09:00-09:30 Team check-ins	09:00-09:30 Team check-ins	09:00-09:30 Team check-ins	09:00-09:30 Team check-ins	Project time / mock presentations	Project time / mock presentations	Project time / mock presentations	
time event	09:30-11:15 DE Themes 3 and 4: How do your customers acquire your product? + How do you make money off your product? Elaine	09:30-11:00 Mechanical design they don't tell you in school Charlie W	09:30-11:00 MILESTONE 2: Design show-and-tell to the whole group! 15min turnaround	09:30-11:00 So much stuff... DE 5, 6 Design/Build your product, scale your biz, financials, legal, HR... etc Elaine				10:00-11:30 Retrospective Charlie, Elaine, Brian, Marina
time event	11:15-18:00 Project time	10:45- 12:30 Project time	11:00-18:00 Project time	11:00-12:30 Pitching 101: How to give a terrific fund raising pitch in 5 minutes / AMA John				11:30-13:00 Team tables / CDIB mixer
time event		12:30-14:00 Stories from the field: David Waterman, Senior Design Director, Vtech		12:30-1800 Project time (W401 is not accessible due to classes 8:30am - 6:30pm; Coverage for all equipment other than laser cutting elsewhere. Laser cutters are not available until 6:30pm) This is a good time to work on the business plan!				13:00 Program concluded
time event		14:00-18:00 Project time					14:00-15:45 Demo Day / Showcase (15 minutes turnover per team x 6) (Marina)	
time event							15:45-16:30 Networking	
time event	16:30-18:00 Ben Joffe (HAX) - Stories from the Field						16:30-17:30 Winners announced, awards, certificates, picture time	
time meal	18:00-19:30 Go out for dinner	18:00-19:30 Dinner served + Fund raising panel Bay McLaughlin, BRINC; Phil Chen, Horizon Ventures; Gordon Yen, RadiantVC; Hanson Cheah, Draper Athena (Elaine)	17:00-20:00 StartmeupHK Venture Forum	18:00-19:30 Dinner served + Jack Lau (Perception Digital) - "From a University Spin Off to IPO in Hong Kong: Then, Now, and Future"	18:00-19:30 Dinner served / Mentors hours	18:00-19:30 Dinner served	18:00-20:30 Party!	
time event	W501 closed by 10pm	W501 closed by 10pm	W501 closed by 10pm	W501 open all night	W501 open all night	Mock presentations W501 closed by 10pm		