

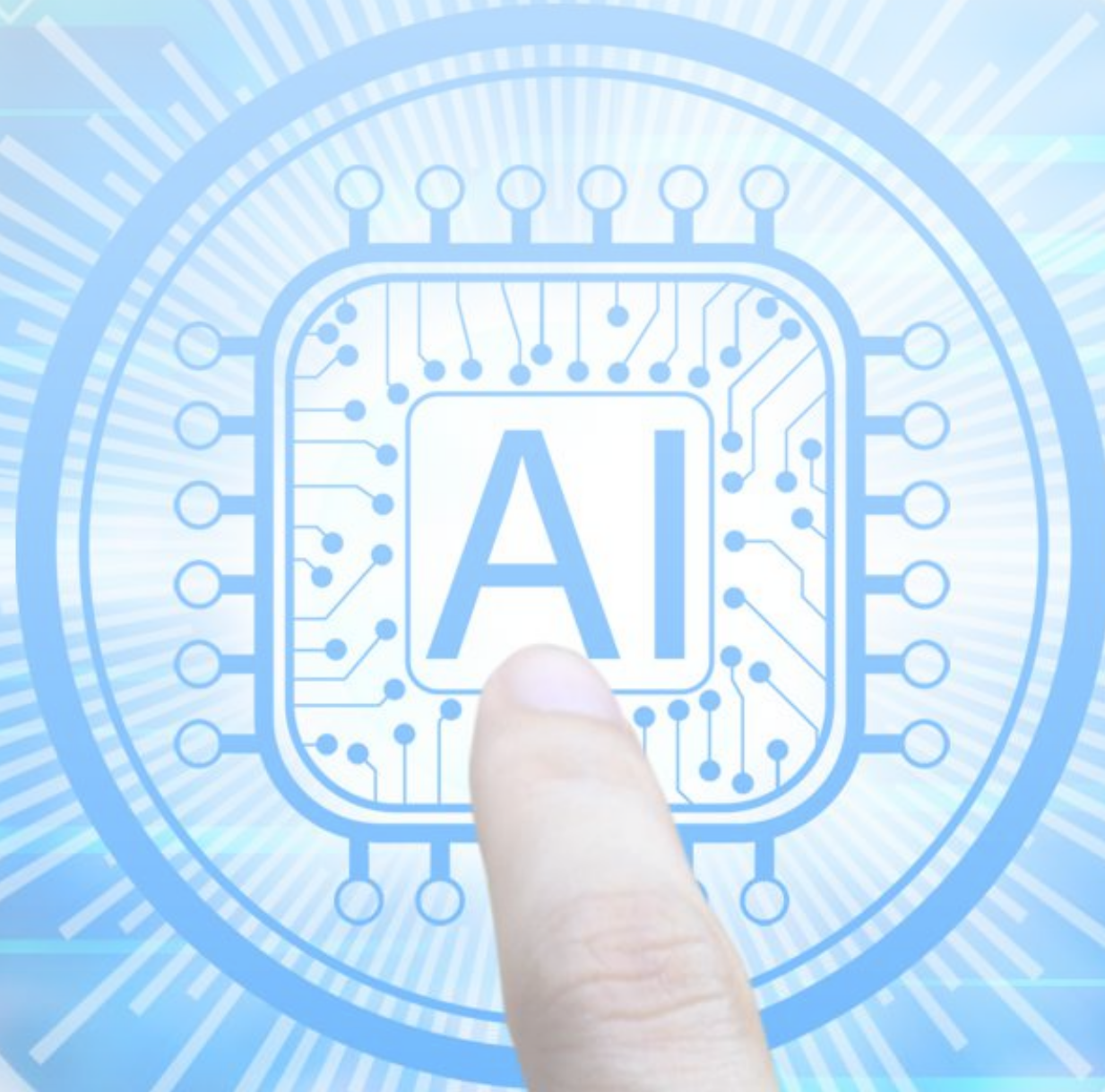


WILLIAM DAVIDSON INSTITUTE
AT THE UNIVERSITY OF MICHIGAN

VPCEI[®]
VP Center for Entrepreneurship and Innovation

Global Mini-MBA Entrepreneurship & Innovation

–
September–November, 2025



“
Throughout my 30 years living and working in Vietnam, I’ve been deeply impressed by its transformative journey. My passion lies in supporting the growth of the next generation of Vietnamese entrepreneurs, and contributing to the nation’s continued economic success.

I believe the **VP Center for Entrepreneurship and Innovation (VPCEI)**, in alliance with top-tier U.S. universities and institutes, is a key step in building a strong, lasting entrepreneurial ecosystem in Vietnam. This will foster innovation, and expand investment and trade between our countries for decades to come. By empowering Vietnamese businesses with the skills they need to thrive, we secure not only their future, but the future of the U.S. -Vietnam partnership.

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– BRADLEY LALONDE
Founder & President, VPCEI

1/ PROGRAM OVERVIEW

The **Global Mini-MBA in Entrepreneurship & Innovation** is a comprehensive 02 months program designed to equip entrepreneurs, aspiring founders, and corporate innovators in Vietnam with world-class entrepreneurial knowledge and actionable skills.

Co-created by the **VP Center for Entrepreneurship and Innovation (VPCEI)** and the **William Davidson Institute at the University of Michigan (WDI)**, the program blends the **Action-Based Learning** approach pioneered by the Michigan Ross School of Business with deep engagement from Vietnam's dynamic innovation ecosystem. Drawing insights from global hubs such as Silicon Valley and local high-growth sectors, the curriculum ensures both international standards and strong local relevance. By integrating global best practices with a profound understanding of the Vietnamese market, the program enables participants to:

1. Develop entrepreneurial mindsets and leadership skills,
2. Leverage emerging technologies such as AI,
3. Validate market opportunities and customer needs,
4. Design sustainable, scalable business models,
5. Secure funding and lead innovation-driven growth.

The program features a dynamic mix of live online sessions via Zoom led by distinguished U.S. faculty, localized case studies, and hands-on workshops held across Vietnam – with primary sessions in Ho Chi Minh City and potential regional activations nationwide. Participants will also benefit from expanding their professional networks across Vietnam's innovation landscape and the broader Southeast Asian region.

Upon successful completion, graduates will receive a **Global Mini-MBA Certificate** and join an exclusive alumni network of entrepreneurs, innovators, and business leaders who are shaping the future of Vietnam's economy.





2/ PROGRAM CALENDAR

NO.	MODULE	OUTLINE	SCHEDULE
U.S. PROFESSORS			
1	Entrepreneurial Foundations: From Idea to Launch 4 Sessions, 12 Hours. Sat & Sun Morning 8.30 – 11.30 AM	<ul style="list-style-type: none">The Entrepreneurial Mindset & Spirit; Introduction to Innovation Ecosystems (U.S., San Francisco, Silicon Valley).Identifying Opportunities: Problem–Solution Fit; Idea Generation Techniques.Lean Startup Principles: Customer Discovery & Initial Validation Methods.Value Proposition Design & Introduction to the Business Model Canvas.	<ul style="list-style-type: none">20 Sep, 202521 Sep, 202527 Sep, 202528 Sep, 2025
2	Artificial Intelligence (AI) Powered Business Growth 4 Sessions, 12 Hours. Thu & Fri Evening 6.30 – 9.30 PM	<ul style="list-style-type: none">AI Fundamentals for StartupsAI in Sales, Marketing, and Customer ServiceAI in Manufacturing and Service OperationsAI Applications for Your Business	<ul style="list-style-type: none">2 Oct, 20253 Oct, 20259 Oct, 202510 Oct, 2025
3	Market Validation & Growth Strategies 4 Sessions, 12 Hours. Sat & Sun Morning 8.30 – 11.30 AM	<ul style="list-style-type: none">Understanding the Consumer: Consumer Value, Satisfaction/Loyalty, & CLVCustomer–Centric Innovation: Competition, Advantage, & Jobs to Be DoneMarket Assessment: The 5 Cs, Attractiveness, & FitGo–to–Market Strategy: Strategic Quadrants & the 4 Bs	<ul style="list-style-type: none">11 Oct, 202512 Oct, 202518 Oct, 202519 Oct, 2025
4	Venture Capital & Entrepreneurial Finance 4 Sessions, 12 Hours. Sat & Sun Morning 8.30 – 11.30 AM	<ul style="list-style-type: none">Entrepreneurial Finance: Financials, Burn Rate, Runway, Unit EconomicsFunding Landscape: Bootstrapping, Angels, VCs, Debt, GrantsDemystifying VC: VC Process, What VCs Want, Key PlayersStartup Valuation & Exits: Term Sheets, Cap Tables	<ul style="list-style-type: none">25 Oct, 202526 Oct, 20251 Nov, 20252 Nov, 2025
LOCAL EXPERTS			
5	Case Study Applications 2 Sessions, 6 Hours. Sat & Sun Morning 8.30 – 11.30 AM	<p>Session 1: Case Study Introduction: Analyzing a Real–World Business Challenge (Ideally a Vietnamese/SEA Startup). Frameworks Integration (Modules 1–4). Group Work Session 1: Deeper Analysis – Market, Operations, and Financial Diagnosis based on Case Facts.</p> <p>Session 2: Group Work Session 2: Strategy Formulation & Solution Development; Preparing Recommendations. Case Study Presentations & Feedback: Groups present findings and strategic recommendations; peer & instructor feedback.</p>	<ul style="list-style-type: none">8 Nov, 20259 Nov, 2025
6	Final Assessment & Closing Ceremony 2 Session, 6 Hours. Sat & Sun Morning 8.30 – 11.30 AM	<p>Session 1: Final Assessment / Capstone Presentations Panel discussion with local experts on current trends/challenges & Q&A.</p> <p>Session 2: Program Wrap–up, Closing Ceremony & Private Luncheon Recap of key learnings, certificate awarding, insights from local experts/successful alumni, dedicated networking time.</p>	<ul style="list-style-type: none">15 Nov, 202516 Nov, 2025

NOTE:

- Sessions with U.S. Professors will include live English–Vietnamese interpretation via Zoom.
- Please be aware that VPCI reserves the right to adjust the schedule if there are conflicts with the professors’ availability.



3/ MEET THE FACULTY



Professor
CHRISTOPHER RIDER

MODULE 1
Entrepreneurial Foundations:
From Idea to Launch

Dr. Chris Rider is the **Thomas C. Kinnear Professor and Associate Professor of Entrepreneurial Studies at the University of Michigan's Ross School of Business**. Professor Rider's research examines the reciprocal relationship between entrepreneurship and societal inequality. He also studies racial disparity in various empirical contexts, with a focus on sports settings.

His research is published in Administrative Science Quarterly, American Journal of Sociology, Organization Science, Strategic Management Journal, Research in Organizational Behavior, Research Policy, ILR Review, Industrial & Corporate Change, Sociological Science, the American Economic Review Papers & Proceedings, and California Management Review. Many media outlets – including ESPN, the New York Times, the Wall Street Journal, Fast Company, the Washington Post, Al Jazeera America, and the Boston Globe – featured his research. He is a former Associate Editor for Administrative Science Quarterly and Management Science and a former Senior Editor for Organization Science.

He teaches executive, graduate, and undergraduate courses on entrepreneurship, strategic leadership, DEI analytics, and research methods. His elective course Equity Analytics was featured in Poets & Quants and AACSB Insights. He has delivered numerous executive leadership programs for organizations across the world, including the Brookings Institution, Chulalongkorn University, ExxonMobil, etc, Tata Group, Toyota, TVS, the U.S. Social Security Administration, and UPS.

Prior to joining the Ross faculty, he was on the faculties of Georgetown University's McDonough School of Business, Emory University's Goizueta Business School, and the University of Chicago's Booth School of Business. He also held strategic management positions at Cars.com, Intel Corporation, and Verizon Communications.

Currently Lecturing At



Professor
JONATHAN WHITAKER

MODULE 2
Artificial Intelligence (AI)
Powered Business Growth

Dr. Jonathan Whitaker is the **Joseph A. Jennings Chair in Business and Professor of Analytics & Operations at the University of Richmond**, ranked #22 by U.S. News and World Report among National Liberal Arts Colleges. He also holds a courtesy appointment as Professor of Law and serves as a Visiting Professor of Computer Science at OTH Regensburg, ranked #16 in Germany by Die Zeit for applied sciences universities.

Dr. Whitaker's expertise extends beyond academia, with prior consulting experience at A.T. Kearney and Price Waterhouse (PwC) on projects spanning North America, Europe, and Asia. His client portfolio includes Fortune 500 companies like Bank of America, DuPont, General Motors, NCR, and Supervalu, as well as privately held giants like Cargill. His research has reached Forbes Global 2000 firms such as Capital One, CarMax, Charoen Pokphand, Electrolux, Hospital Corporation of America, Performance Food Group, Rolls-Royce, Saudi Telecom, and Volvo CE. Additionally, he has contributed to projects at public sector organizations like the Federal Reserve Bank and U.S. Census Bureau.

Dr. Whitaker holds a PhD from the University of Michigan, an MBA from the University of Chicago, and a BA from the University of Southern California. His work has been published in top-tier academic journals, including Management Information Systems Quarterly, Information Systems Research, Journal of Management Information Systems, and Production and Operations Management. His insights have also been featured in prominent publications like the Wall Street Journal and MIT Sloan Management Review.

Currently Lecturing At





3/ MEET THE FACULTY



Professor
JOHN BRANCH

MODULE 3
Market Validation &
Growth Strategies

Dr. John D Branch currently teaches a variety of marketing and international business courses at the undergraduate, MBA, and executive levels at the **Stephen M Ross School of Business at the University of Michigan (USA)**, and serves as Co-Director of the Yaffe Digital Media Initiative. Previously, he was Academic Director of the School's weekend and evening MBA programmes; earlier, he was also Director of Educational Outreach at the University's William Davidson Institute. John also holds an appointment at the University's Center for Russian, East European, & Eurasian Studies, and maintains a Research Fellowship at the William Davidson Institute.

Prior to joining Michigan Ross, John was on the faculty of the Olin Business School at Washington University in Saint Louis (USA) for five years. He began his academic career in 1993, however, as an Assistant Professor of Marketing at École Supérieure de Commerce de Rennes in France. Since then, he has also served as an adjunct or visiting professor at more than 40 business schools throughout world, including the Zagreb School of Economics and Management (Croatia), ESAN (Peru), and the Sasin Graduate Institute of Administration (Thailand). He is currently an Associate Fellow at Homerton College, and a Member of the Knowledge, Power, and Politics research group of the Faculty of Education, both of the University of Cambridge (England). He was a visiting scholar at Queen Elizabeth House of the University of Oxford (England), Wolfson College of the University of Cambridge (England), and the J.L. Kellogg Graduate School of Management of Northwestern University (USA).

John has been involved in a variety of European Union and other government-funded development projects, most notably in the republics of the former USSR, including Kyrgyzstan, Ukraine, and Uzbekistan, and in those of Eastern and Central Europe. He has also conducted management training and consulting in numerous international companies, including Anheuser-Busch, British Telecom, Saudi Telecom Company, GE, Mercedes Benz, Mirvac, Oracle, Coca-Cola, Michelin, Ericsson, and Nestlé.

Currently Lecturing At

M | MICHIGAN ROSS



Professor
HIEU PHAN

SESSION 4
Venture Capital &
Entrepreneurial Finance

Dr. Hieu V. Phan is a **Professor of Finance at the Manning School of Business, University of Massachusetts Lowell (USA)**, and President of the Vietnam Finance Association International (VFAI). His work focuses on corporate finance, mergers and acquisitions, and capital markets—core areas that shape decisions for entrepreneurs, investors, and corporate leaders.

His research has been published in leading academic journals such as the Journal of Financial and Quantitative Analysis, Journal of Corporate Finance, and the Journal of Banking and Finance. It has also been featured by the Harvard Law School Forum on Corporate Governance and Financial Regulation and Columbia Law School's Blog on Corporation and the Capital Markets. His scholarship has received multiple awards for its excellence and practical impact.

Dr. Phan brings a unique blend of academic and industry experience. He has advised global firms, including The Boeing Commercial Airplanes Group and General Electric (GE), as a business consultant. Beyond research, he is an active mentor, Ph.D. advisor, and conference organizer. He is deeply committed to bridging theory and practice and frequently collaborates across disciplines and industries to promote innovation, leadership, and sustainable development in entrepreneurial ecosystems.

Currently Lecturing At





4/ MEET LOCAL EXPERTS



Chairman, Vietnam Partners LLC
BRADLEY LALONDE

MODULE 5
Case Study Applications
Final Assessment
Closing Ceremony

Mr. Bradley C. Lalonde is a seasoned private equity investor, entrepreneur, and American business leader with over 30 years of experience in building cross-border ventures across Vietnam and Southeast Asia. As Co-Founder and Chairman of **Vietnam Partners LLC (VPLLC)**, he has led impactful investment strategies in financial services, infrastructure, and technology—consistently championing U.S.-Vietnam collaboration.

From 2006 to 2016, VPLLC co-established and led BVIM, the first foreign-managed investment fund in Vietnam through a joint venture with BIDV. Under his leadership, the fund managed \$150 million in assets and invested in over 30 high-growth Vietnamese companies, including notable names such as SSI, FPT Software, Minh Phu Seafood, Vinh Hoan Corporation, and Traphaco.

A former CEO of Citibank Vietnam, Mr. Lalonde played a pioneering role in modernizing Vietnam's banking industry. He holds advanced degrees in Politics and Economics from the University of Michigan and Columbia University, and is recognized for his disciplined investment philosophy and deep commitment to ethical and sustainable business practices.

At the **VP Center for Entrepreneurship & Innovation (VPCEI)**, Mr. Lalonde serves as a strategic advisor and founding contributor, helping shape its mission to empower Vietnamese entrepreneurs through world-class education, applied research, and catalytic early-stage funding. His long-term vision is to develop VPCEI into a premier regional platform that cultivates entrepreneurial mindsets and strengthens Vietnam's integration into global innovation ecosystems—particularly those of the United States.

With a passion for education and inclusive development, Mr. Lalonde brings financial acumen, international perspective, and long-term commitment to VPCEI's goal of nurturing Vietnam's next generation of transformative business leaders.

Co-founder & Chairman



Chairwoman, IBP & InnoEx
TRUONG LY HOANG PHI

MODULE 5
Case Study Applications
Final Assessment
Closing Ceremony

Ms. Trương Lý Hoàng Phi is widely recognized as one of Vietnam's most influential figures in entrepreneurship and innovation. With nearly two decades of dedicated leadership, she has played a pivotal role in building Vietnam's innovation ecosystem, nurturing thousands of startups, and advocating for the role of private sector innovation in national development.

She first rose to prominence as the **Founding CEO of the Business Startup Support Center (BSSC)** and later as **Vice President of the Young Businesspeople Association (YBA) of Ho Chi Minh City**, where she pioneered large-scale startup initiatives, most notably the Startup Wheel competition—now one of Asia's leading startup contests. Her work has supported over 2,000 startups and forged critical links between entrepreneurs, investors, policymakers, and corporations.

As the **Founder of Investment & Business Partners (IBP) and InnoEx**, Ms. Phi continues to champion strategic innovation by organizing curated B2B events, executive education, and thought leadership platforms. Under her leadership, InnoEx has become a bridge between Vietnam's emerging innovators and global networks, spotlighting key sectors like ESG, digital transformation, and R&D commercialization.

Trương Lý Hoàng Phi is not only a connector of ideas and people, but also a consistent voice advocating for Vietnam's innovation potential on both national and international stages. Her legacy is rooted in empowerment—equipping Vietnamese businesses with the mindset, tools, and networks to thrive in a future shaped by innovation.

Founder & Chairwoman





5/ YOUR COMPLETE GUIDE

- **WHO SHOULD JOIN?**

- **Corporate Innovators:** managers leading change within organizations
- **Aspiring Entrepreneurs:** with business ideas or early-stage startups
- **Startup Founders:** from MVP to Series A looking to scale

- **WHY JOIN THIS PROGRAM?**

- Learn from **top U.S. faculty** and Vietnam's leading innovators
- Gain **practical tools** for market validation, business model design & fundraising
- Apply **emerging tech** like AI for growth
- Access the **exclusive alumni network** and expert mentorship
- Receive a **Global Mini-MBA Certificate** co-issued by VPCEI & WDI

- **HOW TO JOIN?**

- Participate through a hybrid model
 - **Online:** Access all 6 modules remotely via Zoom.
 - **In-Person:**
 - Attend 3 modules at Hotel Indigo Saigon The City (9-11 Ly Tu Trong, Ben Nghe W., D.1, HCMC, VN).
 - Receive exclusive tickets to the InnoEx annual gathering on August 20-21, 2025, at Thiskyhall Sala, Level 5, Thu Duc, HCMC, Vietnam. Limited accommodations are supported for remote learners.





6/ TUITION FEE

- Tuition includes: all online sessions, in-person workshops, learning materials, program certification, and networking activities.
- Travel and accommodation costs for in-person sessions are not included.
- Payment can be made via bank transfer or credit card (details provided after acceptance).
- Installment plans may be considered for selected candidates.
- **Program Start: Week No.3, 20-21st, September 2025**

No.	Category	Tuition fee (VND)	Tuition fee (USD)	Timeline 2025
1	Regular Rate	130,000,000	\$5,000	<ul style="list-style-type: none">• Phase 1: Before 30th June• Phase 2: Before 31st July• Phase 3: Before 31st August

(*) An exchange rate of 26,000 VND per 1 USD will be applied.

(**) Refer to the admission timeline to discover **additional benefits** from VPCEI's strategic partners. (Page 10)

7/ PAYMENT METHOD

Currency Type	VND	USD
Beneficiary	CTY CO PHAN VPCEI	VPCEI JSC.
Account Number	418317008	418317027
Bank Name	Vietnam Prosperity Joint-Stock Commercial Bank (VPBank)	Vietnam Prosperity Joint-Stock Commercial Bank (VPBank)
Bank Branch	Ho Chi Minh City, Vietnam	Ho Chi Minh City, Vietnam
SWIFT Code	-	VPBKVN VX

(*) **Payment note:**

Participant's Name_Mobile Number_Location_GMEI_001

For Example: Nguyen Van A_0938 123 123_HCMC_GMEI_001

8/ ADMISSION CONTACT

For inquiries about program details, admissions, or partnerships, please contact:

MS. PHOENIX NGUYEN – Director of Program and Partnerships, VPCEI.



phoenix@vietnampartners.com



+84 (0) 938 595 125



<https://vpcei.com/>



9/ ABOUT WDI

The **William Davidson Institute (WDI)**, founded in 1992, is a solutions-driven non-profit organization affiliated with the **Ross School of Business at the University of Michigan** in Ann Arbor, USA. Operating at the intersection of education, entrepreneurship, and impact, WDI works to strengthen economic development in emerging markets by equipping individuals, businesses, and institutions with the tools of commercial success.

ABOUT THE WDI ACADEMY

- WDI's training is offered through the WDI Academy, which delivers high-impact programs in leadership, innovation, and entrepreneurship. The Academy's long-term goal is to accelerate equitable economic development in emerging markets by equipping changemakers with practical skills and fresh thinking.
- The WDI Academy programs emphasize high-touch learning, contextualized content, academic rigor, and real-world application. Programs are rigorously assessed and continuously improved to maximize their impact. Drawing on the latest insights from the University of Michigan and strong local partnerships, WDI helps build lasting learning communities and delivers measurable outcomes. To date, WDI has **trained over 17,000 practitioners** and students from **more than 8,000 organizations** around the world.





10/ ADDED VALUES

In strategic partnership with InnoEx—the premier annual exhibition and conference on innovation and the green economy, held from **August 21-22, 2025, at Thiskyhall Sala, Thu Duc, HCMC**. This major event, patronized by the HCMC People's Committee, attracts over 30,000 visits in 2-day, 260+ exhibitors, 72+ investors, and 4,000 top leaders, fostering Vietnam's private sector and innovation ecosystem. Through this collaboration, VPCEI and InnoEx offer exclusive benefits to participants who complete their course registration by the specified timeline below.

- **APPLICATIONS COMPLETED BEFORE JUNE 30TH, 2025**

- **5 Premium InnoEx 2-Day Tickets** (valued at 4,990,000 VND per ticket/person).
- **2 Personalized 1:1 Mentoring Session (60-90 minutes)** with VPCEI's local experts.
- **2 Opportunities for B2B Partner Introductions**, facilitated via email or through on-site event connections.
- **1 Standard Exhibition Booth (3m x 2m) at InnoEx 2025**, offering a platform to showcase your company's products/services, network, and acquire new customers.

- **APPLICATIONS COMPLETED BEFORE JULY 31ST, 2025**

- **5 Premium InnoEx 2-Day Tickets** (valued at 4,990,000 VND per ticket/person).
- **1 Personalized 1:1 Mentoring Session (60-90 minutes)** with VPCEI's local experts.
- **1 Opportunities for B2B Partner Introductions**, facilitated via email or through on-site event connections.





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