



2017 FALL HERO TRAINING SAMPLE SCHEDULE (SUBJECT TO CHANGE)

Ignite your entrepreneurial spirit, accelerate your ideas, build your startup and pitch to 80+ investors in Silicon Valley over the course of seven weeks.

SEPT 11 - OCT 28, 2017

COURSE DESCRIPTION

Hero Training is a 7 week long, fully residential, and immersive learning experience. The program is for ambitious entrepreneurs who are looking to build on their skill set, expand their network, and get ahead in terms of launching a business. Students will use the energy and excitement that permeates Silicon Valley in order to launch startups and learn to think like an entrepreneur.

The following topics will be included:

- Business Fundamentals
- Lean Methodology
- Marketing & Sales
- Public Speaking
- Prototyping
- Interacting with an Investor
- Neurolinguistic Programming
- 1:1 Mentoring and Office Hours

LEARNING MODULES

Module 1 : Vision and Future

Module 2 : Creativity

Module 3 : Evangelism

Module 4 : Technology

Module 5 : Speed & Strength

Module 6 : Survival

Module 7 : Money & Resources

Module 8 : Brilliance

MODULE 1 - VISION AND FUTURE

Think and solve 10X problems to build the next unicorn. Gain insights on how to build a startup with wisdom from Silicon Valley founders.

KEY TAKEAWAYS

- Explore the exponential possibilities of emerging technologies such as Blockchain, AI & Machine Learning, Virtual Reality / Augmented Reality and Autonomous Vehicles.
- Discover what it takes to start a revolution even when your project seems like stuff out of science fiction.
- Receive invaluable feedback on your business from the legendary venture capitalist, Tim Draper.
- Design, describe, discover, challenge, or pivot your business with the Business Model Canvas.
- Create a story for your business following Draper University & Tim Draper's approved Pitch Structure Formula.

PAST SPEAKERS

- Pascal Finette - Singularity University
- Julian Guthrie - How to Make a Spaceship
- David Bland - Precoil

UNIQUE EVENTS

- **Reinvent Baseball** with Tim Draper.
- Attend events such as **HUSTLECON**.
- Search San Mateo, CA for exciting items to **create a business** in an afternoon.
- Experience the excitement of a **Hack-a-thon**.

MODULE 2 - CREATIVITY

Embrace an artist's mind, and begin thinking outside of the box. Ask questions and develop an inquisitive mind.

KEY TAKEAWAYS

- Master the analytical mindset, to accelerate your knowledge.
- Learn the different design techniques for both software and hardware product design from Tesla and Instagram.
- Use Design Thinking to really explore your business idea, it's viability, and how you can stand out from your competition.
- Build functional wireframes, to show technical partners your vision using Adobe XD. No code needed!
- Discover how improv can make you a better thinker in both business and life.

PAST SPEAKERS

- Tom Krcha - Co-Founder of Adobe XD
- Alexander Mayes - Instagram
- Sean Hsu - Tesla
- Jason Calacanis - Venture Capitalist

UNIQUE EVENTS

- Learn the art of **design thinking**
- Make your teammates **laugh** in an Improv Workshop.
- Use your **creativity** to out debate other teams.

MODULE 3 - EVANGELISM

Create a product so amazing, so revolutionary, that your customers become your marketing force. Make your customers your business's biggest fans.

KEY TAKEAWAYS

- Empower your product to sell itself, through evangelism.
- Learn and take part in the creative process behind producing a viral video for your business.
- Define your audience. Distill your message, dominate your market, and internalize that nothing happens until the sale is made.
- Find out what Neurolinguistic Programming can bring to your negotiations, relationship and personal development.
- Have a Game Changing day, breaking through mental barriers and hardening the mind against the pressures of launching a Startup.

PAST SPEAKERS

- Yes Theory - Viral Video Workshop
- Wes Schaeffer - The Sales Whisperer
- Gina Koles - Robbins Research International
- Steve Linder - SRI University

UNIQUE EVENTS

- Become a **Game Changer**
- **Sell on the streets**
of San Francisco
- Take part in a **large viral video operation**
- Other game changing **SURPRISES!**

MODULE 4 - TECHNOLOGY

Tech drives the world in Silicon Valley. Level up your tech skills, by learning about the latest and greatest technology.

KEY TAKEAWAYS

- Curious why Silicon Valley is so excited about the Blockchain? You'll find out why this game changing technology is the future of information.
- Learn all about a PRD, how to write one, and why they are essential for non-technical founders looking for technical co-founders.
- Get the low-down on what it takes to be a good networker, and how you can turn that into sales.
- Hear how to create a piece of software, with no prototype or technical knowledge.
- Understand the Internet of Things (IoT) and see how a connected future is better for everyone and everything.
- Technology takes the forms of many things beyond electronics and software. Hear how bio-hacking and fringe science is making its way into the Valley.

PAST SPEAKERS

- Amanda Bradford - The League
- Jack Saba - The Blockchain
- Andrew Whelan - General Assembly
- Rob Conant - Cirrent

UNIQUE EVENTS

- Use your ingenuity to **build a robot** in an afternoon.
- Enjoy an evening Fireside chat with **Justin Kan, founder of Twitch**.
- **Using tape and popsicle sticks**, safely guide a fragile object back to earth.

MODULE 5 - SPEED & STRENGTH

On your road to success not everything is going to go your way. You'll need to be agile in both business and fortitude.

KEY TAKEAWAYS

- Even when everything falls apart, and the money dries up, you can still survive.
- Knowing and adapting to your customer is essential, learn to discover your customers.
- Validation is essential when pitching your business, learn quick experiments you can run to validate your market.
- Get your prototypes in front of customers, and get feedback fast.

PAST SPEAKERS

- Bill Draper - Draper, Gaither & Anderson
- Jake Disraeli - IndieGoGo
- Angie Krackeler - IBM Watson

UNIQUE EVENTS

- Understand your personality as you explore **the tech behind IBM Watson** in downtown SF.
- Enjoy breakfast at Silicon Valley staple, **Bucks Diner**.
- **Experience the history** and future of technology at the Computer History Museum.
- Team up with Catapult to **get a different view on your startup**, by helping a peer with theirs.

MODULE 6 - SURVIVAL

Survive Survival Week

MODULE 7 - MONEY & RESOURCES

Money makes the world go around, but is also essential in raising capital for a new business. Talking to investors, controlling the cap table, and balancing your income sheet is essential for founders.

KEY TAKEAWAYS

- Find out the basics of fundraising, the terms that you need to know.
- Be as smart as your investors, learn about the cap table and how to make it work for you.
- Money also involves the law, you'll take away key legal concepts to ensure your startup doesn't end up in court.
- Learn ways to empower the growth of your business by thinking outside the traditional marketing box.

PAST SPEAKERS

- Andy Tang - Draper Dragon Fund
- Richard Horning - Reed Smith Law
- Howard Love - The Startup J-Curve
- Vin Clancy - Growth Hacker

UNIQUE EVENTS

- Insights from a room full of **industry experts** through 1:1 mentoring sessions.
- Learn your pitch like the back of your hand, in **a unique pitching challenge course**.
- Embrace your inner child and **learn the basics of finances** through Bizworld.

MODULE 8 - BRILLANCE

Put everything you have learned to use, as you engage your new brilliance to pitch a room full of investors.

KEY TAKEAWAYS

- How to conquer your fears, get in-front of investors, and put your business out there to the world.
- Learn to network with important people who can level up your business

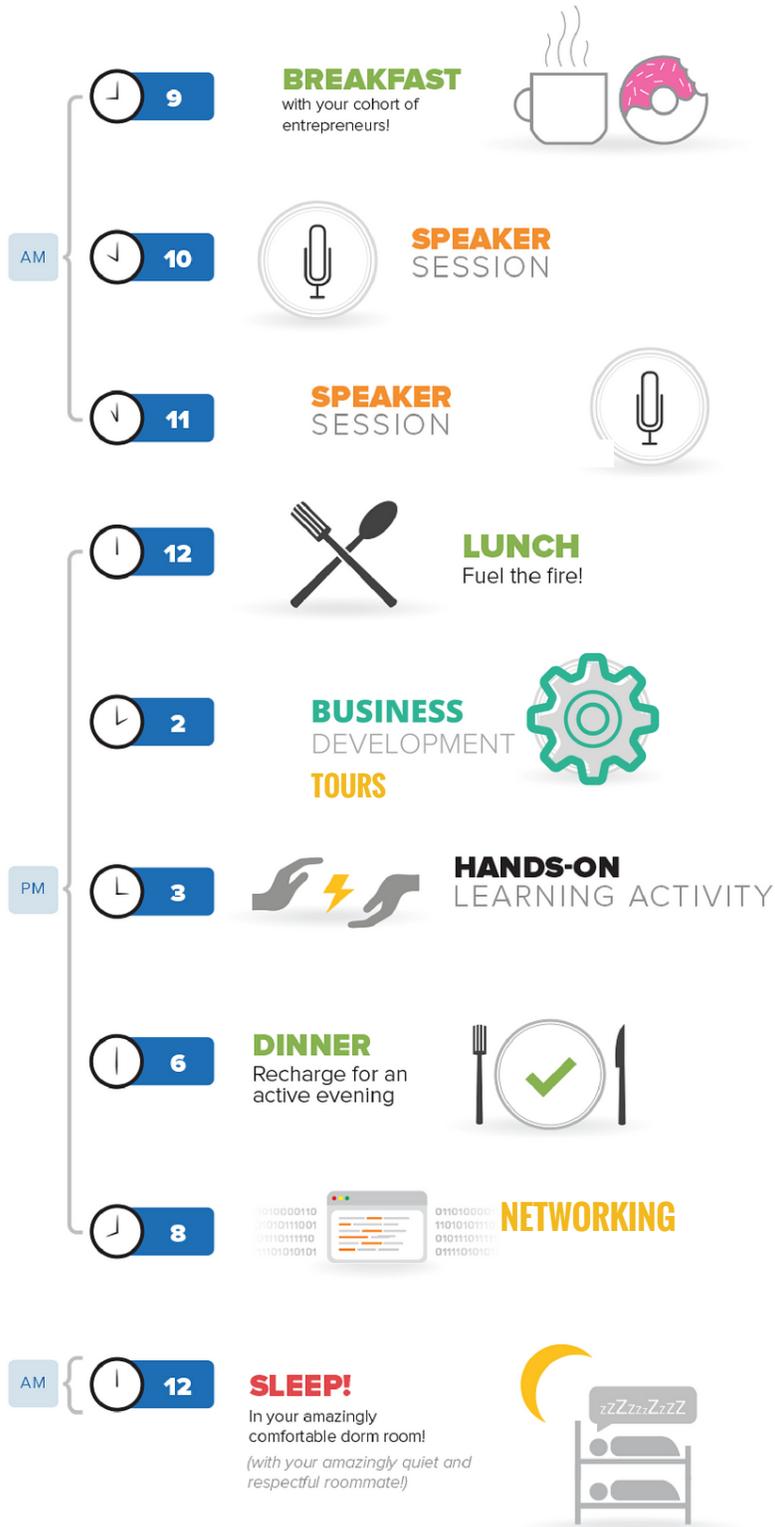
PAST SPEAKERS

- Tim Draper - DFJ

UNIQUE EVENTS

- **Pitch your business** to a room full of 100 - 200 investors

FULLY IMMERSIVE EXPERIENCE



QUESTIONS?

Should you have questions regarding Draper University's Hero Training, please contact min@draperuniversity.com.