



startBlue

Sample Curriculum

WEEK 1-8 PARTNERED BUSINESS & OCEAN ENTREPRENEURSHIP CURRICULUM

October - December | 6 Weekly classes | Fall Showcase | BlueTech Week

TOPICS MAY INCLUDE:

Business

- *Talking to customers*
- *Finding your product-market fit*
- *Market sizing*
- *Revenue streams and cost structure*
- *Value propositions*

Ocean Entrepreneurship

- *State of ocean science*
- *Working in the marine environment*
- *Founders' stories*
- *Autonomy, data, decision-making*
- *Aquaculture, seafood, and fisheries*

WEEK 9-19 HANDS-ON LEARNING

January- May | Biweekly workshops and regional site-visits | Spring Showcase

WORKSHOP TOPICS MAY INCLUDE:

- *Creating mission, vision, and values*
- *Creating and working with a board*
- *The art of the pitch*
- *Contracting with the government*
- *Funding strategy and grant writing*

SITE VISITS MAY INCLUDE:

- *The Port of San Diego*
- *Scripps Oceanography Marine Science Development Centers*
- *NOAA Southwest Fisheries Science Center*
- *Local blue tech industry*

OTHER FEATURED PROGRAMS AND EVENTS:

- *TMA BlueTech Week*
- *Triton Innovation Challenge and startR Demo Day*
- *Ongoing NDIA, TMA BlueTech, SDMAC, and Ocean Visions events*
- *Weekly startBlue CEO Roundtables*
- *1-1 team strategy meetings with mentors*