



WHY USE THE FOUNDATION COURSE?

FOR ACCELERATORS & OTHER INSTRUCTORS



INTRODUCTION

Welcome and thanks for your interest in our online *Foundation Course*! This e-guide is intended for accelerators and other instructors who want to learn more about using our online *Foundation Course* to help prepare their entrepreneurs for an investor pitch or demo day (like Shark Tank).

Please Note

Without a demo day event or the need to pitch investors within the next 3-6 months, we do not recommend using our *Foundation Course*. A scheduled demo day, or investor pitch, provides the motivation for entrepreneurs to focus on our online course and complete it.

What We Will Cover

In this e-guide, we will cover the following:

- 1) Why do accelerators and other instructors use our *Foundation Course*?
- 2) How does the *Foundation Course* compare to alternative learning materials?
- 3) Frequently asked questions

WHY USE OUR COURSE?

Why do Accelerators and Other Instructors use our *Foundation Course*?

Preparing entrepreneurs to create and deliver an effective pitch to investors can be like entering a “tornado of chaos,” because it requires teaching and coaching many disparate topics, and the available learning materials are fragmented and incomplete:



Our online *Foundation Course* takes entrepreneurs on an efficient “learning journey,” which saves instructor time and improves learning outcomes:

Tornado of Chaos	Foundation Course
<ul style="list-style-type: none"> • Many disparate topics • Fragmented & incomplete learning materials 	<ul style="list-style-type: none"> • Learning journey designed for efficiency • All materials included
Burns Instructor Time	Saves Instructor Time
<ul style="list-style-type: none"> • Instructors compensate for gaps in learning materials with their time • Requires many “coaching loops” to refine student investor pitches 	<ul style="list-style-type: none"> • Instructors can redeploy the saved time to higher-value activities • Instructors can impact more students
Inconsistent Learning Outcomes	Improved Learning Outcomes
<ul style="list-style-type: none"> • Inconsistent investor pitches • Unimpressed judges (alumni & sponsors) 	<ul style="list-style-type: none"> • Improved pitch consistency • Increased student confidence • Impressed judges (alumni & sponsors)

HOW DOES IT COMPARE?

How Does the *Foundation Course* Compare to Alternative Learning Materials?

Other learning materials focus on the slide deck. However, an effective pitch to investors requires creating three types of investor pitches (at a minimum):

- 1) Elevator Pitch – crisp verbal summary of what the investor cares about.
- 2) “Read Me” Pitch - designed to be emailed/printed in advance.
- 3) “Listen to Me” Pitch – slide deck designed to support a verbal pitch to investors.

Unlike other learning materials, our *Foundation Course* teaches fundamental principles of communicating with investors, so it can be used for:

- Early-stage and late-stage companies/investment rounds;
- Startups – searching for a new business model to disrupt a large market; and
- Traditional/small businesses - using an existing/defined business model.

Finally, an effective pitch to investors requires graphic design and presentation skills, so the *Foundation Course* cover those topics as well.

	 Pitch Creator	Get Backed (Book)	The Best Startup Pitch Deck (Udemy Course)
Applies to Both Startup and Traditional Business Models			
Applies to Early-Stage (Angel) and Late-Stage Rounds			
Pitch #1: Attention Grabber (“Elevator Pitch”)			
Pitch #2: Investment Summary (“Read Me Pitch”)			
Pitch #3: Slide Deck (“Listen to Me Pitch”)			
Graphic Design Skills			
Presentation Skills			

FREQUENTLY ASKED QUESTIONS

How Long is the *Foundation Course*?

The course consists of ~1.5 hours (92 minutes) of video lessons plus templates, examples and e-books on certain topics.

Entrepreneurs in an accelerator (or working with a mentor/adviser coach) typically complete the online *Foundation Course* in 5-8 weeks, depending on where they are starting from and how much they want to improve.

Download our “Instructors and Mentors Getting Started Guide” to see our example timeline plus other important tips for instructors.

How to Purchase?

Most Common:

Accelerators, coaches and other instructors integrate the *Foundation Course* into their educational process/curriculum and CEOs purchase it as they would a book (from the [Courses Page](#) of our website).

Bulk Purchase:

Some accelerators want to purchase a block of licenses in advance and offer them to the entrepreneurs for free. See our [Bulk Purchase](#) page for more information.

Does the *Foundation Course* Compete with Business Model Canvas?

No! You can think of the Business Model Canvas as preparation work for the *Foundation Course*. If an entrepreneur has developed a Business Model Canvas (or similar), they will have a head start on creating an Investment Summary (“*Read Me Pitch*”) which covers more topics specific to investors than the Business Model Canvas.