

2022

# EQUITABLE INNOVATIONS ACCELERATOR

Handbook<sup>v4</sup>

Find  
Ventures

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This handbook is a work in progress, as more information is available, we will do our best to continue to compile information into this handbook so that by the end of the program, you will have a full and complete handbook to refer back to. Jump to page 6, Time Commitment, for a review on the program pages 7-17.



# Welcome

Congratulations, you're in the inaugural cohort of the Equitable Innovation Accelerator (EIA). You are part of an unprecedented program to provide 10 tech startups resources to enable you to equitably pursue your business goals.

Find Ventures and the Washington State Department of Commerce share a vision and passion to create a world where all entrepreneurs, regardless of ethnicity, gender, ability, or sexual orientation, have an equitable opportunity in building companies and a confident shot at solving our greatest challenges. Yet, access to first financing rounds is difficult for a brand-new founder, especially if they are women, Black, Latin, Indigenous, people of color, women, LGBTQIA+ or non- binary, and verges on impossible for those without connections to mentors, investors, talent and resources.

We believe the Equitable Innovations Accelerator is the solution to clear this roadblock and fuel a diverse cohort of start-up founders at the earliest stage of business development.

We are excited to join you in your entrepreneurial journey.

Sincerely,

Elizabeth & Justin  
Co-founders, Find Ventures

# 2022 EIA Cohort

## Startups



## Founders



**Ashley Stallworth**  
Bio Fiber Industries



**Reetu Gupta**  
Cirkled In



**Preshant Shukla**  
Cirkled In



**Jacqueline Schafer**  
Clear|brief



**Gautam Nayak**  
Coltrain



**Sanjay Khicha**  
Coltrain



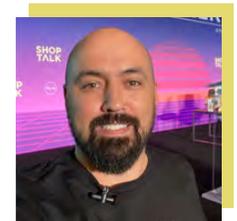
**Margie Bensching**  
GoldenSHERPA



**Laura Clise**  
Intentionalist



**Swatee Surve**  
Litesprite



**Jonathan G. Blanco**  
Niftmint



**Kwame Boler**  
Spritz



**Claudius Mbemba**  
Spritz



**Alessya Visnjic**  
WhyLabs



**Maria Karaivanova**  
WhyLabs



**Sam Gracie**  
WhyLabs



**Andy Dang**  
WhyLabs

# Benefits



The Equitable Innovations Accelerator starts an Philanthropic support for the first Equitable Innovations Accelerator cohorts will be returned repeatedly, as successful founders/startups are encouraged to pay it forward and invest in the Find Ventures Fund by signing a non-binding pledge to support the future cohorts when they reach Series B or sustainable revenue.

Founders will benefit from:

- Up to \$100K in non-dilutive, philanthropic traunched grants
- Tailored startup programming
- Access to mentors/coaches

In addition, founders will receive a number of benefits from the Washington Technology Industry Association including:

- Free WTIA membership with access to associated WTIA benefits.
- Access to up to \$10,000 in AWS credits.
- Free or discounted access to Carta Cap Table Management Software
- Automatic admittance into the next WTIA Founder Cohort

Total Addressable Market Reports from WTIA partner, Moonbeam Exchange

# Paying It Forward

## Find Ventures Go Big Program

Find Ventures is committed to providing early-stage, non-dilutive, and debt-free funding to under-resourced founders in a sustainable way. To that end, we ask that you make a non-binding pledge to “pay it forward” by returning the amount of our investment if you hit it “big” (e.g., generate significant revenue, sell, or go public). The below describes, in more detail, the terms of our Go Big Program:

1. **Go Big.** Upon the occurrence of the first Go Big Transaction (defined below) following the Effective Date:

a) Partner agrees to consider, in good faith, making a donation to Find Ventures in an amount equal to at least the Grant Amount.

b) Partner agrees to set a meeting with Find Ventures within 60 days of achieving the Hurdle Amount to discuss the donation.

2. **Definitions.**

a) The term “**Grant Amount**” means the sum of all amounts advanced, granted, or otherwise provided to the Partner by Find Ventures prior to consummation of the Go Big Transaction.

b) The term “**Gross Revenue**” means the consolidated revenue of the Partner and its subsidiaries, calculated in accordance with GAAP, during any trailing twelve (12) month period.

c) The term “**Hurdle Amount**” means [\$\_\_\_\_\_].

d) The term “**Go Big Transaction**” means:

i. the receipt of Gross Revenue of not less than the Hurdle Amount.

ii. the closing of the sale, in a single transaction or series of related transactions, of equity securities of the Partner resulting in aggregate gross proceeds to the Partner of not less than the Hurdle Amount;

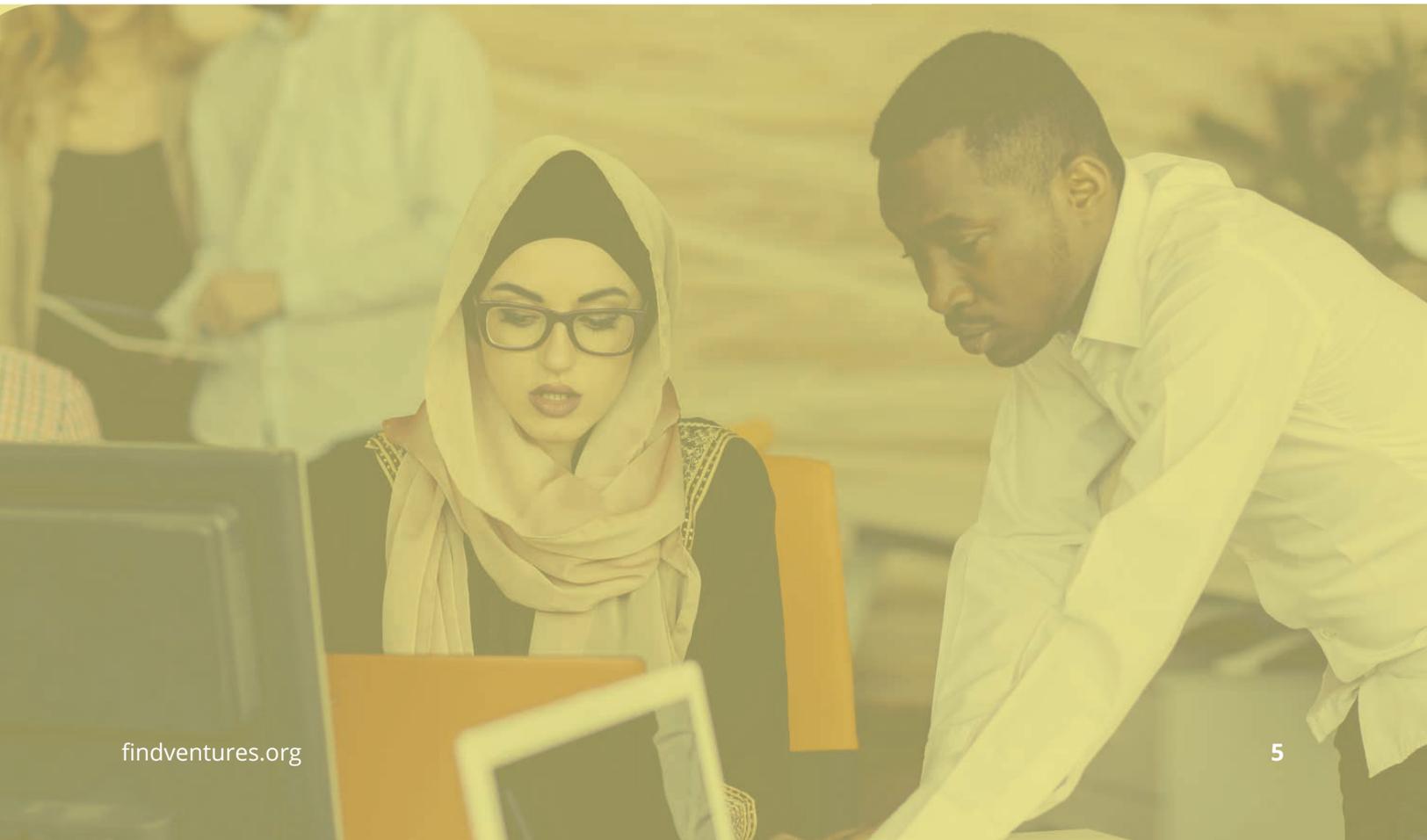
iii. the closing of the sale, transfer or other disposition, in a single transaction or series of related transactions, of all or substantially all of the Partner's assets or the exclusive license of all or substantially all of the partner's material intellectual property resulting in aggregate gross proceeds to the partner of not less than the Hurdle Amount;

iv. the consummation of a merger or consolidation of the Partner with or into another entity (except a merger or consolidation in which the holders of capital stock of the Partner immediately prior to such merger or consolidation continue to hold a majority of the outstanding voting securities of the capital stock of the Partner or the surviving or acquiring entity immediately following the consummation of such transaction) resulting in aggregate gross proceeds to the stockholders of the Partner of not less than the Hurdle Amount; or

# Paying It Forward Continued

iv. the closing of the transfer (whether by merger, consolidation or otherwise), in a single transaction or series of related transactions, to a “person” or “group” (within the meaning of Section 13(d) and Section 14(d) of the Exchange Act), of the Partner’s capital stock if, after such closing, such person or group would become the “beneficial owner” (as defined in Rule 13d-3 under the Exchange Act) of more than 50% of the outstanding voting securities of the Partner (or the surviving or acquiring entity) resulting in aggregate gross proceeds to the stockholders of the Partner of not less than the Hurdle Amount.

For the avoidance of doubt, a transaction will not constitute a “Go Big Transaction” if its sole purpose is to change the state of the Partner’s incorporation or to create a holding company that will be owned in substantially the same proportions by the persons who held the Partner’s securities immediately prior to such transaction.



# Time Commitment

Founders will send a representative from your startup to attend all the live workshops. Attend a minimum of five of the seven All EIA in-person evening meetings.

Each startup should expect to spend 2-5 hours a week (about 10-15 hours/month) for the first 16 weeks in live and/or asynchronous workshops, pod meetings, and prep work. After that, expect to spend 1 to 3 hours a week through the first week of December.

The program will include a mix of live and asynchronous content through a variety of learning modules. Specifically, modules will focus on: sales and marketing, fundraising, product development, building the team, and preparing for an exit. In addition, participants will participate in the Get Trajectory bootcamp by Dave Parker.

The following pages include:

- **Pages 7, 8, 9, & 12: Calendar View** - Keep track of dates in a bird's-eye calendar view while so much is going on with Leadership Development dates, Business Skills dates, and Pod Structured Learning dates. To help you stay on track. The Calendar View only goes through July as Business Skills Workshops and Pod Structured Learning will come to an end at the close of July. You will continue out the year with Leadership Development workshops.
- **Details Sheets** - These provide a deeper dive and give you details about each of the workshops
  - **Pages 10 & 11: Business Skills June Optional Workshop Details** - June offers a lot of optional pre-recorded workshops. These pages list out a brief description of each of the webinars. You are NOT expected to watch all of the webinars on these two pages. Take whichever webinars are relevant and beneficial to you from these pages.
  - **Page 13: Leadership Development Details** - There is one LIVE leadership development class each month for the rest of the year. This page provides you all of the information you need to prepare for each class. Be sure to review the materials or questions assigned on this page before each workshop.
  - **Pages 14-16: Business Skills Details** - A mix of live workshops and pre-recorded workshops are scattered throughout the next few months. Review these pages for full details on live/pre-recorded, how to watch, and workshop descriptions.
  - **Page 17: Pod Structured Learning Details** - Learn more about what pod structured learning is and the different learning tracks that have been assigned.

# April Calendar

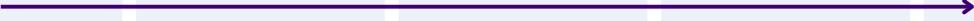
Monday	Tuesday	Wednesday	Thursday	Friday
				1
4	5	6	7 Press Release: Cohort Announcement	8
11	12	13	14	15
18	19	20	21 3-5 PM PST EIA Kick-Off Orientation!	22
25	26	27	28 8 AM-12 PM PST Trajectory: Startup Bootcamp	29

**\*\*For full details on workshops, please see the pages following the monthly calendar view pages**

Key:

- Business Skills Sessions
- Leadership Development Sessions
- Pod Structured Learning
- Other

# May Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4	5 8 AM - 12 PM PST Trajectory: Startup Bootcamp	6 9-10:30 AM PST <a href="#">Mentoring Pod</a> (internal).
<p><a href="#">Branding 101</a> &amp; <a href="#">Ideal Customer Profiles &amp; Buyer Personas</a> view on your own by 5/12</p> 				
9 3-5 PM PST <a href="#">Goal Setting</a>	10	11	12 3-4:30 PM PST <a href="#">Mentoring Pod</a>	13
				
16	17	18	19	20
<p><a href="#">Fundraising 101</a>, <a href="#">Financing Terms 101</a>, <a href="#">Equity Comp &amp; Cap Table Management</a> view on your own by 5/27. Use password: ^6m.Kg%U</p>  <p><a href="#">Term Sheet Control Terms</a>, <a href="#">Running a Fundraising Process</a>, <a href="#">Pitch Deck Best Practices</a> view on your own by 5/27. Use password: eD5kgt&amp;r</p>				
23	24	25	26	27 9-10:30 AM PST <a href="#">Mentoring Pod</a> (internal).
				
30	31			

**Key:**

- Business Skills Sessions
  - Leadership Development Sessions
  - Pod Structured Learning
  - Other
- Underlined = Clickable Link

**Timestamps:**

- Fundraising 101: 0 - 1:17:00
- Financing Terms 101: 1:18:00 - 2:14:00
- Equity Comp & Cap Table Management: 2:14:00 - end
- Term Sheet Control Terms: 0-1:13:00
- Running a Fundraising Process: 1:13:00-2:22:00
- Pitch Deck Best Practices 2:22:00-3:24:00

# June Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	1 <a href="#">3-5 PM PST Investor Panels + Mentoring</a>	2	3
6	7	8	9	10
<a href="#">Value Based Sales &amp; Startup Sales 101</a> use password: 1MR=4!Xt <a href="#">Developing a Marketing Strategy &amp; Marketing Strategies for 2022 &amp; Supercharging Brand Awareness Through Social Media and Ads &amp; B2C Sales 101</a> , & additional topics (view page 10-11 for links) view on your own by 6/24 				
13 <a href="#">3-5 PM PST Inclusion</a>	14	15	16	17 <a href="#">9-10:30 AM PST Mentoring Pod (internal)</a> <a href="#">9:30-10:30 AM PST Pricing with Dave Parker</a> <a href="#">10:30-11:30 AM PST Customer Development with TA McCann</a>
				
20	21	22	23	24 <a href="#">9-10:30 AM PST Mentoring Pod</a>
				
27	28	29	30	

Key:

- Business Skills Sessions
  - Leadership Development Sessions
  - Pod Structured Learning
  - Other
- Underlined = Clickable Link

For more details of each of the workshops and pod structured learning, review the following pages (13-17).

June additional optional topic workshops and descriptions are on pages 10-11.

# Business Skills June Optional Workshops Details

**View any of the following on this page and the next on your own by June 24th - Choose those that are relevant to you. You are not expected nor required to watch all of them.**

- [Prospecting](#) - This webinar will walk you through how to use Horizontal and Vertical Prospecting Methods/Techniques to generate leads and opportunities.
- [Accelerating Client Closing](#) - This webinar will walk you through steps and strategies to achieve closure quickly and with a high win rate.
- [How to Turn a Loss into a Win](#) - This webinar will walk you through strategies to turn a losing deal into a win.
- [Being a Trusted Advisor](#) - By establishing trust and a deeper knowledge of your client's goals or strategies, being a trusted advisor can help you proactively generate opportunities with precise and relevant solutions.
- [Generating Large Deals](#) - Large deal opportunities are critical to meeting monthly, quarterly, or annual targets. This webinar will walk you through how to identify those opportunities and how to leverage multiple techniques to avoid barriers to entry.
- [360 Degree Client Partnerships](#) - By building a multi-channel relationship with your clients you can create a 360-degree client relationship. With this relationship you can broaden your account and provide new revenue channels for you and your client.
- [The Art of the 1 Page Proposal](#) - Opportunities tend to stall in the proposal stage due to searching for the "best" possible solution. This webinar will walk you through the process of writing an effective one-page proposal that can be sent before your next coffee break.
- [Hunting](#) - Lead generation is essential for a steady flow of opportunities to maintain the balance of your pipeline. This webinar will walk you through the techniques to generate new accounts and expand existing relationships.
- [Insane Curiosity](#) - By utilizing Insane Curiosity, you can generate opportunities proactively. This webinar walks through the benefits and techniques involved with proactive opportunities, which will lead to higher deal winning probability.
- [Close by Eliminating Barriers to Entry](#) - Even if you have the perfect solution, pushing a client to sign can still be a struggle. Close by Eliminating Barriers to Entry walks you through potential solutions to common barriers to closing.
- [Bowling Pin Method](#) - A continual flow of leads into your pipeline is essential to maintaining a full and balanced pipeline. This webinar demonstrates how to utilize existing relationships to expand to adjacent markets or to sell a new product in an existing market.
- [Sales Moneyball](#) - This webinar shows how, like in the movie and book 'Moneyball', we can use analytics to improve processes and drive more sales.
- [Horizon Prospecting](#) - Horizontal Prospecting leverages existing accounts to expand our networks and our sales opportunities. This webinar provides a deep dive into Horizontal Prospecting and how it can help yo
- [Accelerating Client Negotiation](#) - Closing a deal can be a long process, it's important to keep things moving in your pipeline, or else they may stall out. This webinar covers an array of topics to help you move through the negotiation phase quicker and get to closure sooner.
- [The Future of Content Strategy: How Your Startup Can Win at SEO](#) - HubSpot SEO and blogging expert Aja Frost does a deep-dive into the topic-cluster editorial model and how startups can apply it to win the right keywords for the right pages.
- [Email Marketing Lesson: Understanding the Basics of Email Marketing](#) - In this lesson, you'll learn how to build an effective email marketing strategy as part of your inbound efforts.
- [Design Foundations: Building Brand Guidelines and Consistency](#) - In this lesson, learn how to implement brand consistency in your design and set design goals.

# Business Skills June Optional Workshops Details

**View any of the following and those on the page before on your own by June 24th - Choose those that are relevant to you. You are not expected nor required to watch all of them.**

- [Email Marketing Lesson: Understanding and Applying Email Design Best Practices](#) - Learn how to design good marketing emails
- [Video Marketing Course: Learn how to Get Started with Your Video Marketing Strategy](#) - Learn how to get started with online video marketing to better attract, engage, and delight your audience.
- [Learn How to Use Instagram for Marketing](#) - In this course, you'll learn what a successful Instagram strategy looks like, how to develop and analyze Instagram content and how to promote that content with Instagram ads
- [Instagram Lesson: Building a Successful Instagram Marketing Strategy](#) - This lesson will help you determine if Instagram makes sense for your business to use and looks at the best ways you can use Instagram to market your business
- [Video Marketing Lesson: How to Create a Video Strategy](#) - This lesson teaches you how to create a video marketing strategy
- [Targeting Strategies for Your Google Ads](#) - Learn how to effectively target your ads audiences on Google.
- [Creating Your Ecommerce Inbound Marketing Strategy](#) - Learn how to attract, engage, and delight ecommerce customers
- [Contextual Marketing](#) - Learn how to create a website experience tailored to your visitors' needs and preferences
- [Understanding the Basics of Email Marketing](#) - Learn how to build an effective email marketing strategy as part of your inbound efforts.
- [Getting Started with Customer Marketing](#) - Learn how to support your customers and advocates with an inbound marketing strategy designed for them
- [Get Certified in Email Marketing](#)
- [Get Certified in Content Marketing](#)
- [Get Certified in Digital Marketing](#)
- [Inbound Marketing Course](#)
- [Social Media Marketing Course: Get Certified in Social Media Strategy](#).

# July Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
				1
4	5	6	7	8
Pricing & Go to Market Strategies & Product Roadmaps and Customer Feedback & <a href="#">Pivoting</a> view on your own by 7/15				9-10:30 AM PST <a href="#">Mentoring Pod</a>
11	12	13	14	15
3-5 PM PST <a href="#">Listening</a>				9-10 :30 AM PST <a href="#">Mentoring Pod (internal)</a>
18	19	20	21	22
<a href="#">Building the Initial Team (Learnings from a Series B CEO)</a> Use Password: pjax7&UP & <a href="#">HR 101 for Founders</a> & <a href="#">Building the Company Culture</a> & view on your own by 7/22				9-10:30 AM PST <a href="#">Mentoring Pod</a>
25	26	27	28	29
				9 -10:30 AM PST <a href="#">Preparing for an Exit &amp; Managing a Board of Directors</a>

Key:

- Business Skills Sessions
  - Leadership Development Sessions
  - Pod Structured Learning
  - Other
- Underlined = Clickable Link

Leadership Development Sessions continue throughout the year.

For more details of each of the workshops and pod structured learning, review the following pages (13-19).

# Leadership Development Details

When	Topic	Purpose & How to Prepare
May 9 3-5 PM	<u>Goal Setting</u>	<p><b>Purpose:</b> Learn how to articulate your tangible and intangible goals for your company.</p> <p><b>Prepare:</b> Fill out the '<a href="#">Explore What Success Means to You</a>' worksheet &amp; read '<a href="#">Step-by-Step: Explore What Success Looks &amp; Feels Like</a>'</p>
June 13 3-5 PM	<u>Inclusion</u>	<p><b>Purpose:</b> Build empathy through deep self-reflection and story sharing.</p> <p><b>Prepare:</b> What is it like to be you? How has your past influenced your present? Share an assumption someone made about you. Share an assumption you made about someone else.</p>
July 11 3-5 PM	<u>Listening</u>	<p><b>Purpose:</b> Identify when you're "fake, pretend" listening to become a more effective listener.</p> <p><b>Prepare:</b> Share a problem you are having at work, community, or home. Prepare to share a thought-provoking or difficult conversation you had with someone at work.</p>
Aug 8 3-5 PM	<u>How to Apologize</u>	<p><b>Purpose:</b> Learn how to admit fault and apologize more effectively and model humility.</p> <p><b>Prepare:</b> Share a time you wished you had apologized for a mistake or a time you wished you had apologized differently. Try to come up with a professional example. Personal examples are acceptable too.</p>
Sept 12 3-5 PM	<u>7 Forms of Respect™</u>	<p><b>Purpose:</b> Articulate the culture your company needs to support its goals.</p> <p><b>Prepare:</b> What/who has influenced your ideas of how you SHOULD show respect and what to expect from others? Think of someone you wish was giving you more respect. Share examples of respect and disrespect at work, home, or volunteering.</p>
Oct 10 3-5 PM	<u>Write a User Manual</u>	<p><b>Purpose:</b> Create your own user manual to articulate your communication and collaboration style.</p> <p><b>Prepare:</b> Fill out a <a href="#">User Manual</a></p>
Nov 14 3-5 PM	<u>Asking Questions</u>	<p><b>Purpose:</b> Learn how to ask different questions to elicit different answers and better conversations.</p> <p><b>Prepare:</b> If money weren't an issue, and you weren't building this startup, what would you be doing with your life? What's a problem you're seeing, hearing, feeling in your role or organization? What's something people don't know about your role or organization that you wish they did? Talk about your professional or volunteer work.</p>
Dec 12 3-5 PM	<u>Giving Feedback</u>	<p><b>Purpose:</b> Learn how to give feedback effectively to your team and how to receive feedback.</p> <p><b>Prepare:</b> Write down a time someone gave you constructive feedback well, someone gave you constructive feedback poorly, and when you gave constructive feedback poorly. Think of someone you want to give affirming and constructive feedback to on your team.</p>

# Business Skills Details

When	Workshop Type	Workshop Topic	Description
April 28 & May 5	Live	Get Trajectory Bootcamp by Dave Parker, 5x founder and author	This bootcamp will cover a variety of topics and represents an introduction to many concepts relevant to early stage entrepreneurship. The bootcamp will take approximately 12 hours and will be conducted live.
View by May 12	Pre-recorded	<u>Ideal Customer Profiles &amp; Buyer Personas</u> Password: DI7C*#X8	This workshop will cover the basics of ideal customer profiles and buyer personas as well as techniques for defining those.
View by May 12	Pre-recorded	<u>Branding 101</u>	This workshop will cover the basics of early company branding as a lead in to other marketing concepts.
View by May 27	Pre-recorded	<u>Fundraising 101</u> Password: ^6m.Kg%U Timestamp: 0 - 1:17:00	This workshop will cover the basics of fundraising including why to follow the venture route, the stages of investment capital, and the basics of approaching investors.
View by May 27	Re-recorded	<u>Financing 101 &amp; Equity Comp &amp; Cap Table Management</u> Password: ^6m.Kg%U Timestamp: 1:18:00 - end	This workshop will cover the basics of financing terms and different forms of capital.
View by May 27	Pre-recorded	<u>Term Sheet Control Terms</u> Password: eD5kgt&r Timestamp: 0 - 1:13:00	This workshop will cover best practices related to term sheets with a focus on control terms.
View by May 27	Pre-recorded	<u>Running a Fundraising Process &amp; Pitch Deck Best Practices</u> Password: eD5kgt&r Timestamp: 1:13:00 - 3:24:00	This workshop will cover how to run a fundraising process efficiently and effectively & pitch deck best practices
June 1	Live	<u>Investor Panel</u>	This panel conversation will feature local investors.
June 17	Live	<u>Pricing with Dave Parker</u>	We welcome Dave Parker back for a deep dive on setting your pricing.

# Business Skills Details

When	Workshop Type	Workshop Topic	Description
June 17	Live	<a href="#">Customer Development with TA McCann</a>	TA McCann leads this session on the customer development journey.
View by June 24	Pre-recorded	<a href="#">Value Based Sales &amp; Startup Sales 101</a> Password: 1MR=4!Xt	Learn about how to qualify customers, discover their needs, and map your solutions to their needs.
View by June 24	Pre-recorded	<a href="#">Developing a Marketing Strategy</a>	Learn how to think about and develop a marketing strategy.
View by June 24	Pre-recorded	<a href="#">Marketing Strategies for 2022</a>	Learn the fundamentals of the buyers journey and the new age of marketing.
View by June 24	Pre-recorded	<a href="#">Supercharging Brand Awareness Through Social Media &amp; Ads</a>	Think about what your goals are for social media and how it aligns with your brand.
View by June 24	Pre-recorded	B2C Sales 101	Learn the basics of B2C sales and marketing.
View on your own by June 24th.  Choose those that are relevant to you.  You <b>are not</b> expected to watch all.  Continues on next page.	Pre-recorded  <i>*Workshop descriptions of most of these can be found on pages 10 and 11 of this handbook.</i>	<ul style="list-style-type: none"> <li>• <a href="#">Prospecting</a></li> <li>• <a href="#">Accelerating Client Closing</a></li> <li>• <a href="#">How to Turn a Loss into a Win</a></li> <li>• <a href="#">Being a Trusted Advisor</a></li> <li>• <a href="#">Generating Large Deals</a></li> <li>• <a href="#">360 Degree Client Partnerships</a></li> <li>• <a href="#">The Art of the 1 Page Proposal</a></li> <li>• <a href="#">Hunting</a></li> <li>• <a href="#">Insane Curiosity</a></li> <li>• <a href="#">Close by Eliminating Barriers to Entry</a></li> <li>• <a href="#">Bowling Pin Method</a></li> <li>• <a href="#">Sales Moneyball</a></li> <li>• <a href="#">Horizon Prospecting</a></li> <li>• <a href="#">Accelerating Client Negotiation</a></li> <li>• <a href="#">The Future of Content Strategy: How Your Startup Can Win at SEO</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Email Marketing Lesson: Understanding the Basics of Email Marketing</a></li> <li>• <a href="#">Design Foundations: Building Brand Guidelines and Consistency</a></li> <li>• <a href="#">Email Marketing Lesson: Understanding and Applying Email Design Best Practices</a></li> <li>• <a href="#">Video Marketing Course: Learn how to Get Started with Your Video Marketing Strategy</a></li> <li>• <a href="#">Learn How to Use Instagram for Marketing</a></li> <li>• <a href="#">Instagram Lesson: Building a Successful Instagram Marketing Strategy</a></li> </ul>

# Business Skills Details

When	Workshop Type	Workshop Topic	Description
View on your own by June 24th. Choose those that are relevant to you. You <b>are not</b> expected to watch all.	Pre-recorded  <i>*Workshop descriptions of most of these can be found on pages 10 and 11 of this handbook.</i>	<ul style="list-style-type: none"> <li>• <a href="#">Video Marketing Lesson: How to Create a Video Strategy</a></li> <li>• <a href="#">Targeting Strategies for Your Google Ads</a></li> <li>• <a href="#">Creating Your Ecommerce Inbound Marketing Strategy</a></li> <li>• <a href="#">Contextual Marketing</a></li> <li>• <a href="#">Understanding the Basics of Email Marketing</a></li> <li>• <a href="#">Getting Started with Customer Marketing</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Get Certified in Email Marketing</a></li> <li>• <a href="#">Get Certified in Content Marketing</a></li> <li>• <a href="#">Get Certified in Digital Marketing</a></li> <li>• <a href="#">Inbound Marketing Course</a></li> <li>• <a href="#">Social Media Marketing Course: Get Certified in Social Media Strategy</a></li> </ul>
View by July 15	Pre-recorded	Pricing	This workshop will provide guidance on how to approach pricing.
View by July 15	Pre-recorded	Go to Market Strategies	This workshop will provide an overview of different go-to-market strategies.
View by July 15	Pre-recorded	Product Roadmaps & Customer Feedback	This workshop will provide an overview on product roadmaps and customer testing.
View by July 15	Pre-recorded	<a href="#">Pivoting</a>	This workshop will discuss when, why, and how to pivot.
View by July 22	Pre-recorded	<a href="#">Building the Initial Team</a> Password: pjax7&UP	This workshop will discuss best practices for building the initial team.
View by July 22	Pre-recorded	<a href="#">HR 101 for Founders</a>	This workshop will discuss HR compliance rules to ensure startups are not breaking rules.
View by July 22	Pre-recorded	<a href="#">Building Company Culture</a>	This workshop will discuss the importance of establishing a company culture and how to align to your values.
July 29	Live	<a href="#">Preparing for an Exit &amp; Managing a Board of Directors</a>	This workshop will discuss how to prepare for an exit and what to do after exiting (like becoming an angel investor) along with how best to recruit, manage, and leverage a board of directors.

# Pod Structured Learning Details

## **Purpose:**

Provide the founders with coaching tailored to the needs of their company in different functional areas while also getting the opportunity to peer mentor other founders.

## **How:**

EIA will create four learning tracks. There will be different pod groups for each of the different functional areas. WTIA will arrange scheduling and calendar invites. This means each startup will be assigned to four different pods, which each meet 2 to 3 times during the course of the program.

Each pod will have three to five founders with similar needs for a select functional area (e.g., marketing (sales, fundraising | legal, operations/HR, product development). During these meetings, they will review and get specific feedback on relevant assignments (e.g. marketing plans, fundraising pitches).

### 1. Marketing / Sales

- B2C- pre-revenue
- B2C - revenue generation
- B2B- pre-revenue
- B2B - revenue generation

### 2. Fundraising / Legal

- Self-funded and not fundraising
- Actively pitching friends and family
- Actively pitching angel investors
- Actively pitching series A investors

### 3. Operations /Team

- Current team is founders only, no or some contractors
- Current team is founders and 2-4 paid full time staff
- Current team is founders and 5+ paid full time staff

### 4. Product Development

- Have MVP
- Have beta users/customers or pilot project
- Product has been launched
- Product has been in market 1+ year

**Zoom Link:** <https://us06web.zoom.us/j/82656645388?pwd=eEpVNFIFWDkzMWFEEanhBZDKyaDQyUT09>

## **Mentor Pod Dates:**

- May 6th: 9 AM - 10:30 AM (internal)
- May 12th: 3 PM - 4:30 PM
- May 27th: 9 AM - 10 AM (internal)
- June 17th: 9 AM - 9:30 AM (internal)
- June 24th: 9 AM - 10:30 AM
- July 8th: 9 AM - 10:30 AM
- July 15th: 9 AM - 10:30 AM (internal)
- July 22nd: 9 AM - 10:30 AM

# Frequently Asked Questions (FAQs)

## Program Content/Methodology

### **What will this curriculum cover?**

The curriculum will cover a variety of actionable and stage-appropriate topics including fundraising best practices and fundamentals, sales for early stage startups, marketing fundamentals, product and customer development strategies, building the team, and company essentials like legal and accounting. Curriculum will also be customized based on the needs and goals of selected companies.

Cohort members will also be placed into small learning pods depending on the stage and specific needs of their company across different functional areas. We will assign business mentors to the pods to address specific business needs. The mentors will be available to answer additional, individual questions as needed outside of learning pod time.

### **What kind of leadership development will we get?**

The leadership development curriculum has been developed by Dr. Julie Pham, the Curiosity Director for Find Ventures. It will focus on helping founders foster a curiosity based culture on their teams. The cohort will engage in connection, communication skills, and self-awareness exercises. There will be a 2-hour workshop once a month, a one hour group check in to follow that lesson, and cohort members will engage in half hour check-in with another cohort member on a biweekly basis. There will not be individual leadership mentors. The cohort members will learn from one another.

## Logistics

### **What if I can't make all the meetings?**

We understand you won't be able to make all the meetings, but it's important you make most of them.

### **How many hours should we be expected to be in class hours?**

There will be a mix of live and asynchronous educational content. Participants can expect to go through the Get Trajectory bootcamp by Dave Parker, which will take about 10-12 hours over the course of one week early in the program. After that, there will be less than two hours of classroom work each week, and in many cases classroom work will be completely asynchronous so that participants can watch lectures on their own time.

### **What technology do I need to access to communicate?**

We use Zoom video conference, Slack, email, and Google docs. If you do not have access to a camera on your phone or laptop for video conferencing, let us know and we'll see how we can make accommodations.

## Funding

### **How does funding work?**

We will provide up to \$100,000 in funding, but the amounts will be based on the milestones and the goals that you would like to meet and that we can agree upon.

# FV Team & Advisors



**Miranda Berger**  
Fund Director



**Justin Brotman**  
Co-Founder



**Elisa La Cava**  
Madrona Venture Group



**Laura Close**  
Included.ai



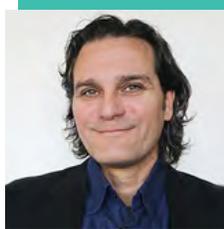
**McKeever "Mac" Conwell II**  
RareBreed Ventures



**Brittany Danyelle**  
Marketing + Creativity Director



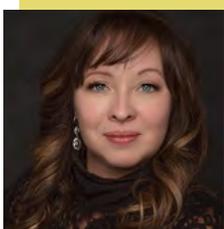
**Nirav S. Desai**  
Moonbeam



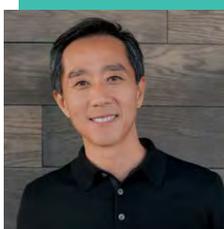
**Brett Greene**  
New Tech Northwest



**Harini Gokul**  
Technology Leader AWS



**Bradien Hoover**  
BSH Financials Services



**Tony Hsu**  
Alethea Capital Management, LLC.



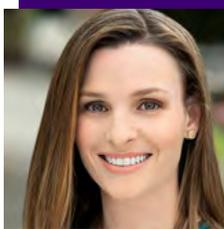
**Jackie Hyland**  
ideas42 Ventures



**Alexandra Iljadica**  
5G Open Innovation Lab



**Dan Kihanya**  
Founders Unfound



**Carly Kiser**  
J.P. Morgan



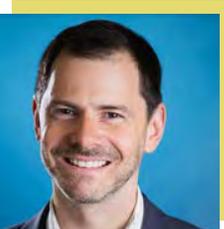
**Courtney Law, PhD**  
Innovation Director



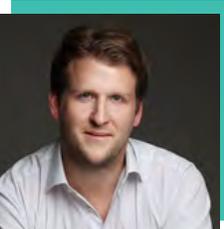
**Brianna McDonald**  
Keiretsu Forum Northwest



**Aileen McGraw**



**Joe Michaels**  
HaptX



**Timothee de Mierry**  
Biofire Technologies

# FV Team & Advisors



**Lisa Nelson**  
Nelsoli Ventures LLC



**Yoko Okano**  
First Row Partners



**Dave Parker**  
DKParker, LLC



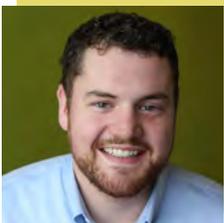
**Julie Pham, PhD**  
Curiosity Director



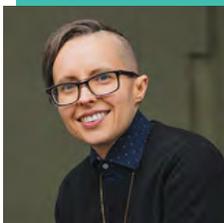
**Heather Redman**  
Flying Fish Partners



**Eliza Golden Roady**  
Acumen America



**Brady Ryan**  
CoMotion Labs



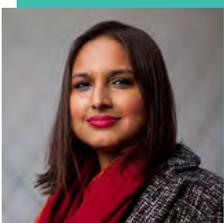
**Elizabeth Scallon**  
Board Chair,  
Co-Founder



**Detlef Schrempf**



**Lakshmi Shenoy**  
Embarc Collective



**Ruchika  
Tulshyan**  
Candour



**Martina Welkhoff**  
WXR Fund



**Abbey Wemimo**  
Esusu



**John White**