ALIGN PASSION WITH PROFESSION - JOIN A STARTUP

What is Startup Institute?

An 8 week immersive boot camp to gain the skills, network, and mindset for landing your dream job at a startup.

Startup Institute is unlike any form of education you have received. Our aim is to catapult you further and faster into a new career at a startup that aligns your passion with your profession. Through a hyperfocus on you as an individual we will elevate you to the next level. The program launches with a week long experience designed to inject you into the startup ecosystem, developing the relevant skills that will get you hired as a high impact employee at an early stage company. Some see these as ‘soft’ skills, but we and our hiring partners see these as the differentiating factor that makes you a major contributor to their company’s success.

94% of our grads are hired
140+ Founders, CEOs, and startup professionals as instructors
100s of hiring startups in our network
185 graduates in our alumni network

APPLY at StartupInstitute.com

New York Summer Program:  June 10 - August 1  Application Deadline:  May 26th
Boston Summer Program:  June 17 - August 8  Application Deadline:  May 12th

Week 1 Bootcamp Topics include:
- Emotional Intelligence
- Growth Mindset & Lean Execution
- Team Dynamics
- Managing Up (a.k.a. “What the f*ck is my CEO thinking?”)
- Project Management and Company Roles

The In-track Experience & Partner Project

At the end of week 1 you will start your in-track experience in either Marketing, Web Development, Product & Design, or Sales & Business Development. The in-track experience is three days a week, approximately 40 hours per week. You will also begin the partner project, where you will be working on a small cross-track team to apply what you are learning on a real-world project with one of our hiring partners. You will spend approximately 20 hours a week working on this project, which includes weekly visits to the startup’s office to work side by side with their team.

Building Your Network

Throughout the program you will have a series of coaching sessions focused on clearing out blockers that are inhibiting you from reaching out, interacting with, and being employed at your dream job. The remainder of your time will be full of building up your network, and ensuring you are driving towards your goal of obtaining your dream job.

The Student Expose

Startup Institute ends with the Student Expose, where you will establish your identity and brand in the startup community through a one-minute pitch to a packed room of potential employers.
Marketing

From day 1 your perception of marketing will be completely transformed. In the first two days you will dive deep into HTML and CSS, closely followed by implementing search engine optimization (SEO) best practices onto your own landing page and customized blog. Call it Growth Hacking, Technical Marketing, call it whatever you want; in 8 weeks you will be a self-sufficient marketer whose mission is to help a company increase their customer base by a factor of 10. You will learn relevant industry tools like Google Analytics, Adwords, HubSpot, Mailchimp, and others. So you are prepared when you drive 10x traffic, you will learn basic SQL to do your own data pulls from your customer database. This is not the lame marketing course you took in college, this is startup marketing.

Web Development

The Web Development track will give you Rails and time to hack. The track is focused on teaching Ruby on Rails to developers who have a strong grasp on at least one other backend language. In the first two days you will have a solid understanding of model-view-controller, followed by a series of rails labs helping you build your first rails app. From here you will focus on a pair project for the remainder of the program. During your coding time you will have support from experienced developers in the startup community. You will also have sessions that give you exposure to additional topics such as AWS, Heroku, node.js, mobile development, and javascript.

Product & Design

The Product & Design track will prepare you for a position as a product designer, front-end developer, or product manager. You will spend half the program deep into the code. Within the first two days you will have a portfolio piece living on the web. From here it only gets better. After focusing on HTML & CSS current industry best practices you will dive into jQuery to make your web app interactive. Once you have a strong technical foundation we will focus on project management. The second half of the program is focused on user centered design, navigation & flow, and typography, elevating your skill set to create beautiful websites and applications. Finally, the track ends with a capstone project, where you will plan out and create a website/webapp from inception to delivery.

Sales & Business Development

Selling for an early stage company is a completely different ballgame. The Sales & BD track will break sales down into a replicable process you can implement at your new job. The first half of the track will focus on inbound and outbound sales models. From prospecting & lead generation to account management, and everything in between, you will learn that sales is both an art and a science, and it is the critical revenue driving force that fuels a startup. There is no better way to perfect your style than to do it. The last four weeks of the program are focused on the Ultimate Sales Challenge, where you will actually sell a product/service to customers, bringing them from prospect to sale by implementing all the strategies you learned.

“8 weeks in this program is like spending 2 years out in the wild getting experience. It’s a professional accelerator; I’d love to hire their graduates.” - Raj Aggarwal, CEO & Founder of Localytics

94% of our graduates have accepted a job at a startup.

Startup Institute Summer 2013
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