

What is EvoStart?

EvoStart is a 4 month program designed to help tech startups reach product-market-fit.

EvoStart Expectations

- **Be Present:** use the space, it's free! And attend programs and events during the 4-month program.
- **Be Coachable:** be open and prepared for feedback.
- **Be Transparent:** we all want the same thing – for you to be successful. Help us help you!

EvoStart Structure: 4 Month Program + Optional Post Program

Applications Open

- Confirm a mentor: engage with as many mentors as possible, find one that is a fit for you
- Identify an initial target market and size that market
- Talk to 5-50+ customers (b2b: 5, b2c: 50) & be prepared to share your findings
- Finalize a proposed MVP

Month 2: Prototype/ MVP and more Customer Validation

- Software: Build proposed MVP by the end of the month
- Hardware: Prioritize MVP features, build MVP with most important feature(s)
- Talk to 5-50+ more customers
- Share MVP with 2-5 friendly customers as it is being finalized, study the feedback
- Set an initial Go to Market Plan approved by your mentor and present to the committee

Month 3: Customer Feedback and Business Model Validation

- Show your MVP to 2-25 customers (b2b: 2, b2c: 25); be there when they use it, get their feedback
- Continue to iterate the product based on your findings
- Develop potential revenue models
- Understand your customer unit economics (CAC vs. LTV now and at a grander scale)

Month 4: Go to Market and Presentation

- Learn how to present your company: develop a sales deck and investor deck
- Software: Start 'really' selling
- Continually refine your product
- Create a revenue projection spreadsheet
- Build basic financials around costs and scalability of the business
- Practice pitching
- Pitch and be evaluated by Working Group

EvoNexus Demo Day & Graduation

- Be ready to present!

EvoStart Programs & Benefits – Software

EvoNexus Workshops:

Month 1:

- EvoStart Orientation & Pitch Day
- How to Utilize a Mentor
- Customer Development and Interviews
- How to Do Market Research

Month 2:

- What are your Customers Saying?
- Building an MVP – What's Enough
- Go To Market Plan

Month 3:

- *Proof of Traction
- Product Iteration
- *Understanding your Customer Unit Economics
- Business Plan
- Revenue Model / Revenue Projection
- How to Structure your Pitch

Month 4:

- Types of Pitches: Demo Day
- Types of Pitches: TCA
- Types of Pitches: Strategic Partner
- *How to Fundraise

Other EvoNexus Events:

- Welcome Pitch Day & Happy Hour: November 15, 2013
- 6:06 Meetings: Every other Wednesday
- Marketing Mondays
- Mentor Hours: in partnership with Startup SD
- Domain Expert Hours: in partnership with Startup SD
- Speaker Series
- Monthly Check-Ins with Working Group
- Pitch Practice: three pitch practices in month 3
- EvoNexus Showcase
- Intern Speed Dating

More EvoNexus Benefits:

- Free CommNexus Programs: SIG Events, Headliner Events, MarketLink, NextStage Scrub
- Google Doc Folder:
 - Contact Lists: Mentors, Committee, EvoNexus Companies, Staff
 - Service Providers List with reviews
 - Entrepreneur Resources
- Discounted rates with service providers
 - Examples: HR, Legal, Accounting, Banking,
 - Free IT Service
 - AWS, AIS or Rackspace discounts

- Office Depot: office supplies