

MODULE 1 (WEEK 1)

LESSON 1 - Learning From Founders

- ❖ Bill Gates
- ❖ The Timeline
- ❖ Business Lessons
- ❖ Notes
- ❖ Growing through merges and acquisitions

LESSON 2 - Raising Capital- Part I

- ❖ Tech Stock
- ❖ Funding Stages
- ❖ Kissmetrics Raise
- ❖ Mixpanel Raise
- ❖ Institutional Investor
- ❖ Black Stone Group
- ❖ Sequioa Capital
- ❖ Gov Liquidity & Credit Lines
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- ❖ Funding Stages
- ❖ Before The Raise
- ❖ Pitch Decks
- ❖ Key Questions To Answer
- ❖ Your Raise Meeting
- ❖ After The Meeting
- ❖ Funding Rounds Over Time

LESSON 3 - Raising Capital - Part II

- ❖ Why Challenges?
- ❖ Not All Challenges Are Equal
- ❖ Who is Your Challenge For?
- ❖ How Long Should Your Challenge Be?
- ❖ Traffic Strategy
- ❖ Funnel Strategy
- ❖ Customer Support Best Practices
- ❖ Questions For Refining Your Who
- ❖ Sources of wealth
- ❖ Customer Acquisition
- ❖ The Buyer's Ecosystem
- ❖ The Shockholder
- ❖ Series A,B, C
- ❖ Series D, E, F
- ❖ M&A Mergers & Acquisitions
- ❖ IPO - Initial Public Offerings
- ❖ Your Exit strategy
- ❖ Institutional Investor

MODULE 2 (WEEK 2)

LESSON 1 - Growth Hacks- Part I

- ❖ Why use growth hacking?
- ❖ 3 disciplines of growth hacking
- ❖ Leverage communities
- ❖ Understanding exclusivity
- ❖ Word of mouth
- ❖ Competition & Giveaways

LESSON 2 - Growth Hacks - Part II

- ❖ The Ad formula
- ❖ Growth Hacking Psychology
- ❖ Tripling Conversions
- ❖ Google Revenue Ad Spend
- ❖ FB Revenue Ad spend
- ❖ Paid Traffic Statistics
- ❖ Facts about Product Video for ecommerce
- ❖ How to create product video for ecomm easily

LESSON 3 - Summary

- ❖ Technology
- ❖ Leveraging a 2-step checkout
- ❖ Creating a high-converting order form
- ❖ Shopping Cart Abandonment campaigns
- ❖ Marketing
- ❖ Advanced Persuasion
- ❖ Advanced Sales Funnel
- ❖ Getting started with small budget
- ❖ How to scale if you do have a budget