

STARTUP SCHOOL

Kickoff: April 23rd 2021 // 17:00 - 20:00

The Founders Foundation Startup School is a 10-week part-time program for single talents and early stage startups. It offers a unique platform to find complementary co-founder(s) and provides best in class knowledge covering the full range from ideation to funding of an early stage startup with special focus on B2B Tech. Two cohorts are held each year. The digital 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

At the end of these workshops you can judge what a successful business idea is, how to find out if there is a market and customer demand for it and how to build an optimal team. We will have a super short pitch where you will outline your business idea and our expert jury will then decide whether you can proceed with the business idea in the program - or whether you will have to come up with something else or join a different case.

WEEK 1 - CO-FOUNDER MATCHING

- ▶ What makes a perfect founding team and how to choose the right co-founder for your startup.
- ▶ **28.04.2021 // 17:30 - 20:30**



Stephan Jacquemot
Investment Partner at
TS Ventures and Director Education
at Founders Foundation

WEEK 2 - BUSINESS OPPORTUNITIES & ENTREPRENEURIAL MINDSET

- ▶ How to strategically find business opportunities and how to validate B2B customer problems in the real market.
- ▶ **04.05. & 06.05.2021 // 18:00 - 21:00**



Jan Brinckmann
Professor at ESADE Business
School & Business Angel

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WEEK 3 - IDEATION WORKSHOP

- ▶ What really makes a great startup idea and how to generate and evaluate startup ideas systematically.
- ▶ 11.05. & 12.05.2021 // 17:00 - 20:00



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

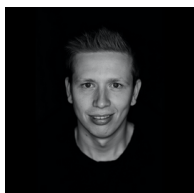
WEEK 4 - PROBLEM SOLUTION FIT WORKSHOP

- ▶ What is Problem-Solution Fit and how to achieve it
- The Lean Startup Concept put in practice .
- ▶ 28.05.2021 // 17:00 - 18:00
- ▶ 04.06. & 05.06.2021



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

Mentors



Alfons Kampmann
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.

▶ 31.05. & 01.06.2021 // 18:00 - 21:00



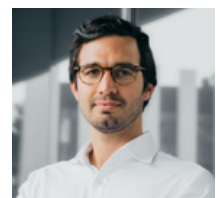
Jan Brinckmann

Professor at ESADE Business School & Business Angel

WEEK 6 - SALES WORKSHOP

▶ Effective sales tactics and revenue generation for early stage B2B startups with high growth ambitions

▶ 07.06. & 08.06.2021 // 18:00 - 21:00



Georg Volwahren

Founding Team
Bloobirds

STARTUP SCHOOL

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
- ▶ 17.06.2021 // 17:00 - 21:00



**Kristina Walcker -
Mayer**
Chief Product Officer
at Bitwala

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".
- ▶ 18.06.2021 // 17:00 - 20:00
- ▶ 19.06.2021 // 10:00 - 13:00



Jan Brinckmann
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.
- ▶ 10.06. & 11.06.2021 // 18:00 - 19:30
- ▶ 23.06., 24.06. & 25.06.2021 // 17:00 - 20:00
- ▶ 01.07. & 02.07.2021 // 17:00 - 20:00



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.
- ▶ 07.07.2021 // TBA

FINAL JURY

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

SPECIAL GUESTS



Laura Tönnies
Co-Founder & CEO at
Corrux



Josef Brunner
Co-Founder & CEO at
relayr



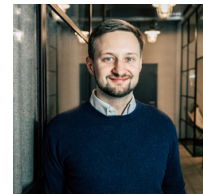
Robert Wetzker
Co-Founder & CEO at
Aklamio



Dennis Cutraro
Co-Founder & COO at
Valuedesk



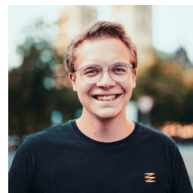
Torsten Bendlin
Co-Founder & CEO at
Valuedesk



Ingo Roßdeutscher
Co-Founder & CPO at
Valuedesk



David Casellas
Co-Founder of Pridatect
and Red Points

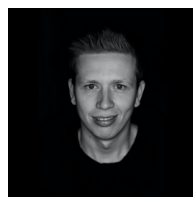


Marcel Katenhusen
Co-Founder & CTO at
lemon.markets



Maximilian Linden
Co-Founder & CEO at
lemon.markets

Any questions left open?



Alfons Kampmann
Program Manager Startup School
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