

## Online Preparation

## New York City

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
<i>Theme of the week</i>	<i>Kickoff Startup Analysis &amp; Program Track Selection</i>	<i>Strategy Baselining &amp; Project Planning</i>	<i>Advisor, Mentor &amp; Intern Associate Matching</i>	<i>Initial Strategy Validation</i>	<i>Asset Readiness Checkpoints</i>	<i>NYC Preparation. Learning Sessions. Checkpoints</i>	<i>Onsite Business Development</i>	<i>Onsite Program Conclusion</i>
<b>General Track</b>	<b>US Market Insights &amp; Startup Prep</b>	<b>Strategy, Communication &amp; Legal Essentials</b>	<b>Outreach, Taxation, &amp; Intern Matching</b>	<b>Advisory, Pitching, &amp; HR Practices</b>	<b>Relocation, Pitching, &amp; Strategic Communication</b>	<b>Competition, Legal, &amp; B2B Sales Insights</b>	<b>Client Meetings, Pilot Strategy, &amp; Pitch Practice</b>	<b>Meetings, Sales, &amp; Final Showcase</b>
<i>Program tracks (startups can choose up to two tracks)</i>	<b>Fundraising Track</b>	<i>Fundraising Strategy</i>	<i>Fireside Chat: Q&amp;A with an investor</i>	<i>Investor Pipeline Strategy Validation</i>	<i>Fundraising Strategy Readiness Online</i>	<i>Fundraising (DueDil) Investor Deliverables &amp; Data Room Online Meetings potential PoC Partners</i>	<i>Visit to Industry &amp; Stage Related VCs</i>	<b><u>Investor Breakfast</u></b>
	<b>Pilot Track</b>	<i>Product Analysis &amp; Pilot Strategy</i>	<i>PoC Partner Matching &amp; Strategy Development</i>	<i>Pilot Projects Strategy Validation</i>	<i>Pilot Project Strategy Readiness Checkpoint</i>	<i>CVC Engagement and Partnership Learning Session - Navigating CVCs and Strategic Partners</i>	<i>Visit to NYC HQs of Industry Giants / CVC Visit</i>	<b><u>Open Innovation Challenge with Corporation</u></b>
	<b>Tradeshow Track</b>	<i>Roadmap Review for Market Entry Strategy &amp; Entity Approach</i>	<i>Communication Strategy &amp; Artifacts for Tradeshow</i>	<i>Fireside Chat: Q&amp;A with a strategic partner</i>	<i>Partner Strategy Readiness Checkpoint</i>	<i>Product Roadshow Planning &amp; Strategy Online meetings with potential partners/PoC/investors</i>	<i>New and Followup Meetings in person with potential partners/clients</i>	<b><u>Showing at Industry Tradeshow or Event</u></b>