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
- Institutional Investor
- Blackstone Group
- Sequoia Capital
- Gov Liquidities & Credit Lines
- Mixpanel Raise
- 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 Stockholder
- 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