Have you started a business or thought of starting a business?

Do you wonder what it takes to be an entrepreneur, an engineer, a business owner?

Find out what it takes to be a successful entrepreneur in our five-day summer camp, Beyond the Lemonade Stand: An Entrepreneurship and Innovation Experience.

**How will you spend your days?**

- Learning about key entrepreneurial principles.
- Getting an up-close look and hands-on experience in WMU engineering labs.
- Talking with WMU student entrepreneurs and engineers.
- Meeting dynamic local entrepreneurs.
- Learning to pitch your own product or service!

The camp will be held at WMU's College of Engineering and Applied Sciences in Floyd Hall on the Parkview Campus, just three miles south of WMU's main campus.

Camp Cost: $100, includes t-shirt, snacks each day and a pizza lunch on Friday.

Register now at wmich.edu/innovationcamp

Questions? Please call (269) 387-5860 or email Lara Hobson at lara.hobson@wmich.edu.

ONLY 25 SPOTS AVAILABLE!
Meet entrepreneurs and engineers, learn from experts, pitch your idea and spend time creating in WMU’s state-of-the-art labs.

A Typical Day at Camp
9 a.m. to 3 p.m.
• Ice breaker
• Introduction to entrepreneurship
• Business model and financial fundamentals
• Team building and brainstorming sessions
• Visit to nearby high-tech businesses and engineering firms
• Networking with local entrepreneurs
• Interactive Business Simulation Game
• Tour of engineering project labs
• Successful business pitching

Future innovators, engineers and business owners: Register Now!
wmich.edu/innovationcamp

Pitch competition with prizes for the top two teams!