

# DRILL

## ACCELERATOR PROGRAM



THE  
DISRUPTIVE  
LAB



DRILL SERIES

September 10, 2022

### Week 1

#### Modules 1 and 2 **Business & Growth**

- Onboarding/Introduction to Program
- Liveplan
- Business Model Canvas
- Values, Vision, Mission
- SWOT
- Opportunity for Growth
- Feasibility Analysis
- Strategic Growth Plan
- Goals, Actions, Measures
- Performance Management (KPIs)
- Clinic: Start developing growth plan & prepare for financial analysis

### Week 2

#### Modules 3 **Accounting & Finance**

- Bookkeeping
- Accounting
- Financial Statements
- Finance
- Financial Ratios
- Budgeting
- Forecasting
- Clinic: Start developing growth plan & prepare for financial analysis

### Week 3

#### Modules 4 and 5 **Leadership, Management & Human Resources**

- Leadership Style
- Strategic and Effective Leadership
- Leading High Performing Teams
- HRM Best Practices
- Talent Management
- Company Culture
- Clinic: Negotiation Masterclass Event

### Week 4

#### Modules 6 **Marketing & Sales**

- Marketing and Sales Strategy
- Value Proposition
- Market Research and Analysis
- Brand Identity and Management
- Sales Funnel
- Digital Marketing and Analytics
- Evaluating Marketing & Sales Activities
- Clinic: Sales and Marketing Automation Platforms

### Week 5

#### Modules 7 **Operations Management**

- Lean
- Operations Management
- Process Improvement
- Workflow
- Logistics
- RACI
- Benchmarking
- Clinic: Legal

### Week 6

#### Module 8 **Funding for Growth**

- Investment Readiness
- Types of Capital
- Sources of Capital
- Raising Capital
- Building Credit
- Company Valuation
- Exit Strategies

### Week 7

#### Module 9 **Funding for Growth**

- Presentation of Growth plans
- Pitching for Loans
- Loan Awards
- Networking