

	Week	Due Dates, Training Activities, Assignments
1	Week One: Info and Prep Week (Bootcamp)	1.1. Info sessions with selected teams 2.2. Technical sessions (introduction to software and first team assignments) 1.3. 5 random interviews
2	Week Two: Introduction to Customer Discovery	2.1. Videos: Customer Discovery Best Practice, 1, 1.5A, and 1.5B Watched before lecture 2.2. Weekly Mentor Mashup
3	Week Three: Best Practices for Customer Discovery	3.1. TAM/SAM/SOM 3.2. BMC Activities, sticky note BMC - Mock Interviews (constructing pass/fail tests) print out test card (introduce the Test Card & VPC) 3.3. Weekly Mentor Mashup
4	Week Four: Customer Discover and Business Model Generation	4.1. Lecture Value Proposition, Presentation on IP - Guest Speaker, Review Test & Learn Cards 4.2. Team SAM/TAM Presentation, Lecture Customer Segments 4.3. 5 New Real Interviews Due 4.4. VIDEOS: Lecture 2: Value Proposition and Lecture 3: Customer Segments watched before coming to lecture 4.5. Weekly Mentor Mashup
5	Week Five: Team Presentations, Mid-Point Deliverable	5.1. Team Value Proposition Presentations, Lecture on Channels 5.2. Team Customer Segments Presentations, A Day and a Life of a Customer 5.3. 10 New Interviews Total Due (total due 15 interviews) 5.4. VIDEOS: Lecture 4: Channels Lecture watched before coming to lecture 5.5. Weekly Mentor Mashup
6	Week Six: Product Market Fit	6.1. Mid-Point Review Product Market Fit 6.2. Team Channels Presentations, Lecture on Customer Relationships 6.3. 15 New Interviews Due (total due 30 interviews) 6.4. VIDEOS: Lecture 5: Customer Relationships watched before lecture 6.5. Weekly Mentor Mashup
7	Week Seven: Customer Relationships	7.1. Team Customer Relationships Presentations, Lecture on Revenue Models 7.2. Pitch your competitor 7.3. 15 New Interviews Due (total due 45 interviews) 7.4. VIDEOS: Lecture 6: Revenue Models Lecture watched before lecture 7.5. Weekly Mentor Mashup

8	Week Eight: Revenue Models	8.1. BMC Review (Right side) 8.2. Team Revenue Models Presentations, Lecture on Partners, Redraw your customer 8.3. 20 New Interviews Due (total due 65 interviews) 8.4. VIDEOS: 7: Partners watched before lecture 8.5. Weekly Mentor Mashup
9	Week Nine: Partners	9.1. Team Partners Presentations 9.2. Lecture on Resources, Activities, and Costs, Catch up day 9.3. 20 New Interviews Due (total due 85 interviews) 9.4. VIDEOS: Lecture 8: Resources, Activities, and Costs watched before lecture 9.5. Weekly Mentor Mashup
10	Week Ten: Resources, Activities, Costs	10.1. Team Resources, Activities, and Costs Presentations; Pitching workshop 10.2. 15 New Interviews Due (total due 100 interviews) 10.3. Weekly Mentor Mashup
11	Final Presentations	- Practice, feedback, preparation for presenting - Final Presentations

References:

1. <https://vimeo.com/189104710>
2. <https://www.youtube.com/watch?v=jDZyUXJGEZc>
3. <http://swtalumnimk.com/2013/10/15/start-up/>
4. <http://swtalumnimk.com/2014/09/26/start-up-academy-open-call/>
5. <http://swtalumnimk.com/2014/10/23/start-up-ideas-shared-on-the-smart-up-conference/>
6. <http://swtalumnimk.com/2015/10/01/startup3/>
7. <http://swtalumnimk.com/2015/09/17/third-smart-up-conference-2/>
8. www.startupacademy.mk