

Ocean Technology Commercialization Workshops Agenda
Common Ground Office
30 Harvey Road

Day 1: Emphasis on Marketing and Sales

Morning:

9am	Introduction
9:15	Customer Development
9:45	Customer Discovery
10:15	Market Research Basics
10:45	Break
11:00	Customer Validation
11:20	Marketing Basics
11:40	PR & Branding
12:00	Lunch

Afternoon:

13:00	Lean Startup
13:30	Business Model Canvas
14:00	Sales Process
14:30	Direct Sales and Compensation
15:00	Break
15:20	SaaS Business Model Basics
15:40	Customer Acquisition Costs
16:00	Customer Lifetime Value
16:20	MRR, Cohorts and Churn
16:40	SaaS Sales Economics
17:00	Networking Event

Day 2: Emphasis on Financials and Investment

Morning:

9am	Agenda and other business
9:15	Global Company Structure
9:45	Stock Explained
10:45	Break
11:00	Financial Modeling
11:30	Financial Team
12:00	Lunch

Afternoon:

13:00	Venture Capital Business Model
13:30	Early Stage & Angel Investing
14:00	VC Psychology
14:30	The Pitch
15:00	Break
15:20	Seed Financing
15:40	Valuation
16:00	Term Sheets
16:20	Due Diligence
16:40	Building a Board of Directors