

1

WELCOME!

EXPLORE

PROGRAM
KICK-OFF!

GO

ATTEND YOUR
ORIENTATION
CONSULTATION

EXPLORE THE
TOOLKIT

GENERATE
YOUR IDEA

ATTEND THE "ASK
THE EXPERTS"
PANEL EVENT!

DEVELOP YOUR
LEAN CANVAS

EVALUATE YOUR
MARKET

ATTEND OUR
BIWEEKLY
COHORT
NIGHTS!

2

DEVELOP

MILESTONE

EVALUATE YOUR
STRATEGY

ATTEND THE
EMERGING IDEAS
PITCH
COMPETITION!

DESIGN YOUR BRAND
LOGO AND IDENTITY

DEVELOP YOUR
BUSINESS PLAN

UNDERSTANDING
YOUR FINANCIAL
PROJECTIONS

3

PREPARE

MILESTONE

MEET
1-ON-1
WITH AN
ALUM

DEVELOP A
MARKETING PLAN

DEVELOP YOUR
PROTOTYPE

REGISTER YOUR
BUSINESS WITH
YOUR STATE

ENGAGE YOUR TEAM TO
PREPARE FOR YOUR
BUSINESS LAUNCH

LAUNCH YOUR VENTURE
AND ATTEND THE
VENTURE PITCH
COMPETITION!

Have a question? Want to share your progress on your venture?

Email viadvisor@vassar.edu to connect with the Program Team!

VIE IS STILL HERE FOR YOU!

After you launch your venture, explore our Post-Launch Resources, support, and funding for startups!