

Start Up Course Syllabus

August 2020

General Information

Description

This is a 5-week startup course to assist early-stage companies in perfecting their pitch to investors. Topics will focus on elements critical to a pitch deck from framing the value proposition, to building the target product profile, to understanding the market, to building a strong team. In the last class, companies will present pitches to both members of the epilepsy community and investors.

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 actively engages with the course to receive maximal benefit. 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 reading materials located on the Google Drive.

Additional Tools

As a roadmap for your company, we have created a [matrix checklist tool](#) of items that need to be completed depending on where you are in stages of financing. We have built our course off this rubric and will be referring to it throughout.

We have also found a [great template example](#) for a pitch deck developed by First Round Capital. We have structured our course to assist with filling out the needed components of this pitch deck. Please refer to this deck as you prepare for the final class where you are presenting your product to actual investors in the space.

Course Schedule

Session	Topic	Reading	Assignments
Tue August 4 12:00 pm – 2:00 pm ET	Value Propositions Guest Speaker: Jeff Huber	Value Proposition	Come to class having filled out prework assignment 1
Tue August 11 12:00 pm – 1:30 pm ET	Developing and protecting your product Guest Panel: Kent Leyde & Wini Wu	Target Product Profiles	Come to class having filled out prework assignment 2 Look at labeling inserts of 1- 2 comparable FDA approved products (will be brought up in discussion)
Tue August 18 12:00 pm – 1:30 pm ET	Getting the product to market Guest Speaker: James Musick	Market Segmentation	Come to class having filled out prework assignment 3
Tue August 25 12:00 pm – 1:30 pm ET	Building a strong team Guest Speaker: Rowan Chapman	Team Behaviors	Come to class having filled out prework assignment 4 Complete the team assessment form
Tue September 1 12:00 pm – 1:30 pm ET	Presenting the Pitch Guests from epilepsy community & investor community	What makes a good pitch	Come to class having filled out prework assignment 5

Office Hours

Following each class, attendees can sign up for office hours by Wednesday at 12 pm ET to schedule a time to meet with instructors and go more in depth on topics covered during the course.

Additional Information and Resources

Founders Handbook

As you think about practical elements of building and growing your company, there is a great resource developed by Upside Partnership and Butchershop. We recommend that you take a look!

<https://founderhandbook.org/topics> Throughout the course, we will reference some of the material in the Founder's Handbook as optional reading material to complement our discussions.