

# FOUNDERS ACADEMY

**For Colleges & Universities**

PRODUCED BY



# INTRODUCTION

Experiential learning is key to successful entrepreneurship. But not many colleges or universities have the necessary resources or content to replace the dreaded textbook with something more modern, valuable and fun.

“I use Founders Academy with great success at both the graduate and undergraduate levels. The material is thorough, easily digestible by students and affordable. I hate it when students have to pay \$300 for a text book.”

- David Aronica  
(Concordia Univ)

That’s why Founders Academy was created. Instructors and students now have access to content that can be incorporated into an entrepreneurship course or curriculum in a multitude of ways, including experiential.

Complementing his 28 year professional career, Founders Academy producer Gordon Daugherty has advised startups for more than 15 years and discovered along the way that it’s his true passion. With more than 150 startup advice articles published, he created Founders Academy with an objective of dramatically increasing the reach and range of his educational and advisory content.

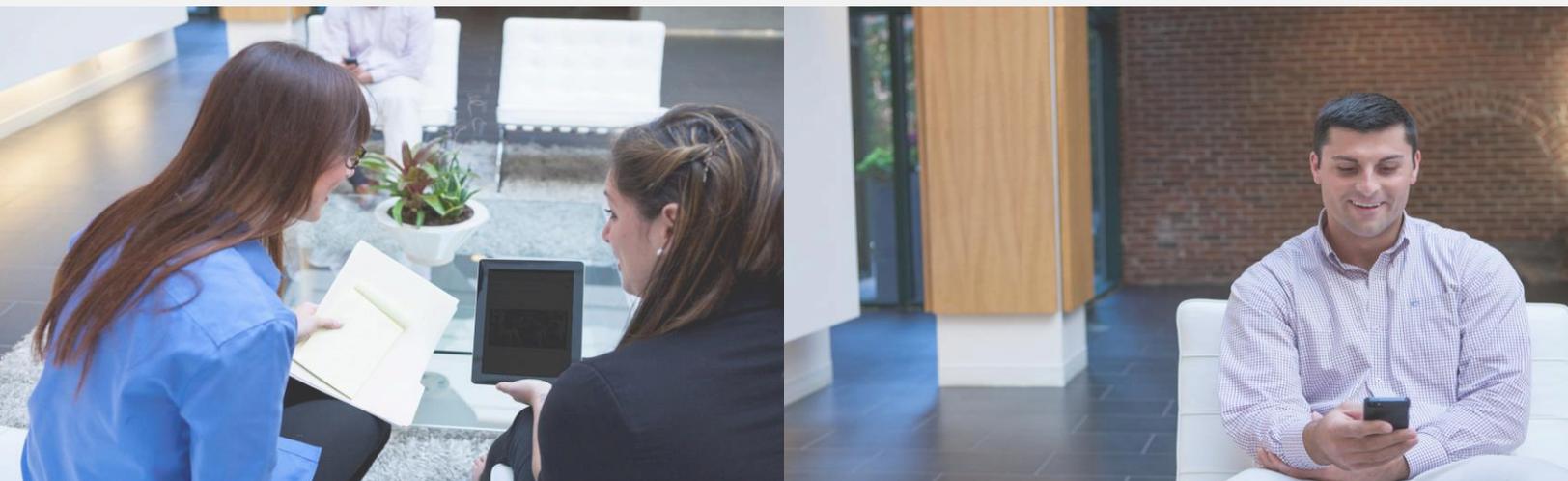
# VIDEO LIBRARY

The full library is comprised of 45 topic-specific streaming video modules and more than 18 hours of content. Each module is methodically produced with information and insights that are easy to understand. In fact, this same video library is used around the world by entrepreneurs starting and operating real businesses. Themes within the video library are as follows:

- **STRATEGY**
- **MARKETING**
- **SALES**
- **FUNDRAISING**
- **BUSINESS DEVELOPMENT**
- **OPERATIONS**

[Click here to visit the online video library](http://www.shockwaveinnovations.com/videos)

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# SUPPLEMENTAL CONTENT

For instructors looking to create a more immersive learning environment, additional content is available to complement the video modules.

## LECTURE SLIDES

## STUDENT ASSIGNMENTS

## QUIZZES

A suggested 15-week course curriculum outline is also available. It facilitates an experiential learning environment and culminates with a business plan pitch for funding.



## STRATEGY

- Developing Your Idea
- Customer Acquisition Strategies
- Sizing Your Market
- Tools for Planning
- Tools for Focus & Priority
- Tools for Assessing Progress
- Establishing a Mgmt System
- Growth & Scalability
- Expanding Beyond Home Mkts

## BUSINESS DEVELOPMENT

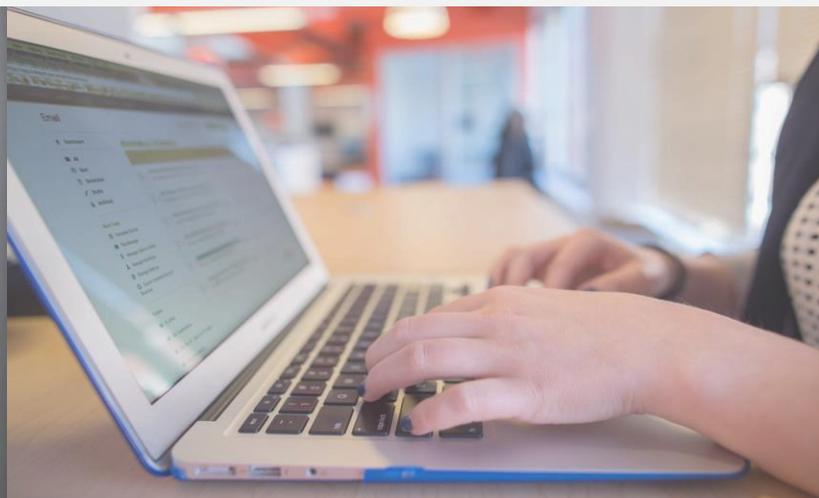
- Secrets & Strategic Partnerships
- Licensing Your Technology

## MARKETING

- Messaging & Positioning
- Pricing Strategies
- B2B Demand Generation
- Optimizing Your Website
- Marketing Operations & Metrics

## OPERATIONS

- Compensating Your First Employees
- Demystifying Cap Tables
- Stock Options Explained
- Pricing Your Stock
- Controlling Legal Costs



## FUNDRAISING

- Basic Vocabulary of Fundraising
- How Much To Raise & When?
- Seed Funding Vehicles & Terms
- Finding & Pitching Investors
- Negotiating Valuation
- Demonstrating Traction
- Your Elevator Pitch
- Pitch Decks
- Fundraising Issues, Hints & Tips

## MERGERS & ACQUISITIONS

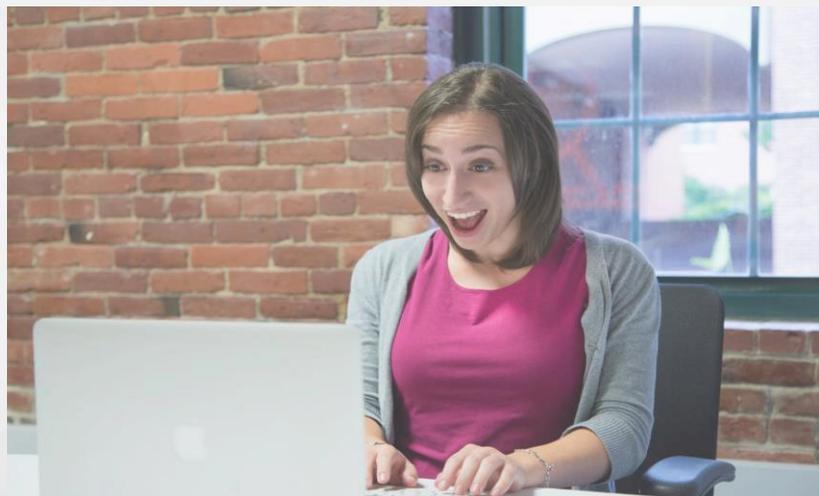
- Golden Rules of M&A
- A Tale of Two Acquisitions
- Demystifying Due Diligence

## SALES

- Defining Your Sales Model
- Distribution Channels
- Organization & Territories
- Quotas & Compensation
- Managing the Sales Team
- Intro to Enterprise Sales

## ODDS & ENDS

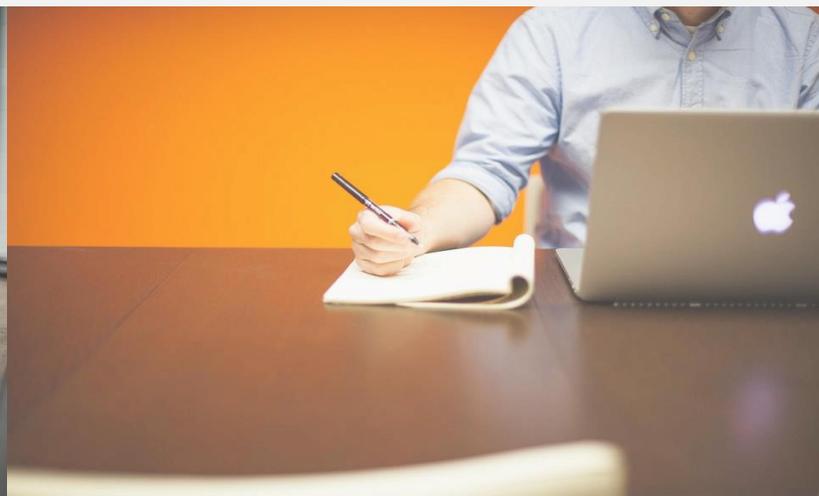
- So You Wanna Start a Startup?
- The Startup Operating System
- Preparing for a Pitching Event
- Leveraging Advisors
- Hardware Company Considerations



## GOING BEYOND THEORETICAL

Critical concepts learned through the Founders Academy lectures and videos are further solidified using structured assignments and quizzes that parallel life as a real startup.

Topic	Assignment	Quiz
Startup idea development	✓	
Elevator pitch development	✓	
Market sizing	✓	✓
Customer acquisition strategy	✓	✓
Pricing strategy	✓	✓
Capitalization and stock options		✓
Roadmap prioritization	✓	
Fundraising	✓	✓
Business plan pitch	✓	



## ABOUT THE PRODUCER

Over the past 15 years Gordon has seen more than 1,500 startup pitches, given personal advice to more than 500 entrepreneurs and been involved with raising over \$45M in growth and venture capital.

He spent the first ten years of his career in brand name companies like IBM and Compaq and then progressively gravitated towards early stage and high growth companies. He spent eight years in the videoconferencing industry, including four years as President of a company that grew to \$36M in a short few years and went public on the Euronext stock market.

Gordon has served in an executive capacity over most company functions, but with emphasis on strategy, marketing, sales, business development and M&A. He ran corporate development and strategy for Austin-based NetQoS, who grew rapidly to more than \$55M in revenue before being acquired by CA Technologies for \$200M and was a founding advisor for digital advertising pioneer MediaMind, who reached \$65M in revenue and a NASDAQ IPO in 2010.

Through his advisory practice, Shockwave Innovations, and as Managing Director for Austin's Capital Factory startup accelerator, Gordon is an active angel investor, VC and startup advisor.



**Gordon  
Daugherty**

## REVIEWS BY STUDENTS & FOUNDERS

"There is so much information in the videos that it is already having an immediate impact on my startup process."

"I could not have been more pleased with how clearly Gordon explained things."

"The way you convey the material is great and the examples you give makes things clear."

"Founders Academy is a must! Gordon unlocked new value in concepts I thought I was already familiar with."

"Gordon has that rare talent of combining very senior and strategic business skills with a highly disciplined and operational view of how to make things happen in the real world."

"I'd recommend Founders Academy to other startup founders because of critical early alarms about easy to overlook things."

"I wish we had done this a year ago."

"Gordon is an exceptional leader with vision, extraordinary communication skills and outstanding operations and execution ability."



[www.shockwaveinnovations.com](http://www.shockwaveinnovations.com)