

ENTREPRENEURSHIP PROGRAM

Transform your ideas into reality

At BEC, our job is to support you with all the resources and capabilities required to develop and entrepreneurial mindset and become an entrepreneur. In order to set up or grow your startup and consistently build your professional competitive advantage you need to master three core business aspects.

A

LAUNCH YOUR STARTUP

You will learn how to develop your business idea into a marketable product or service, reach clients and create strategic partnerships.

- **Create business presentation tools for your ideas**
- **Present a high impact elevator pitch**

B

BRAND YOUR STARTUP

You will learn how to persuade your audience adding value to your product/service with a brand, Create a compelling logo and an attractive website.

- **Create your brand style**
- **Build your web visibility through social media strategies**

C

PITCH YOUR STARTUP

You will learn the strategies to develop a sales pitch, an investor pitch and even how to use your pitch to recruit new team members.

- **Pitch to clients, investors and partners**
- **Get familiar with the technicality of growing your startup!**

FIRST MODULE: LAUNCH YOUR STARTUP



Goal: Create a vision and product that solves a problem

Outcomes: A 60 sec elevator pitch and executive summary drafts

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|--------|---|
| Week 1 | <ul style="list-style-type: none"> • Overview of an entrepreneur’s role, why should you start a company • Understand the problem and your customer • How to create a solution that meets your customer’s needs • Engage your customers and structure your business • Put your ideas down on paper and write your first pitch |
| Week 2 | <ul style="list-style-type: none"> • Should you enter into a software, hardware, or service business • Qualify and quantify the value, find the right price • Product testing and iteration, feedback gathering, and pivoting |
| Week 3 | <ul style="list-style-type: none"> • Conduct competition analysis and secure strategic partnership • How to get your first revenue and close your first deal • Should you apply for accelerator or raise VC’s money, and how • How to build a team and attract mentors, advisors, and partners |

SECOND MODULE: BRAND YOUR STARTUP



Goal: build your Business Brand Narrative

Outcomes: Create: Logo, name of the business, marketing material, & website drafts

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|--------|--|
| Week 1 | <ul style="list-style-type: none"> • Overview of branding, determine your objectives and audiences • Case study on famous brands with BEC’s tips • Brand building exercise |
| Week 2 | <ul style="list-style-type: none"> • Create your branding narrative with web presence • Engage your audiences and enhance engagement • Logo, tagline, website creation exercise |
| Week 3 | <ul style="list-style-type: none"> • Expand your visibility through social media and search engines • Build your first campaign • Marketing strategy brainstorming exercise |

THIRD MODULE: PITCH YOUR STARTUP



Goal: Fundraising from investors and monetize your business through clients

Outcome: Create a sales pitch, a pitch deck and basic contract drafts

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|--------|---|
| Week 1 | <ul style="list-style-type: none"> • Overview of winning pitches • Engage your audiences as the first step to closing the deal • Create pitch for your clients (with help from serial entrepreneurs) |
| Week 2 | <ul style="list-style-type: none"> • Elements of an investor pitch with successful examples • Customize your pitch by picking the right words and having a hook • Create pitch for your clients (with help from investors) |
| Week 3 | <ul style="list-style-type: none"> • How to close a deal with clients and investors • Create your sales deck and investor deck • Pitch competition (Judges are successful entrepreneurs and investors) |

•The founder talks date might change according to availability

•[Click here for detailed Syllabus](#)

FOUNDERS TALK during the BEC program

Founders Talks are weekly brainstorming discussions included in the program where Startups CEOs and founders will dig into their personal experience and knowledge to analyze and solve problems with BEC members.



Javier Lara
Founder of Newtech



Fady Saad
CEO of e-Powerhouse



Tyler Hathaway
Senior Designer at Punchey



Deniz Kural
Founder, CEO of Seven
Bridges Genomics



Boris Mordkovich
Founder, CEO of EVELO



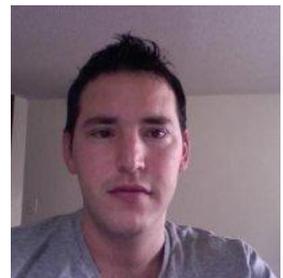
Salvatore Mascia
Founder, CEO
at CONTINUUS Pharmaceuticals



Fabrizio Filippini
Founder, CEO of Trovare



Vivjan Myrto
Partner at Boston Global Ventures



Ariel Azoulay
Research Engineer
at Outbrain

BEC Program Date

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|------------------------------|-------------------------------|
| Start date (Launch module) | October 1 st 2013 |
| Start date (LAUNCH module 1) | November 5 th 2013 |
| Start date (LAUNCH module 1) | December 3 rd 2013 |

BEC Program fees

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|-------------|-----------------------------|
| BEC Program | \$3000 three months program |
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**** BEC members get 3 months office space (food and conference rooms included) in partnership with IMPACT HUB BOSTON at CIC ([Cambridge Innovation Center](#)) An exclusive co-working space in the MIT building at Kendall sq.**



Contact Us!

If you need more information or want to apply to the BEC Entrepreneurship Program, please come to visit us at our offices (we are located next to the MIT campus in Kendall sq.)

You can schedule an appointment by phone or email. Our representative will be happy to provide you with any assistance you need.

Email: millie@bostonec.com

Office: 617 401 2182

mobile: 414-412-4384

We are at:

One Broadway, 14th floor
Cambridge, MA, USA

