



**ProSuites2**

**Presents**



## **Executive Education Series**

### **PROGRAM BACKGROUND**

Why is Founder Institute so effective? People, Teamwork and Process.....Magic happens when talented people work towards a shared goal.

In 2009, 9X entrepreneur and investor Adeo Ressi created the core curriculum to help high-potential founders build enduring companies. His success speaks for itself; Founder Institute:

- 200+ cities in 60 countries have chapters
- 3,300 companies have been launched

- \$700M funding by graduates
- \$20Billion Graduating Portfolio value
- 15,000+ jobs created
- Localized into 9 languages

## **WE BELIEVE**

- Ideas are a dime an dozen, great companies start with great people
- Great companies can be built anywhere
- Great companies are not built alone
- Anyone can change the world through entrepreneurship
- Entrepreneurship can only be learned by doing
- Startups are much harder than you think

## **PROGRAM OVERVIEW**

The FI Executive Education Series is a seven week program that will provide every student with strategic insight into the following:

- Business Vision and Validation
- Product Development/Positioning
- Customer Development
- Revenue Generation
- Go-to-Market Analysis
- Growth Assessment
- Equity and Funding

We help both funded and pre-funding entrepreneurs build an enduring company by establishing a critical support network of local startup experts and by providing a structured and challenging business-building process that has helped our alumni raise over \$700M.

Leaders of the world's fastest growing startups have used the Founder Institute to raise funding, get into seed-accelerators, generate traction, recruit a team, build a product, and more.

## WHO SHOULD ATTEND?

- Anyone that has a company that has \$500K minimum in revenue
- Anyone that is developing a new product or rethinking there existing products – no service based companies will be excepted unless they are adding a product to their mix
- Anyone that feels frustrated with their decline in revenue or has experienced an unexpected change in the market
- Anyone that has never been able to raise capital to launch that new product idea

## WHAT DO YOU ACCOMPLISH?

- Validated idea & go-to-market strategy
- Creating of a vetted investor pitch
- Leads and possibly customers
- Significant product progress
- Advisory board of mentors
- \$2M+ in partner discounts from companies like Amazon Web Services, Google Cloud, Hub Spot, Zendesk, ADP, twillo, Zipcar, PR Newswire, and many more <https://fi.co/partners>

## SESSION FORMAT

1. Education Session based on topic of the week
2. Question and answer on the topic
3. Founder Hot Seat (students pitch their idea, plans, and progress for evaluation & feedback)

## EDUCATION – How the magic happens

- Challenging, weekly company-building assignments that are completed outside of the evening sessions, all materials are available online with an ID and Password and includes:
  - Step-by-step guides created by top entrepreneurs
  - Comprehensive glossaries, and top session videos
  - Templates for legal agreements, financial models, pitch decks, customer interviews, etc.

- Not “homework” – real world milestones and progress for your company
- We meet as a group one evening a week and you meet with your working group one time during the same week
- Office hours with the program director as needed
- Approximately 20 hours of work per week including the evening and separate group session
- There is too much focus on the startup hype, and not enough on the process and hard work, too many companies fail due to critical early mistakes. Over 50% of new companies fail in just the first 12 months

## **COST**

- \$3K for the 7 week program
- Schedule: 6 – 9pm one evening per week

## **CONTACT:**



**Ed  
Flaherty**  
Principal

P ▶ 412.246.8208  
C ▶ 412.352.6730  
eflaherty@ProSuites2.com

**ProSuites2.com**

**ProSuites2**  
600 Grant Street  
Floor 49  
Pittsburgh  
PA 15219

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