

Schedule

Kick is typically run as a six-week business program. Local directors are welcome to experiment with other lengths.

| Week/Day | | Programming |
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| Week 1 | Day 1 | <ul style="list-style-type: none"> • Orientation • The Next Step <ul style="list-style-type: none"> ▪ Why? Help? ▪ Problem/Solution/Customers ▪ Startup Reality • Setting goals • Mentor Office Hours |
| | Day 2 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1 minute on Problem/Solution/Customers ▪ 1 minute on the participants big goal for the program • The Next Step <ul style="list-style-type: none"> ▪ The Customer Development Model vs. The Lean Startup • What your MVP? • Mentor Office Hours |
| Week 2 | Day 1 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1 minute on your MVP ▪ 1 minute on your goal for the week ▪ Is anything blocking you to achieve that goal? • The Next Step <ul style="list-style-type: none"> ▪ Market Research & Opportunity Sizing ▪ Competition & Competitive Advantage • Mentor Office Hours |
| | Day 2 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1-2 minutes on your market research ▪ Is anything blocking you to achieve that goal? • The Next Step <ul style="list-style-type: none"> ▪ Beyond the Business Model Canvas • Pressing issues • Mentor Office Hours |

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| Week 3 | Day 1 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1 minute on learnings from your Business Model Canvas ▪ 1 minute update, success vs. initial goals ▪ 1 minute on week 3 to do’s ▪ Is anything blocking you? • The Next Step <ul style="list-style-type: none"> ▪ Startup Marketing: Core essence to Purple Cow • Split into groups to work on core essence and naming • Peer problem solving • Mentor Office Hours |
| | Day 2 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1 minute reporting your core essence, and other marketing learnings ▪ 1 minute on week 3 progress ▪ Is anything blocking you? • The Next Step <ul style="list-style-type: none"> ▪ Startup Sales: Funnel, Team, and Post-sales services • Split into groups to work on sales pipeline and process • Peer problem solving • Mentor Office Hours |
| Week 4 | Day 1 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1 minute reporting your sales learnings ▪ 1 minute on week 4 to do’s ▪ Is anything blocking you? • The Next Step <ul style="list-style-type: none"> ▪ Financial planning and forecast • Begin building/revising your financial plan • Peer problem solving • Mentor Office Hours |
| | Day 2 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1 minute reporting learnings from financial planning ▪ 1 minute on week 4 progress ▪ Is anything blocking you? • The Next Step <ul style="list-style-type: none"> ▪ Realities of raising capital • Peer problem solving • Mentor Office Hours |

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| Week 5 | Day 1 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1 minute reporting your progress to-date ▪ 1 minute check on original week 6 goal, and update ▪ Is anything blocking you? • The Next Step <ul style="list-style-type: none"> ▪ The startup pitch / story telling • Split into groups to work on stories • Peer problem solving • Mentor Office Hours |
| | Day 2 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1 minute status update • Pitch practice/coaching (“all hands” or groups) |
| Week 6 | Day 1 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1 minute status update • Pitch practice/coaching (“all hands” or groups) • On-stage event |
| | Day 2 | <ul style="list-style-type: none"> • Opening Circle <ul style="list-style-type: none"> ▪ 1 minute status update • Final Pitch practice • On-stage event • Wrap-up <ul style="list-style-type: none"> ▪ Setting goals for 1, 3, 6, 9 months ▪ Next steps: Full-scale accelerators, contests, funding |