Start Up Course Syllabus
October 2021

General Course Instructor Information

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caitlin Grzeskowiak</td>
<td><a href="mailto:cgrzeskowiak@efa.org">cgrzeskowiak@efa.org</a></td>
</tr>
<tr>
<td>Sonya Dumanis</td>
<td><a href="mailto:sonya.dumanis@gmail.com">sonya.dumanis@gmail.com</a></td>
</tr>
<tr>
<td>Tom Stanton</td>
<td><a href="mailto:tfstanton@dannydid.org">tfstanton@dannydid.org</a></td>
</tr>
</tbody>
</table>

General Information

Description
This six-week virtual course will provide expert instruction and feedback for startup companies focused on improving the lives of people living with epilepsy. Each session covers an individual topic, such as go-to-market strategy, understanding your value proposition, and regulatory considerations as you commercialize your venture. At the conclusion of the course, you will pitch your company to the Epilepsy Ventures Fund for an investment opportunity.

Expectations and Goals
The goal of the course is to help accelerate needed epilepsy products onto the marketplace by providing mentorship in the business elements of getting a company ready for investment. Our expectation is that each attendee, especially the company’s designated spokesperson, actively engages with the course to receive maximal benefit and attends all sessions. This means doing the pre-work assignments and actively participating in the class discussion.

Because we are discussing potential sensitive material regarding product development, we are requesting that all participants (including instructors, guest speakers and class attendees) sign a non-disclosure agreement, to ensure that everything shared in the course is kept confidential.

Course Materials

Required Materials
Prior to each session, there will be suggested or required reading materials/assignments. They will be populated as the course progresses.
<table>
<thead>
<tr>
<th>Week</th>
<th>Session</th>
<th>Topic</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| 1    | Tue October 12  
12:00 pm – 2:00 pm ET | Building a strong team & setting the stage for perfecting your pitch | Come to class having filled out NDA  
Pre-read material located here |
|      | Thurs October 14  
12:00 pm – 1:00 pm ET | Case Study: Engage | N/A |
| 2    | Tue October 19  
12:00 pm – 1:30 pm ET | GTM/ Value Propositions | Value proposition assignment |
|      | Thurs October 21  
12:00 pm – 1:00 pm ET | Getting the product to market continued | N/A |
| 3    | Tues October 26  
12:00 pm – 1:30 pm ET | Epilepsy Market Research | TBD |
|      | Thurs October 28  
12:00 pm – 1:00 pm ET | SBIR information | N/A |
| 4    | Tue November 2  
12:00 pm – 1:30 pm ET | Regulatory pathway and protecting your product | TBD |
|      | Thurs November 4  
12:00 pm – 1:00 pm ET | Case Study: Visualase | N/A |
| 5    | Tues November 9  
Practice Pitches Session 1 | Practice Pitches Session 1 | Pitch Deck prepared |
|      | Thurs November 11 | Practice Pitches Session 1 | Pitch Deck prepared |

WEEK OF NOVEMBER 15: INVESTOR PITCH