

Nov '20 - Jan '21

Founder Stack's Consumer Tech Cohort is a 12 week program aiming to help pre Product-Market Fit founding teams with everything needed to go to Market.

Curated by **Accel**

**Founder Stack - Consumer Tech
Program
Framework**

Tuesdays: Sounding Boards & Private Roundtables

Founder Session: Taken by founders of consumer tech companies, these sessions give you "inside" information

Thursday: Founder Session & Masterclasses

Masterclass: Expert talk with actionable & contextual insights which are followed by reviews in sounding board

Some sessions will be in between the programs as AMA's, Category-specific Talks, Community Nights, Dinners etc where you get to meet founders and talk candidly with them.

Sounding Board: Experts in each layer will brainstorm with you and give feedback on the work you do in each layer.

Private Roundtables: Micro board meetings that give you exclusive access to founders, partners, and experts to solve bottlenecks, discuss certain topic and gives demos.

**Market
Research Layer**

Outcome

Week 1

Week 2

Week 3

Pick the right market opportunity

Founder Session: Evolution of Consumer tech in India and what can be done in first 3 months

Founder Session: Building a GTM Strategy based on Market Opportunity

Private Roundtable: Review Market Sizing

Masterclass: Market Sizing & Competitive Benchmarking: Market Map Teardown with Business Model choice

Masterclass: How to do effective customer research: Identify painpoints, validate solution, determine WTP

Sounding Board: Office Hours with Accel Team to support you with our investment thesis

Sounding Board: Discuss early market sizing estimates

Product Layer	Outcome	Week 4	Week 5	
	Increase your PMF Score	<p>Founder Session: PMF Score for first 100 or 500 or 1000 users. Working with core user segments</p> <p>Masterclass: Building your Value Matrix or PMF Strategy</p> <p>Sounding Board: Office Hours with Product Sounding Board</p>	<p>Masterclass: Case Study & Experiment to increase stickiness/retention</p> <p>Sounding Board: Office Hours with Product Sounding Board</p>	
User Growth Layer	Outcome	Week 6	Week 7	Week 8
	Growth in the number of users/revenue while solidifying PMF	<p>Founder Session: Metrics and tools for tracking growth</p> <p>Masterclass: Category-specific Growth (road to 1000,10K users): Planning</p> <p>Sounding Board: Office Hours with Growth Sounding Board</p>	<p>Masterclass: Awareness and Acquisition: Organic Demand Generation</p> <ul style="list-style-type: none"> - Brand positioning - Landing page and CRO - SEO, Content <p>Masterclass: Paid Marketing: Ads, Affiliates and Referrals</p> <p>Sounding Board: Meetings with Category Leaders to define growth strategies (First 1000 users) in their markets</p> <p>Private Roundtable: Reviewing the Growth Targets and Northstar KPIs made by the company</p>	<p>Sounding Board: A finer look at the company's onboarding, first use, engagement metrics, churned user data and advise on how to improve each of them</p> <p>Private Roundtable: Will be announced during the program</p>

Year End Break

		<p>Week 9</p> <p>Founder Session: Designing Network Effects, Growth Loops and Social Loops</p> <p>Masterclass: Case studies and best-in-class examples of</p> <ul style="list-style-type: none"> - pricing models - up-sell/x-sell <p>Sounding Board: Experiment to increase consumer connect (landing pages, positioning etc)</p>	<p>Week 10</p> <p>Sounding Board: Office Hours with Growth Sounding Board</p>	
Presentation Layer	Outcome	<p>Week 11</p> <p>Founder Session: All about raising funds in the field of consumer technology</p> <p>Masterclass: Identify key building blocks and structure of the story & deck review</p> <p>Sounding Board: Pitch Tuning - peer feedback and sponsor feedback</p>	<p>Week 12</p> <p>Founder Session: The Future Ahead</p> <ul style="list-style-type: none"> - What comes next ? - Challenges - Opportunities <p>Private Roundtable: Demo Day with Accel + Angels + Future Angels</p>	
	Preparing for Raising Funds			