

Milestones	Lesson	Session Details
ORIENTATION TO GROWTH	Getting Ready for Growth	<ul style="list-style-type: none"> • Why growth stage is different compared to startup phase • Why Product-Market fit is not enough • Case study
CUSTOMERS	Expanding Customer Base	<ul style="list-style-type: none"> • Revisit your business model and develop few variants (more business model types) • Identify additional customer segments that your solution can address • Evaluate business models for the new customer segments • Relook at the Problem Statement (can you expand the scope and scalability of your business by repositioning your problem statement?) • Explore additional ways to monetize
TRACTION	Scaling Channels and Strategy	<ul style="list-style-type: none"> • How to gain traction beyond early customers • Defining traction (in quantifiable terms) and identifying the most important metrics to measure traction • Calculate cost of new customer acquisition • Estimate your customer lifetime value (LTV) • Identifying waste in your operations and focusing your team on what is important for traction • The Bullseye framework • Identify Channels using Bulls Eye Framework • Measuring the effectiveness of selected channels • Budgeting and planning
MONEY	Growing Revenues Sales Planning Strengthening Sales Improving Margins Financial Modeling Financing a Growth Company	<ul style="list-style-type: none"> • Stabilizing key revenue streams • Developing additional revenue streams (licensing, franchising) • Exploring new channels and partnerships • Understanding why customers buy and how buying decisions are made; Listening skills • Sales planning, setting targets • Unique Sales Proposition (USP); Art of the sales pitch (focus on customers needs, not on product features) • Follow-up and closing a sale; Asking for the sale • Building a professional sales team • Sales compensation and incentives • Sales planning, setting targets • Testing price elasticity • Optimizing costs and operational expenses • Advanced concepts of unit costing • Financial modeling of your venture's growth • Analyzing competitor and peer's financial models • Various sources of funds available for a business • What the investors and lenders expect from you • The benefits of using a specific type of finance • Pitch Practice - How to articulate your needs before investors and lenders

TEAM	Staffing & Operations	<ul style="list-style-type: none"> • Building the team beyond the founders • Basic concepts of compensation and incentives • Basics of stock options • Essential HR needs of a growing business
SUPPORT	Technology Planning	<ul style="list-style-type: none"> • Identify technology needs • Estimate costs of using technology to build and grow your business • Technology as a differentiator and a competitive weapon
	Legal	<ul style="list-style-type: none"> • Overview of legal issues and their impact on entrepreneurs • Importance of getting professional help (legal and accounting) • Importance of being compliant and keeping proper documentation • Patents and Intellectual property • Trademarks
SEEKING HELP	Mentors, Advisors, and Experts	<ul style="list-style-type: none"> • The importance of a Mentor and how to find one • Role of business advisors and experts for specific targets in your growth plan

Capstone Project: Pitch Your Venture