



Eight Week Program

- CONFIDENTIAL -

Weekly Learning Objectives	Disciplined Entrepreneur by Aulet
<p>Week 1: Vision (Mission / Strategy / Tactics)</p> <ul style="list-style-type: none"> • Construct 1st draft of your Vision • Define the What? How? Why? • Refine your Elevator Pitch • Pitch Deck – Initial Questions 	<ul style="list-style-type: none"> • Market Segmentation • Beachhead Markets • End User Profile • Total Addressable Market (TAM)
<p>Week 2: Products & Customers</p> <ul style="list-style-type: none"> • Deal Scrubber: “Markets” • Produce slides (Cover, Problem/Pain, Company Vision) • Review: Company Name, Domain, Tagline and Home Page • Practice Elevator Pitch with others 	<ul style="list-style-type: none"> • Full Life Cycle • Product Specification • Value Proposition • Define Your Core • Your Competitive Position
<p>Week 3: Customer & Pricing</p> <ul style="list-style-type: none"> • Deal Scrubber: “Technology/Product” • Produce slides (Product/Solution, CEO & Team, Sales History / Surrogate) • Brand Consistency (Company Name, Nugget, Domain, Tagline and Home Page) • Golden Nugget Viral Test 	<ul style="list-style-type: none"> • Customer Decision Making • Acquiring a Paying Customer • Follow on – Market TAMs • Business Model • Pricing Framework
<p>Week 4: LTV / COCA</p> <ul style="list-style-type: none"> • Deal Scrubber: “General” • Produce slides (The Market, Top Competitors, BCG Matrix, Beachhead Markets Considered/Selected) • Practice Pitch & Test and Refine Golden Nugget 	<ul style="list-style-type: none"> • Lifetime Value of the Customer (LTV) • Sales Process of Acquire Customer • Cost of Customer Acquisition (COCA)



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<p>Week 5: Key Assumptions</p> <ul style="list-style-type: none"> • Deal Scrubber: “Valuation & Structure” • Produce slides (Defensible Barriers/Secret Sauce, Funding Strategy, Exit Strategy, Financial Pro Forma) • Test Viral Nature of Golden Nugget • Practice Entire Presentation (15 slides max.) 	<ul style="list-style-type: none"> • Key Assumptions • Testing Key Assumptions
<p>Week 6: Product</p> <ul style="list-style-type: none"> • Deal Scrubber: “CEO & Team” • Produce slides (LTV & COCA) • Review Company Pedigree • Practice and Time Entire Presentation 	<ul style="list-style-type: none"> • Minimum Viable Product • Will the Dogs Eat the Dog Food?
<p>Week 7:</p> <ul style="list-style-type: none"> • Practice, record, and refine full presentation (2 sessions) 	
<p>Week 8:</p> <ul style="list-style-type: none"> • Judge graduation (on site) • Judge written assessments • Post graduation analyzing / refining presentation & PPT 	
<p>Week 9 & 10: Scaling Up (optional / extra)</p> <ul style="list-style-type: none"> • Produce “Gazelle Scaling Up” slide • Fill out form strategy: 7 Strata 	<p>Scaling Up by Vern Harnish</p> <ul style="list-style-type: none"> • Overview • The Strategy, The 7 Strata Strategy