**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 |
| 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 |
| **Day 2** | * Opening Circle   + 1 minute status update * Pitch practice/coaching (“all hands” or groups) |
| Week 6 | **Day 1** | * Opening Circle   + 1 minute status update * Pitch practice/coaching (“all hands” or groups) * On-stage event |
| **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 |