ACADEMIC YEAR

Founders will begin the academic year by learning about the course structure, setting goals, time, and project management. Utilizing Agile project management, businesses will establish a bi-weekly cadence for planning, executing, and evaluating. Businesses will determine a plan of learning and execution toward a successful business launch. The academic year wraps with an Investor Showcase, where companies present their business to an audience, including potential investors.

Founders Guide	Learning Outcomes
ACCELeratoredu and Goal Setting (4 hours)	● Learn the different areas of the ACCELeratoredu program. ● Learn how you will be assessed in the ACCELeratoredu course. ● Define the key components of an accelerator ecosystem. ● Update your Financial Model based on lessons learned since the pitch. ● Update your BMC based on lessons learned since the pitch. ● Use the updated BMC to set goals for your business. ● Define what end-of-year success looks like for your business.

Time & Project Management (6 hours)	● Forecast and commit to work to complete within a timeframe. ● Learn and execute Agile Project Management through sprint planning and scrum boards.
Banking & Finances (4.5 hours) ● Inventory time and identify how/where to incorporate being an entrepreneur. ● Navigate a launch document. ● Plan, track, and manage tasks required to launch your business. ● Create milestones and dates for your business goals.	● Review bank options for your business, choose a bank, and open your account. ● Understand accounting basics. ● Determine a method for managing business finances. ● Set up a system to record and report your revenue, expenses, and profit/loss. ● Identify which funding sources are most suitable for your business. ● Identify needed funding.

	● Create an action plan for how and when you will apply for or seek out the most suitable sources for additional funding.

Customers & Sales (5.5 hours)	● Locate and procure pilot customers. ● Identify strategies to engage customers. ● Create a customer service vision. ● Assess customer needs. ● Create a process for gathering, assessing, and implementing feedback. ● Conduct potential customer interviews. ● Compile and analyze interview data. ● Map out the common buying process and emotional drivers of a customer. ● Identify steps in the buying process you can influence. ● Select a selling relationship strategy. ● Select a sales channel. ● Create a sales playbook.
Legal & Business Regulations (8 hours)	● Identify legal policies and basic documentation. ● Build healthy business processes, legal documentation development, storage, and retrieval habits. ● Review and customize business formation documents. ● Create an employee handbook. ● Finalize banking policies. ● Discuss business regulations and federal, state, and local government requirements for starting a business. ● Identify required registration paperwork and potential costs. ● Outline regulations that may impact your business. ● File business forms with lawyer representation. ● Consider possible risks and acquire business insurance. ● Create standard operational procedures.
Marketing (4 hours)	● Map the key components of the market infrastructure. ● Identify the top three methods for each segment of the market infrastructure. ● Determine the motivation and goals of all involved in the market communication method. ● Select a primary growth engine for the biggest impact and apply it to your business model.
Solution Development & Feature Testing (4 hours)	● Progress your solution into a developed product or service. ● Differentiate the various phases of development ● Develop and execute against a timeline to progress the solution from the current state to the sale. ● Utilize a project management tool and manage the solution development timeline. ● Prioritize solution features, identifying the top 1 - 3 features needed for your first solution run. ● Learn about licensing and decide if it is a viable outlet for your business. ● Outline testing plans to guide solution optimization and feature inclusion. ● Identify potential features for the product or service. ● Create a plan for the inclusion of a feature.
Staffing (2 hours)	● Identify the HR needs and implications impacting the launch of your business. ● Explain the purpose of a job description and create one.
Technology	● Develop a list of technology-related requirements.

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Planning (2 hours)	● Determine your business’s level of technology use. ● Research and determine the cost of technology for your business requirements. ● Outline your technology requirement budget. ● Create an action plan for your technology requirements.
The Next Chapter (2 hours)	● Synthesize your business’ development, growth, and learning during your ACCELeratoredu cohort. ● Prepare to present your business model and financial valuation to investors. ● Determine and execute the next steps for your business (i.e., move forward, transition, dissolve). ● Reflect upon your entrepreneurship journeys through your portfolio.