

Program Curriculum:

	Startup Stream	Software Product Stream	Hardware Product Stream
Week 1: The Basics, Validation and First Customers	Introduction of the program, Business model canvas, Customer development interviews, Marketing messaging	Data analytics and reporting product development	Rapid prototyping, rapid manufacturing, sourcing manufacturing overseas
Week 2: Early Growth	Sales 101 and cold calling, growth marketing and channel distribution, pricing strategies and revenue models		
Week 3: Funding	Fundraising best practices, Crowdfunding, Pitch coaching and market sizing, negotiating deals: strategic or funding		
Week 4: Scaling	Hiring and building a culture, finding product market fit, PR, media attention and community building, accelerators		
Week 5: Demo Day Prep			