

## Rock Summer Fellow Programming 2022

The Rock Summer Fellows program provides a chance for students completing their RC year to focus their summers on their new venture, working for a startup or learning about venture capital. The programming will primarily focus on the “How to” of starting a venture and work to translate theory into practice. We will review best practices, common mistakes and tools and approaches to determining if you and your startup or the startup you are working for are moving in the right direction. Each week, there will be anywhere from 4-6 hours of meeting time for workshops or your RSF circle(see below). The rest of the time is yours to work on your startup, meet customers, develop tactics, and meet with experts. We expect students to arrange their work around the RSF programming. Meetings with customers or investors or other personal activities should not interfere with the workshops and founder circle timing. The following outline will describe the programming and deliverables for each track of the Rock Summer Fellow Program. A final calendar will be published in mid-April. Below are the main components with more detail for each track in the following sections:

1. **Kickoff/Wrapup**- These sessions are both required and will give you a chance to understand the program better and to share your key learnings from your summer working in this space.
2. **Workshops**- Get practical knowledge on how to do customer discovery effectively, develop a solid positioning statement, use no code/lo code testing etc.
3. **Panel Discussions/Expert Talks**- Here from experienced entrepreneurs, joiners and investors on what worked and what didn't in their journey.
4. **Founder Circles**- Gain knowledge from other RSFs in a peer-to-peer environment. Every 2 weeks you will meet in a group of 6-8 RSFs facilitated by an HBS founder/coach to get to know each other, gain feedback and input on your ventures and to explore the more personal challenges of entrepreneurship.
5. **Socials**- Several socials are being planned in NYC, Boston and SF where most of our students gravitate towards for their summer. These socials will include other HBS founders, joiners and investors and a great opportunity to network with alums in this space. We will also reimburse students for self-initiated meetups with prior approval from the Rock Center.
6. **Experimentation Fund**- Teams will be eligible for up to \$2000 in reimbursement for customer discovery related activities including use of online tools, surveys, domain registrations, A/B landing pages, search advertising, and prototyping. This fund will not cover items such as legal expenses, travel, product design/branding, company promo items, gift cards, etc. If in doubt, please check in with the Rock Center as to whether it is covered. Note: Only students who have fulfilled the requirements of the program will be reimbursed.
7. **Experts**- During the summer you will have a chance to connect with entrepreneurs, joiners, investors, experts and others who can help you on your journey. These meetings will take place in the form of office hours or via online and in person networking events.

## Section 1: Founders

### Required Programming

1. **RSF Program Kickoff-** April 26<sup>th</sup> 5-6:30 pm
2. **Practical how to workshops and panels on specific startup topics.** There are approximately 10-12 workshops that will be held throughout the summer with a major focus on June workshops. We recognize that some of you may have more expertise than others on some of these topics, so we are not requiring attendance at all workshop sessions. However, many students in the past have found the workshops to be great refreshers. **RSFs will be required to attend a minimum of 6 of these workshops. See calendar below for details.**
3. **Founder Circles-** Founders will meet in groups of 6-8 teams facilitated by a coach. Founders may miss up to 1 meeting with advance notice to the facilitator/coach and to the Rock team.
4. **Monthly Deliverable presentations- All sessions are required,** and some will be during one of the founder circle sessions. Students will prepare a powerpoint presentation and present it to their circle. The presentation will include the following:
  - a. Value Prop/Positioning Statement
  - b. What they tested
  - c. What they learned- How has their value prop or positioning statement changed.
  - d. Next steps
  - e. Challenges or areas they need help and feedback
5. **Pitch Feedback Session- (Required)** One of the founder circle sessions in August will be used to provide pitch feedback to the teams in your circle.
6. **Final Wrap-up-** (Required) In early September, all RSFs must attend a session where they will present to other RSFs and incoming first years, the following:
  - a. Value Proposition of their venture
  - b. Key Learnings
  - c. Next Steps
  - d. 1-2 pieces of advice for other entrepreneurs

Optional:

7. **Office hours with entrepreneurs and experts (legal, marketing, tech)**
  - a. **Socials-** Socials are tentatively being planned in NYC, Boston and SF. We strongly encourage you to attend these as it will give you a chance to meet other founders, joiners and investors in entrepreneurial ventures. They are a great networking opportunity. **Please note that any students who RSVP that they will attend and don't show up, may be asked to leave the program.**
  - b. **Small Group Meet-ups-** Rock will also reimburse students for self-organized activities such as happy hours, coffees or other meet-ups. Prior approval will be needed from the Rock Team.
8. **Optional expert matching program-** We are working with our alumni who are interested in working with students to help them on their journey. We will do our best to match students

with experts and other founders or joiners who they can meet. Please note: Due to the summer season, these matches may not be made until late June to early July.

## Section II- Joiners-

As joiners and students joining early-stage VCs, we recognize that your availability during the day will be limited due to the requirements of your role. Therefore, the majority of your programming will happen in the early evening hours to account for this time challenge. Below are the requirements for students on this track:

### Required Programming

- 1. RSF Joiner Program Kickoff- (Required)- June 1st 6-7:30 pm**
- 2. Joiner Circles- (Required)** Joiners will meet in groups of 6-8 teams facilitated by a coach. Joiners may miss up to 1 meeting with advance notice to the facilitator/coach and to the Rock team.
- 3. Monthly updates-** (required)- All joiners will be required to submit a monthly update that includes:
  - Current role
  - Company and company description
  - Accomplishments
  - Challenges
- 4. Final Wrap-up-** In early September, all RSFs must attend a session where they will present to other RSFs and incoming first years, the following:
  - a. Value Proposition of their venture
  - b. Key Learnings
  - c. Next Steps
  - d. 1-2 pieces of advice for other entrepreneurs

### Optional:

- 1. Practical how to workshops and panels on specific startup topics.** There are approximately 10-12 workshops that will be held throughout the summer with a major focus on June workshops. **RSF joiners are welcome to join any and all programming but any students who RSVP that they will attend and do not show up or give 48 hours notice may be asked to leave the program. See calendar below for details.**
- 2. Office hours with entrepreneurs and experts (legal, marketing, tech)**
- 3. Socials-** Socials are tentatively being planned in NYC, Boston and SF. We strongly encourage you to attend these as it will give you a chance to meet other founders, joiners and investors in entrepreneurial ventures. They are a great networking opportunity. **Please note that any students who RSVP that they will attend and don't show up, may be asked to leave the program.** Depending on where students choose to work, we may try to hold a social in another place if there is adequate #'s of students and alumni.
  - Rock will also reimburse students for self-organized activities such as happy hours, coffees or other meetups. Prior approval will be needed from the Rock Team.

### **Section III: Tough Tech/Biotech Teams**

The Rock Center recognizes the unique challenges of students commercializing breakthrough science with significant IP. Challenges for these teams focus more on technical feasibility and validation, licensing of IP and negotiation of partnerships. Teams must also understand the beachhead markets and define the total market potential of their product as well as figure out manufacturing capabilities and much more. Students in this track will be able to attend any of the programming in the founder or joiner track and will also be placed in a founder's circle with other tough tech founders.