

3 Weeks Before the Program - MD Weekly Email - TSNYC
Focus: Getting ready for the program

Hey all,

We are getting really excited about the kickoff of the program on July 11th! Techstars crew is firing on all cylinders to get ready, and we hope you are doing the same ;0.

QUICK REMINDERS:

1. **Docs:** Please fill out program goals, elevator pitch, metrics and other basics sections
2. **Mentors:** Review mentors on the web site + let us know who else you'd like to talk to.
3. **Emails:** Class emails aren't set up yet, but will be by week 1
4. **Living in NYC:** If you still need help, please reach out to Jill.
5. **Moving-in:** You can move in anytime, please reach out to Jill and she will help.
6. **Kickoff:** Mon, July 11th at 9AM, please be in the office by 8:30AM.

CREATE QUICK VIDEO OF YOUR ELEVATOR PITCH by JUNE 29th

We will be filming your elevator pitches through the program and using it for feedback, and also to show to mentors before they meet you. We are going to start by asking you to film your elevator pitch as it is now and send it to us please. Guidelines:

Techstars Review: We will give you quick feedback in the doc and greenlight it first

Memorize the pitch: Don't read off the screen, just memorize it and be natural

Introduce yourself: Be sure to say your name, title and company

Setting: Casual, sit at the desk or stand, wear your company t-shirt or something else comfortable.

Camera: Phone is fine, don't sweat it, just make sure it is stationary

Time: Don't spend a ton of time on these, do it quickly and casually, we will iterate and re-shoot as needed.

Send it Upload it to Dropbox or Google Drive and link to it in the elevator pitch section

Deadline: Please get it done by June 29th.

READING

Please read: Venture deals and Do More Faster. Let us know if you didn't get the books.

[7 things to do to get the most out of an accelerator](#)

Productivity posts: [Email](#), [Calendar](#), [Goals](#), [Tasks](#).

SLACK

We will be utilizing Slack during program for quick communication. Slack is primarily meant for quick questions for staff and for you to be in touch with each other. Please use email to give us tasks and use email for longer asks.

We created a few channels to organize conversation -

General - Everyone. This is for team-wide communication and announcements.

Random - Everyone

Health - Everyone. Schedule runs, yoga, etc

Tech - CTO's (anyone can join though)

Wins - Everyone. Share big milestones and weekly wins.

Fundraising - CEO's only - can invite other founders if applicable.

Requests - Everyone. List any asks for associates / everyone

Founders - Founders only, no techstars staff ;)

Additionally, please ask questions like wifi, office address, perks, printing instructions, booking conference rooms, etc in #general as slackbot will respond!

SCHEDULE FOR WEEK 1 and WEEK 2 (Subject to change)

Note that most programming is either individual or in groups, so the time you commit is a fraction of the time spot it is listed in.

We have 3 talks week 1 that start at 9AM. This is the only week when we will have programming starting at 9AM. Please make an effort to be in / not miss these talks.

Week 1: Orientation & Workshops

Mon, July 11

- 09:00AM - 10:00AM: Orientation
- 10:00AM - 12:30PM: 1-1 with Alex & KJ (30 mins each, 5 companies)
 - Topics to discuss: Goals for Techstars + Business Ecosystem
- 01:00PM - 03:15PM: Elevator Pitch Workshop (45 mins each, 5/5/5 per session)
- 05:00PM - 07:15PM: KPI Workshops (45 mins each, 5/5/5 per session)
- Tue, July 12
 - 09:00AM - 10:00AM: Basics & Networking Talk (Alex)
 - 10:00AM - 12:30PM: 1-1 with Alex & KJ (30 mins each, 5 companies)
 - Topics to discuss: Goals for Techstars + Business Ecosystem
 - 12:30PM - 01:30PM: Speaker Series: Brad Feld Talk

- 03:00PM - 05:40PM: Mock mentor Meetings w/ Poornima (20 mins/ 8 teams)
- 06:00PM - 07:00PM: Alumni Panel (KJ)
- Wed, July 13
 - 09:00AM - 10:00AM: How to Engage Mentors Talk (KJ)
 - 12:30PM - 01:30PM: Speaker Series: Hardi Meybaum Fireside Chat (Matrix Partners)
 - 03:00PM - 05:20PM: Mock mentor Meetings w/ Poornima (20 mins/ 7 teams)
 - 06:00PM - 07:00PM: Mentor Panel (KJ)
- Thu, July 14
 - 10:00AM - 12:30PM: 1-1 with Alex & KJ (30 mins each, 5 companies)
 - Topics to discuss: Goals for Techstars + Business Ecosystem
 - 12:30PM - 01:30PM: Bi-Weekly CEO lunch: Techstars CEO Q&A (Boulder)
 - 06:15PM - 07:00PM: Weekly All Hands / Big Rocks
 - 07:00PM - 09:00PM: Weekly Happy Hour (with Alums)
- Fri, July 15
 - 10:00AM - 12:30PM: Alumni + MIR OH
 - 01:00PM - 02:00PM: Speaker Series: David Cohen Talk
 - 02:00PM - 04:30PM: Alumni + MIR OH
 - 05:00PM - 07:30PM: Alumni + MIR OH
- Sat, July 16
 - Boat Cruise around Manhattan - TBD (Bring lots of smiles and sunblock)

Week 2: Mentor Madness + Sponsors

- Mon, July 18
 - 10:00AM - 12:30PM: Morning Mentor OH
 - 02:00PM - 04:30PM: Afternoon Mentor OH
 - 05:00PM - 07:15PM: KPI Workshops (45 mins each, 5/5/5 per session)
- Tue, July 19
 - 10:00AM - 12:30PM: Morning Mentor OH
 - 02:00PM - 04:30PM: Afternoon Mentor OH
 - 06:00PM - 07:00PM: Speaker Series: Chris Fralic (Partner, First Round Capital)
- Wed, July 20
 - 10:00AM - 12:30PM: Morning Mentor OH
 - 12:30PM - 02:00PM: Female Founders Lunch w/Joanne Wilson (remote) (Boulder)
 - 02:00PM - 04:30PM: Afternoon Mentor OH
 - 06:00PM - 07:00PM: Founder's Story: Mike Lazerow (Founder, Buddy Media)
- Thu, July 21
 - 10:00AM - 12:30PM: Morning Mentor OH
 - 02:00PM - 04:30PM: Afternoon Mentor OH
 - 06:15PM - 07:00PM: Weekly All Hands / Big Rocks
 - 07:00PM - 09:00PM: Weekly Happy Hour
- Fri, July 22
 - 10:00AM - 12:30PM: Morning Mentor OH
 - 02:00PM - 04:30PM: Afternoon Mentor OH
 - 05:00PM - 07:30PM: Evening Mentor OH