

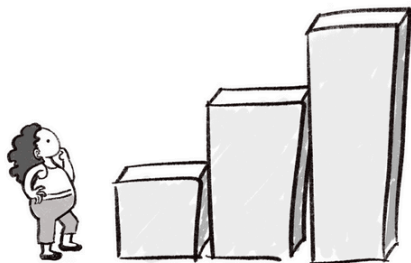
I C
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ICA Fund

GROUND RULES

How we show up in spaces together



Step back, step up



Be clear about what you are asking and ask it



Pause



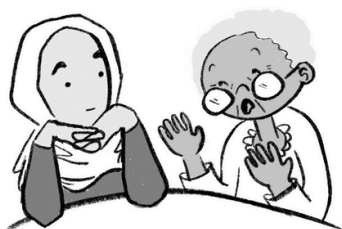
Tension is fine, division is not



What happens here stays here



Ask questions



Listen to learn (not debate/confirm)



Be open to conflicting ideas

Session Notes



I didn't realize that...

Wait, I can...



SESSION 2

BUSINESS MODELS

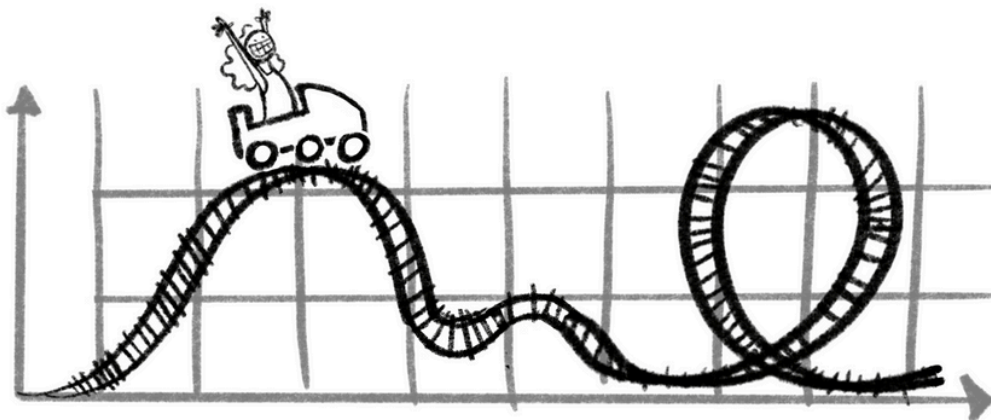
*Who is your customer?
Why do they chose you?*

Outcomes

- Create or reshape your business model
- Pressure test value proposition

Ice Breaker

What's your why? (For example, why start a business? Why get a lease? Why get capital?)



SESSION 3

STORYTELLING**Outcomes**

- Refine your brand story
- Align your personal story with your value proposition

**Ice Breaker**

What is your personal value proposition? What do you bring to your business that is unique?

what do other people find compelling about your story?
Is it different than what you thought was compelling?



SESSION 4

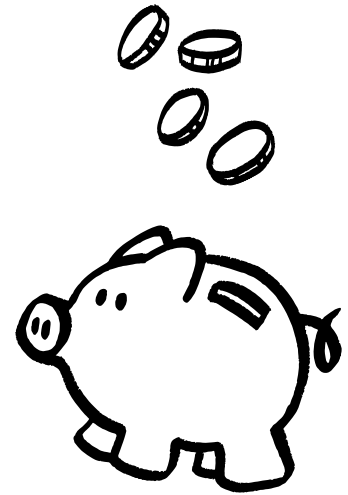
FINANCIALS

Outcomes

Tell the financial story of your business

Ice Breaker

What keeps you up at night about your financials?



Our favorite bedtime story?
The story of your business
through the numbers.

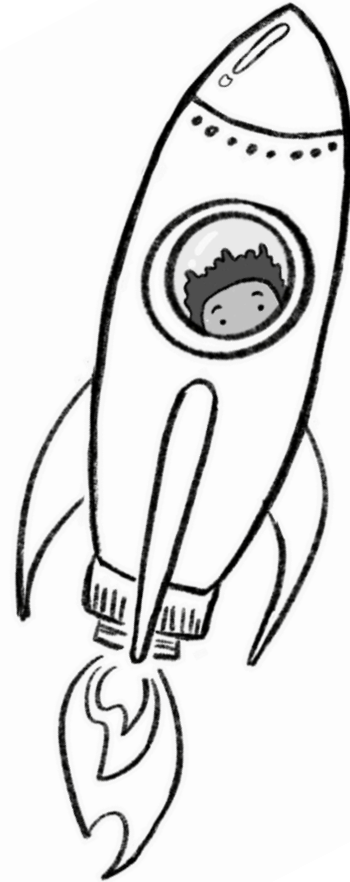
SESSION 5

GROWTH VISIONING**Outcomes**

- Identify how you plan to grow
- Define your path to profitability
- Refine your Growth Roadmap

Ice Breaker

If money wasn't a concern, what job would you have?



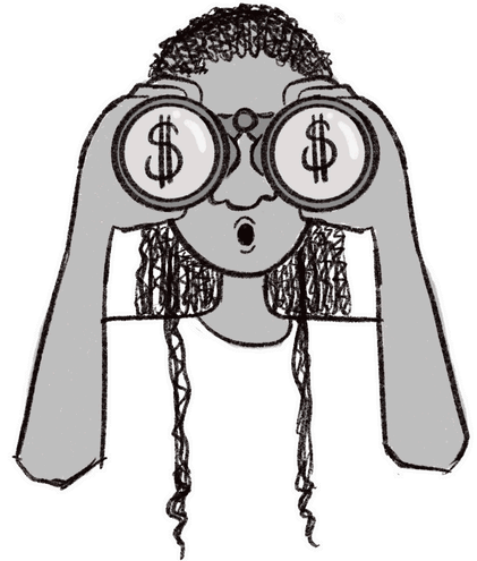
SESSION 6

PATH TO PROFITABILITY**Outcomes**

- Develop a roadmap to profitability
- Understand importance and how to calculate Unit Economics

Ice Breaker

What's your hero product or service?



"Unit Economics Rules Everything Around Me"
(The lesser known Wu Tang Clan hit song)

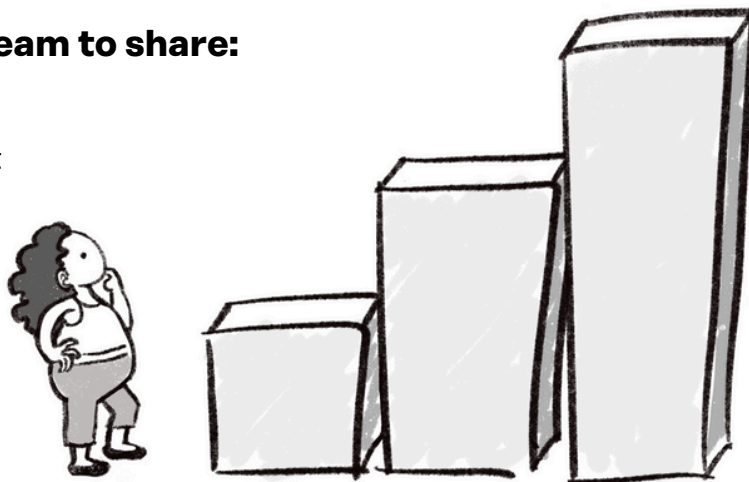
SESSION 7

GROWTH PLANNING 1:1

Meet 1:1 with the ICA Team to share:

- Progress/experience
- Pathways to Investment

Ice Breaker



LET'S
TALK IT
OUT

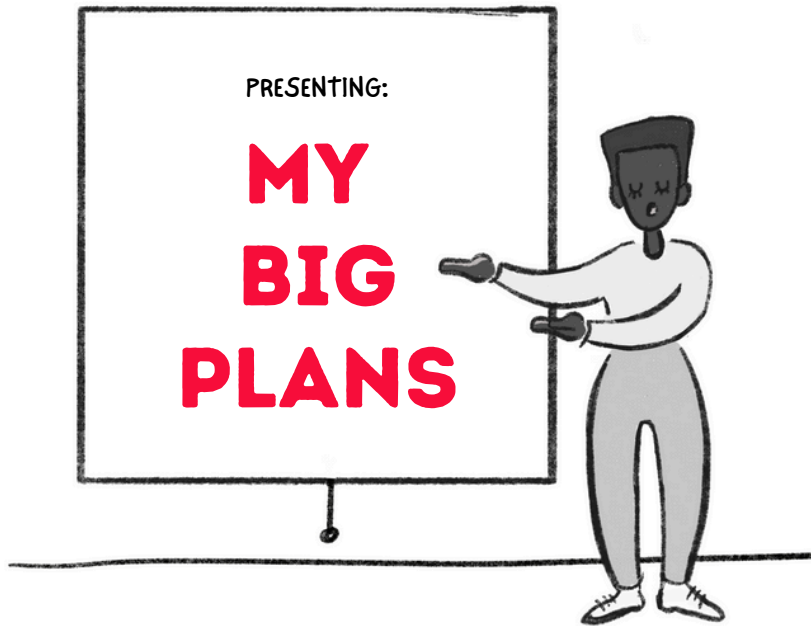
SESSION 8

PITCH CAMP**Outcomes**

Real time feedback on your business pitch

Ice Breaker

In one word, how do you feel when you're called on to pitch?



Why should I trust you with \$1M of my (potential) money?

SESSION 11

PREPARING FOR CAPITAL**Outcomes**

Practice telling the story of your business for investment

Ice Breaker

Draw an emoji or a face that demonstrates how prepared you feel to pursue investment for your business.



Homework



Tell me when to grow.
tell me when to grow.



Key Takeaways

To-Do

- Complete your survey!
-
-
-
-
-
-
-



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