



Program Syllabus

1. What is BRITEbase?

An intensive twelve-week business bootcamp for advancing startups towards funding readiness by developing and refining their business roadmaps across six critical areas of strategic development.

-BRITEbase Mission and Goals

The mission of BRITEbase is to guide participating energy tech startups to a refined state of funding readiness with defined business foundations, strategic roadmaps, pitches and go-to-market strategies that will advance them to funding and industry opportunities within BRITE's network and programs.

Graduating participants will emerge from BRITEbase with increased awareness of their competitive and industry landscapes, specific funding requirements and business development needs.

2. Program Overview

BRITEbase is a revolving 12-week, 6-segment program. The revolving schedule allows participants to enter the program at any point in its cycle instead of having to wait for the full 12-week cycle to complete. The BRITEbase program schedule is enclosed with this syllabus.

The 6 program segments are scheduled in two-week intervals. Each segment targets a critical area of strategic development and focuses on helping participants define and refine strategic roadmaps, business plans and promotional pitches that can be advanced to key funding and industry contacts through BRITE's Entrepreneur Program.

3. Program Entry Requirements

- You must be a BRITE member.
- You must have a legal business entity for your company / product.
- A roster of current founders and/or permanent team members and their titles.
- A working 10-second promotional pitch.
- A one-page write-up or up to 3 slides that present your Company/Product/Goal.
- Signed Engagement Commitment Letter for BRITEbase.



In addition to pre-existing program and segment resources, the BRITEbase support team can provide additional resources, information and guidance for participants as needed to complete their program entry requirements.

4. Segment Topics

Company Defining your company / Business entities / Board and team building / Mission, vision and values.
Communication Finding your audience / Refining your message / Value propositions / Broadcasting tools and resources / Building your opportunity network.
Funding Funding options and strategies / Budgets and financial modeling / Starting and executing capital raises.
Product Development Creating your product roadmap from ideation and prototyping to production and scaling.
Landscape Positioning yourself within your industry and competitor environments.
Go-to-Market Refining strategic action from market analysis and customer profiles to licensing, pricing, supply chain and scalable business models.
* BRITEpitch Workshop A one-day intensive pitch and pitch deck development course with mentored follow up sessions.

- BRITEpitch Workshop consists of participation in one group learning session over the course of the 12-week program plus 3, 45-minute one-on-one follow up sessions with a BRITE team member/mentor. BRITEpitch Workshops are scheduled on the fourth Wednesday of every month with follow up sessions being scheduled and completed by the end of the following week. Program participants can schedule and complete BRITEpitch workshop at any available time during their program experience but are encouraged to schedule their attendance towards the end of the 12-week period to maximize the use of available content developed through the BRITE base experience.



5. Segment Breakdown - Each two-week segment consists of:

Learning Session - Guided learning with group exercise and segment specific work assignment	90 minutes	All
Progress Check-In – Follow up work progress session one week after learning session. (45 min. group + 45 min. BRITE office hour support)	90 minutes	All
Deep Dives (by request) - 1:1 mentor / focus sessions to explore and address work-specific topics milestones.	45 minutes	Individual or group
Info and Resource Support (optional) - Resource, information and service support provided by request through BRITE'S professional network.	TBA	Individual or group

6. Program Completion Requirements

- Completed participation of all 6 segments and/or satisfactory completion of all program and segment work and progress requirements.
- A program refined 10-second pitch.
- A working pitch deck containing completed slides that align with the curriculum milestones within all program segments.
- Completion of all required BRITEbase homework and segment deliverables.
- Participation (onsite or remote) in at least one pitch practice event.
- Completion of program exit interview with program manager and/or designated BRITE team member.
- Completion of program evaluation.
- Specific completion criteria relevant to continuing programs.

7. After BRITEbase

Graduating participants will be eligible to advance to continuing BRITE Signature Programs including:

- BRITEelevate
- BRITEascent
- BRITEportfolio



2023 Q1 BRITEbase Schedule

All participants will participate in a 30-minute assessment interview call prior to entering the BRITEbase program and upon completion of all 6 program segments.

Pre-work and individual segment requirements will be provided one week in advance of each scheduled segment learning session.

April 4, 2023	12:00pm EST	Company / Team Learning Session
April 11, 2023	12:00pm EST	Progress Check-In (Company/Team)
April 18, 2023	12:00pm EST	Communication Learning Session
<i>April 19, 2023</i>	<i>12:00pm EST</i>	<i>BRITEpitch Workshop</i>
April 25, 2023	12:00pm EST	Progress Check-In (Communication)
May 2, 2023	12:00pm EST	Funding Learning Session
May 9, 2023	12:00pm EST	Progress Check-In (Funding)
May 16, 2023	12:00pm EST	Product Development Learning Session
<i>May 17, 2023</i>	<i>12:00pm EST</i>	<i>BRITEpitch Workshop</i>
May 23, 2023	12:00pm EST	Progress Check-In (Product Development)
May 30, 2023	12:00pm EST	Landscape Learning Session
June 6, 2023	12:00pm EST	Progress Check-in (Landscape)
June 13, 2023	12:00pm EST	Go-to-Market Learning Session
<i>June 14, 2023</i>	<i>12:00pm EST</i>	<i>BRITEpitch Workshop</i>
June 20, 2023	12:00pm EST	Progress Check-In (Go-to-Market)

For Additional Information

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