

# Southern Entrepreneurship Research Incubator

Kennesaw State University

February 20 – 22, 2025

- **Thursday, February 20, 2025** - Arrivals
  - 5:30 p.m. | Meet & Greet
    - Tin Lizzy's | 3470 George Busbee Pkwy NW, Kennesaw, GA 30144
  
- **Friday, February 21, 2025**
  - Breakfast on own at hotel (complimentary)
  - 8:30 a.m. | Check-In **KSU Center** | 3333 Busbee Dr NW, Kennesaw
  - 9:00 a.m. | Welcome and Introductions
    - **KSU Center** | KC 400
  - 9:30 a.m. | Keynote panel
  - 10:15 a.m. | Break
  - 10:45 a.m. | Session
    - **KSU Center** | KC 400
  - 11:45 a.m. – 1:00 p.m. | Lunch
    - [The Cheezy Truck](#)
  - Afternoon sessions and research pitches
    - **KSU Center** | KC 401 and KC 402
    - Panels & Breakout sessions
  - 3:00 p.m. | Afternoon break
  - Afternoon sessions and research pitches
    - **KSU Center** | KC 400
  - 4:00 p.m. | Wrap up
  - 5:00 p.m. | Happy Hour at The Circuit in Woodstock
    - 1 Innovation Way, Woodstock
    - Heavy hors d'oeuvres and drinks will be served.
    - Special Guests:
      - Michael Caldwell, Mayor of Woodstock
      - Lee Freeman-Smith, Program Manager, Cherokee Office of Economic Development
      - Dr. Sara E. Davis, Director of the Family Enterprise Center at KSU
  - 7:00 p.m. | Dinner on own in Woodstock
  
- **Saturday, February 22, 2025**
  - Breakfast on own at hotel (complimentary)
  - 9:00 a.m. | Welcome

- 9:15 a.m. | Morning session
  - **KSU Center** | KC 400
- 10:30 a.m. | Break
- 10:45 a.m. | Morning sessions
  - **KSU Center** | KC 400
- Noon | Wrap Up
- Afternoon 2026 planning meeting
  - Location TBD | Boxed lunches provided

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