

Outline kTeams Curriculum

Kendall Teams, or kTeams, offer programs to organizations that need a high quality, short-term US immersion program to support their startup entrepreneurs. At the end of kTeams, participants are expected to:

- Think internationally and gain familiarity and experience with US-style sales strategies and entrepreneurial firm management practice;
- Understand and US early-stage company investment landscape and be able to craft the right messages to engage Angel, venture capital and corporate investors;
- Develop lasting contacts in Kendall Square and in other participants' European countries;

kTeams provides a dynamic environment that uses the greater Boston area - its prestigious universities and active technology start-up ecosystem, as its classroom and motivates teams to engage by: establishing deadline pressure with an up-front Demo Day and by seeding business meetings soon after the teams arrive, and through peer pressure of top-quality teams from multiple geographies.

There are five main components of the training program that participants will take part in while they are in Massachusetts:

1. **One-on-One Meetings.** These meetings with potential customers and partners form the cornerstone of the program. The kTeams management group and participant's mentor catalysts will help to arrange meetings with key executives that are interested in meeting with early stage companies and could help the company with their US strategy.
2. Masterclasses – these are inspirational sessions led by successful entrepreneurs and business people who will share their experiences and lessons learned with the group. Past speakers have included Prof. Charles Cooney, MIT, co-founder of Biogen; etc.....
3. Panel sessions to gain insights into professional and entrepreneurial practices – these sessions will be led by a moderator who will introduce a panel of experts in the topic being addressed. During each of these sessions there will be ample time for participants to ask questions and obtain input on their business questions. Topics that will be covered include:
 - a. Funding an early stage company – venture, angel, grant, crowd sourcing – what are the pros and cons of each type of funding – how long does it take to get the funding and what are the rules governing how they can be used?
 - b. Hiring and firing – how do you find new employees for your venture? what will be their expectations? and what do you do if they don't work out?
 - c. Market Exploration Basics – our group of company business development professionals will discuss how they find potential corporate partners and how they develop the relationship

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- d. Corporate Scouts – large companies have employees who have the job of finding interesting new technologies and companies that they can partner with. Our group of corporate scouts will talk about how they find new opportunities and what they will expect from potential partners
 - e. Building sales – all companies depend on selling their product whether that is a gadget or a technology. Our group of sales professionals will help you understand how to build your sales operation so that your company is successful
 - f. US Start-up basics – do you need to incorporate in the US? what legal entities work best? where should you locate your company? who is going to run the company?
 - g. Staying legal – what legal pitfalls do you need to watch for when operating in the US?
4. Workshops – these training sessions will help participants build skills and will be participatory. In our prior training programs we heard from our participants that one of the most beneficial parts of our programs are these workshop sessions in which the companies learn from each other. Workshops will include:
 - a. Making a company pitch – an essential component of finding collaborators and investors is being able to briefly explain your business, your product and how you will execute on your strategy. This session will be run several times so that participants can practice and refine their pitch during the program.
 - b. Developing a sales pitch – this presentation is different from a company pitch as it is solely focused on your technology or product. Practice selling your product to colleagues in class.
 - c. Building a network – through various activities we will help participants learn how to network in US business settings
 - d. “Stump the Chump” – with different experts you can ask your most difficult business questions – can they answer you question or can you “Stump the Chump”
5. Networking activities and visits – the technology innovation ecosystem in Kendall Square is very interactive and through these activities we will help participants meet the business community in the region. Early in the first week kTeams will host a Showcase for all participants at which they will make a brief company presentation as well as having a poster – attended by over 100 local business executives this is an ideal opportunity to meet with the business community and start building a network. In addition, the group will attend other networking events taking place and visit business, incubation and academic facilities around Kendall Square.

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Draft Agenda

Week I

	Monday	Tuesday	Wednesday	Thursday	Friday
9:00	Welcome and Introductions	Panel 2	Panel 3	Workshop 4 – Sales Pitch	Workshop 5 – Stump-the-Chump
10:30	Workshop 1 - Presentations	Workshop 3 - Presentations		Panel 4	Panel 5
Lunch	Master Class		Master Class		Master Class
1:30	Panel 1			One-on-Ones	One-on-Ones
3:30	Workshop 2 - Networking		Prep for Showcase	One-on-Ones	One-on-Ones
Evening			K Teams Showcase	Venture Cafe	

Week 2

	Monday	Tuesday	Wednesday	Thursday	Friday
9:00	Panel 6	Panel 7	Master Class	Open for additional company meetings and visits	Close-up and final comments
10:30		Open for additional company meetings and visits			
Lunch					
1:30	One-on-Ones		One-on-Ones		
3:30	One-on-Ones	One-on-Ones	One-on-Ones		Exit Interviews
Evening				Venture Café & Closing Dinner	