

# XXCELERATOR | Curriculum Outline

## MISSION

XXcelerate offers performance-based education, deliverables, and executable action items for each section. Content is aligned with Entrepreneurs' Organization (EO) and acts as preparation for the EO Accelerator. Ideal XXcelerator companies have the following qualities:

- Oregon-based business that has at least 50% female ownership
- Post-revenue
- Year-over-year growth and poised for national/international scale
- Willingness to devote time to the program

## PILLARS

XXcelerator curriculum focuses on four main pillars to guide entrepreneurs toward a successful, sustainable business:

### Strategy

Entrepreneurs develop:

- A customer profile,
- Monthly, quarterly, and annual goals based on revenue growth, and
- Key Performance Indicators for their business.

### People

Entrepreneurs develop:

- An understanding and ability to assess the types of roles their business needs, and
- The ability to identify the people you need to fill the key roles in your business.

### Execution

Entrepreneurs develop:

- Necessary financial and legal documents for the business,
- Operations assessments to identify inefficiencies and implement more effective processes, and
- Operational and productivity best practices for their business.

### Financial Acumen

Entrepreneurs develop:

- A usable and understandable burn rate,
- A growth strategy based on monthly, quarterly, and annual goals,
- Daily, weekly, and monthly practices that lead to profitability, and
- Working knowledge of profitability, margins, and ratio

# STRUCTURE

The twelve month program consists of:

**Monthly Learning Days:** 12, monthly full-day sessions that contain specific, action-oriented curricula (as detailed below). There will be session on sales that will be taught and implemented each month.

**Sales:** a module on sales will be taught at each session. This includes strategy, pipeline development, goal setting, and evaluation.

**‘tweener:** These monthly evening workshops are designed as “study halls” in which entrepreneurs can come to get expert support on topics related to that month’s focus area.

**Monthly Accountability Group Meetings:** Founders meet monthly to share progress towards their goals, their YTD and monthly revenue, celebrate wins, and discuss challenges.

**Regular Connections to Experts:** Mentors will work one-on-one with entrepreneurs to offer assistance. Subject-matter experts will present a workshop that teaches a skill set to members of council during monthly meetings.

**Peer-to-Peer Learning:** Members of the program will collaborate to help one another increase efficiencies, leverage memberships/resources, reduce costs, connect with new customers, and identify new opportunities.

**Annual Kickoff Breakfast:** Entrepreneurs will spend time together getting to know each other, bonding, and talking about their businesses. Entrepreneurs will share their largest challenge and their big goal for the next year and build plans for overcoming those challenges.

## MONTHLY LEARNING DAY CURRICULUM OUTLINE

Session	Focus Area	Outcomes
1	<b>Kick Off Retreat, Building a Baseline, Your 90 Day Sales Plan (6 hours)</b>	Entrepreneurs will complete an assessment that acts as a baseline (prior to the Learning Day). The results of the assessment will serve as a baseline for the business and will help them build a strategy aligned with what their business needs to grow. Deliverables: Baseline Plan for Challenges and Opportunities; 90 Day Sales Plan
	<i>Optional Support Day</i>	Assessing Where You Are Now

		<ul style="list-style-type: none"> <li>• Money Coming In</li> <li>• Money Going Out</li> <li>• Preparing for Financial Roadmap Learning Day (listing costs, expenses, revenue)</li> </ul>
2	<b>Create Your Financial Roadmap</b>	Entrepreneurs will analyze their expenses and financial needs to develop a growth strategy. Deliverables: Completed Burn Rate Worksheet.
	<i>Optional Support Day</i>	<p>Traction</p> <ul style="list-style-type: none"> <li>• Where are your customers coming from?</li> <li>• How do you know?</li> <li>• Preparing for Growth Learning Day (what do you need to do, have bandwidth to do, and have resources to do)</li> </ul>
3	<b>Develop Your Growth Strategy</b>	Entrepreneurs will synthesize their financial roadmap and customer data to create a growth hypothesis and strategy testing plan. Deliverables: Growth Hypothesis + Strategy Worksheet.
	<i>Optional Support Day</i>	<p>Telling Your Story</p> <ul style="list-style-type: none"> <li>• Opportunity to learn from and practice with a speaking coach on how to tell your business story.</li> </ul>
4	<b>Create Your Customer Persona</b>	Entrepreneurs create a customer persona for their three priority customers, create a detailed outreach strategy for them, and create a testing plan. Deliverables: Customer Persona Worksheet and Customer Data Test Plan.
	<i>Optional Support Day</i>	<p>Sales &amp; Marketing Playbook</p> <ul style="list-style-type: none"> <li>• Roundtable discussion with experienced entrepreneurs on what tactics have and haven't worked for them.</li> </ul>
5	<b>Branding &amp; PR</b>	Entrepreneurs will work with several branding experts to assess how their current branding is working for them. They will use that information, along with the materials from the previous sessions to work through steps to make their branding more effective.
	<i>Support Day</i>	<p>Branding one-on-ones</p> <ul style="list-style-type: none"> <li>• Entrepreneurs will take their learnings and materials from session 5 and work in one-on-one</li> </ul>

		sessions with branding experts in the Portland community to assess their plan.
6	<b>Create Your Marketing Plan</b>	Entrepreneurs create a marketing plan for 90 days that they will test and assess at the end of the period (Bullseye Framework). Deliverables: 90 Day Marketing Plan.
	<i>Optional Support Day</i>	Identifying Your Process Weak Links <ul style="list-style-type: none"> <li>Identify what you keep doing that you should give to someone else, get off your plate, or systematize?</li> </ul>
7	<b>Systems and Processes</b>	Entrepreneurs will learn how to create sustainable systems that manage their business operations processes with an eye toward sales, marketing, and growth. Deliverables: Process Management Plan
	<i>Optional Support Day</i>	Conflict Resolution <ul style="list-style-type: none"> <li>Entrepreneurs will work with Abby Chroman of PSU to develop their conflict resolution skills.</li> </ul>
8	<b>People #1: Finding, Hiring, and Onboarding</b>	Entrepreneurs will learn about using their growth strategy to hire well. They'll learn the basics of recruiting, hiring process, and onboarding process to attract and retain the talent they need. Deliverables: Company Hiring & Onboarding Strategy.
	<i>Optional Support Day</i>	Negotiation <ul style="list-style-type: none"> <li>Learn from subject-matter experts on how to negotiate within your company and with external stakeholders. Work will build on skill set provided during conflict resolution session.</li> </ul>
9	<b>People #2: Communication and Management</b>	Entrepreneurs will learn about essential communication skills, team coaching, performance management practices, and delegation. Deliverables: Company People Management Strategy.
	<i>Optional Support Day</i>	Management Hot Seat <ul style="list-style-type: none"> <li>Use this session to ask experts for advice, coaching, and support on your toughest people problems!</li> </ul>
10	<b>Creating Your Culture</b>	Entrepreneurs will learn about the underpinnings of successful company cultures, how to facilitate a sustainable culture, and how to engage your people. Deliverables: Mission, Values, and Vision Draft.

	<i>Optional Support Day</i>	<p>Growth &amp; Sales Intensive</p> <ul style="list-style-type: none"> <li>• Use this study hall to assess what's going wrong and what's working in your growth and sales strategies.</li> </ul>
11	<b>Looking Ahead and End of Program Reflection</b>	<p>Entrepreneurs will apply what they have learned in Months 1-10 to synthesize a roadmap for achieving their next year's goals. Entrepreneurs take the End-of Program assessment and complete an annual deep dive that reviews and analyzes the financial performance of the business. Deliverables: 12-month Roadmap, Completed End-of-Program Assessment + Reflection.</p>
<p><b>Program Evening Out:</b> <i>A networking event tailored to XXcelerator participants' businesses (1/3 demo, 1/3 cocktail, 1/3 networking)</i></p>		
12	<b>Closing: Benchmarks &amp; Awards</b>	<p>Entrepreneurs will share their progress and benchmarks and the XXcelerate team will give awards (tba). Looking ahead and what's available post XXcelerator -- EOA, Woman Led, and others</p>