**Schedule**

Kick is typically run as a six-week business program. Local directors are welcome to experiment with other lengths.

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| Week/Day | Programming |
| Week 1 | **Day 1** | * Orientation
* The Next Step
	+ [Why? Help?](http://lunarmobiscuit.com/classroom/lesson0/)
	+ [Problem](http://lunarmobiscuit.com/the-next-step/guide/chapter4/)/[Solution](http://lunarmobiscuit.com/the-next-step/guide/chapter7/)/[Customers](http://lunarmobiscuit.com/the-next-step/guide/chapter5/)
	+ [Startup Reality](http://lunarmobiscuit.com/classroom/lesson-startup-reality/)
* Setting goals
* Mentor Office Hours
 |
| **Day 2** | * Opening Circle
	+ 1 minute on Problem/Solution/Customers
	+ 1 minute on the participants big goal for the program
* The Next Step
	+ [The Customer Development Model vs. The Lean Startup](http://lunarmobiscuit.com/classroom/lesson1/)
* What your MVP?
* Mentor Office Hours
 |
| Week 2 | **Day 1** | * Opening Circle
	+ 1 minute on your MVP
	+ 1 minute on your goal for the week
	+ Is anything blocking you to achieve that goal?
* The Next Step
	+ [Market Research & Opportunity Sizing](http://lunarmobiscuit.com/classroom/lesson2/)
	+ [Competition & Competitive Advantage](http://lunarmobiscuit.com/classroom/lesson3/)
* Mentor Office Hours
 |
| **Day 2** | * Opening Circle
	+ 1-2 minutes on your market research
	+ Is anything blocking you to achieve that goal?
* The Next Step
	+ [Beyond the Business Model Canvas](http://lunarmobiscuit.com/classroom/lesson4/)
* Pressing issues
* Mentor Office Hours
 |
| Week 3 | **Day 1** | * Opening Circle
	+ 1 minute on learnings from your Business Model Canvas
	+ 1 minute update, success vs. initial goals
	+ 1 minute on week 3 to do’s
	+ Is anything blocking you?
* The Next Step
	+ [Startup Marketing: Core essence to Purple Cow](http://lunarmobiscuit.com/classroom/lesson7/)
* Split into groups to work on core essence and naming
* Peer problem solving
* Mentor Office Hours
 |
| **Day 2** | * Opening Circle
	+ 1 minute reporting your core essence, and other marketing learnings
	+ 1 minute on week 3 progress
	+ Is anything blocking you?
* The Next Step
	+ [Startup Sales: Funnel, Team, and Post-sales services](http://lunarmobiscuit.com/classroom/lesson8/)
* Split into groups to work on sales pipeline and process
* Peer problem solving
* Mentor Office Hours
 |
| Week 4 | **Day 1** | * Opening Circle
	+ 1 minute reporting your sales learnings
	+ 1 minute on week 4 to do’s
	+ Is anything blocking you?
* The Next Step
	+ [Financial planning and forecast](http://lunarmobiscuit.com/classroom/lesson5/)
* Begin building/revising your financial plan
* Peer problem solving
* Mentor Office Hours
 |
| **Day 2** | * Opening Circle
	+ 1 minute reporting learnings from financial planning
	+ 1 minute on week 4 progress
	+ Is anything blocking you?
* The Next Step
	+ [Realities of raising capital](http://lunarmobiscuit.com/classroom/lesson6/)
* Peer problem solving
* Mentor Office Hours
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| Week 5 | **Day 1** | * Opening Circle
	+ 1 minute reporting your progress to-date
	+ 1 minute check on original week 6 goal, and update
	+ Is anything blocking you?
* The Next Step
	+ [The startup pitch / story telling](http://lunarmobiscuit.com/classroom/lesson10/)
* Split into groups to work on stories
* Peer problem solving
* Mentor Office Hours
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| **Day 2** | * Opening Circle
	+ 1 minute status update
* Pitch practice/coaching (“all hands” or groups)
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| Week 6 | **Day 1** | * Opening Circle
	+ 1 minute status update
* Pitch practice/coaching (“all hands” or groups)
* On-stage event
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| **Day 2** | * Opening Circle
	+ 1 minute status update
* Final Pitch practice
* On-stage event
* Wrap-up
	+ Setting goals for 1, 3, 6, 9 months
	+ Next steps: Full-scale accelerators, contests, funding
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