

Crown Ventures Accelerator

Accelerator Curriculum

MONTH 1: ASSESSMENT + STRATEGY

MONTH 1 | WEEK 1: THE GLOBAL TECH MARKET | GLOBAL MARKET CAP WORKSHEET

Explore a birds-eye-view of the technology ecosystem to gain a firm understanding of how to match your technology with market needs, in order to create commercially viable products, services and organizational processes that rapidly scale.

MONTH 1 | WEEK 2: GO-TO-MARKET STRATEGY | GO-TO-MARKET WORKSHEET

Learn how to present, persuade, and negotiate using a value-driven pitch that includes your Vision, Mission, Core Offering, Value Proposition, Competitive Landscape, Target Market, Press & Partnerships,

MONTH 1 | WEEK 3: ORGANIZATIONAL OPTIMIZATION | LEAN STARTUP WORKSHEET

Gain a deep understanding of how to optimize your organizational structure using the lean startup method. Optimize activities such as task allocation, coordination, and supervision toward the achievement of organizational aims. Organizational structure affects organizational action and provides the foundation on which standard operating procedures and routines rest.

MONTH 1 | WEEK 4: FIELD IMMERSION: BUSINESS NETWORKING | NETWORKING WORKSHEET

During field immersion, the cohort will exercise new-founded strategies in a real-world scenario, where they will attend a high-profile networking event and develop new opportunities. The cohort will interact with investors and media influencers and will be challenged to develop relationships.

Crown Ventures Accelerator

Accelerator Curriculum

MONTH 2: BUSINESS DEVELOPMENT

MONTH 2 | WEEK 5: CONQUER MARKETING | IMC WORKSHEET

Gain a deep understanding of Integrated Marketing Communications which is a holistic planning process that focuses on creativity reinforcing the same message across communications disciplines. The integrated method has emerged as the dominant approach used by companies to plan and execute their marketing communication programs and has been described as a paradigm shift for tech startups.

MONTH 2 | WEEK 6: THE ART OF THE PITCH | CVP WORKSHEET

Learn how to implement result-driven pitch strategies in your Emails, Presentations, Elevator Pitches, Press Releases, On-Camera, and Face-to-Face to captivate and persuade. Instill confidence with investors, press, and partners. Learn how to gain and use Credibility, Visibility, and Profitability to forge valuable relationships with Fortune 500, Governments and Industry Stakeholders.

MONTH 2 | WEEK 7: BUSINESS DEVELOPMENT | CHALLENGE WORKSHEET

Learn how to Engage, Educate, Captivate, Nurture and Acquire Customers, while learning to seek opportunities such as Revenue Generating Partnerships and Faster Market Access in order to achieve Market Credibility, Market Visibility, and Rapid Revenue Growth.

MONTH 2 | WEEK 8: PUBLIC RELATIONS | PRESS RELEASE WORKSHEET

Learn how to build relationships with bloggers, writers, key influencers, shape consumer mindset, craft inspiring stories, build a personal brand and influence stakeholders through press coverage.

Crown Ventures Accelerator

Accelerator Curriculum

MONTH 3: INVESTOR RELATIONS

MONTH 3 | WEEK 9 : INVESTOR RELATIONS | SPECIAL GUEST SPEAKER

Understand and prepare investment materials such as financial models, pre-money valuation, and term sheets through the eyes of Venture Capitalists and Angel Investors.

MONTH 3 | WEEK 10 : RAISING CAPITAL | SPECIAL GUEST SPEAKER

Find the best ways to raise capital for your industry and your startup by understanding an investor's funding process directly from a VC or Angel Investor and how to transform your startup into a viable, scalable, and attractive investment.

MONTH 3 | WEEK 11 : FULL REVIEW | PITCH PRACTICE

Reviewing the last 90 days and preparing for Demo Day presentations including a review of your CVP, Go-To-Market Strategy, Pitch Deck, Value Proposition, Partnerships, and Proposals.

MONTH 3 | WEEK 12 : DEMO DAY | PITCH INVESTORS

Demo Day is the culmination of your 90-day accelerator program where you get to pitch to an audience of investors and key business leaders for your shot at the big leagues.