



The Lunch and Learn Entrepreneurial Crash Course Series

This series provides real world, hands-on learning on what it's like to actually start a company. This series is not about how to write a business plan. It's not an exercise on how well you understand theory, or how well you use the research library. Instead the focus is on getting your hands dirty talking to customers, partners, competitors, as you encounter the chaos and uncertainty of how a startup actually works.

You will learn how to turn a great idea into a great company, use a business model to brainstorm each part of a company, and customer development to get out of your seat to see whether anyone other than you would want your product. You'll see how agile development can help you rapidly iterate your product/service to build something customers will use and buy. Finally, you will learn about patents and intellectual property, what investors look for, and how to pitch to investors.

As part of the series, the Startup Weekend Crane team will take an idea from a rough concept to a tested, viable business over the 12 week series, demonstrating the techniques and tools in the series.

Location: Stimulus Westgate Training Facility Room 8, Every Tuesday at 11am starting July 17th

Topic	Week	Date	Time
Starting a Company - Realities, Mistakes, and Myths of being an entrepreneur	1	Tuesday, July 17th	11:00am

If you have ever thought about starting a business, this is the place to begin. Entrepreneurship comes with the highest highs and the lowest lows. Understand the realities, mistakes and myths of entrepreneurship before you take the plunge. Learn how you can reduce the risk of starting a business and maximize your success. We will cover:

- The challenges of starting a company
- How to avoid the biggest mistakes of being an entrepreneur
- Transition from a Wantrepreneur to an Entrepreneur
- How to maximize your chance for success in starting a company

Topic	Week	Date	Time
Evaluating an Idea – Is it worth +5 years?	2	Tuesday, July 24th	11:00am

We have all had ideas for a new product or service, but which ideas are worth investing years of your life? Minimize the risks and ensure it is worth your time and effort before you commit years of your life to starting a business. We will cover:

- Understand the value of an idea
- Lifestyle vs Scalable ideas
- Evaluate your business idea

Topic	Week	Date	Time
The Founding Team - Building a Team for a Startup	3	Tuesday, July 31st	11:00am

The founding team of a new business has more impact on the success or failure of a company than any other factor. Starting a business is stressful enough without disagreements among the founders and owners. Learn how to:

- Build a successful founding team
- How to select the right people
- Ensure complementary skill sets

Topic	Week	Date	Time
How Your Business Works and Your Assumptions – The Business Model Canvas	4	Tuesday, August 7th	11:00am

No plan survives contact with reality. The assumptions you made about customers, suppliers, partners, the pricing, etc. might be wrong and you have to adapt. Every new business has lots of assumptions. Define those assumptions and test them quickly to adapt to the business reality. Learn how to:

- Define exactly how your business will work and your riskiest assumptions
- Rapidly test and evaluate your riskiest assumptions without breaking the bank
- Find insight in to your potential customers and ensure your product or service will sell before you build it

Topic	Week	Date	Time
Building Something Valuable - Testing Your Value Proposition	5	Tuesday, August 14th	11:00am

You have an idea but will a potential customer find it valuable? There is no substitute to getting out of the building and talking with potential customers. Only potential customers can give you valuable feedback on your product or service. Learn how to:

- Define the value you will provide to your customers and/or users
- Identify your product/service assumptions
- Build a minimum viable product to test your assumptions and refine your business idea

Topic	Week	Date	Time
Will Your Idea Sell - Getting Customer Validation	6	Tuesday, August 21th	11:00am

Just because a potential customer likes your idea and finds value in it does not mean they will pay for it. The best validation of any idea is when customers buy it. You will learn:

- How to find who all of your potential customers are and how you can reach them
- What they will pay for your product or service
- Create demand and ensure you have ample sales

Topic	Week	Date	Time
Ensuring You Can Sell - Testing your Sales Channels and Revenue Model	7	Tuesday, August 28th	11:00am

Selling is more than having a great product; it requires access to customers and knowing how the customers buy. How you make money from your product/service will shape how you reach your customers and who your customer is. Learn how to define and test:

- How you get your product or service to customers
- How you earn money from your products or services
- Your sales options for Business-to-Business and Business-to-Consumer sales

Topic	Week	Date	Time
Strategic Thinking - Testing Partners, Key Resources, and your Cost Structure	8	Tuesday, Sept. 4th	11:00am

No business operates in a vacuum. You need partners, suppliers, skilled key personnel, licenses, and equipment to run a business. All of these resources drain cash from your business and get paid first, before you. Learn:

- What partners and resources you need to execute your business
- The costs of opening you doors and the cash flow of your business
- How much funding you need to raise to be successful

Topic	Week	Date	Time
Getting Funded - Anatomy of a Deal, What Investors Look For, and Funding Sources	9	Tuesday, Sept. 11th	11:00am

For a scalable startup, outside funding is essential for fast growth. There are tons of investment dollars out there, but when investors fund 1% of deals that they see, getting funded is a challenge that takes a lot of time. Prepare yourself to raise funds by knowing:

- What investors look for in a company
- What funding sources are available (loans, investments, crowdfunding, local funding options, and more)
- How an investment is valued and what a deal looks like
- Alternate funding options

Topic	Week	Date	Time
Patents and Intellectual Property – Protecting Your Idea, Talking to Investors, and the Impact of the America Invents Act	10	Tuesday, Sept. 18th	11:00am

For many companies protecting intellectual property is essential element of their business and must be protected. You will learn:

- How to protect your IP without a patent
- How to protect your IP without a Non-Disclosure Agreement (NDA)
- Intellectual Property Ownership Issues
- Investors response to a NDA

Topic	Week	Date	Time
Pitching to Investors – Pitching Effectively, Answering Questions, and What Investor Feedback Really Means	11	Tuesday, Sept. 25th	11:00am

In the end, raising funds comes down to the pitch. With only 1% of pitches getting funded, knowing exactly what investors want to see in a pitch, how they want to be pitched to, and the pitfalls that will undermine any pitch are essential to succeed. We will cover:

- What investors want to see in a pitch
- How you should pitch
- How investors judge a pitch
- What investors feedback really means

Topic	Week	Date	Time
How to Get the Most Out of Startup Weekend	12	Tuesday, October 2nd	11:00am

Startup Weekends are whirlwinds of intense activity and with only 54 hours to go from idea to company, every moment counts. Learn strategies to execute on your idea and move quickly as you transform your idea to a polished pitch for the angel investors, entrepreneurs and startup leaders that make up the panel of judges. But executing on the project is only part of the event – the biggest benefit is networking with mentors that can help you for the rest of your life.

- Strategies to succeed at Startup Weekend
- Project Execution
- Networking