

Start Up Course Syllabus

October 2021

General Course Instructor Information

Instructor	Email
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General Information

Description

This six-week virtual course will provide expert instruction and feedback for startup companies focused on improving the lives of people living with epilepsy. Each session covers an individual topic, such as go-to-market strategy, understanding your value proposition, and regulatory considerations as you commercialize your venture. At the conclusion of the course, you will pitch your company to the Epilepsy Ventures Fund for an investment opportunity.

Expectations and Goals

The goal of the course is to help accelerate needed epilepsy products onto the marketplace by providing mentorship in the business elements of getting a company ready for investment. Our expectation is that each attendee, especially the company's designated spokesperson, actively engages with the course to receive maximal benefit and attends all sessions. This means doing the pre-work assignments and actively participating in the class discussion.

Because we are discussing potential sensitive material regarding product development, we are requesting that all participants (including instructors, guest speakers and class attendees) sign a non-disclosure agreement, to ensure that everything shared in the course is kept confidential.

Course Materials

Required Materials

Prior to each session, there will be suggested or required reading materials/assignments. They will be populated as the course progresses.

2021 Course Schedule

	Session	Topic	Assignments
Week 1	Tue October 12 12:00 pm – 2:00 pm ET	Building a strong team & setting the stage for perfecting your pitch Led by: JD Schramm	Come to class having filled out NDA Pre-read material located here
	Thurs October 14 12:00 pm – 1:00 pm ET	Case Study: Engage Led By: Greg Mayes	N/A
Week 2	Tue October 19 12:00 pm – 1:30 pm ET	GTM/ Value Propositions Led by: Shiv Sabesan	Value proposition assignment
	Thurs October 21 12:00 pm – 1:00 pm ET	Getting the product to market continued Led by: Shiv Sabesan	N/A
Week 3	Tues October 26 12:00 pm – 1:30 pm ET	Epilepsy Market Research Led by: Kelly Fischbein, UCB	TBD
	Thurs October 28 12:00 pm – 1:00 pm ET	SBIR information Led by: Emily Caporello, NINDS SBIR	N/A
Week 4	Tue November 2 12:00 pm – 1:30 pm ET	Regulatory pathway and protecting your product Led by: Michelle Rubin-Onur	TBD
	Thurs November 4 12:00 pm – 1:00 pm ET	Case Study: Visualase Led by: Ashok Gowda	N/A
Week 5	Tues November 9	Practice Pitches Session 1	Pitch Deck prepared
	Thurs November 11	Practice Pitches Session 1	Pitch Deck prepared
WEEK OF NOVEMBER 15: INVESTOR PITCH			

