

# Innovation Accounting Training

*Become a faster, more confident decision-maker with our six-week course. Get your project moving by building a hypothesis-driven financial model to help you make better “go or no-go” decisions.*



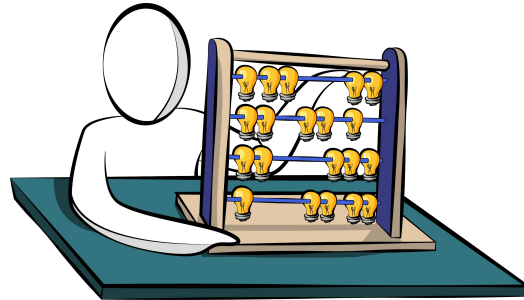
## Who Should Join

**INNOVATION PROJECT LEADERS** who are familiar with qualitative research, but need to measure product/market fit and prove their project is ready to scale with quantitative data.

**EXECUTIVES & INNOVATION BOARD MEMBERS** who need to evaluate risks and make data-backed decisions on funding innovation projects. The models developed in the course can be used for better portfolio management, clear KPIs for innovation teams, and making “go or no-go” decisions. The end result is an improved ROI on innovation for your company.

## Why This Course

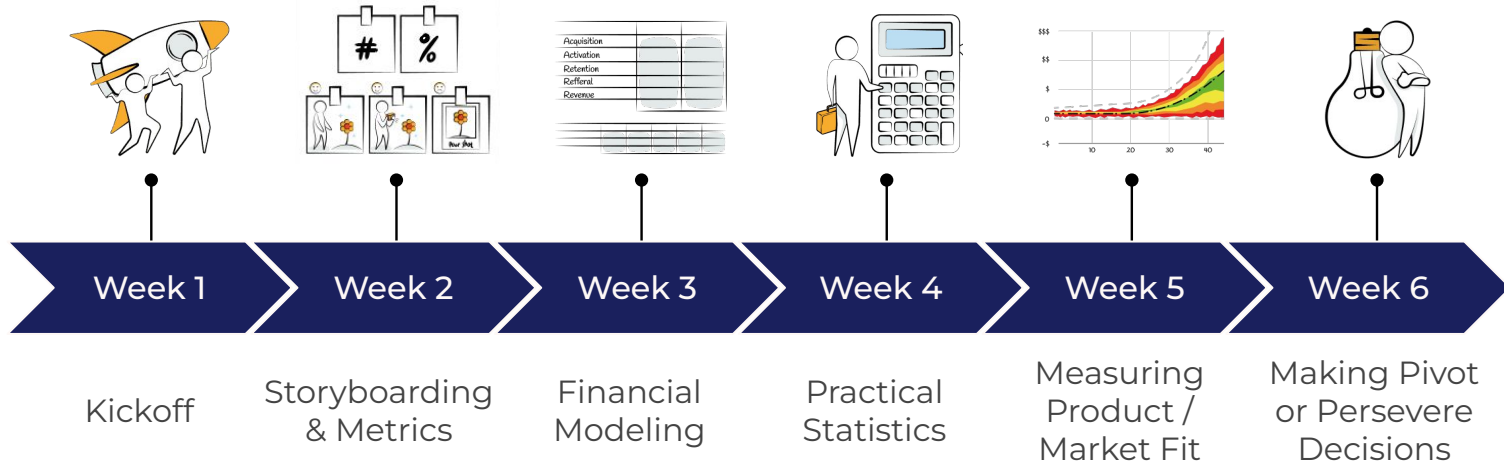
- ✓ Taught by real entrepreneurs with real experience
- ✓ Work on your real-world project (or choose a sample project)
- ✓ Get feedback from fellow innovators in a peer-to-peer group
- ✓ Leave with a flexible simulation that can predict your business model's financial or mission impact



## What You Achieve

- ✓ Create a storyboard or customer journey map of your user's experience
- ✓ Identify quantitative metrics to measure your user's experience
- ✓ Construct a hypothesis-driven financial model based on your user's experience
- ✓ Create a statistical simulation of your expected results
- ✓ Identify the riskiest assumptions in your business model
- ✓ Identify levers for growth and how to take advantage of them
- ✓ Set thresholds for pivot or persevere decisions

# Our Six-Week Program



Participants meet with their coach once a week for two hours in an online, interactive session alongside their peers.

Between each meetup, you'll complete up to three hours of self-study with our online material and activities to help you develop your project, including video lectures, templates, an interactive whiteboard, and interactive games.

# Make better “go or no-go” decisions for your project



## Your Takeaways

- ✓ A prediction of financial and/or mission impact
- ✓ A storyboard or journey map representing your user’s experience
- ✓ Clear quantitative metrics to measure your user’s experience
- ✓ A hypothesis-driven financial or mission impact model for your project
- ✓ A statistical simulation of your business or mission impact model’s outcomes
- ✓ A prediction of the most likely outcome of your business or mission impact model
- ✓ A sensitivity analysis showing the most impactful factors in your financial or mission impact model
- ✓ Clear criteria to make a go / no-go decision



## Pricing & Discounts

\$2,500 USD per person

*Joining as a team working on a single project? We offer a 30% team discount. Reserved for groups of 3 or more*

Contact us for early-stage startup, non-profit, or other discounts



## Contact Us

For more information about the program, please contact us.



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Reserve your seat today!



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