University of California Santa Cruz, GEn Programme

Gain valuable entrepreneurial skills and practical business experience at UC Santa Cruz through the **Global Entrepreneurship Program (GEn)**. This immersive 5-week program, consisting of three (3) weeks of online learning followed by two (2) weeks in-person on the UC Santa Cruz campus, offers students a unique opportunity to engage with an international cohort of fellow entrepreneurs. Participants will gain hands-on experience through a comprehensive curriculum consisting of lectures, industry guest speakers, site visits in Silicon Valley, and guided internships or startup business development.

During the program, students will choose between an internship track or a startup accelerator track. This approach ensures that participants are well-prepared to contribute meaningfully to their fields, equipped with both the theoretical knowledge and practical experience needed to succeed in the dynamic world of business.

- **Internship Track**: Students provide high-quality freelancing support to historically underserved small businesses, nonprofits, and startups. This mutually beneficial arrangement equips businesses with essential digital tools to thrive, while students gain practical experience in client interactions, project management, team building, leadership training, and proposal writing. As part of this experience, students will build simple no-code websites and/or develop social media marketing campaigns, helping businesses expand their digital presence. This real-world engagement not only provides businesses with valuable resources but also helps students develop a sense of purpose and a deep understanding of the challenges faced by small enterprises.

- **Startup Accelerator Track**: Students develop a startup idea, create a comprehensive business plan through customer discovery, and build a compelling pitch deck using the Lean Startup and NSF I-Corp methods. This approach enables them to apply entrepreneurial principles in a supportive, controlled environment while receiving mentorship from industry leaders. Additionally, networking opportunities with Silicon Valley professionals provide valuable insights into the realities of launching and scaling a successful business.

Dates and Proposed Schedule

Online

Week 1: June 23-27	Program Orientation Online Instruction
Week 2: June 30 – July 3	Online Instruction
Week 3: July 7 – 11	Online Instruction
July 13	*Students arrive in Santa Cruz*

In-person

Week 4: July 14 – 18	In-Person Instruction (Santa Cruz)
Week 5: July 21 – 25	In-Person Instruction (Santa Cruz)
July 26	*Students depart Santa Cruz*

Curriculum

The curriculum is structured around three pivotal domains:
- founder-based IP startups integrated within a sustainability framework,
- comprehensive exploration of operational and administrative facets crucial for business launch,
- and an internship dedicated to developing skills essential for overseeing client-facing consulting projects.

Upon completion of the program, students will have participated in two distinct teams: one focused on developing a startup idea with comprehensive execution plans, and the other dedicated to client-facing projects, involving the construction of websites and the creation of social media campaigns.

Participant Profile

This program is open to all university students who wish to gain valuable entrepreneurial skills and practical business experience while building their network in Silicon Valley and the greater Bay Area. The ideal participant for this program will have:
- An interest in entrepreneurship and seeking innovative solutions to business problems
- A proactive approach to learning and uncovering new insights
- A willingness to engage with diverse perspectives
- A level of proficiency in English sufficient to be able to contribute meaningfully to class discussions and collaborative projects

Guest Speakers

Toby Corey

CTO of CruzFoam and former President, Global Sales & Customer Experience Energy Group at Tesla Solar working directly with Elon Musk

Guy Kawasaki

Former Apple Evangelist, author, and host of the Remarkable People podcast

Jeremy Neuner

Program Partnerships Lead at Google and associate adjunct Professor for CIED

Rick Vargas

Former Creative Director at Apple working directly with Steve Jobs and associate adjunct Professor for CIED

Assessment Criteria

Awards will be allocated on a competitive basis. The following question will be scored; the application score criteria can be found within the terms and conditions. Please **do not exceed 500 words.** Additional text over 500 words will not be considered. Please take time to answer the 500 word personal statement, as your place on the programme will be determined on the merit of this statement.

Please note: proof of English proficiency (if applicable) may be requested such as TOEFL/IELTS/DET scores.

Please provide a 500 word personal statement introducing yourself and your motivation to participate in the programme and include:

- Academic/personal experience related to the programme.
- Future academic/career goals with the programme can help you achieve
- Any other relevant details that would help evaluate your preparedness to undertake the entrepreneurial programme