



E3: EMPOWER, EVOLVE, ESCALATE PROGRAM

An 8-module program of education and coaching in startup entrepreneurship and venture business management, the E3 program is for motivated but time-poor, female founders with a minimum viable product or that have achieved proof of concept and are ready to test in-market.

Participants learn alongside other women entrepreneurs, and put into action the tools and techniques used by entrepreneurs and business leaders to understand customers, test business models, manage growth and risk, lead teams, and gain confidence to take the next steps in creating a viable, growing business.

The E3 program is a foundation program for the internationally renowned SBE by Springboard Enterprises Tech and Life Science programs.

COURSE OUTLINE

<p>Module 1: You and Your Company</p> <ul style="list-style-type: none"> E3 – Why, How, What, Who, When Your Personal Pitch – Why are you the right person to do this? Your Company Pitch – What customer problem are you solving? 	<p>Module 5: Your Business Case</p> <ul style="list-style-type: none"> What’s your business case Roadmaps for product, marketing, hiring and capital Cash flow, confidence and your highest-risk assumptions
<p>Module 2: Your Customer and Your Market</p> <ul style="list-style-type: none"> Who is your customer? What and how big is their pain? How are they solving this today? 	<p>Module 6: Your Team</p> <ul style="list-style-type: none"> Hiring a great team Your high-performance team culture Knowing your strengths (and weaknesses) as a leader
<p>Module 3: Your Value Proposition</p> <ul style="list-style-type: none"> Mapping your solution’s value proposition Multiple customers, multiple value propositions Testing your value proposition(s) 	<p>Module 7: Your Equity</p> <ul style="list-style-type: none"> The cap table and founders’ agreements Raising investment and managing valuation Legal, IP and risk management
<p>Module 4: Your Product/Technology</p> <ul style="list-style-type: none"> Useful frameworks for driving product and technology Minimum viable, testable product Features as customer experiments 	<p>Module 8: Your Investor Pitch</p> <ul style="list-style-type: none"> Storytelling and stagecraft Investor versus customer pitch Asking for support

PROGRAM OUTCOME

Founders will have the key skills and confidence needed to create a bigger, more sustainable business, able to continue discovering value and executing like a nimble startup, while benefiting from the business management tools and techniques used by leading ventures and larger organisation’s. For more details, [visit our website](#).