

OUR CURRICULUM  
THE LIFECYCLE  
OF **Your** STARTUP,  
FROM **IDEATION**  
**TO EXIT** through..



**...60+ HOURS  
OF HANDS-ON  
SIMULATIONS,  
WORKSHOPS, EXPERT  
& PEER FEEDBACK,  
PITCH PRACTICE,  
MENTORING SESSIONS,  
PANELS, KEYNOTES,  
ON & OFFLINE  
GLOBAL MEETUPS,  
DEMOS & INVESTOR  
CONVERSATIONS.**



### **ABOUT SLP**

Startup Leadership (SLP) is an 80 hour, highly selective, global, world-class training program and lifelong global network for outstanding founders, leaders, and innovators who want to become startup CEOs. We take no equity.

The program began in Boston in 2006 with seven Fellows (participants). Today, it has grown to 23 cities in 12 countries. Every year 15-30 Fellows join the program in every city. This year 500 Fellows will go through the program as a single class.

Our program is truly global - you can start in one city, but attend any class in any city, worldwide. During the program, and for life, you can apply to pitch at investor Demo Days on three continents, and build relationships with growing numbers of entrepreneurs in your sector.

# CURRICULUM FROM IDEATION TO EXIT

## A. ENTREPRENEURIAL JOURNEYS

### B. TESTING YOUR IDEA

- Lean Startup Exercise
- Startup Fair
- Ideation & Prototyping Workshop

### C. PRODUCT

- Product Feedback
- Product & Design Panel

### D. CUSTOMER DEVELOPMENT

- Business Model Canvas
- Sales and Growth Hacking
- Advertising & Public Relations: Creating Buzz
- Market Size, Competition & Pricing
- Doing Deals Simulation

### E. PEOPLE

- CEO Panel: Surviving the First 18 Months
- Leadership
- Founder Wellness
- Co-Founder Conflict
- Assess Your Team
- How to Hire
- Negotiations

### F. PITCHING YOUR BUSINESS

- Storytelling
- Introduce Yourself
- Mentor Speed Dating
- Business Pitch Workshop
- Deep Dives
- Pitch Practice

### G. NUTS & BOLTS

- Legal
- Intellectual Property
- Human Resources
- Finance

- Operation
- Culture

### H. TERM SHEETS

- Term Sheet Overview
- Term Sheet Competition
- Exits, Shutdowns, Acqui-hires
- VC Competition
- Reflections and How I Will Change the World

### I. INVESTORS

- How I got funded
- Venture Capital Competition
- Pitching to Angels
- Investor Conversations / Demo Days

### J. EXITS

- How to Sell Your Company
- Acqui-Hired
- Layoffs & Shutdowns

### K. MISSION

- Reflections
- How I Will Change The World
- Giving Back Day

### K. EVENTS

- Alumni Meetup
- Sector Meetup
- Women Meetup
- Holiday Party
- Graduation Party

*SLP brings the most comprehensive, structured, current, country-specific curriculum to you. The curriculum structure may differ from chapter to chapter. Some items will be covered through optional online talks and handouts. Materials will include Powerpoint slides, reading materials, Excel spreadsheets & assessment forms.*



### ENTREPRENEURIAL JOURNEYS

Entrepreneurial Journeys is one of our class highlights. Fellows introduce themselves to each other through a series of visuals that explain who they are, what turning points and watershed moments led them up to today, what they are working on, and how they seek to change the world. It is an extremely engaging way to get to know a very high-caliber group very quickly.

### TESTING YOUR IDEAS

#### LEAN STARTUP EXERCISE

This three-hour hands-on workshop is based on concepts developed by thought leaders, Eric Reis and Steve Blank. Using a current Fellow's startup, the class develops a series of lean exercises, and then tests them by talking to people outside the class. Ideas are tested and rejected in real time, demonstrating how Fellows can work on their own ideas.

#### STARTUP FAIR

A two-hour simulation where every Fellow gets to understand every startup in class. You pitch ideas and invest money in each other's startups. A high-energy exercise designed to improve your pitching skills, and understand what issues your startup may face in attracting employees, customers, mentors & investors.

#### IDEATION & RAPID PROTOTYPING WORKSHOPS

These workshops are run by outsiders in New York & San Francisco. Anyone may attend from another city.

### PRODUCT

#### PRODUCT FEEDBACK

Present your products to CTOs, Engineers, Designers & Developers in small groups. Seek advice on each stage of development including prototyping, engineering and relevant technology matters. Get introductions for vendors, look for beta testers amongst your classmates and Fellows in your sector chapter to get continuous design feedback. Continue product feedback in online sector meetups.

#### PRODUCT & DESIGN PANEL

Hear a panel of experts answer questions on attracting, retaining and managing engineering teams, agile methodologies, rapid prototyping, and new design themes.

## CUSTOMER DEVELOPMENT

### BUSINESS MODEL CANVAS

A highly interactive session that uses the Business Model Canvas to refine the entrepreneur's own product's value proposition, infrastructure, customers, strategy, competitive positioning, pricing, and tactics moving forward to take the startup to the next level.

### SALES & GROWTH HACKING

A hands-on class, where entrepreneurs discuss how sales teams should be structured, how to hire, build funnels, and create systematic approaches to sales. For Internet based businesses, understand growth hacking.

### MARKET SIZE, COMPETITION & PRICING

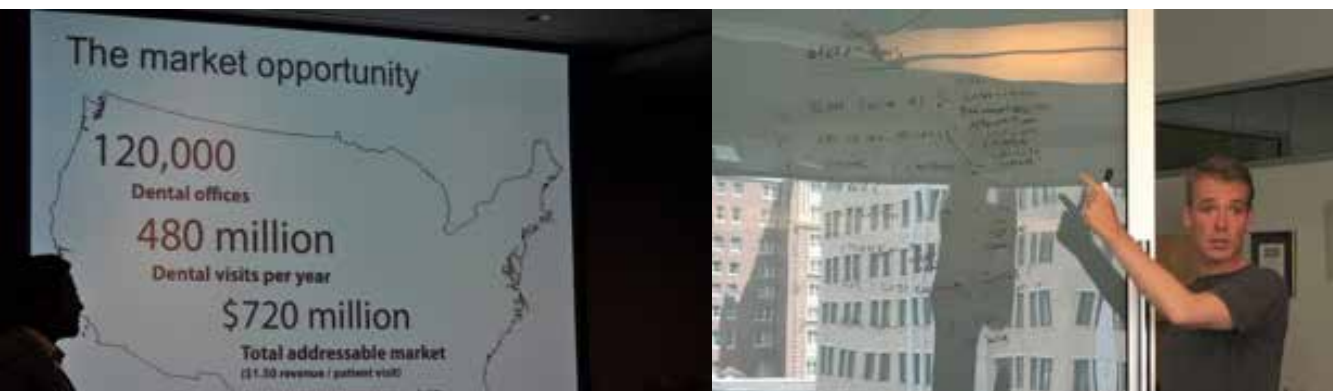
Investors focus on competitive positioning and the size of the opportunity. Entrepreneurs will not often be detailed enough in explaining these critical components. Through a hands-on class, entrepreneurs are asked to flesh out these key components.

### ADVERTISING & PUBLIC RELATIONS: CREATING BUZZ

Listen to experts tell you how to attract press, when to create buzz, and how you should build long-term relations with media.

### DOING DEALS SIMULATION

This is a dynamic simulation where Fellows get to negotiate against real-world VPs and Directors of Fortune 500 companies. The goal is to get one of three deals done – licensing, commercial agreement or a sale. It teaches entrepreneurs how big companies think.



## PEOPLE

### CEO PANEL: SURVIVING THE FIRST 18 MONTHS

The first 18 months of a startup are the hardest. Founders are spread thin, building teams, creating products, and pivoting as they seek product-market fit. Resources are stretched with little or no money. CEOs share practical tips on getting through these crucial early stages.

### LEADERSHIP

Inspiring keynotes, panels and tools will allow entrepreneurs to understand their leadership style, priorities, gaps, and strengths.

### FOUNDER WELLNESS

Loneliness, depression and self-doubt are quite common amongst startup founders.

### ASSESS YOUR TEAM

Use several valuable tools to assess leadership or core members of the current team.

### COFOUNDER CONFLICT

One of the most common issues facing founders. This session brings founders who have experienced conflict. Our goal is to provide entrepreneurs with frameworks to hold on ensuring it does not destroy the companies.

### HOW TO HIRE

Hiring is challenging, especially during the early stages. Learn what is working, where people in key cities are looking, and what compensation promises are they making.

### NEGOTIATIONS

In certain cities, depending on the availability of experts, we will hold negotiations workshops or simulations, and discuss frameworks that will help entrepreneurs be better negotiators.

## PITCHING YOUR BUSINESS

### STORYTELLING

Hearing the real pitches of startup entrepreneurs that got funded and listen to them answer questions about their challenges.

### INTRODUCE YOURSELF

Practice introducing your startup in one minute, as well as writing introductions that will get people to write back to you.

### MENTOR SPEED DATING

Meet well-regarded members of the startup community including entrepreneurs, investors and experts in an informal way. Get a wide range of perspectives and seek advice that will start to give direction to the startup.

### BUSINESS PITCH WORKSHOP

Short but comprehensive pitches are given to at least three investors and/or guest entrepreneurs in the room along with other Fellows. After each pitch, panelists ask questions and provide feedback on what they liked and what should be improved. Learn from a wide range of feedback given to the rest of your class.

### DEEP DIVES

In small diverse groups, deep dives are informal sessions in small groups outside the classroom to give clear, honest, direct feedback based on product, strategy, competitive positioning, pricing, and tactics to take the startup to the next level.

### PITCH PRACTICE

You will get ample opportunities to practice pitching to each other.

## NUTS & BOLTS

Nuts & Bolts covers a series of topics that are not discussed in detail. Instead, CEOs are left to figure out matters for themselves. Through interactive class discussions, documents and vendors, we cover a range of topics highlighted below.

### LEGAL

Incorporation | Agreements | Elections for Capital Gains | NDA + Employment Contracts | Funding Documentation | Commercial Contracts | Terms & Conditions | Hiring Interns

### INTELLECTUAL PROPERTY

Patents | Trademarks | Assignment | Documentation

### HUMAN RESOURCES

Sourcing Methods | Interns | Job boards | Referrals | Recruiters | Interview Process | Technical Screening | Reference Checks | Visas & Immigration | Layoffs | Equity & Vesting

### FINANCE

Accounting | Taxes | Bookkeeping | Outsourced CFO | Financial Modeling | Debt

### OPERATIONS

HR | Policies | Insurance | Payroll | Office Space | Useful Tools

### CULTURE

Mission, Vision, Value | Culture & Management | Self Reflection

## TERMSHEETS

### TERMSHEET OVERVIEW

A presentation by a guest lawyer on the basics of a term sheet followed by a short exercise for Fellows to complete to ensure the Fellows understand the key provisions. A panel of 3-4 experts will discuss their experiences and key tips (what to focus on, what to avoid).

### TERMSHEET COMPETITION

The competition starts by each team receiving three termsheets each. The teams have to first read the termsheets and figure out what the deal means, put it into a spreadsheet, and then go negotiate these deals simultaneously with three firms. At the end of 1.5 hours of negotiations, the deals are done, and the companies have to provide a signed termsheet to the judges. Only one termsheet can be signed – which means that one startup is not going to get funded.





## INVESTORS

### HOW I GOT FUNDED

Watch successful SLP entrepreneurs walk you through their own pitches. Learn where investors focus, what you can do well, and how does the process look like.

### PITCHING TO ANGELS

Hear from angels about how to approach them, pitch them, close investments, and leverage their assistance for attracting venture capital.

### VENTURE CAPITAL COMPETITION

Fellows get to play VCs for a day, using all they have learnt over the past six months to negotiate termsheets. Then the final deals are presented to their Investment Committee, justifying the choice of deal, structure, and why they chose to make an investment to actual venture capitalists. Many Fellows experience a light-bulb moment for their own startups, and truly begin to understand how investors think.

### INVESTOR CONVERSATIONS / DEMO DAYS

The session provides Fellows an opportunity to present their startups to a group of selected investors, including VCs and angels. Fellows are encouraged to pitch (if they are raising capital and are ready) and present demo products if applicable. Former Fellows are also welcome if the selected investors match their target audience for fund raising, but current Fellows will receive priority for slots.



## EXITS

### HOW TO SELL YOUR COMPANY

A basic guidance to arm the Fellows with data to assist in this process. The e guest speaker/s talks about what one needs to do to prepare the management team, the customers and the employees for a sale and what happens when a sale is done, preparing the legal documentation for a sale, the negotiations that take place, and the main aspects of the deal that get negotiated, the M&A process, valuations, and possible structures of a deal (cash, stock, milestones).

### ACQUI-HIRED!

A discussion to help you think about getting acquired for your talent, rather than your business. You will get a chance to hear from those who have been through acqui-hires.

### LAYOFFS & SHUTDOWNS

Laying off employees or shutting down are complicated. It involves legal and regulatory issues that must be properly executed with great care. You will get a chance to understand the key issues. As a CEO, you will face these issues often during your lifetime.

 Acquired by <b>QuikrHomes</b> 2017	 Acquired by <b>bookmyshow</b> 2017	 Acquired by  2017	 Acquired by <b>Cooper</b> 2016	 Acquired by <b>HOWELPATS</b> 2016	 Acquired by <b>Aol.</b> 2016	 Acquired by <b>facebook</b> 2015
 Acquired by <b>snapdeal</b> 2015	 Acquired by <b>Johnson-Johnson</b> 2015	 Acquired by <b>SimilarWeb</b> 2015	 Acquired by <b>ecova</b> 2015	 Acquired by <b>snapdeal</b> 2016	 Acquired by <b>AVANT</b> 2015	 Acquired by <b>asics</b> 2016
 Acquired by <b>ixigo</b> 2015	 Acquired by <b>ixigo</b> 2015	 Acquired by <b>LexOrbis</b> 2015	 Acquired by <b>foodpanda</b> 2015	 Acquired by <b>PayPal</b> 2015	 Acquired by <b>Honeywell</b> 2015	 Majority Acquired by <b>THE INTERNET</b> 2014



# MEETUPS, EVENTS & GRADUATION

Women Meetup | Sector Meetup | Holiday Party | Graduation Party | Alumni Meetup

SLP offers ample opportunities to build relationships during the Program, and continue interacting with alums after graduation. Through meetups, holiday parties, alumni events, admissions events, as well as our newsletters, and our slack and whatsapp channels, the learning never ends. The holiday party, and opportunities to organize vacations away allow our Entrepreneurs to create strong bonds.





## MISSION

### REFLECTIONS & HOW I WILL CHANGE THE WORLD

This is a powerful class that is divided into four short activities. Discuss the highlights of what each person has learnt over the past six months, talk to alums from different corners of the world, write a letter to that you will open 10 years from now, and make a public commitment to a cause to help those less fortunate.

### SOCIAL ENTREPRENEURSHIP

We bring social entrepreneurs to share their innovations and inspiring stories.

### GIVING BACK DAY

In selected chapters, entrepreneurs come together for to volunteer for a cause.

## OUR SPONSORS

### PRIMARY SPONSORS



### CHAPTER SPONSORS



2500

FELLOWS

\$550M+

RAISED

1500

STARTUPS

53

EXITS

600

WOMEN

23

CITIES

12

COUNTRIES

For applications dates and to apply: [www.startupleadership.com](http://www.startupleadership.com)

If you have any questions about the application process, please write to [admissions@startupleadership.com](mailto:admissions@startupleadership.com)