



## **UCLAx Winter Boot Camp Innovations and New Strategies in Entrepreneurship Program Recap, Jan 2-6, 2023**

### **The UCLA Entrepreneurship Experience**

In an intensive one-week program, students learned, explored and presented under the guidance of Scott Hindell, lead faculty at UCLAx. They also embarked on field trips outside the classroom, visiting the UCLA Anderson Venture Accelerator and BCG Digital Ventures. Students acquired an important range of communications and analytical skills – especially in tackling the unknown – that will help with their studies and beyond. On the final day, students capped off their experience with a business pitch.





## Classroom Learning

In the classroom, students learned, critically evaluated and discussed entrepreneurship concepts and case studies. Scott also shared his vast experience working with companies at different stages of development. Students collaborated in small groups and all made a 1-minute pitch on the final day.





## After class, exploring the campus

### UCLA Anderson Venture Accelerator

Students listened to a talk and guided tour of UCLA Anderson School of Management's start-up incubator. Students learned about the programs and resources available to these student-led companies, and were impressed with their success rate. Over 75% of their companies are sustainable after leaving this incubator.

### Campus Tour

Rescheduled to the last day due to poor weather during the week, students were guided through UCLA's glorious campus on an equally glorious day. Along with visiting its landmark Royce Hall and Powell Library, students also walked through UCLA's Sculpture Garden and saw robots delivering food to the dormitories. Students enjoyed a tasty lunch at the UCLA Luskin Conference Center.

Some students also visited the Hammer Museum that is across the street from the hotel that students resided in.





After class,  
visiting  
industry players

### BCG Digital Ventures

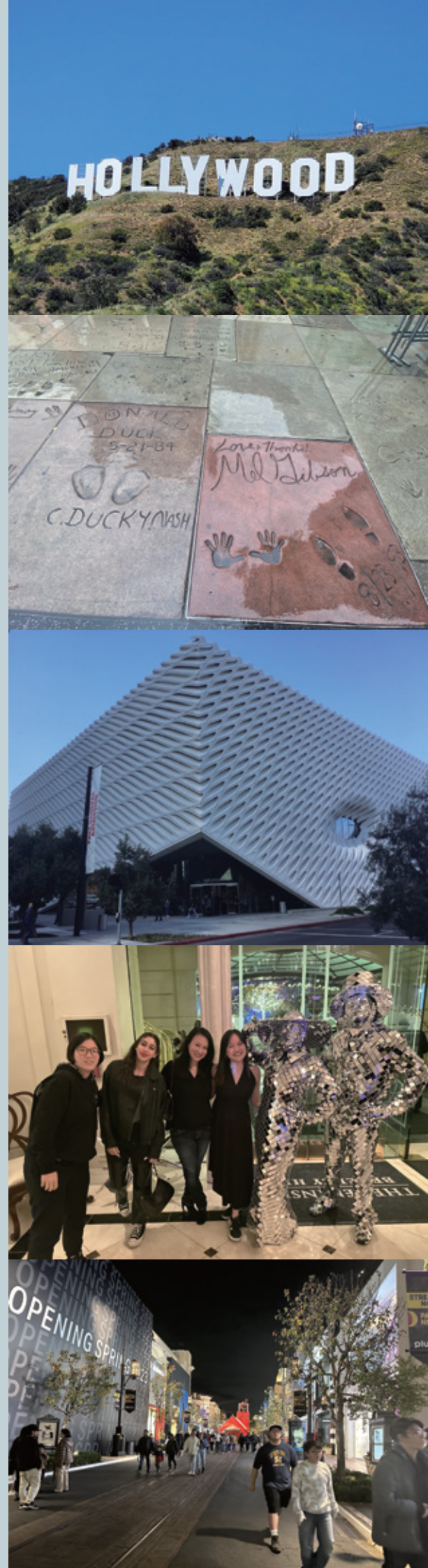
Students had a special opportunity to visit this industry leader that innovates new businesses for leading companies around the world. Students listened to a talk by Managing Directors and Senior Designers and engaged in a subsequent Q&As. They learned about recent trends and initiatives as well as BCG Digital Venture's past successes with well-known companies such as Qantas in Australia and heycair in Europe. Students also shared their own entrepreneurial initiatives.





## Excursions...

Los Angeles was explored thoroughly! From its leading museums like The Broad and The Getty Center to landmarks like the Hollywood sign and the Chinese Theater hand prints – students got to know everything this exciting city offers. Santa Monica Beach and even a glimpse of Manhattan Beach – all added to students' IG accounts. Students also celebrated on New Year's Eve, with a stop at Hong Kong's Peninsula Hotel at Beverly Hills prior to ringing in the New Year.



## Closing Ceremony

After much hard work, the students successfully made their business pitches and received certificates of completions and official transcripts. An eye-opening learning experience with friendships made – students are now ready to finish up the second half of their school year. Congratulations!



In collaboration with



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