

STARTUP SCHOOL

KICKOFF: October 8th 2021: 5-8pm // on-site

The Founders Foundation Startup School is a part-time education program for individual talents and teams with an early stage business idea. During 10 weeks top talents learn from experienced entrepreneurs how to turn their business idea into a successful B2B tech startup. The Founders Foundation Startup School offers an ideal entry point into a community of high growth entrepreneurs.

The hybrid program is divided into three main thematic blocks:

IDEA BLOCK, BUILDING BLOCK & GROWTH BLOCK

We get you(r) startup ready!

Meet our Academic Director



Jan Brinckmann

Academic Director of Startup School,
Professor at ESADE Business School
& Business Angel

Dr. Jan Brinckmann is professor for Entrepreneurship at the ESADE Business School in Barcelona, which is among the top 5 Business Schools worldwide, offering one of the best MBA programs for Entrepreneurship in Europe. Moreover he is Business Angel & Board Member of many successful startups such as Pinterest, Aklamio, Valuedesk, Semalytix, Bloobirds, Pridatect, JUNIQE and Methinks.ai



STARTUP SCHOOL

IDEA BLOCK | FOUR WEEKS

After the Idea Block you can evaluate what makes a successful business idea, how to strategically find one in the first place, how to find out if there is a market and customer demand for it and what makes a successful team. We will accompany you on the decision of whether your idea is a good one, whether you will have to come up with something else or join a different case.

BUSINESS OPPORTUNITIES & ENTREPRENEURIAL MINDSET

- ▶ How to strategically find business opportunities and how to validate B2B customer problems in the real market.
- ▶ **October 9th: 9am-3pm // on-site**
- ▶ **October 13th: 6pm-8pm // virtual**



Jan Brinckmann

Professor at ESADE Business School & Business Angel

CO-FOUNDER MATCHING & TEAM

- ▶ What makes a perfect founding team and how to choose the right co-founder for your startup.
- ▶ **October 16th: 9am-3pm // on-site**



Stephan Jacquemot

Investment Partner at TS Ventures & Director Education at Founders Foundation

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WEEK 3 - IDEATION WORKSHOP

- ▶ What really makes a great startup idea and how to generate and evaluate startup ideas systematically.
- ▶ October 20th: 6pm-9pm // virtual
- ▶ October 21st: 6pm-9pm // virtual



Jana Görs & Graham Horton
Co-Founder of Zephram and Author
of "The Founder's Playbook"

WEEK 4 - PROBLEM SOLUTION FIT WORKSHOP

- ▶ What is Problem-Solution Fit and how to achieve it
- The Lean Startup Concept put in practice .
- ▶ October 23rd // on-demand
- ▶ November 12th: 12pm-8pm // Feedback on-site
- ▶ November 13th: 9am-3pm // Feedback on-site



Jana Görs & Graham Horton
Co-Founder of Zephram and Author
of "The Founder's Playbook"

Mentors



Elias Weike
Program Manager
Startup School & Founders Lab



Julia Gerner
Program Manager
Founders Accelerator



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BUILDING BLOCK | THREE WEEKS

At the end of these workshops you will know how to address your ideal customer and inform them about your product/service. You can judge which marketing & sales channels are the right ones and what the initial sales process should look like or how to optimize it. And finally you will have learned how to examine and optimize a MVP of your product or service to make it attractive to the customer.

WEEK 5 - BUSINESS MODEL & PRICING

- ▶ What is Product-Market-Fit and which business model and pricing strategy might suit your idea. Understanding the importance of KPIs and Unit Economics.
- ▶ 27.10. & 28.10.2021: 6pm - 9pm // virtual

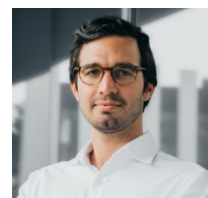


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WEEK 6 - SALES WORKSHOP

- ▶ Effective sales tactics and revenue generation for early stage B2B startups with high growth ambitions
- ▶ 02.11. & 04.11.2021: 6pm - 9pm // virtual



Georg Volwahren
Founding Team
Bloobirds

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WEEK 7 - MVP WORKSHOP

- ▶ Basics of product development. Step-by-step guide to build an effective MVP and how to generate, measure and evaluate user feedback the right way
- ▶ 11.11.2021: 5pm - 9pm // virtual



**Kristina Walcker -
Mayer**
CEO at Nuri

GROWTH BLOCK / THREE WEEKS

After these workshops you will know what the most important operating figures of your business idea are, how you can systematically improve these figures and how to finance your company. You will also learn what you need to be investor-ready, how to find investors and what an investment process looks like.

WEEK 8 - FINANCING & DEALING WITH INVESTORS

- ▶ Scaling the venture: Founder roles & equity share, financing, startup valuations and all you need to know about the investment process and how to be "investor ready".
- ▶ 24.11. & 25.11.2021: 6pm - 9pm // virtual



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Professor at ESADE Business
School & Business Angel

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WEEK 9 - PITCHDECK & PITCHTRAINING

- ▶ How to build a perfect pitch deck and how to present a convincing pitch in front of potential investors and clients.
- ▶ 15.11 & 16.11.2021: tba // virtual
- ▶ Pitchtraining 27.11.2021: 9am - 3pm // onsite
- ▶ Pitchtraining 11.12.2021: 9am - 3pm // onsite



Bianca Praetorius
Pitch Coach



Kim Kreutz
Graphic Designer and
CEO at Zumo

WEEK 10 - FINAL PITCH DAY

- ▶ The pitchday is the final event of every founders startup school. That day a top expert jury will be watching you pitch live at our Founders Foundation Headquarter in Bielefeld to evaluate your business case and ask questions. Before you pitch at our final pitch day we will make sure that you are ready and have a convincing pitch deck on hand. Convince the judges, win amazing prizes and join our Founders Lab or Accelerator with your team and business case.
- ▶ 17.12.2021 // 5pm - 8pm

FINAL JURY

TO BE ANNOUNCED
Our top Jury of Business
Angels and VCs will be
announced soon