



Incubator Year at a Glance (YAG)



First Semester		Second Semester	
1 st Nine Weeks –		3 rd Nine Weeks	
<p><u>Unit 1 – Ideation</u></p> <p>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)</p> <p><u>Unit 2 – Customer Discovery</u></p> <p>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)</p> <p><u>Mentor/Team Days</u></p> <p>(3 days)</p>	<p>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)</p> <p>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)</p> <p>(3 days)</p>	<p><u>Unit 5 – Building your MVP (cont.)</u></p> <p>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)</p> <p><u>Unit 6 – MVP Experimentation and Legal</u></p> <p>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)</p> <p><u>Unit 7 – Promotion</u></p> <p>7.1 Storytelling (2 days) 7.2 Marketing Planning (3 days) 7.3 Sales Planning (3 days)</p> <p><u>Mentor/Team Days</u></p> <p>(6 days)</p>	<p>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)</p> <p>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)</p> <p>7.1 Storytelling (2 days) 7.2 Marketing Planning (3 days) 7.3 Sales Planning (3 days)</p> <p>(6 days)</p>
2 nd Nine Weeks –		4 th Nine Weeks –	
<p><u>Unit 2 – Customer Discovery (cont.)</u></p> <p>2.5 Intro to Market Sizing (2 days) Unit 2: Share Back and Self/Peer Assessment (1 day)</p> <p><u>Unit 3 – Customer Connections</u></p> <p>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)</p> <p><u>Unit 4 - Finances</u></p> <p>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)</p> <p><u>Unit 5 – Building your MVP/Final Exam Days</u></p> <p>5.1 MVP Design (10 days)</p> <p><u>Mentor/Team Days</u></p> <p>(4 days)</p>	<p>2.5 Intro to Market Sizing (2 days) Unit 2: Share Back and Self/Peer Assessment (1 day)</p> <p>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)</p> <p>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)</p> <p>5.1 MVP Design (10 days)</p> <p>(4 days)</p>	<p><u>Unit 7 – Promotion (cont.)</u></p> <p>7.4 Financial Story (3 days) Unit 7: Share Back and Self/Peer Assessment (1 day)</p> <p><u>Unit 8 – Pitch Your Story</u></p> <p>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)</p> <p><u>Mentor Days</u></p> <p>(8 days)</p>	<p>7.4 Financial Story (3 days) Unit 7: Share Back and Self/Peer Assessment (1 day)</p> <p>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)</p> <p>(8 days)</p>