



# Academy

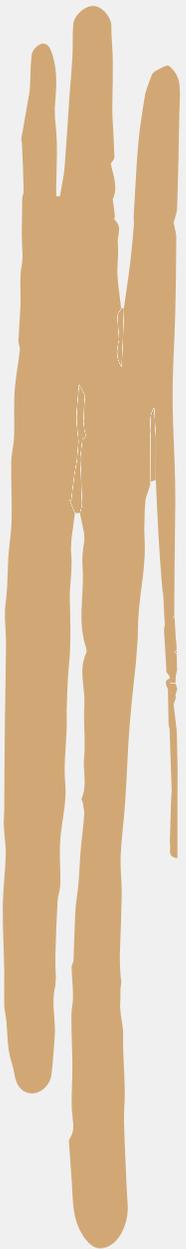




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# Welcome to the GUILD Academy

## Launch Your Business Silicon Valley Style.

Building a direct bridge between Silicon Valley and the world, the GUILD Academy offers female entrepreneurs the opportunity to learn from the best of Silicon Valley, the heart of scalable entrepreneurship.

The GUILD Academy is for all you ladies who just need that extra push to make their ideas reality. Imagine building your entrepreneurial confidence alongside an actual prototype you will launch within 12 weeks. The GUILD Academy is the fast track towards launching your business and realizing your dreams with the support system of a community.

We will take you on a 12 week journey enabling you to acquire your first customers and launching your business. You will learn how to seize opportunities and when ready pitch to some of Silicon Valley's leading investors.

We can't wait to start you on your journey to entrepreneurship!

Warmly,



“

The Guild  
Academy program  
changes the odds  
for female  
entrepreneurs

”

Anne Cocquyt



# The Content



## MODULES

The GUILD Academy is a 12 week - 12 module program. The core of each module is a 15min video session taught by a Silicon Valley expert and highly curated content to dive deeper. No Blah Blah! Every week you will have an assignment and we share an overview of what's to come



## ASK ME ANYTHING

After every step, there will be an AMA session to help you resolve any leftover questions you might have. These sessions will be guided by a GUILD team member and one of the experts. This is your chance to connect live with world-best experts and get your questions answered.



## TOOLS & WORKBOOK

Using tools and learning by doing are part of what it takes to efficiently build and manage your business. In each step, we will teach you how to use specific tools to launch your business. By the end of 12 weeks, you will be a prototyping MacGyver.



## MASTERMIND CIRCLES

Peer support is one of the secrets on your journey to become a successful entrepreneur. By building this in as a part of your 12 weeks program, you already create the habit.



## CURATED CONTENT

Every module will have an expert to help you get the basics right, but learning is so much more diverse. We will offer you a complimentary curated library with the best global content.



## GUILD MEMBERSHIP

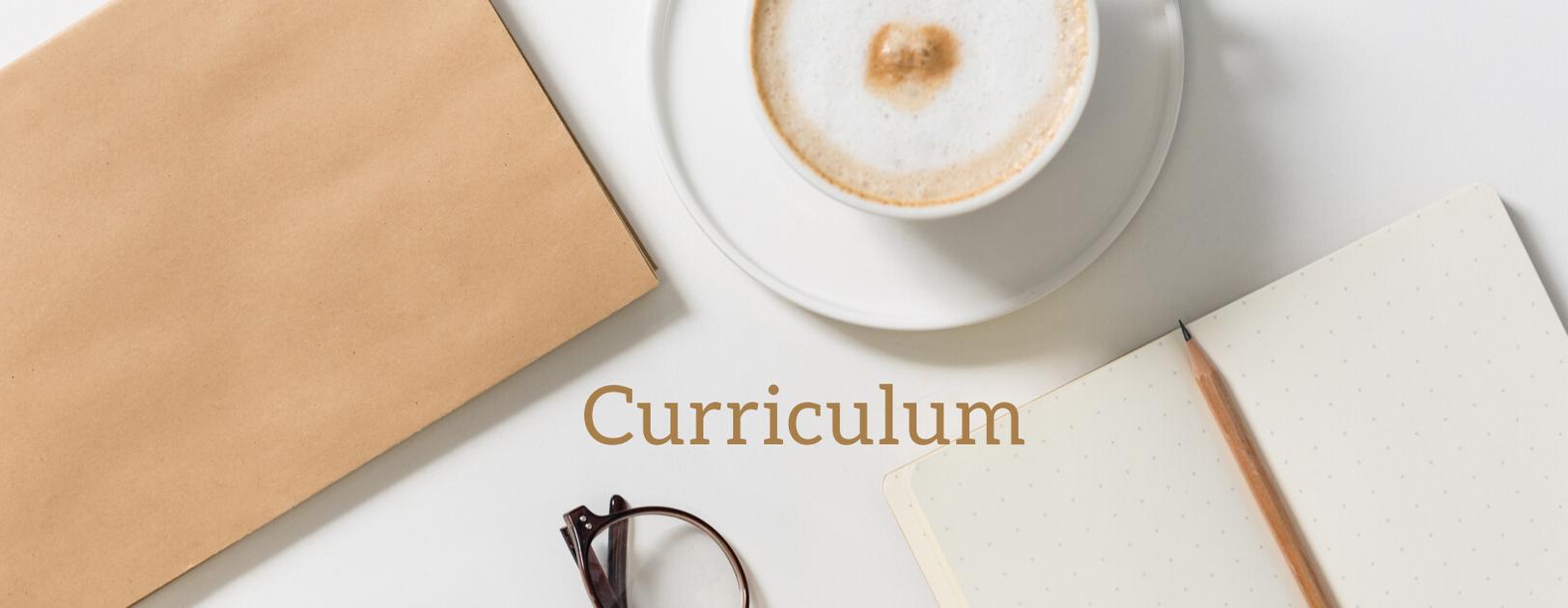
After graduation, you will be invited to join the Guild community platform and continue your development alongside awesome women across the globe.



# The Program

The program offers **12 short original GUILD video modules** and each week starting January 13th, you meet **Silicon Valley experts** who take you through the content and share their best practices and tips. **Highly curated resources** like articles, podcasts, videos and books complement the video module. Every other week you have the option to participate in a 45min **live AMA (Ask Me Anything) session** with different experts. Be prepared to dive in and complete **hands-on tasks** each week. Your **selected peer group** holds you accountable and you give each other feedback in the process of building your MVP and acquiring your first customers.

Included in the program are **2 individual 30 min coaching sessions** with the GUILD Academy team. Each week, you receive an overview to **guide** you through the module. This will include the module content, curated resources, the week's task, and the tools to use to complete the module. The GUILD team offers you topics to discuss in your **mastermind circles** and invites you to the AMA sessions. As part of the program, you have access to your cohort and the **GUILD community** during and after the program incl. frequent curated introductions to other entrepreneurs and investor programs on the GUILD platform as well as continued support through the **Academy SLACK channel**. The program officially concludes with a review of your business, a certificate of completion and the chance to pitch investors at the virtual **Demo Day** .



# Curriculum

## Part 1

### Validate Your Idea

The first part of the program is focused on Validating Your Idea. Learn about rapid prototyping and lean startup methodologies, how to create small experiments to test your assumptions of your product, problem, solution, target market, price point, and marketing approach. Test your idea for the first time and iterate on it. Select your mastermind group and get your first round of “yes-and” feedback.

Module 1    **The Introduction**

Validating your idea. Are you ready for this journey?  
Find your tribe. Share your idea.

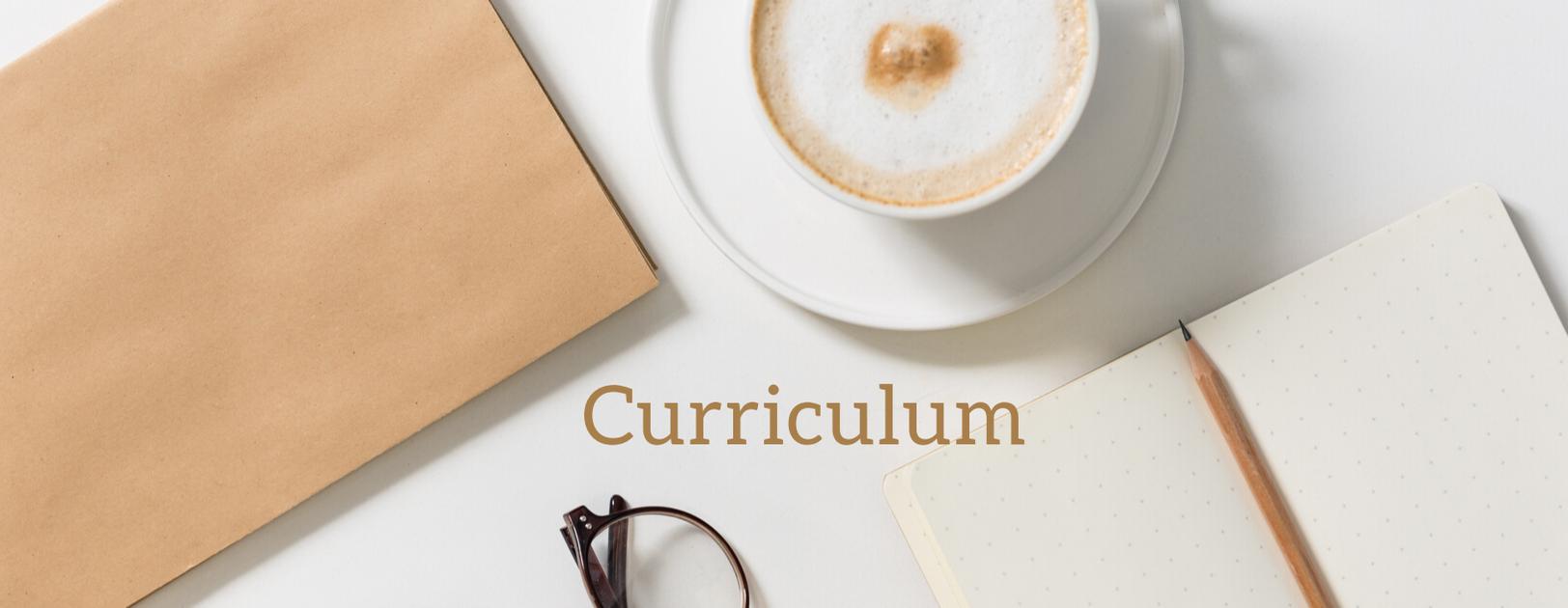
Module 2    **Your Idea**

Introduction to rapid prototyping. Understand the  
problem, solution, your target audience, and the market.

Module 3    **User Testing**

Learn about different types of user testing, how to design  
and successfully execute them.





# Curriculum

## Part 2

### Build Your MVP

In the second part, you focus on Building Your MVP (Minimal Viable Product). We introduce you to the tools you can use to prototype without any coding experience and immediately test your idea with users and find answers before you start spending \$\$\$ on hiring an expensive team or finding your CTO. You learn which metrics are important to assess the success of your product as well as the marketing initiatives to get your product in front of the right users. Iterate and build the muscle of refining your idea and find early signs of product-market fit. Be ready to become an expert in all things CAC (Customer Acquisition Cost), LTV (Lifetime Value), MRR (Monthly Returning Revenue) and learn to play with them like a pro.

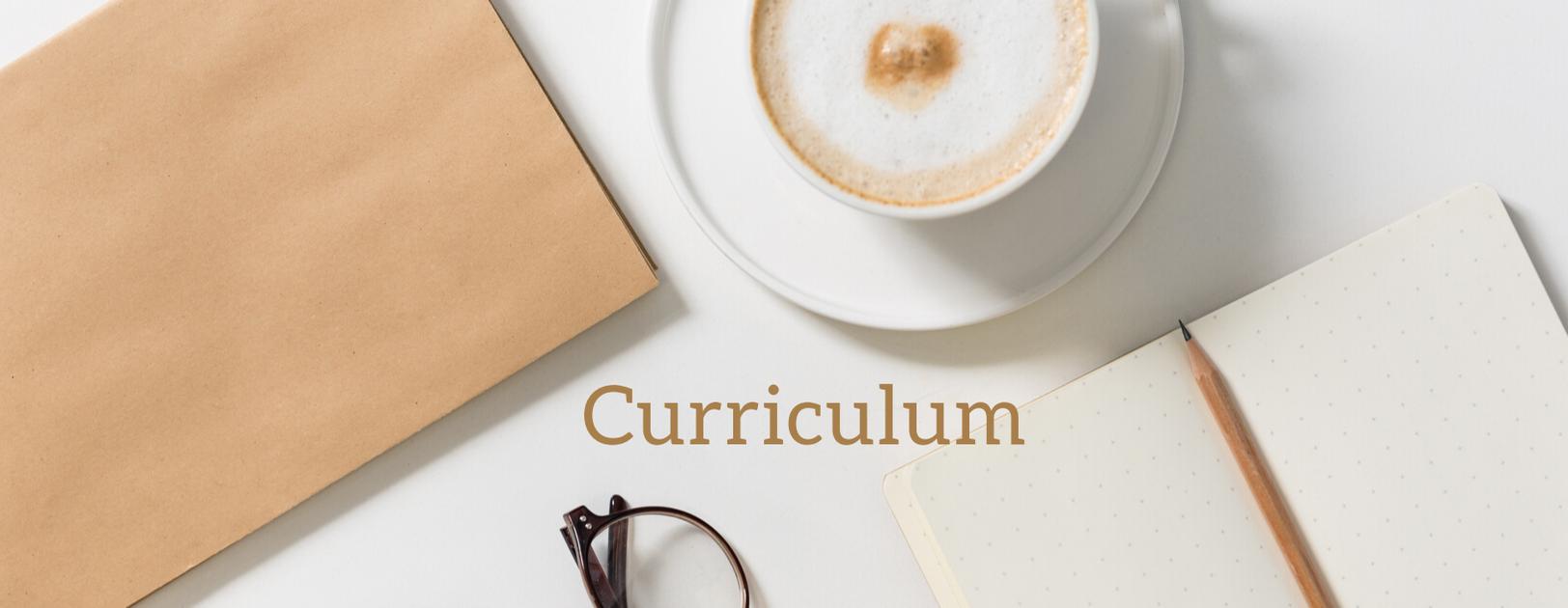
#### Module 4 **Build Your Product**

Unlock the MVP toolbox; Learn to use different tools to build and design your user friendly MVP.

#### Module 5 **Metrics**

Start measuring and iterating based on metrics. Build your company dashboard and start making product and business decisions grounded in metrics.





# Curriculum

## **Part 3** **Run Your Business**

The third part dives into how to Run Your Business. This includes a crash course in business finances, accounting and how to build a sustainable financial model that supports you, your team and the growth of your company. We discuss funding options from bootstrapping all the way to Venture Capital. There are many different ways to launch a successful business and not all roads lead to VCs. We help you understand the pros and cons of bootstrapping, crowdfunding, revenue share, grants, bank loans, angel investment and Venture Capital (VC).

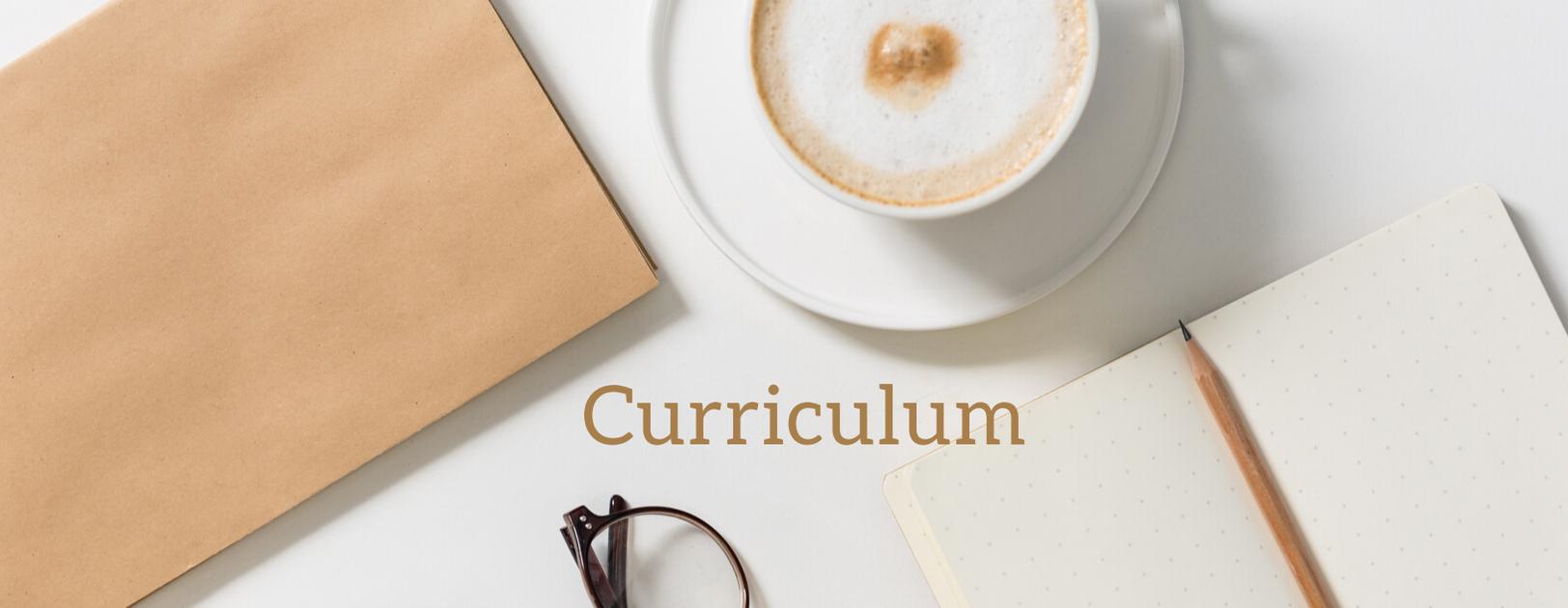
### **Module 6    Business Models**

Explore the different options to create revenue for your business.

### **Module 7    Basic Business Financials & Types of Funding**

Gain knowledge of basic business financials, accounting tools and different types of funding available to your business.





# Curriculum

## **Part 4** **Build Your Team**

In part four you Build Your Team. Hiring people and contractors, building sustainable and diverse teams, finding co-founders and making smart HR decisions early on to set your growing company up for success while protecting your IP. Identify your strengths as a founder and we help you understand where you will need support. Discover where and how to hire the resources needed to build a great team. Get introduced to the best tools to automate your work, increase your productivity while keeping your work-life balance.

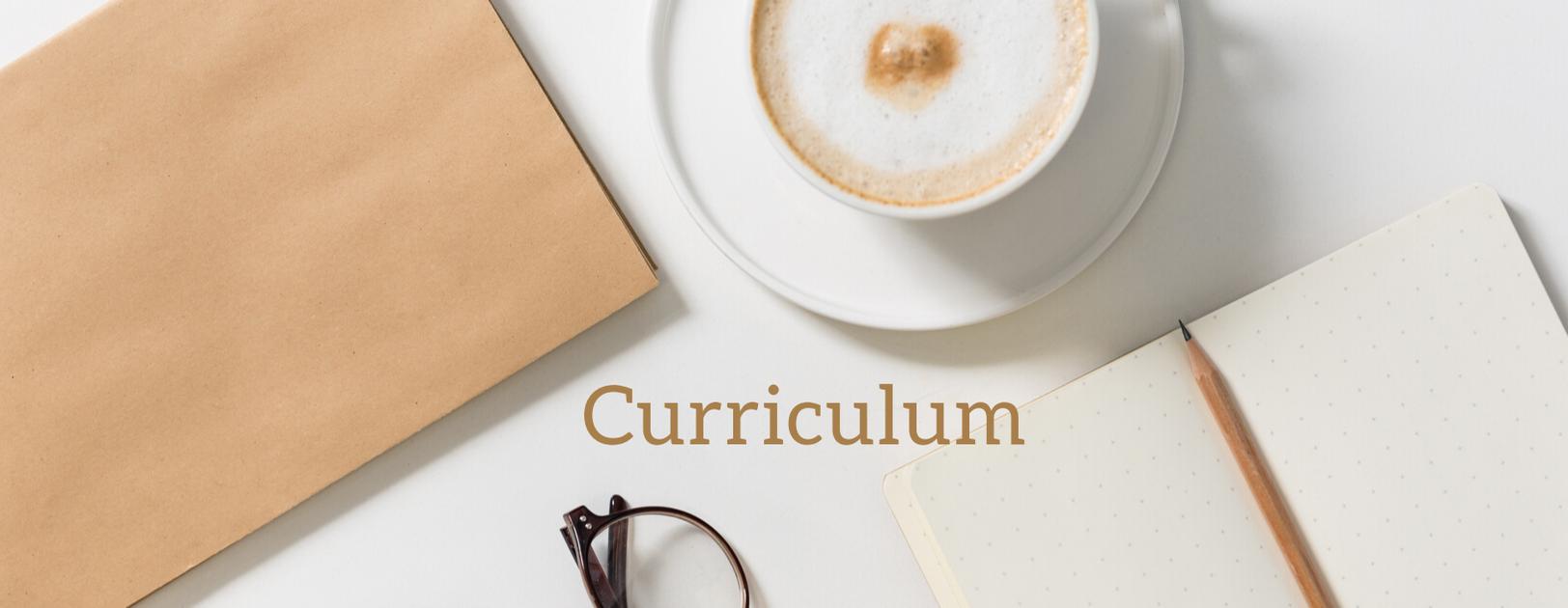
### **Module 8    Building Company Culture**

Learn how to make your first hires, protect your IP and align your values with your business and your company culture.

### **Module 9    The Hard things About Hard Things**

Gain insights on how to best manage co-founder, vendor, investor, advisor and team relations.





# Curriculum

## **Part 5** **Go to Market**

Next up, in part five, it is time to talk about all things Go To Market and marketing your product or service, creating an irresistible brand and getting the user's attention. Identify your target market, who to partner with, how to launch your product and which channels to focus on. We add marketing tools to your toolbox and equip you with the skills to start acquiring your first customers while testing if and how much they pay for your product.

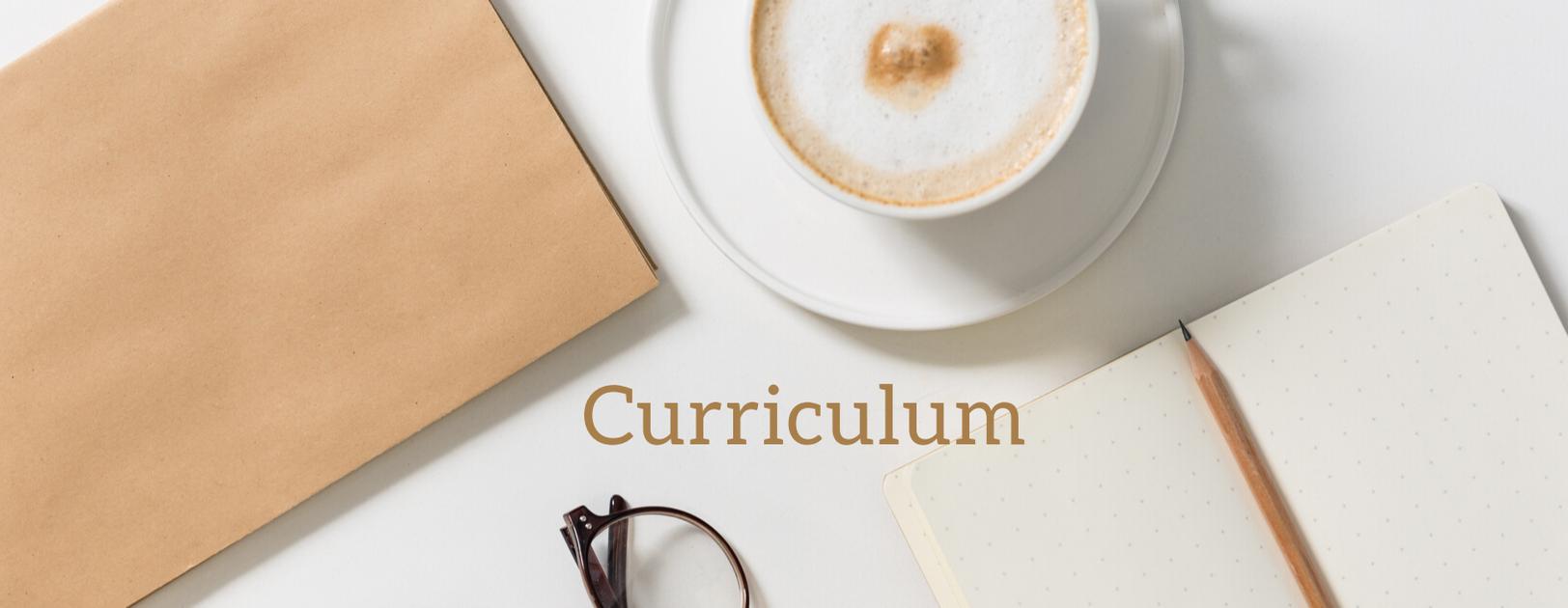
### **Module 10 Marketing Strategy**

Create a marketing strategy, channel strategy, and PR and communication plan.

### **Module 11 Tools**

Add marketing genius tools to your toolbox and start growing your user base. Make your first sale.





# Curriculum

## **Part 6**

### **Recap & Launch**

Last but not least, our team will get you ready to Launch. We help you create a compelling story and prepare to pitch by honing your storytelling skills. You iterate on your idea one more time, by building a pitch deck which includes all of the things you learnt in previous modules and the GUILD Academy team helps you determine if your idea is ready for investment and pitching at the online demo day.

#### **Module 12 Storytelling & Pitch**

Learn about storytelling and summarize all parts of your business in a pitch deck.



# Demo Day

For the entrepreneurs that are ready to advance into the next stage of their growth, we create the opportunity to pitch their business to some of Silicon Valley's leading investors.

Entrepreneurs will also participate for a chance to win our grand prize of \$20,000 in development hours offered by our partner Zazmic.

Ambitious ladies, mark your calendar for April 2nd 2020.

**YOUR CHANCE TO PITCH FOR  
\$20,000 worth of developer  
hours**



# Our Experts



**CHERYL EDISON**  
Founding Partner &  
CEO  
Edison International



**MERCEDES BENT**  
Partner  
Lightspeed Venture  
Partners



**CHRIS YEH**  
Co-Founder  
Global Scaling  
Academy



**HA NGUYEN**  
Founding Partner  
Spero Ventures



**JONATHAN LITTMAN**  
founder and CEO  
SmartUp.life



**NICOLE JORDAN**  
BusDev Manager  
Early Financial  
Growth



**TORSTEN KOLIND**  
Co-Founder & CEO  
YouNoodle



**VANESSA LIU**  
VP SAP.iO



**EILEEN BREWER**  
Angel Investor  
Golden Seeds



# Our Experts



**J LI**  
Managing Partner  
Prototype Thinking  
Labs



**ANKE HUISKES**  
Angel Investor  
Aletta Angels



**DR. CAROL LANGLOIS**  
Founder  
Empowered Tech



**JANNEKE NIESSEN**  
Co-Founder CapitalT



**KELLY COYNE**  
Founder and Partner  
at Grit Ventures



**OLIVIA OWENS**  
Business  
Development,  
iFundWomen



**SHERYLE BOLTON**  
Serial Entrepreneur,  
Professor of  
Entrepreneurship  
Hult



**JENNY KASSAN**  
Author of "How To  
Raise Capital On  
Your Own Terms"



**DONNA GRIFFIT**  
Pitch Coach,  
Corporate  
Storyteller

many more experts to be announced in the next weeks.  
Check back on the website



## Cheryl Edison Founding Partner & CEO Edison International

Cheryl Edison is a serial entrepreneur & global business development leader based in Silicon Valley, California. Quoted by USA Today, NPR and CNN, with articles reporting on her most recent work in FastCompany, the Business Times and Yahoo Finance, Edison serves Start-ups, Fortune 100 corporations, property developers, investors and civic leaders to achieve milestone success through innovation acceleration, go-to-market strategy and strengthening ecosystems through placemaking.

Her work spans fifty-seven industries, and five continents. Edison loves new category launches and discovering new ways to deliver on the triple bottom line for profit, people and planet. For more information about services including highlights from the 167 workshops and keynotes provided in 2019, with kudos from leaders from International Embassies, U.S.Congress, Nissan, Revlon, Lufthansa, Carrefour, Warner Bros, and the Urban Land Institute go to [www.CherylEdison.com](http://www.CherylEdison.com).





## Mercedes Bent Partner Lightspeed Venture Partners

Mercedes Bent is a Partner at Lightspeed Venture Partners, a venture capital firm based in the Bay Area. Previously she served as an executive at a VR startup and a General Manager at General Assembly where she oversaw a multi-million dollar business lines during periods of explosive growth. She has a MBA and Masters in Education from Stanford University and an AB





## Chris Yeh Co-Founder Global Scaling Academy

Chris Yeh is the co-founder of the Global Scaling Academy, which teaches individuals and organizations how to plan for and execute on hypergrowth. Chris has founded, advised, or invested in over 100 high-tech startups since 1995, including 9-figure companies like Ustream (investor, advisor, CEO) and UserTesting.com (advisor).

He is the co-author, along with Reid Hoffman, of "Blitzscaling: The Lightning-fast Path to Building Massively Valuable Companies", and the co-author, along with Reid Hoffman and Ben Casnocha, of the New York Times bestseller, "The Alliance: Managing Talent in the Networked Age". Chris earned two degrees from Stanford University, with distinction in both, and an MBA from Harvard Business School, where he was named a Baker Scholar.





## Ha Nguyen Founding Partner Spero Ventures

I'm a founding partner at Spero Ventures, an early stage venture capital firm that invests in the things that make life worth living: our well-being, work & purpose and human connection. I lead the firm's investments in startups led by underrepresented founders. I advise portfolio CEOs and product leaders on design-thinking, org design, product strategy and hiring. I also lead our firm's marketing, branding & network building efforts. I care deeply about designing products with empathy.

I give talks around the globe on design-thinking and how to build products that customers love. I believe in building community and elevating women in tech. I'm on the Board of Women In Product (non-profit organization of 16k female product builders) and co-founded the Product Leader Summit (invite-only conference bringing together founders and VP-level product leaders). I previously was a product executive at several early and mid-stage startups. I started my product career at eBay during a period of hyper-growth. I received my MBA from Harvard and BS in Economics from the Wharton School at the University of Pennsylvania.





## Jonathan Littman Founder & CEO SmartUp.life

Jonathan Littman is the founder and CEO of SmartUp.life, The Innovation Hub, and the co-author of two international bestsellers on innovation, *The Art of Innovation* and *Ten Faces of Innovation*, which have sold more than 750,000 copies, and are each published in 12 languages.

An adjunct professor of Innovation and Entrepreneurship at the University of San Francisco, Mr. Littman is the author or co-author of ten books, and is currently writing *The Entrepreneur's Faces* with his colleague Susanna Camp. He is an Entrepreneur in Residence at Schoolab SF, the California hub of the Paris-headquartered consultancy and incubator.

Mr. Littman is an internationally known expert on innovation, entrepreneurship and tech ecosystems. He leads seminars and delivers keynotes on entrepreneurship, startups, and innovation in the US, Europe and China, and has recently given talks on those topics in Beijing, Shanghai, Lisbon, Aveiro, Amsterdam, and San Francisco.

Jonathan leads innovation and design thinking immersive labs for executives and MBA candidates from Italy, Spain, France, Germany, Canada, Turkey, Portugal, Brazil, Korea, Kazakhstan, and China. Several components of his labs and training curriculum have been translated into Chinese. Jonathan's ten books, four of which have been optioned for film, include two classics on computer hackers, *The Fugitive Game* and *The Watchman*.

Jonathan is a New York Press Club winner. His nationally recognized journalism and reportage has appeared in *Forbes*, *The Los Angeles Times Magazine* and *Playboy*, where he was a Contributing Editor. Jonathan holds a B.A. in Rhetoric from the University of California at Berkeley.





## Nicole Jordan

### Business Development Manager Early Growth Financial Services

Nicole is a business development strategist/leader who is passionate about innovative technologies with a multifaceted leadership background. Nicole has in-depth knowledge of the frontier tech industry, startup ecosystem, financing world, and has a robust network of experts in fields such as; regulation, Venture Capital, and corporate, aviation and space sectors as well as International BD.

Nicole earned a BS in Aerospace Engineering from CalPoly State University and an MS in Astronautics from the University of Southern California. In addition, Nicole possesses international business experience, particularly in Latin America. She was named one of the “100 Most Distinguished Colombia Professionals & Entrepreneurs of 2014” by Fusionarte; the Colombia President presents this award to Colombian expats who excel in their fields.





## Sheryle Bolton Professor of Practice, Entrepreneurship, International Business School Hult

Sheryle Bolton is an experienced serial entrepreneur, public company CEO, corporate executive, speaker, consultant, board member, and professor. She is one of only three percent of female CEOs in the US over the last three decades who have led IPOs and public companies.

Ms. Bolton has been a corporate executive of finance, health care, and media companies and a Board director of private and public corporations, ranging from large groups of mutual funds to technology and finance companies, as well as non-profits, including an NGO focused on Asia and Sub-Saharan Africa and a private college. Harvard Business School has recognized Ms. Bolton as one of its most influential female graduates in Silicon Valley and the San Francisco Bay Area and Watermark, the premier organization for female entrepreneurs and executives in Silicon Valley, honored her as a “Woman Who Has Made Her Mark.”

Ms. Bolton began her career as a Peace Corps Volunteer teacher in Africa. She holds a B.A. and an M.A. in Linguistics from the University of Georgia and an MBA from Harvard Business School.





## Jenny Kassan

### Jenny Kassan Consulting

Jenny has over two decades of experience as an attorney and advisor for mission-driven enterprises.

She has helped her clients raise millions of dollars from values-aligned investors and raised over \$1.5 million dollars for her own businesses.

Jenny is certified as a coach by the International Association of Women in Coaching.

She is the author of *Raise Capital on Your Own Terms: How to Fund Your Business without Selling Your Soul* (Berrett-Koehler, October 2017). J

Jenny earned her J.D. from Yale Law School and a masters degree in City and Regional Planning from the University of California at Berkeley.

She served on the Securities and Exchange Commission Advisory Committee on Small and Emerging Companies.

She submitted the petition to the SEC that led to the passage of the 2012 JOBS Act and was present at the White House signing ceremony.

Jenny Kassan Consulting is a certified B Corp.





## Torsten Kolind Co-Founder & CEO YouNoodle

A bioinformatics engineer by training, Torsten co-founded YouNoodle in San Francisco, a technology platform to source, select and engage the most promising startups in the world. He has judged startup programs at Stanford University, MIT, and Imperial College, and has written opinion pieces for both Wall Street Journal and Entrepreneur Magazine.

Torsten is an advisor to a number of startups, and an investor in two venture funds. He is a frequent speaker on corporate innovation, and on how governments can spur ecosystem growth through global startup engagement.





## Vanessa Liu VP SAP.iO

Vanessa is the VP of SAP.iO, a global organization responsible for building an ecosystem of startups around SAP. In her role, she is overseeing SAP.iO's North American Foundries in New York and San Francisco, including programs devoted to women and diverse-led B2B enterprise tech companies.

Vanessa was most recently the Chief Operating Officer at Trigger Media Group, a \$22MM digital media incubator. In her role, she co-founded, incubated and oversaw business operations and strategic initiatives of Trigger's portfolio companies: InsideHook (the essential digital lifestyle guide for adventurous and discerning men) and Fevo (SaaS technology bringing friends and networks together for group experiences at live events). Vanessa currently serves as a board observer of Fevo and is an advisor or investor in start-ups including Bounce Exchange, Grata Data, GroundSignal, Knotel and Narrativ. She mentors female founders through Declare's Lead Program.

Previously, Vanessa was an Associate Partner at McKinsey; Company's Media and Entertainment Practice, based in Amsterdam, London and New York. In this role, Vanessa was responsible for serving clients in a variety of media and high tech sectors including online advertising, magazine and newspaper publishing, television, video content production, and information services, particularly on issues of digital media strategy, emerging market strategy, growth and innovation.

Vanessa graduated magna cum laude with an AB in psychology from Harvard University and cum laude with a JD from Harvard Law School. She was a Fulbright Scholar at Universiteit Utrecht in the Netherlands where she conducted independent research on the International War Crimes Tribunal for the Former Yugoslavia and the International Court of Justice. She serves as Vice President, College Alumni Affairs, of the Harvard Alumni Association.





## Olivia Owens iFundWomen

Olivia Owens is the Business Development & Partnerships Manager at iFundWomen, and is on a mission to increase access to capital for female entrepreneurs. iFundWomen drives funding to startups and small businesses through a flexible crowdfunding platform with a pay-it-forward model, expert startup coaching, professional video production, and a private community for entrepreneurs to talk openly about the challenges and the wins.

Olivia creates thoughtful programming from start to finish that provides the experiences, resources, and content that entrepreneurs need to succeed. She is also the co-host of OJ: We Got The Juice, a podcast where she and her co-host Julia discuss the nuances and challenges and joys of navigating life in their mid-twenties. Olivia previously held positions at Under Armour and received her undergraduate degree in Journalism from the University of Maryland.





## Eileen Brewer Angel Investor Golden Seeds

Eileen Brewer has worked for 20 years in product development in Silicon Valley. She is now an angel investor through Golden Seeds, where there are over 300 angels investing in only female led companies. She travels the world to provide pitch training and loves to work with early female led startups.





J Li  
Managing Partner  
Prototype Thinking Labs

J is the creator of the Prototype Thinking program. She believes in reinventing product design & innovation to be as user-friendly to creators as we expect our creations to be for consumers. Formerly a Stanford mathematician / engineer, game designer, and Design Thinking consultant, she brings more than a decade of experience with hundreds of clients.

Problems that inspire me most include:

How might we create business systems that are aligned with human wellbeing and diversity?

How might we make business models that incentivize systemic support, longterm thinking, and emotional labor?

How might we adapt the current contracting economy (e.g., ridesharing, housecleaning) to successfully employ millions of people full-time with benefits?

How might we build environments that embrace, empower, and leverage neurodiveristy?

How might we explore and prototype alternative ways of organizing policy, economics, or society?





## Anke Huiskes Angel Investor Aletta Angels

Anke Huiskes started her career at Procter & Gamble in Europe before moving to San Francisco in 2013 to join several early stage startups. She has 10+ years experience as a business leader scaling brands and teams globally and is currently the Director of Sales and Strategic Programs at Willow Pump.

Anke started angel investing 5 years ago and recently founded Aletta Angels, an angel investment collective that investment in world-class companies led by women. Aletta's mission as a strategic investment partner is to back female leaders and to get more women appointed in key positions in high-growth companies. Anke has a Cum Laude Master's degree in Marketing.





## Dr. Carol Langlois Founder Empowered Tech

Carol is a higher education leader and innovator who advises Universities and Edtech startups on growth and strategy. She is a former University Dean and Associate Provost who transitioned to the Edtech Industry in 2015, serving on the senior leadership team for Hackbright Academy (coding academy for women)—where she drove growth leading to the acquisition of the company. She now serves as an advisor to early-stage start-ups.

Carol is also the founder of Empowered Tech- a community of women in tech that shares tips, tools, and resources with other women in the industry through workshops, panel events, and fireside chats.

In addition, Carol is a trained therapist with a research focus on female self-esteem development. She provides women with one-on-one social-emotional coaching with a strong focus on RAISE (Resilience, Attitude, Independence, Self-Respect, and Empowerment.) Lastly, Carol is a published author and playwright.





“  
Make becoming  
an entrepreneur  
your New Year’s  
resolution  
”

Yonca Braeckman





The GUILD is the leading global community to learn, connect and grow with like-minded women.

After graduation, you will be invited to join the GUILD membership and continue your development alongside awesome women across the globe.

Our mission is to strengthen female entrepreneurship across the globe, to connect women and help them build and grow their businesses together, lifting each other to the next level.

We already made more than 150 000 connections and are expanding into Europe and Asia from November 2019 onwards, allowing you to connect with your peers and investors locally, regionally and globally!

[letsguild.com](https://letsguild.com)



# Our Partners

iFundWomen

  
**Zazmic**

wework labs 

  
**OUTSITE**

many more partners to be  
announced in the next weeks.  
Check back on the website

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



# Offer

Get access to this inaugural 12 week program at an incredible discount - this is a **one-time offering** .

**\$495 instead of \$1,995**

## Included in the Program:

- One short module for you each week full of advice by world experts in building successful businesses (no blah blah)
- Ask Me Anything sessions with leading experts
- A Toolkit for your journey as an entrepreneur from idea to IPO
- Your personal workbook
- Mastermind circles who support you and hold you accountable
- Highly curated content libraries if you want to dive deeper
- Virtual demo day with Angel Investors and Venture Capitalists to pitch your business
- Access to the GUILD community during and after the academy
- Discounts to GUILD partner perks and services worth \$50k from vetted accounting resources, software teams, hardware consulting to unique discounts on subscriptions of business tools

All sessions are online. Each week a new video module will be available as well as assignments and a curated resource guide.

The schedule for the live Ask Me Anything sessions with our experts will be announced in January. You will have access to the recordings afterwards.

The Virtual Demo Day is on April 2nd and concludes the program.



# FAQ

## **Is this program for you?**

Are you passionate about starting your own successful business?

Are you ready to learn new exciting skills and connect with awesome women around the world? Then this is for you!

## **What if I already launched my business?**

Please take a look at the curriculum and check if you could benefit from the different modules.

Another iteration usually can't hurt, especially with all the extra support you can count on in the GUILD Academy!

## **Does it matter where I live in the world?**

It does not matter! We will teach you the universal skills you need to launch a business. On top of that, you can learn from the women who built a successful business in the heart of entrepreneurship, Silicon Valley. You will learn from the best and apply the same methods in your region and country.

# FAQ

## **What if I don't have an idea right now?**

We built the Academy in a way that anyone wanting to learn the skills to rapid prototype a business can participate. If you don't have an idea with which you want to participate in the Academy, we will provide you with one. We will run you through the process of building a travel app so you can learn all the skills you need to duplicate the process when you have your eureka moment and figure out your dream business, or maybe, you will figure it all out during the process.

## **What type of business idea can I apply with?**

You can apply with any type of business idea which has a service or product to offer and is scalable beyond your home market. Whether it is building a wine tasting platform, a travel match-making service, a smart baby monitor or a digital diagnostics company. We help you iterate and test your ideas with "rapid prototyping" methodologies which is not suitable for opening a local restaurant or selling a product on an e-commerce store. If you have any doubts, please contact us at [info@theguilded.org](mailto:info@theguilded.org)

# FAQ

## **What if this timing doesn't fit my calendar?**

We will launch new cohorts of our GUILD Academy in 2020. The launch price will only be applicable to this cohort. This cohort will accept 50 founders globally. We will accept on a rolling basis, when you apply, you will be notified about your selection within 2 weeks of applying, so you can make arrangements accordingly. If we are at full capacity early, we will open up a waiting list for the next cohort.

## **What if I want to start a non-profit?**

If you want to start a non-profit, you can definitely participate and benefit from learning the skills and the method we use in the program. The main difference between a for and non-profit business is the legal structure and where profits end up. As a non-profit you need to have a good product-market fit, a clear target audience and awesome marketing and fundraising strategy, just like any for-profit business. We will not cover non-profit specific topics but focus on validating your product or service idea as part of your non-profit.



**GUILD**

*Academy*

**SECURE YOUR SPOT**

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

