

Incubator Year at a Glance (YAG)



F	irst Semester		Second Semester
1 st Nine Weeks – 42 days		3 rd Nine Weeks – 44 days	
(August 16th - October 13th)		(January 3 rd – March 4 th)	
(September 6 th – Labor day – No School) (October 11 th – Staff Development)		(January 17 th – MLK – No School) (March 7 th – 11 th – Spring Break)	
Unit 1 – Ideation 1.1 Entrepreneurial Mindset (3 days)		Unit 5 –	5.2 Website Creation (3 days)
<u>omer needlon</u>	1.2 Lean Method & BMC (2 days)	Building your	5.3 MVP Funding (3 days)
	1.3 Problem Ideation (4 days)	MVP (cont.)	5.4 Prep for Pitch (8 days)
	1.4 Solution Ideation, Team		5.5 MVP Pitch (2 days)
	Formation & Expert Advice (4 days)		Unit 5: Share Back and Self/Peer
	1.5 First Draft of BMC (2 days)		Assessment (1 day)
	1.6 Competitive Analysis (3 days) 1.7 Value Proposition (4 days)	Unit 6 –	6.1 Implementation Planning (2 days)
	Unit 1: Share Back and Self/Peer	MVP	6.2 MVP Experimentation (7 days)
	Assessment (1 day)	Experimentation	6.3 Legal (3 days)
		and Legal	6.4 Revisiting SG&A and Startup Costs (1
Unit 2 – Customer	2.1 Customer Segmentation (2 days)		day)
Discovery	2.2 External Advice/Mentor Match		Unit 6: Share Back and Self/Peer
	(3 days) 2.3 Problem Interview (4 day		Assessment (1 day)
	2.4 Solution Interview (4 day)	Unit 7 –	7.1 Storytelling (2 days)
	4.1.a Spreadsheets (1 days)	Promotion	7.2 Marketing Planning (3 days)
			7.3 Sales Planning (3 days)
Mentor/Team Days	(3 days)		
		Mentor/Team Days	(6 days)
2 nd Nine Weeks – 42 days		4 th Nine Weeks – 51 days	
(October 14 th – December 17 th) (November 22 nd – 26 th – Thanksgiving Break)		(March 14 th – May 25 th) (<i>April 8th – Battle of Flowers – No School</i>)	
(December $22^{a} - 26^{a} - 1$ hanksgiving break) (December $20^{ab} - December 31^{st} - Holiday Break)$		(April 15 th – Good Friday	
Unit 2 – Customer	2.5 Intro to Market Sizing (2 days)	Unit 7 –	7.4 Financial Story (3 days)
Discovery (cont.)	Unit 2: Share Back and Self/Peer	Promotion (cont.)	Unit 7: Share Back and Self/Peer
	Assessment (1 day)		Assessment (1 day)
	2.4 Densities in π (2. dense)		
<u>Unit 3 –</u> Customer Connections	3.1 Positioning (3 days)3.2 Distribution Channels (2 days)	<u>Unit 8 – Pitch Your</u> <u>Story</u>	8.1 Forecasting & Minimum Success Criteria (3 days)
<u>customer connections</u>	3.3 Customer Relationship (3 days)	<u>501y</u>	8.3 Prepping for Pitch Week (12 days)
	3.4 Marketing for Startups (4 days)		8.4 Pitch (3 days)
	Unit 3: Share Back and Self/Peer		8.5 Launch and 8.2 Funding Requests (4
	Assessment (1 day)		days)
	1		MVP Reconciliation and Incubator
	4.1 Financial 9 Devenue Mardalla /4		
Unit 4 - Finances	4.1 Financial & Revenue Modeling (1		Reflection and Final Exam Days (10 days)
Unit 4 - Finances	days)		Reflection and Final Exam Days (10 days) Unit 8: Share Back and Self/Peer
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