

iSTART Core Curriculum



The Lean Startup

- ▶ Lean Startup Plan vs. Traditional Business Plan
- ▶ Crafting your Lean Startup Plan



From Idea to MVP

- ▶ Process flow: gather data, build on the idea, measure success, repeat.



Digital Marketing

- ▶ Marketing Basics – How to build a powerful brand
- ▶ Digital Advertising 101
- ▶ Search Engine Optimization
- ▶ Tools, methods, shortcuts and pitfalls.



Guerilla Marketing Tactics

- ▶ Unique ways to get your message out.



Technology

- ▶ WWW 101: domains, websites, mobile apps, web apps, and the cloud.



Financial Planning

- ▶ Crafting your 5-year financial projection.



Mastering Your Pitch

- ▶ Crafting the perfect pitch, presentation, and people skills.



HR/Legal/Accounting 101

- ▶ Roundtable Meeting 101: We answer questions about the topics and discuss interesting real-world situations surrounding these topics. Topics include but are not limited to, sexual harassment, R&D tax credits, LLC's vs S-Corps, how equality works, setting a company culture, growth hurdles, building a phantom stock plan for employees, contracts, patents, NDA's, etc.
- ▶ Roundtable Meeting 201: Optional meeting on a topic where we dive deeper with specific experts in the related fields.



Getting Funded

- ▶ Crowdsourced funding methods, Kiva, traditional equity capital, and bank loans.
- ▶ Traits investors look for before investing.