

**The BEC Program Syllabus (Class Oct 2013)**

The BEC Entrepreneurship Program is a cross-cutting series of coaching sessions within Business, Leadership and Sciences that helps participants translate promising ideas into real-world products or services—i.e., translating ideas into impact. Such translation has historically occurred when clients absorb promising concepts and close a deal with the entrepreneurs and when new companies and teams are funded by foreseeing angel investors.

The goal of the BEC Entrepreneurship Program is to aid this process, while at the same time ensuring that participants will generate thoughtful projects that will engage sponsors and clients.

**BEC core values:**

- 1) The Problem
- 2) The solution
- 3) market size
- 4) customer
- 5) market fit
- 6) value proposition
- 7) Product/service validation
- 8) Monetization
- 9) First sale/clients
- 10) Incorporation (Legal aspects)

**The program modules:**

- 1) **LAUNCH** your Startup
- 2) **BRAND** your Startup
- 3) **PITCH** your Startup

**BEC measure of success:**

- 1) N° of Sales processed by participants
- 2) N° of Companies created by participants

**FIRST MODULE: LAUNCH (How to launch a New Startup)**

**Goal:** Create a vision and product/service that solves a problem

**Outcomes:** A 60 sec elevator pitch and executive summary drafts

Time	Topics	Activities
<b>Week 1</b> Design your business: Understand the problem and your customers	<b>Day 1</b> Oct 1 <sup>st</sup> <ol style="list-style-type: none"> <li>1. What does it take to be an entrepreneur, and why you should start your own company</li> <li>2. Stories of famous startups and founders, and what are the basic elements of successful startups</li> <li>3. What problem are you trying to solve? Why is it an important problem? Who cares about this problem?</li> <li>4. What solution are you providing? How do you deliver your solution?</li> </ol>	Game activity: How to build an “one billion dollar” startup
	<b>Day 2</b> Oct 2 <sup>nd</sup> <ol style="list-style-type: none"> <li>1. Understanding your target customers</li> <li>2. Customer Analysis</li> <li>3. Strategies for reaching your customers</li> <li>4. Tactics on customer engagement (emails and phone calls)</li> </ol>	Conduct interviews to understand your potential customers (activity at CIC)
	<b>Day 3</b> Oct 4 <sup>th</sup> <ol style="list-style-type: none"> <li>1. Getting started: how to structure your business</li> <li>2. Business Presentation (elevator pitch executive summary, business plan, presentation deck)</li> <li>3. Elements of business and financial planning</li> </ol>	Write down your first pitch Putting your business on paper
<b>Week 2</b> The solution: Products and services	<b>Day 4</b> Oct 7 <sup>th</sup> <p>What kind of industry you should enter:</p> <ol style="list-style-type: none"> <li>1. Software: product management basics, consumer vs enterprise business</li> <li>2. Hardware: product life cycle and manufacturing</li> <li>3. Service: build a scalable product with sustainable business model</li> </ol>	Create the framework of your business and product development
	<b>Day 5</b> Oct 9 <sup>th</sup> <ol style="list-style-type: none"> <li>1. Qualifying value by evaluating product market fit</li> <li>2. Quantifying value: Pricing your products and services</li> </ol>	Find the right price in the right market
	<b>Day 6</b> Oct 11 <sup>th</sup> <ol style="list-style-type: none"> <li>1. Introduction to product testing and analytics tools</li> <li>2. Customer feedback gathering and implementation</li> <li>3. What happens when you pivot?</li> </ol>	Test your idea on the product/service
<b>Week3</b> Competition and collaboration	<b>Day 7</b> Oct 14 <sup>th</sup> <ol style="list-style-type: none"> <li>1. Understanding your competition landscape</li> <li>2. What if Google/Facebook/Amazon, etc gets into your business</li> <li>3. Attract customers with strategic partnership</li> <li>4. Examples of successful strategic partnerships</li> </ol>	Identify your competition and partners. Create your first partnership agreement
	<b>Day 8</b> Oct 16 <sup>th</sup> <ol style="list-style-type: none"> <li>1. Business model: first revenue</li> <li>2. What do I do now that my idea is clear</li> <li>3. Should I even raise fund, sell to clients or apply for an accelerator?</li> </ol>	Close your first sales: sell your product to your course mates
	<b>Day9</b> Oct 18 <sup>th</sup> <ol style="list-style-type: none"> <li>1. How to build a team</li> <li>2. Who should be on your mentors and advisory board</li> <li>3. What is a basic partners agreement</li> </ol>	<b>Final Pitches And Executive summary presentation</b>



**SECOND MODULE: BRAND (How to create a Brand)**

**Goal:** build your Business Brand Narrative

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

Time		Topics	Activities
<b>Week 1</b> Your Brand	<b>Day 1</b> Nov 4th	<ol style="list-style-type: none"> <li>1. What is a brand? And why you should design your own brand?</li> <li>2. Stories of famous brands</li> <li>3. How to attract your audience with branding</li> <li>4. Register your company name</li> </ol>	Brainstorm your brand, co-creation session of brand design
	<b>Day 2</b> Nov 6th	<ol style="list-style-type: none"> <li>1. Apple, Nike, Twitter, Facebook, Microsoft etc. case studies Vs recent formed Startups.</li> <li>2. BEC branding tips</li> </ol>	Brainstorm a personalized and unique brand message
	<b>Day 3</b> Nov 8th	<ol style="list-style-type: none"> <li>1. How to determine your objectives</li> <li>2. How to focus on your target audience</li> <li>3. What is a branding narrative</li> </ol>	Brainstorm your branding narrative
<b>Week 2</b> Logo, business name & Website	<b>Day 4</b> Nov 11th	<ol style="list-style-type: none"> <li>1. Create a paper prototype</li> <li>2. Tips to design a brand narrative through online tools &amp; creativity</li> <li>3. Website basics (Website builders, software platform, graphic design, and basic coding)</li> </ol>	Create your branding narrative
	<b>Day 5</b> Nov 13th	<ol style="list-style-type: none"> <li>1. Elements of a slogan and logo</li> <li>2. Examples of catchy slogans and logos</li> </ol>	Create your logo and tagline
	<b>Day 6</b> Nov 15th	<ol style="list-style-type: none"> <li>1. How to engage your audience</li> <li>2. Tips to enhance and consolidate your brand with customer feedback though the simple design of an attractive landing page.</li> </ol>	Add social engagement elements to your website
<b>Week3</b> Social Media, Blogging, and SEO	<b>Day 7</b> Nov 18th	<ol style="list-style-type: none"> <li>1. How to expand the visibility of your brand through Social Media.</li> <li>2. Examples: Facebook, Twitter, meetup, blog and other tools to run your marketing campaigns</li> </ol>	Build a social media presence
	<b>Day 8</b> Nov 20th	<ol style="list-style-type: none"> <li>1. How Crowd funding and fundraising websites can help build or destroy your brand.</li> <li>2. Examples: Kickstarter, Indiegogo and Wefunder</li> </ol>	Brainstorm on building your first campaign
	<b>Day9</b> Nov 22nd	<ol style="list-style-type: none"> <li>1. Search engine optimization</li> <li>2. How to optimize for search engine</li> <li>3. Search engine marketing. Page rank and how google brings up your business.</li> </ol>	<b>Final website and brand strategy presentation</b>

**THIRD MODULE: PITCH (How to get clients, investors, team members)**

**Goal:** Fundraising from investors and monetize your business through closing deals with clients

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

Time		Topics	Activities
Week 1 Client Pitch	Day 1 Dec 2 <sup>nd</sup>	<ol style="list-style-type: none"> <li>1. Create a sales pitch for your clients</li> <li>2. Sales pitches from successful entrepreneurs</li> <li>3. BEC sales pitch strategies: get the client to say yes</li> </ol>	Create a sales pitch
	Day 2 Dec 4 <sup>th</sup>	<ol style="list-style-type: none"> <li>1. How to communicate your products concisely and clearly</li> <li>2. 4 elements of a winning sales pitch</li> </ol>	Sell your product/service to your peers and classmates
	Day 3 Dec 6 <sup>th</sup>	<ol style="list-style-type: none"> <li>1. Power of persuasion – successful examples</li> <li>2. How to engage your audience</li> <li>3. Practice over and over your sales pitch with potential clients</li> </ol>	Build your sales pitch
Week 2 Investor pitch	Day 4 Dec 9 <sup>th</sup>	<ol style="list-style-type: none"> <li>1. The importance of creating a natural but compelling pitch for investors</li> <li>2. story telling will improve your pitch</li> <li>3. What is essential to include in the pitch?</li> </ol>	Write and practice the elevator pitch with your peers
	Day 5 Dec 11 <sup>th</sup>	<ol style="list-style-type: none"> <li>1. Revise your 60 sec elevator pitch</li> <li>2. YC &amp; TechStars successful pitches examples</li> <li>3. Tips of refining a powerful pitch</li> </ol>	Revise your pitch with others in the room
	Day 6 Dec 13 <sup>th</sup>	<ol style="list-style-type: none"> <li>1. Art of using the right words</li> <li>2. The power of a hook in the pitch</li> <li>3. Custom your pitch to the specific audience</li> </ol>	Present your elevator pitch to the guest speaker (Angel investor)
Week 3 Pitch deck competition	Day 7 Dec 16 <sup>th</sup>	<ol style="list-style-type: none"> <li>1. How to close a deal with a client</li> </ol>	Customize a sales deck for your clients
	Day 8 Dec 18 <sup>th</sup>	<ol style="list-style-type: none"> <li>1. How to close a deal with an investor</li> </ol>	Customize investor deck for your first investor meeting
	Day 9 Dec 20 <sup>th</sup>	<b>Pitch deck competition (Judges are entrepreneurs from Harvard and MIT)</b>	<b>The judges will select a winner, and we will give the certificate of attendance of the program</b>

**Note:**

On every class day, the session is 10:00am- 11:30am. Guest speeches are normally scheduled a day in advance depending on the guests' availability.

**Founder talks:**

Founders and co-founders will talk about their inspirational Startup experiences and life success/failures.

**List of Speakers for October**

Tyler Hathaway	Senior Visual Designer at Punchey, 7 years of design experience with startups
Fady Saad	CEO of e-Powerhouse
Javier Lara	Founder of Newtech
Deniz Kural	Founder, CEO of Seven Bridges Genomics
Boris Mordkovich	Founder, CEO of EVELO
Salvatore Mascia	Founder, President at CONTINUUS Pharmaceuticals
Fabrizio Filippini	Founder, CEO of Trovare
Vivjan Myrto	Partner at Boston Global Ventures
Marco Morawec	Founder, CEO of SurfScore
Ariel Azoulay	Senior developer at Outbrain