

NOVEMBER /DECEMBER



GREEN
LIGHT

WHEN	WHAT	WHO	WHAT ABOUT
November	Kick-off meeting	GL team	Presentation of all accelerated programs, work on canvases
28. 11.	Product/market	Radka Šušková	What you will actually offer to customers
03. 12.	Milestone 1	everybody	Introducing your goals in GLA
05. 12.	Elevator Pitch	Lukáš Ščurek	Explaining of what you do in a short period of time
12. 12.	Financial plan 1	Pavčina Žukovská	what a financial plan is, how to do it and how to actually calculate everything
19. 12.	Marketing 1	Kristýna Jurášková	market analysis, personas, marketing strategies and tactics

JANUARY



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WHEN	WHAT	WHO	WHAT ABOUT
07. 01.	Milestone 2	everybody	fulfillment of goals, focus: Product, Target/ market, startup. right - project form, pitch
09. 01.	Work in startup team 1	Matěj Kastner	specifics of work in startup team, how to become a team leader from a founder
16. 01.	How to do business and not lose your head	Klára Růčková	How to do business and not lose your head
23. 01.	Presentation skills 1	Alex Schwarzbachová	how to present and how to reach target audience right
30. 01.	Startup law	3ADVOKÁTI	establishment of company, foundation agreements and everything necessary to start business from legal perspective

FEBRUARY



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WHEN	WHAT	WHO	WHAT ABOUT
04. 02.	Milestone 3	everybody	achievement of goals, focus: marketing plan, presentation - story/identity, protection of intellectual property
06. 02.	Investor	Miloš Lukačka	how to deal it an investor directly from an investor
13. 02.	Marketing 2	Kristýna Jurášková	presentation of marketing strategy of individual projects, feedback
20. 02.	Financial plan 2	Pavčina Žukovská	what a financial plan is, how to do it and how to actually calculate everything
27. 02.	AI	Radim Petlach	Using AI in practice

MARCH



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WHEN	WHAT	WHO	WHAT ABOUT
06. 03.	Work in startup team 2	Matěj Kastner	specifics of work in startup team, feedback to team functioning
11. 03.	Milestone 4	everybody	achievement of goals, focus: financial plan, team - divided competences, investor pitch deck
13. 03.	Presentation skills 2	Alex Schwarzbachová	building the story of your presentation, practical training, presentation for the investor
20. 03.	Presentation skills 3	Alex Schwarzbachová	training and feedback of final presentation for GL StartUp Show, preparation for the jury's expected questions
24. 03.	Presentation skills 4	everybody	training and feedback of final presentation

APRIL



GREEN
LIGHT

WHEN

WHAT

WHO

WHAT ABOUT

03. 04.

overhaul

everybody

last training of final presentation

10. 04.

**GREEN LIGHT
STARTUP SHOW**

you

big finals of the whole accelerator

