



Incubator Year at a Glance (YAG)



First Semester		Second Semester	
1st Nine Weeks – 42 days (August 16 th – October 13 th) <i>(September 6th – Labor day – No School)</i> <i>(October 11th – Staff Development)</i>		3rd Nine Weeks – 44 days (January 3 rd – March 4 th) <i>(January 17th – MLK – No School)</i> <i>(March 7th – 11th – Spring Break)</i>	
<u>Unit 1 – Ideation</u> <u>Unit 2 – Customer Discovery</u> <u>Mentor/Team Days</u>	1.1 Entrepreneurial Mindset (3 days) 1.2 Lean Method & BMC (2 days) 1.3 Problem Ideation (4 days) 1.4 Solution Ideation, Team Formation & Expert Advice (4 days) 1.5 First Draft of BMC (2 days) 1.6 Competitive Analysis (3 days) 1.7 Value Proposition (4 days) Unit 1: Share Back and Self/Peer Assessment (1 day) 2.1 Customer Segmentation (2 days) 2.2 External Advice/Mentor Match (3 days) 2.3 Problem Interview (4 day) 2.4 Solution Interview (4 days) 4.1.a Spreadsheets (1 days) (3 days)	<u>Unit 5 – Building your MVP (cont.)</u> <u>Unit 6 – MVP Experimentation and Legal</u> <u>Unit 7 – Promotion</u> <u>Mentor/Team Days</u>	5.2 Website Creation (3 days) 5.3 MVP Funding (3 days) 5.4 Prep for Pitch (8 days) 5.5 MVP Pitch (2 days) Unit 5: Share Back and Self/Peer Assessment (1 day) 6.1 Implementation Planning (2 days) 6.2 MVP Experimentation (7 days) 6.3 Legal (3 days) 6.4 Revisiting SG&A and Startup Costs (1 day) Unit 6: Share Back and Self/Peer Assessment (1 day) 7.1 Storytelling (2 days) 7.2 Marketing Planning (3 days) 7.3 Sales Planning (3 days) (6 days)
2nd Nine Weeks – 42 days (October 14 th – December 17 th) <i>(November 22nd – 26th – Thanksgiving Break)</i> <i>(December 20th – December 31st – Holiday Break)</i>		4th Nine Weeks – 51 days (March 14 th – May 25 th) <i>(April 8th – Battle of Flowers – No School)</i> <i>(April 15th – Good Friday – No School)</i>	
<u>Unit 2 – Customer Discovery (cont.)</u> <u>Unit 3 – Customer Connections</u> <u>Unit 4 – Finances</u> <u>Unit 5 – Building your MVP/Final Exam Days</u> <u>Mentor/Team Days</u>	2.5 Intro to Market Sizing (2 days) Unit 2: Share Back and Self/Peer Assessment (1 day) 3.1 Positioning (3 days) 3.2 Distribution Channels (2 days) 3.3 Customer Relationship (3 days) 3.4 Marketing for Startups (4 days) Unit 3: Share Back and Self/Peer Assessment (1 day) 4.1 Financial & Revenue Modeling (1 days) 4.2 COGS, Startup, and SG&A (3 days) 4.3 Pricing (2 days) 4.4 Initial Revenue Forecasting (2 days) 4.5 Financial Statements & Health Analysis (4 days) Unit 4: Share Back and Self/Peer Assessment (1 day) 5.1 MVP Design (10 days) (4 days)	<u>Unit 7 – Promotion (cont.)</u> <u>Unit 8 – Pitch Your Story</u> <u>Mentor Days</u>	7.4 Financial Story (3 days) Unit 7: Share Back and Self/Peer Assessment (1 day) 8.1 Forecasting & Minimum Success Criteria (3 days) 8.3 Prepping for Pitch Week (12 days) 8.4 Pitch (3 days) 8.5 Launch and 8.2 Funding Requests (4 days) MVP Reconciliation and Incubator Reflection and Final Exam Days (10 days) Unit 8: Share Back and Self/Peer Assessment (1 day) (8 days)