

Validation Program Schedule

Fridays: 11:00 AM - 12:00 PM | Mondays: 11:00 AM - 12:00 PM | Wednesday: 4:00 PM - 6:00 PM

Bootcamp Days are different times

Week 1	
Pre-reads	➤ Unit 1 on Thinkific: Essentials for framing and validating your startup idea
Friday @ 9:00 AM - 5:00 PM	Bootcamp Day I: Intro to Validation, Design your business workshop, Market opportunity workshop: Identify, Evaluate and prioritize potential market segment
Monday @ 9:00 AM - 12:00 PM	Bootcamp Day II: Interviewing and insights hacking workshop and Innovation Within platform setup and training
Wednesday	Kickoff Presentations
Week 2	
Pre-reads	➤ Unit 2 on Thinkific: Mastering the art of interviewing and refining your customer segments
Friday @ 9:00 AM - 1:00 PM	Bootcamp Day III: Refining your understanding of customer segments and value propositions
Monday	Review & Connect
Wednesday	Presentation & Feedback: 10 Interviews
Week 3	
Pre-reads	➤ Unit 3 on Thinkific: Building your positioning statement
Friday	Workshop: Define your Positioning
Monday	Review & Connect
Wednesday	Presentation & Feedback: 20 Interviews
Week 4	
Pre-reads	➤ Unit 4 on Thinkific: Navigating your ecosystem
Friday	Workshop: Analyze Market risk and opportunity
Monday	Review & Connect
Wednesday	Presentation & Feedback: 30 Interviews
Week 5	
Pre-reads	➤ Unit 5 on Thinkific: Bringing your innovation to life:partners, resources and activities

Friday	Workshop: Develop your Business Model: Partners, resources and activities
Monday	Review & Connect
Wednesday	Presentation & Feedback: 40 Interviews
Week 6	
Pre-reads	➤ Unit 6 on Thinkific: Telling the story of your business model
Friday	Workshop: Business Model Storytelling: Tell a strong startup story
Monday	Review & Connect
Wednesday	Presentation & Feedback: 50 Interviews
Week 7	
Pre-reads	➤ Unit 7 on Thinkific: Testing your business viability
Friday	Workshop: Build basic financial models & revenue model
Monday	Review & Connect
Wednesday	Presentation & Feedback: 60 Interviews
Week 8	
Pre-reads	➤ Unit 8 on Thinkific: Identifying your intellectual property strategy
Friday	Workshop: Manage Intellectual property (IP Strategy)
Monday	Review & Connect
Wednesday	Presentation & Feedback: 70 Interviews
Week 9	
Pre-reads	➤ Unit 9 on Thinkific: Building a strong team
Friday	Workshop: Building a strong team workshop: Develop team culture and norms & hire talent
Monday	Review & Connect
Wednesday	Presentation & Feedback: 80 Interviews
Week 10	
Pre-reads	➤ Unit 10 on Thinkific: Building a timeline to achieve your OKRs
Friday	Workshop: Building timeline to Achieve OKRs: Set and Track Objectives & Key Results (OKRs)

Monday	Review & Connect
Wednesday	Presentation & Feedback: 90 Interviews
Week 11	
Prep work	➤ Record your final presentation & submit your final presentation
Friday, April 1, 2022	Workshop: Business model storytelling - Practice and feedback
Monday, April 4, 2022	Review & Connect: Pitch deck design - Practice & Feedback
Wednesday	Final Presentation (100 Interviews)
Week 12	
Friday	End of Program Reflection

Subject to Change