

## CRIMSON ENTREPRENEURSHIP ACADEMY

**Three learning pillars:** 1) Building confidence, 2) Building business and 3) Building networks

- 1) Participants must be accepted into the 9-week program and participate
  - a. Attend the 9-week program
  - b. Attend all regular meetings
  - c. Work between 20 and 40 hours per week (stipend to support students provided)
  - d. Keep core hours in main coworking space (meet and learn with peers)
  - e. Participate in Start-up Wind learning tool
  - f. Participate in the summer Crimson Startup customer discovery program
  
- 2) Complete deliverables for “Building Confidence” related work
  - a. Learn about personal energy and complete 3-week program
  - b. Learn about roles and complete role-based confidence and self-diagnostic tools
  - c. Attend protocol training program
  - d. Storytelling skills workshop
  - e. Finalize personal development plans
  - f. Attend field trips
  - g. Finalize self-diagnostic and personal goals summary
  - h. Participate in individual coaching sessions
  - i. Coach peers in the Academy
  
- 3) Complete deliverables for “Building Business” related work
  - a. Attend regular sessions (workshops, peer mentoring, coaching sessions)
  - b. First deliverable – milestones summary
  - c. Develop and practice pitch
  - d. Conduct competitive analysis and magic quadrant analysis (present to group)
  - e. Finalize web site for the business
  - f. Finalize cash flow and work on prototypes
  - g. Participate in diversity and innovation as well as other business learning programs
  - h. Finalize business plan (power point or full plan -depends on stage of business)
  - i. Participate in team coaching sessions
  
- 4) Building networks program
  - a. Complete list of people to meet – participate in customer discovery program (10 to 15 interviews per week for 4 weeks)
  - b. Develop advisory board or team
  - c. Network with people who are running learning sessions and visiting the EDGE
  - d. Work with mentors in Startup Wind tool; attend speed mentoring sessions
  - e. Meet local business experts (EDGE advisory board and other mentors)
  - f. Practice pitches to investor groups
  
- 5) Participate in demo day at end of program, which is held during Global Entrepreneurship Week in November.