



**2024  
MAIN STREET  
ENTREPRENEURSHIP  
ACCELERATOR**

**Brought to you by:**

**Wake Tech Entrepreneurship &  
Small Business Center**

**Made possible by:**

**The Conlon Family Venture Fund  
and Wells Fargo**

**2024  
MAIN STREET  
ENTREPRENEURSHIP  
ACCELERATOR**



**DAY 1**

**APRIL 17<sup>th</sup>, 2024**

- **DAY #1 ELIMINATIONS-  
Who was the #1 Pick  
in WBNA Draft in  
2024?**
- **ICEBREAKER**
- **MINDSET DAY 1**
- **PROBLEM/SOLUTION**
- **LBC**
- **HOMEWORK**
- **Q&A**

# 2024 MAIN STREET ENTREPRENEURSHIP ACCELERATOR



## ICEBREAKER

### FAVORITE MOVIE QUOTES

#### Movie and Character

- 1) **“yeah, it’s just like it’s both of ours, we just keep it down at my house.” “Cool.”**
- 2) **“Hey, I never asked you...You Like Guacamole?”**
- 3) **“In Fact, they even left you a note here....Thanks for the shack, Love Dirty Mike and the Boys”.**

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## MINDSET

**Noun:** the established set of attitudes held by someone.

**Your attitude toward your business is the single most important aspect of your business. You must ensure that it is genuinely aligned**



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## SCHEDULE

**TODAY- ORIENTATION**

**4/17 CLASS #1**

**4/22 CLASS #2**

**4/24 CLASS #3**

**4/26 CUT #1**

**4/29 CLASS #4**

**5/1 CLASS #5**

**5/3 CUT #2**

**5/6 CLASS #6**

**5/8 QUARTERFINALS (TEAMS)**

**5/10 FINAL CUTS**

**5/13 SEMIFINALS (WAKE WEST)**

**5/16 THE FINALS**

**@ THE BIZZY AWARDS!**

# SYLLABUS

# 2024 MAIN STREET ENTREPRENEURSHIP ACCELERATOR



## Day 1

**MINDSET..... MINDSET.....MINDSET**

**START WITH WHY. (Sinek)**

**THREE THE HARD WAY. (Gerber)**

**SEEING YOURSELF AS A WINNER. (Ziglar)**

**REALITY CHECK.**

### **Problem, Solution, Market:**

**Deep dive into problem definition.**

**Solution articulation and its unique value proposition.**

**Market sizing and target customer identification workshops.**

### **Business Model Canvas:**

**Introduction to the Business Model Canvas.**

**Mapping out key activities, resources, partners, revenue streams, and cost structures.**

## Day 2

### **Competitive Analysis and Positioning:**

**Competitor research and analysis methodologies.**

**Developing a differentiation strategy.**

### **Pitch Structure & Storytelling:**

**Essential elements of a winning pitch structure.**

**Techniques for creating a compelling narrative.**

### **Financial Projections & Unit Economics**

**Basic financial modeling - revenue, expenses, profit.**

**Understanding key metrics such as customer acquisition cost (CAC) and lifetime value (LTV).**

# SYLLABUS

2024

# MAIN STREET ENTREPRENEURSHIP ACCELERATOR



## Day 3

### **MORE Mindset and Performance**

**Managing nerves and building confidence for pitch day.**

**Iteration and Polish (GROUP ACTIVITIES):**  
**Incorporating feedback to refine business plans and pitch decks.**

### **LAST MINUTE 90 SEC Prep and Questions**

### **Dry Practice Runs**

## Day 4:

### **PITCH DECKS SPECIAL ADDITION**

**Focus on Content and building a succinct pitchdeck**

**Mentor Matching: Pair participants with mentors having relevant industry expertise.**

**Diversity: Promote inclusivity with a diverse cohort of entrepreneurs and mentors.**

**Beyond the Competition: Provide resources and networks for continued support post-accelerator.**

# SYLLABUS

2024

## MAIN STREET ENTREPRENEURSHIP ACCELERATOR



### Day #5

**MORE Mindset and Performance**

**Managing nerves and building confidence for pitch day.**

**Iteration and Polish (GROUP ACTIVITIES):**  
**Incorporating feedback to refine business plans and pitch decks.**

**LAST MINUTE 90 SEC Prep and Questions**

**Dry Practice Runs**

### Day 6:

**DRESS REHEARSAL!!! PEER AND COACH FEEDBACK.**



# SYLLABUS

2024

# MAIN STREET ENTREPRENEURSHIP ACCELERATOR

**Day #7**

**THE QUARTERFINALS (TEAMS)**

**Day #8**

**LIVE SEMIFINALS**

**DAY #9**

**THE FINALS AT THE BIZZY AWARDS**



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## THE PRIZES

**Wake Tech and Shaw University will split the collegiate funding of \$50,000.**

**1<sup>st</sup> Prize \$35K.**

**2<sup>nd</sup> Prize \$10K.**

**3<sup>rd</sup> Prize \$5k.**

**Launch (Community) Members will also split \$50,000.**

**1<sup>st</sup> Prize \$35K.**

**2<sup>nd</sup> Prize \$10K.**

**3<sup>rd</sup> Prize \$5k.**



Them: Are those real checks?



Me: YUP!!

**2023  
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QUESTIONS??

