



HELP FOR YOUR STARTUP

Kick is your business incubator, here to help you through the difficult path from idea to started startup. Our mission is to help all the teams after graduation, or any other stage of life when an entrepreneur realizes that some help could help.

Kick is here for the lifestyle entrepreneurs, the social entrepreneurs, and the tech entrepreneurs. Kick is here for the for-profits, the non-profits, and the hybrid models.

The startup process isn't that different between low-growth and high-growth businesses, nor between tech-centric and people-centric companies. All entrepreneurs need to understand their customers, understand their markets, and with that knowledge, find a path to sustainable revenues. Each Kick program include:

Multiple weeks of in-person sessions:

- Organizing
- Validating
- Planning

Kicking your business forward:

- Creating a weekly plan
- Sticking to that plan
- Sharing your progress with your peers

Entrepreneurial education, based on:

- ***The Next Step: Guiding you from idea to startup***, by Michael "Luni" Libes including ideas from:
 - ▶ ***The Lean Startup***, by Eric Reis
 - ▶ ***The Startup Owners Manual***, by Steve Blank
 - ▶ ***Business Model Generation***, by Alexander Osterwalder and Yves Pigneur
 - ▶ ***Purple Cow***, by Seth Godin
 - ▶ ***Evil Plans***, by Hugh MacCleod

Unlimited guidance with local mentors and advisors

Peer mentorship, amongst the participants

Plus **coaching** for business plan competitions, Angel groups, and other investors



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The Weekly Flow

Each Kick program is unique, but in all cases, the program lasts multiple weeks (most often six) and following a common “flow”:

FIRST THIRD

- Orientation
- Setting goals
- Organizing your plan

MIDDLE THIRD

- **Validating** your solution
 - ▶ Researching customer segments
 - ▶ Talking to potential customers
 - ▶ Proving your assumptions
- Designing your “**MVP**” (minimal viable product)
 - ▶ Planning the build and launch
 - ▶ Or iterating if your MVP is already built
- Fleshing out the **business plan**
 - ▶ Opportunity sizing
 - ▶ Competitive analysis
 - ▶ Financial planning
 - ▶ Creating a Marketing plan
 - ▶ Creating a Sales process

FINAL THIRD

- Continued **validation**
- Continued **iteration**
- Learning to explain your business
 - ▶ Creating a **pitch** and pitch deck
 - ▶ Creating or updating your **web site**
 - ▶ Proving your assumptions
- Learning about next steps
 - ▶ Valuation and **fund raising**
 - ▶ Building a **corporate culture**
 - ▶ **Incorporation**

FINAL DAY

- Telling your story **on-stage**