

ARROWHEAD CENTER®
Scale Up
NEW MEXICO



TechSprints



4 THEMES



2024

**FEB
15**

BUSINESS MODEL SPRINT

▾ Customer discovery, product-market fit, sales

**APR
18**

PITCH DECK SPRINT

▾ Draft, review and improve your pitch deck

**JUL
11**

C-SUITE SPRINT

▾ Skills, strategies, and capabilities for a startup team

**OCT
03**

VENTURE FUNDING SPRINT

▾ Prepare a successful fundraiser

Apply now!

<http://tinyurl.com/techsprints2024>

BUSINESS MODEL SPRINT

Guide participants through the essential elements of building a strong business model, understanding their customers, achieving product-market fit, and developing effective sales strategies.

**Virtual Sessions, Every Thursday, from 9-11 am MST.
From February 15 to March 21, 2024.**

FIRESIDE CHATS SERIES

- Week 1 | Customer Discovery
- Week 2 | Product-Market Fit
- Week 3 | Developing Sales Strategies
- Week 4 | Tools for Market Research
- Week 5 | Compelling Value Proposition
- Week 6 | Monetization Strategies

GOALS FOR BREAKOUT ROOMS

- Understanding target market
- Conducting customer discovery
- Articulate a clear value proposition
- Understand monetization models

DETAILS



Fireside chats



Host: Rodrigo Fuentes

Breakoutrooms with mentors and advisors



Access market research reports

PITCH DECK SPRINT

Understanding of the art and science of pitch deck creation. It includes hands-on sessions, practical exercises, and opportunities for real-time feedback to ensure participants can draft, review, and improve their pitch decks effectively.

**Virtual Sessions, Every Thursday, from 9-11 am MST.
From April 18 to May 23, 2024.**

FIRESIDE CHATS SERIES

- Week 1 | Detailed elements of a pitch deck
- Week 2 | Feedback and revision strategies
- Week 3 | Persuasion in pitching
- Week 4 | Tailoring your deck to different audiences
- Week 5 | Feedback and revision strategies
- Week 6 | Live pitching to investors

GOALS FOR BREAKOUT ROOMS

- Upgrade your pitch deck
- Story telling in your pitch deck
- Gather constructive feedback
- Live pitching to potential investors

DETAILS



Fireside chats



Host: Rodrigo Fuentes

Breakoutrooms with mentors and advisors



Graphic design students available to help create your pitch deck

C-SUIT SPRINT

Understanding of the skills, strategies, and capabilities required for effective leadership in startup organizations, and guidance, covering both the formal governance structure of a Board of Directors and the strategic support provided by an advisory board.

**Virtual Sessions, Every Thursday, from 9-11 am MST.
From July 11th to August 22nd, 2024.**

FIRESIDE CHATS SERIES

- Week 1 | The CEO and building a team
- Week 2 | The COO and Operational Excellence
- Week 3 | The CFO and Financial Leadership
- Week 4 | Fractional Executives
- Week 5 | Governance: Board of Directors
- Week 6 | Strategic Support: Advisory Boards

GOALS FOR BREAKOUT ROOMS

- Building a strong company culture
- Team management and leadership
- How to utilize fractional leadership
- Board composition and advisor recruitment

DETAILS



Fireside chats



Host: Drew Tulchin

Breakoutrooms with mentors and advisors



Meet potential fractional executives

VENTURE FUNDING SPRINT

Gaining a better understanding of terminology and financial instruments, engaging in negotiations with potential investors, and creating the necessary tools and materials to attract investment.

**Virtual Sessions, Every Thursday, from 9-11 am MST.
From October 3rd to November 7th, 2024.**

FIRESIDE CHATS SERIES

- Week 1 | Understanding Venture Capital
- Week 2 | Financial Instruments and Terms
- Week 3 | Engaging with potential investors
- Week 4 | Mastering the Data Room
- Week 5 | Negotiation with Investors
- Week 6 | Navigating Due Diligence

GOALS FOR BREAKOUT ROOMS

- Set up your data room
- Learn how to value your startup
- Negotiating terms beyond capital
- Prepare for due diligence with investors

DETAILS



Fireside chats



Host: Rodrigo Fuentes

Breakoutrooms with mentors and advisors



Get access to dataroom templates and check-in lists