Educational Framework

Right-sized & Effective

THE MITTEN PROJECT

TECH STARTUP ECOSYSTEM ACTIVATED

Pillar Charter

As a part of the overall Mitten Project mission, the educational framework is part of our Educational Pillar and intended to be a way for our other pillars (Funding, Mentorship, Community) to pay into and pull out of a set of educational content intended for the tech startup ecosystem. Many entrepreneurs bring a combination of passion and unique experiences, but those experiences don't always include needed skillsets or perspective to start up, grow, and scale a company.

By providing right-sized, relevant, and efficient to consume information, our framework aims to provide educational resources & information in an ala carte, yet extremely effective style. Our definition of success is to have a local startup founder say the education provided was quickly accessible and provided some insight they otherwise would have been "lost" without. The insight could be as simple as helping them get to the next step faster and with more confidence, large or small, or it could be as profound as helping the founder avoid a very costly mistake, either time-based or monetarily. Ideally, our educational content and delivery should help Founders move fast today, without mortgaging their future for the same results.

Inputs and submission to the framework should make it easy for Mitten Founders to work with experienced community leaders to identify areas where they may help, almost in a point and click fashion (check out the framework). As we get rolling, the educational framework road map will evolve to more formal training classes and events. We have already hosted educational workshops hosted by larger providers (Amazon), now is the time to create a conduit of organized educational content from content creators to the Founders needing it.

Content should be short videos and/or PowerPoint format that offers unique perspective and experience for a tech founder. The educational content doesn't not have to be high in volume, but should be high in value. Our build-out will be driven by needs of the community and feedback as founders use the resources.

Types of Content

- Podcasts
- Classroom sessions
    - Led by EDU or Professional with "classroom" experience
- Fireside chats with industry experienced minds
- Panel discussions, topic based
- PowerPoint
- Video Shorts
    - Topic based
    - May be Q&A (Mitten Founder interviewing a content provider)
- *All content submissions will go through a submission and vetting process including the content provider signing a disclosure they are not violating any NDAs or other contracts restricting their sharing of information.*

Road map and Open Items

Our road map will be built out with a succeed-fast strategy with a focus on valuable content and adequate quality control. To succeed quickly our approach will include engaging both sides of the market: content creators from experienced and talented individuals (inclusive of VC contacts, business leaders, senior technical people, etc) and learners: founders who can benefit immediately. Like good ole "product market fit", we will let the needs of the market flesh out our content specific road map after the initial framework and content are in place.

Q4
- Framework Draft and Initial Training Content
- Vet with Founders
- Secure Content Creators (5-10)
- Brand, Launch to website

Q1
- Continue adding content, re-organize
- Market / target use-of
- Review effectiveness
- Add tracker, merit badges

Q2
- Continue adding content, re-organize/data driven
- Consider learning platform

Q3
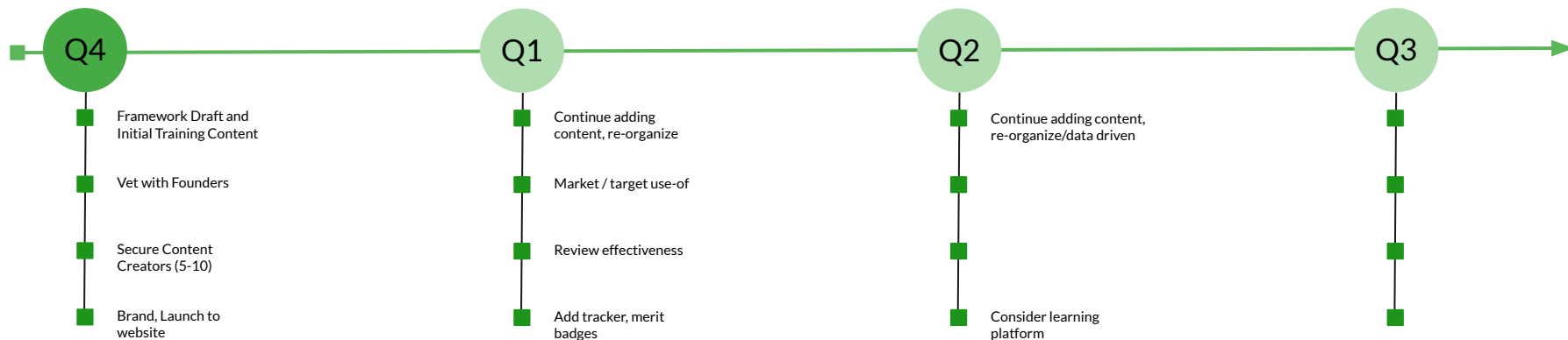
Submission Process
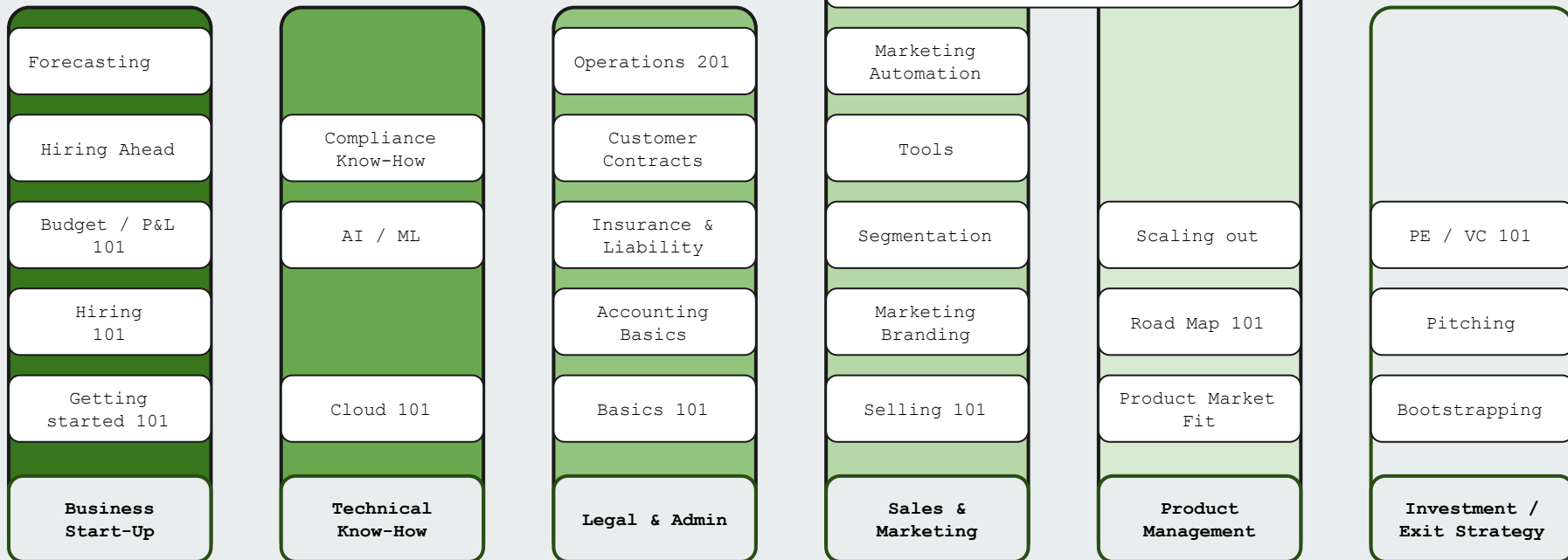
- Application Process
    - Simple form-based submission by content creator
        - Synopsis
        - Outline
        - Learning outcomes
        - Format (Video, PPT, Classroom setting)
    - Required to sign Mitten paper given up any rights to IP
    - Intended to be philanthropic, not self-serving
- Review Process
    - Educational chair reviews submission
    - Educational chair presents to Mitten Founders
    - 2 of 3 votes required to accept
    - Intended to take less than 15 minutes
- Content submission
    - Must be housed in Mitten Project hosted env
    - Review by Educational Chair or designated SME
    - SLA: within 7 business days
    - Request changes if applicable
    - 10 business day waiting period before publishing
        - Mitten Project Founders have veto power
- Publishing
    - Social/other announcements
        - Tag content creator
        - Email CRM
        - Request pupil champion (first user, reviewer)

The submission process will be a critical part of the educational content creation process. As part of our charter, we must minimize content creation that comes with strings attached or carries a business-first motivation.

Pillars & Framework

Business Start-Up	Technical Know-How	Legal & Admin	Sales & Marketing	Product Management	Investment / Exit Strategy
Forecasting		Operations 201	Sales Channels & Partnering		
			Custom acq & retention		
Hiring Ahead	Compliance Know-How	Customer Contracts	Marketing Automation		
Budget / P&L 101	AI / ML	Insurance & Liability	Tools		
Hiring 101		Accounting Basics	Segmentation	Scaling out	PE / VC 101
Getting started 101	Cloud 101	Basics 101	Marketing Branding	Road Map 101	Pitching
			Selling 101	Product Market Fit	Bootstrapping

Pillars & Framework (revised)

Business Start-Up	Technical Know-How	Legal & Admin	Sales & Marketing	Product Management	Investment / Exit Strategy
			Sales Channels & Partnering		
			Custom acq & retention		
Forecasting	AI / ML	Operations 201	Marketing Automation	Scaling out	
Hiring Ahead	Compliance Know-How	Customer Contracts	Tools		
Budget / P&L 101		Insurance & Liability	Segmentation	Road Map 101	PE / VC 101
Hiring 101	Where to find Developers	Accounting Basics	Marketing Branding	Product Market Fit	Pitching
Lean Canvas/Business Model?					
Getting started 101	Architecture Best Practices	Basics 101	Selling 101	MVP	Bootstrapping

Pre-Seed