

Zenith Accelerator - 12 weeks programme

	Company	Product
Week 1	Vision and values Fine tune your identity, problem, innovation and solution	Idea
Week 2	Market research Define your market share and market reach feasibility	Wireframe
Week 3	Brand & culture Develop the appropriate brand identity and cultural identity	Brand
Week 4	Pitch deck Finalize your pitch deck: problem, solution, market research, plan	Frontend
Week 5	Legals Shareholders agreement, company registration	Backend
Week 6	Mentors Finalize who are your advisers and what you agree on	Middleware
Week 7	Revenue Income projections, financial forecasts, profit forecasts	Development
Week 8	Strategic relationships Strategic partnerships, collaboration options	Development
Week 10	Investment plan What do we offer for investors and for how much	Development
Week 11	Growth and scale Marketing strategy, sales funnels, SEO / CPP / SMO tactics	Testing
Week 12	MVP Launch Fine tune the problem, innovation and high level solution	Launch

