

SEED-SPOT

IMPACT ACCELERATOR VENTURE AGREEMENT

(2025)

THIS PROGRAM AGREEMENT (including the Exhibits attached hereto, this “*Agreement*”) is entered into as of the last date set forth on the signature page(s) hereto (the “*Effective Date*”) by and between SEED SPOT, an Arizona non-profit corporation (“*SEED SPOT*”), and the entity named on the signature page(s) hereto (the “*Company*”) (each, a “*Party*” and collectively, the “*Parties*”).

Recitals

1. The Company has applied for acceptance into SEED SPOT’s Impact Accelerator Program (as modified from time to time, the “*Program*”).
2. SEED SPOT has accepted the Company into the Program, subject to the Company’s execution and delivery of this Agreement and payment of applicable fees as described herein.
3. The Company desires to accept a place in the Program and agrees to the terms set forth herein.

Agreement

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows.

Section 1 **PROGRAM ACCEPTANCE**

1.1 Application and Acceptance. The Company has submitted to SEED SPOT an application for acceptance into the Program. After review of the Company’s application by SEED SPOT’s review committee, SEED SPOT has accepted the Company into the Program and has notified the Company of such acceptance.

1.2 Program Fee. To secure and confirm the Company’s participation in the Program, and as partial consideration for SEED SPOT’s provision of the Services to the Company (including the use of SEED SPOT’s online environments and forums) and other benefits as described herein, simultaneously with the execution and delivery of this Agreement, the Company is hereby delivering to SEED SPOT a payment in the amount of \$1,200.00 (the “*Incubator Fee*”). The Program Fee includes (2) Company representatives, with the Company having the option to discuss the inclusion of additional Company representatives, which may be subject to an additional fee. If the Company does not execute and deliver this Agreement and pay the Incubator Fee to SEED SPOT on or before the date indicated in the email notifying the Company of its acceptance into the Program, SEED SPOT’s acceptance of the Company into the Program shall be automatically revoked (without any requirement that SEED SPOT provide further notice to the Company), and the Company shall no longer be eligible to participate in the Program. Thereafter, in its sole and absolute discretion, SEED SPOT may either (a) readmit the Company into the

Program, provided that the Company timely executes and delivers this Agreement and pays the Incubator Fee, or (b) offer a spot in the Program to another applicant.

1.3 Non-Refundable. The Company acknowledges and agrees that SEED SPOT's acceptance of the Company into the Program necessarily prevents SEED SPOT from accepting other qualified applicants into the Program. Accordingly, the Company further acknowledges and agrees that, upon the Company's payment of the Incubator Fee, such Incubator Fee will be non-refundable, regardless of whether the Company completes the Program or this Agreement is terminated before completion (and regardless of the circumstances of any such termination).

Section 2 SEED SPOT SERVICES; COMPANY COMMITMENTS

2.1 Services. During the Term of this Agreement, SEED SPOT shall provide or otherwise make available to the Company various services, including those that are listed on Exhibit A hereto (the "**Services**"). SEED SPOT shall be obligated to provide the Services only to the extent there are adequate facilities, personnel and equipment necessary to perform the Services. SEED SPOT shall exercise reasonable professional care in the performance of the Services.

2.2 No Other Services or Equipment. Except as expressly included in this Section 2 and the Exhibits attached hereto, SEED SPOT is not responsible for providing any services or equipment, including, without limitation, tax, legal and accounting services, to the Company. SEED SPOT is not liable for the work performed or advice given by any third-party contract service provider. The Company is solely responsible for any costs or expenses incurred or paid by the Company or otherwise attributable to the Company's operations.

2.3 Provision of Advice and Use of Mentors. As part of its Services, SEED SPOT will provide to the Company business-related materials and guidance and will also make available to the Company selected individuals, including legal, tax, accounting and other professionals, whom SEED SPOT has determined are qualified to provide additional business-related mentoring and guidance to the Company (the "**Mentors**"). The materials, guidance and other mentoring conveyed or provided to the Company during the course of the Program by SEED SPOT, its affiliates, directors, officers, agents, employees and controlling persons, or any Mentor (collectively, "**Feedback**"), is provided for informational purposes only, and should not be construed as legal, tax, accounting or other professional advice on any matter. No interaction between the Company, on the one hand, and any of SEED SPOT's affiliates, directors, officers, agents, employees and controlling persons, or any Mentor, on the other hand, shall constitute or create a professional-client relationship between the Company and any such person. The Feedback is intended to provide the Company with a general overview and discussion of the subjects dealt with, which may include subjects relating to legal, tax, accounting and other matters relevant to the Company's business matters, but it is not intended to be, and should not be used as, a substitute for seeking and receiving appropriate professional advice in any specific situation. SEED SPOT, its affiliates, directors, officers, agents, employees and controlling persons, and its Mentors, are not responsible for any actions taken or not taken on the basis of any Feedback.

2.4 Company Commitment to Program. In consideration for SEED SPOT's acceptance of the Company into the Program and for the substantial investment of time and effort being made by SEED SPOT in the Company, in addition to the payment of the Program Fee, the Company agrees that it will, and will cause all of its owners and Authorized Employees (which, for purposes of Section 2.4.1 herein, shall include all members of the Company's core management team) to:

2.4.1 Attend all scheduled Program classes, sessions and other events (see Exhibit B); provided, that with advance notice to SEED SPOT and for good faith reasons, the Company, with SEED SPOT's written approval, may miss up to two (2) such classes, sessions or events;

2.4.2 During the Term of the Program, work on the Company and its business;

2.4.3 In good faith, take full advantage of all aspects of the Program, including access to Mentors, introductions to business contacts, and related resources, and otherwise use good faith efforts to achieve success for the Company;

2.4.4 During the Term of the Program, communicate in a professional manner with SEED SPOT, the Mentors, and all other consultants, volunteers and other members of the SEED SPOT community;

2.4.5 During the Term of the Program, respond within twenty-four (24) hours to any communication from a Mentor;

2.4.6 During the Term of the Program, notify the Company within twenty-four (24) hours of any conflict or conflict of interest with any Mentor(s); and

2.4.7 Promptly, and in any event within one (1) week from the date of receipt, respond to any requests from SEED SPOT for information or feedback with respect to any aspect of the Program.

2.5 **Funding.** The Company acknowledges and agrees that SEED SPOT is a nonprofit corporation the purpose of which is, pursuant to the Program, to provide the Services to the Company and that it is not the purpose of SEED SPOT or the Program, and SEED SPOT is in no way obligated, directly or indirectly, to provide any capital or other funding to the Company. The Company further acknowledges and agrees that, even if it completes the Program and utilizes all available Services, it may be unable to generate revenue (or increased revenue) from its business operations or attract capital or other funding from investors or other third parties. Such matters are the Company's sole responsibility.

Section 3 **TERM AND TERMINATION**

3.1 **Term.** The term of this Agreement (the "**Term**") will commence on the Effective Date and will continue in effect until the Company's completion of the Program (which shall be approximately two (2) months following the commencement thereof), unless earlier terminated by either party in accordance with the provisions herein. Upon Company's completion of the Program, this Agreement shall automatically expire.

3.2 **Termination.** The Company may terminate this Agreement if SEED SPOT materially breaches any provision of this Agreement and does not cure the breach within ten (10) days after receiving written notice thereof from the Company. SEED SPOT may terminate this Agreement immediately upon written notice to the Company if the Company, or any of its Authorized Employees, breaches any provision of this Agreement. In addition, SEED SPOT may, in its sole discretion and immediately upon written notice to the Company, terminate the eligibility of the Company or any Authorized Employee(s) of the Company from further participation in the Program at any time during the Term of this Agreement.

3.3 **Effect of Termination.** Following the termination or expiration of this Agreement, all rights granted to the Parties herein will immediately terminate, except for the rights and obligations set

forth in Section 1.3, Section 2.3, Section 2.5, this Section 3.3, Section 3.4, Section 4, Section 5, Section 6, and Section 7, all of which shall survive any termination or expiration of this Agreement.

3.4 No Disparagement. During the Term and after the termination or expiration thereof, each of the Company and SEED SPOT agrees that it will not, and will cause its affiliates, directors, officers, managers, owners, agents, and employees not to, make any voluntary statements, written or oral, or cause or encourage others to make any such statements that defame, disparage or in any way criticize the personal and/or business reputations, practices or conduct of the Company or SEED SPOT, as applicable, or any of their respective affiliates, directors, officers, managers, owners, agents, or employees, except to the extent such statements are required in accordance with a legal process.

Section 4 INDEMNIFICATION; LIMITATION OF LIABILITY

4.1 Indemnity. The Company agrees to indemnify and hold SEED SPOT, its Mentors and affiliates, and its and their respective directors, officers, managers, owners, agents, employees and controlling persons (each, an “*Indemnified Person*”) harmless from any and all liabilities, claims, demands, expenses, fees, fines, penalties, suits, proceedings, actions and causes of action, and damages (inclusive of attorneys’ fees) (collectively “*Claims*”) of any and every kind and nature (a) arising or growing out of or in any way connected with or resulting from (i) this Agreement, (ii) the Services, Feedback and/or advice provided by SEED SPOT or Mentors or otherwise pursuant to this Agreement, (iii) the Company’s use, occupancy, management or control of the Space or the Building, (iv) any loss of Company data or other breaches of Company or Authorized Employee personal information; or (v) the Company’s business operations or other activities, or (b) arising or growing out of or in any way connected with or resulting from any negligence, misrepresentation, or error or omission on the part of the Company or its employees or representatives. The Company shall be solely responsible for any claims, warranties or representations made by the Company or the Company’s employees or representatives to any third parties in connection with the Company’s business activities or otherwise.

4.2 Limitation of Liability. THE COMPANY ACKNOWLEDGES THAT IT IS SOLELY RESPONSIBLE FOR ITS SUCCESS AND AGREES THAT NEITHER SEED SPOT NOR ANY OTHER INDEMNIFIED PERSON SHALL HAVE ANY LIABILITY TO THE COMPANY OR ANY PERSON, INCLUDING ANY THIRD PARTY, ASSERTING CLAIMS ON BEHALF OF OR IN RIGHT OF THE COMPANY IN CONNECTION WITH OR AS A RESULT OF EITHER THE SERVICES PROVIDED BY SEED SPOT HEREUNDER OR ANY OTHER MATTER REFERRED TO IN THIS AGREEMENT, INCLUDING, WITHOUT LIMITATION, THE MATTERS REFERRED TO IN SECTION 6.1, ANY UNFORESEEN DEVELOPMENTS, ANY ADDITIONAL SERVICES THAT MAY BE DEVELOPED AND/OR OFFERED BY SEED SPOT TO THE COMPANY DURING THE TERM, AND ANY CLAIMS ALLEGING VIOLATIONS OF ANY PRIVACY RIGHT OR ANY APPLICABLE PRIVACY AND DATA SECURITY LAWS, EXCEPT TO THE EXTENT THAT IT SHALL BE DETERMINED BY A COURT OF COMPETENT JURISDICTION IN A JUDGMENT THAT HAS BECOME FINAL AND THAT IS NO LONGER SUBJECT TO APPEAL OR OTHER REVIEW THAT ANY LOSSES, CLAIMS, DAMAGES, LIABILITIES OR EXPENSES INCURRED BY THE COMPANY RESULTED SOLELY FROM THE WILLFUL MISCONDUCT OF SEED SPOT OR ANY OF ITS AFFILIATES, DIRECTORS, OFFICERS, AGENTS, EMPLOYEES OR CONTROLLING PERSONS, OR ANY MENTORS, IN PERFORMING THE SERVICES.

4.3 Third-Party Beneficiary. Each Indemnified Person (other than SEED SPOT) is an express third-party beneficiary of Section 4.1 and Section 4.2.

Section 5 CONSENTS AND AGREEMENTS

5.1 Media; General Publicity. As partial consideration for its acceptance into the Program and for no additional compensation to the Company or to any of its employees or affiliates:

5.1.1 The Company agrees to makes its Authorized Employees available to participate in news reports, documentaries or other media about SEED SPOT, or to participate in video recordings or other media as part of the Program, if and when requested by SEED SPOT, and consents to the use of (and to sign, or to cause its Authorized Employees to sign, any consent form or other documents reasonably requested by SEED SPOT or any third party to properly acknowledge the use of) the Company's name, logos, marks, employee images and business description in any photographs, videos or other media in connection therewith.

5.1.2 The Company consents to the use of its name, logos, marks, employee images and business description by SEED SPOT in any and all marketing or promotional material, websites, presentations and press releases created, produced or issued by or on behalf of SEED SPOT.

5.2 Background Check. The Company consents to a formal background check by SEED SPOT, and agrees to execute any consent form required in connection therewith.

5.3 Mentoring. After the Term and upon the reasonable request of SEED SPOT, the Company will participate in, and/or serve as a mentor to future participants in, the Program.

5.4 Certain Business Relationships. The Company agrees to notify SEED SPOT in writing in advance of the Company's entry into any business relationship with any Mentor and of the material terms of such relationship.

5.5 Disclosure and Assignment of Work Resulting from Program Participation.

5.5.1 For purposes of this Agreement, "*Intellectual Property Rights*" means any patent, copyright, trade secret, trademark or other proprietary right; and "*SEED SPOT Materials*" means any tools, equipment, hardware, software, methods, templates, plans, flowcharts, formulae, data, algorithms or other technology or materials (including those of any third-party) that are used by SEED SPOT or any of its affiliates in connection with the Program.

5.5.2 The Company owns all of its Intellectual Property Rights. The Company's Intellectual Property Rights belong to the Company and are not assigned hereunder. SEED SPOT hereby acknowledges that nothing herein shall be construed to convey to SEED SPOT or any of its affiliates any rights in the Company's Intellectual Property Rights. SEED SPOT will not, and will cause its affiliates not to, make or sell any item bearing any name, logo or other identifier of the Company unless agreed otherwise in writing by the Company.

5.5.3 The Intellectual Property Rights of SEED SPOT and its affiliates are owned by SEED SPOT and its affiliates, as applicable. The Company acknowledges that SEED SPOT or its affiliates may, in the course of providing services hereunder, utilize inventions, original works of authorship, developments, improvements or Intellectual Property Rights of SEED SPOT or its affiliates or licensed from a third party. The Intellectual Property Rights of SEED SPOT and its affiliates belong to SEED SPOT and its affiliates, as applicable, are not assigned hereunder.

5.5.4 As between the parties hereto, SEED SPOT and its affiliates will be the sole and exclusive owner of all SEED SPOT Materials, and of all Intellectual Property Rights in and to the SEED SPOT Materials.

5.5.5 Throughout the parties relationship under this Agreement, SEED SPOT and its affiliates and the Mentors may, from time to time, provide Feedback related to the Company, its products, services, customers, information, data or technology. All such Feedback is voluntary and the Company will be free to use, disclose, reproduce, license, distribute, incorporate into products and/or services offered by the Company and otherwise exploit or use any Feedback in any manner without obligation or restriction.

Section 6 CONFIDENTIALITY

6.1 Confidential Information. “*Confidential Information*” means any non-public information that relates to the actual or anticipated business and/or products, research or development of SEED SPOT, any other participant in the Program, any company formed by another participant in the Program or any of their respective affiliates (each a “*Disclosing Party*”), including, but not limited to, technical data, trade secrets, know-how, research, product plans, or other information regarding a Disclosing Party’s products or services and markets therefor, customer lists and customers, software, developments, inventions, processes, formulas, technology, designs, drawings, engineering, hardware configuration information, marketing, finances, and other business information disclosed by a Disclosing Party, either directly or indirectly, in writing, orally or by drawings. Confidential Information includes, without limitation, SEED SPOT Innovations, SEED SPOT Property (as defined below), and SEED SPOT’s information concerning research, development, Program content and related matters. Notwithstanding the foregoing, Confidential Information shall not include any such information which the Company can establish (a) was publicly known or made generally available prior to the time of disclosure to the Company; (b) becomes publicly known or made generally available after disclosure to the Company through no wrongful action or inaction of the Company; or (c) is in the rightful possession of the Company, without confidentiality obligations, at the time of disclosure as shown by the Company’s then-contemporaneous written records.

6.2 Nonuse and Nondisclosure. During and after the Term, the Company will hold in the strictest confidence, and take all reasonable precautions to prevent any unauthorized use or disclosure of, any Confidential Information, and the Company will not (a) use the Confidential Information for any purpose whatsoever other than as necessary for the Company’s participation in the Program, or (b) disclose the Confidential Information to any third party without the prior written consent of an authorized representative of the Disclosing Party. The Company may disclose Confidential Information to the extent compelled by applicable law; *provided however*, prior to such disclosure, the Company shall provide prior written notice to the Disclosing Party and seek a protective order or such similar confidential protection as may be available under applicable law. The Company agrees that no ownership of Confidential Information is conveyed to the Company by any Disclosing Party. Each Disclosing Party (other than SEED SPOT) is an express third-party beneficiary of this Section 6.2.

6.3 Ownership and Return of Confidential Information and SEED SPOT Property. All Confidential Information, and any materials and items (including, without limitation, software, equipment, tools, artwork, documents, drawings, papers, diskettes, tapes, models, apparatus, sketches, designs and lists) that SEED SPOT furnishes to the Company whether or not they contain or disclose Confidential Information (collectively, the “*SEED SPOT Property*”), are the sole and exclusive property of SEED SPOT or other participants in the Program, as applicable. The Company agrees to keep all SEED SPOT Property at SEED SPOT’s premises unless otherwise permitted in writing by SEED SPOT. Within five (5) days after any request by SEED SPOT, the Company shall destroy or deliver to SEED

SPOT, at SEED SPOT's option, (a) all SEED SPOT Property and (b) all materials and items in the Company's possession or control that contain or disclose any Confidential Information. The Company will provide SEED SPOT a written certification of the Company's compliance with its obligations under this Section.

Section 7 MISCELLANEOUS

7.1 Governing Law. This Agreement will be governed by, and construed in accordance with, the laws of the State of Arizona applicable to contracts to be executed and performed in that State, without regard to its conflict of laws principles. Jurisdiction and venue for litigation of any dispute, controversy or claim arising out of or in connection with this Agreement will be only in a federal or state court located in Phoenix, Arizona. Each of the parties hereby expressly submits to the personal jurisdiction of the foregoing courts, and waives any objection or defense based on personal jurisdiction or venue that might otherwise be asserted to proceedings in such courts.

7.2 Notices. Any notice, request, or communication under this Agreement will be effective only if it is in writing and personally delivered; sent by certified mail, postage pre-paid; or by nationally recognized overnight courier with signature required, addressed to the Parties at the addresses stated on the signature page(s) hereto or such other persons and/or addresses as will be furnished in writing by any Party in accordance with this Section 7.2. If personally delivered, the date of delivery will be deemed to be the date on which such notice, request or communication was given. If sent by certified mail, the third business day after the date of mailing will be deemed the date on which such notice, request or communication was given. If sent by overnight courier, the next business day after the date of deposit with such courier will be deemed to be the date on which such notice, request or communication was given.

7.3 Entire Agreement; Amendment. This Agreement (including the Exhibits attached hereto) contains the entire agreement of the Parties relating to the subject matter hereof and supersedes any and all prior agreements, written or oral, between the Parties relating to the subject matter of this Agreement. This Agreement may not be amended unless agreed to in writing by the Parties.

7.4 Binding Effect. This Agreement will be binding upon, and the rights and obligations hereof will apply to each Party and its successor(s) and permitted assigns. The name of a Party appearing herein will be deemed to include the names of such Party's successors and permitted assigns to the extent necessary to carry out the intent of this Agreement.

7.5 Waivers. The rights of each Party under this Agreement may be exercised from time to time, singularly or in combination, and the exercise of one or more such rights will not be deemed to be in waiver of any one or more of the other. No waiver of any breach of a term, provision or condition of this Agreement will be deemed to have been made by a Party unless such waiver is addressed in writing and signed by an authorized representative of that Party. The failure of a Party to insist upon the strict performance of any of the terms, provisions or conditions of this Agreement, or to exercise any option contained in this Agreement, will not be construed as a waiver or relinquishment for the future of any such term, provision, condition or option or the waiver or relinquishment of any other term, provision, condition or option.

7.6 Severability. If a final judicial or arbitral determination is made that any provision of this Agreement is unenforceable, this Agreement will be rendered void only to the extent that such determination finds such provisions unenforceable, and such unenforceable provisions will be automatically reconstituted and become a part of this Agreement, effective as of the date first written above, to the maximum extent they are lawfully enforceable.

7.7 Assignment. No Party may assign its rights or delegate its obligations under this Agreement, in whole or in part, to any third party without the prior written consent of the other Parties, which consent will not be unreasonably withheld. Notwithstanding the foregoing, SEED SPOT may assign its rights and delegate its obligations under this Agreement to an affiliate without the Company's prior written consent.

7.8 Headings. The descriptive headings of this Agreement are for convenience only, and will be of no force or effect in construing or interpreting any of the provisions of this Agreement.

7.9 Further Assurances. Each Party hereby agrees to duly execute and deliver, or cause to be duly executed and delivered, such further instruments and do an cause to be done such further acts and things, including without limitation, the filing of such additional assignments, agreements, documents and instruments, that may be necessary or as the other Parties hereto may at any time and from time to time reasonably request in connection with this Agreement or to carry out more effectively the provisions and purposes hereof or to better assure and confirm unto each Party its rights and remedies under this Agreement.

7.10 No Third-Party Rights. Except as set forth in Section 4.3 and Section 6.2, no provision of this Agreement will be deemed or construed in any way to result in the creation of any rights or obligations in any other individual group, entity or organization not a Party to this Agreement.

7.11 Counterparts. This Agreement may be executed in two or more counterparts, each of which will constitute an original document, but both of which will constitute one and the same instrument.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized representative as of the date first written above.

COMPANY:

_____,
a _____

By: _____

Name: _____

Its: _____

Date: _____

Address for Notices:

SEED SPOT:

SEED SPOT, an Arizona non-profit corporation

By: _____

Name: Zachary Leverenz

Its: CEO

Date: _____

Address for Notices:

515 East Grant Street

Phoenix, AZ 85004

[signature page to Impact Accelerator Agreement]

Exhibit A

DESCRIPTION OF SEED SPOT SERVICES

SEED SPOT's Impact Accelerator Program is an 8-week intense curriculum designed to help you run and scale your venture simultaneously to your learning. Be sure to reference the specific dates, topics, and information listed in Exhibit B.

Content Expert Sessions: virtual live programming, curriculum, and discussion

Venture Thursdays: business and pitch coaching with experts (participation dependent on venture readiness and preparation)

Accredited Investor Event: culmination event; final business and pitch coaching with accredited investors (participation dependent on venture readiness and preparation)

Per Week, As Scheduled:

- Office hours with SEED SPOT team member(s)
- 1:1 meeting with Mentor
- Office hours with content experts (select weeks)
- Cohort virtual social events (select weeks)
- Office Hours with program lead/ Founder scrums / mastermind sessions (select weeks)

Additional Benefits:

- Access to all SEED SPOT Impact Accelerator events during enrolled program
- Access to professional services from experts
- Access to Community Partners
- Professional Mentors
- Collaboration and coaching sessions with accredited investor network
- Opportunity to pitch at Accredited Investor Event, depending on stage of Venture
- Opportunity to receive introductions to investors, depending on stage of Venture
- Information regarding capital resources
- Media exposure
- Inclusion in "SEED SPOT Alumni Network" upon program completion
- Structured tools for financial projections, capitalization, and valuation informed by experts
- Opportunity for professionally recorded and edited pitch video, depending on stage of Venture
- Opportunity for pitch featured in SEED SPOT's high profile virtual experiences, depending on stage of Venture
- Training and support for diverse needs and experiences from a World Top 5 Private Business Accelerator
- Proven tactics for week-over-week sales traction and support for meeting exponential growth goals
- Resources and workshops on topics such as: customer acquisition, partnerships, financial strategy, team development, fundraising preparation, legal considerations, competitive landscaping/differentiation, go-to marketing strategy, and more
- Structure and introductions to complete 25+ conversations with customers, partners, and funders within 8 weeks
- Inclusion in a cohort of impact entrepreneurs

Exhibit B

IMPACT ACCELERATOR
April 7 - May 30

Week 1	Foundations	Overview of program & The entrepreneurial journey	Monday	April 7	12:30-2:00 PM ET
		The problem, customer & solution	Wednesday	April 9	12:30-2:00 PM ET
		Goal setting & mentorship	Thursday	April 10	12:30-2:00 PM ET
Week 2	Discovery	Business model and customer discovery	Monday	April 14	12:30-2:00 PM ET
		3-minute pitch + networking	Wednesday	April 16	12:30-2:00 PM ET
Week 3	Clarity	Stakeholder experience	Monday	April 21	12:30-2:00 PM ET
		Prototyping	Wednesday	April 23	12:30-2:00 PM ET
		Venture Thursday	Thursday	April 24	12:30-2:00 PM ET
Week 4	Ecosystem	Competitive landscape	Monday	April 28	12:30-2:00 PM ET
		Partnerships	Wednesday	April 30	12:30-2:00 PM ET
Week 5	Money	Financials 101	Tuesday Observing a holiday on 2/17	May 5	12:30-2:00 PM ET
		Pricing	Wednesday	May 7	12:30-2:00 PM ET
Week 6	Sales	Sales funnel & strategy	Monday	May 12	12:30-2:00 PM ET
		Sales Strategy & Panel	Wednesday	May 15	12:30-2:00 PM ET
		Venture Thursday	Thursday	May 16	12:30-2:00 PM ET
Week 7	Preparedness	Importance of Branding	Monday	May 19	12:30-2:00 PM ET
		Expert Speed Rounds	Wednesday	May 21	12:30-2:00 PM ET
		Pitch Review	Flexible	Flexible	Flexible
Week 8	Ready, set, go!	Founder story & healthy habits	Tuesday	May 27	12:30-2:00 PM ET
		Impact Measurement	Wednesday	May 28	12:30-2:00 PM ET
		Venture Thursday	Thursday	May 29	12:30-2:00 PM ET
		Graduation	Friday	May 30	12:30-2:00 PM ET

Program Expectations

- **Be present and inclusive:** Engage with the class content, tools, and your peers. Push yourself to try new things and get comfortable with the uncomfortable.
- **Be a valuable peer:** Listen to your peers' perspective, learn about and from their journey, and consistently give honest feedback.
- **Attendance:** We have a 2 absence attendance policy. If you know you will miss a class, please reach out in advance.
- **Classroom:** Articles, resources, and assignments will be added to the virtual Classroom, which you will soon be invited to.
- **Assignments:** You are expected to complete all assignments relevant to your priorities. We will provide feedback to any assignments you submit.
- **Venture Thursdays:** You are expected to pitch at all 3 Venture Thursdays. Your mentor and additional mentors will be present to provide pitch feedback
- **Office Hours:** You must schedule at least 3 office hours with the Mentor-In-Residence throughout the program
- **Build something awesome and impactful!**