

# Junction Program Schedule

## Week 1

- Welcome, Introductions & Program Overview
- Fireside Chat
- Alumni Mixer
- Data Room
- Entrepreneurial Method
- Customer Discovery

## Week 2

- Product Journey Mapping
- Validation & MVP
- MVP Workshop
- Mindfulness

## Week 3

- Accounting
- Pricing Strategies
- Revenue Forecasting
- Non-Dilutive Funding
- Roundtable

## Week 4

- Storytelling
- Sales
- Fireside Chat

## Week 5

- Governance & Legal
- Marketing
- Digital Marketing

## Week 6

- IP Strategy
- Wellness
- People & Skills Matrix
- Roundtable

## Week 7

- Board Formation
- Perfecting Your Pitch
- Investment Strategies & Investor Readiness

## Week 8

- Data Room Walk-through
- Board Meeting

## Week 9

- Pitch Practice
- Investor Pitch
- Founder Showcase
- Wrap Up

Schedule is subject to change.