

The G2 Summer Accelerator

Commencing June 27, 2016, GEM and UCSB will host the G2 Summer Accelerator - a 7-week intensive program that provides entrepreneurs the toolset and network to launch and run a startup.

Curriculum topics include:

- Customer Discovery
- Market / Product Validation
- Selling Strategies & Tactics
- Scaling Operations
- Managing Growth
- Raising Capital
- Legal Considerations
- Financial Management

It is our goal to provide seed capital in the range of \$5,000 to \$10,000 to each team accepted into the accelerator. The amount will be finalized upon acceptance. Apply now at this link: <http://goo.gl/forms/7KTXqIF36ytxywZm1>



G2 Accelerator

Director: Dave Adornetto

Advisory Group: Kelly Brodbeck, Craig Cummings, Jason Spievak, David Ny, Matthew Stotts

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Tentative Schedule

Date	Topic
6/27	Welcome BBQ
6/28	Establishing the Accelerator Culture
6/30	Customer Discovery, Market Analysis
7/5 & 7/7	Customer / Market Validation
7/12 & 7/14	Selling Strategies & Tactics
7/19	Raising Capital: How Much, Type, Timing, Source, Valuation
7/21	Telling the Story
7/26	Operations: Prototype to Market Launch
7/28	Growing the Organization: Recruiting, Hiring, Compensation, Culture
8/2	Legal Considerations: Entity Formation, Equity Allocation, Intellectual Property
8/3	Financial Considerations: Forecasting, Quickbooks for Startups
8/9	Demo Day