


2020STARTUPS.NYC

The future of
entrepreneurial
empowerment in
NYC





ABOUT 2020 STARTUPS



2020 Startups is a dynamic and co-evolving entrepreneurial ecosystem providing communities of diverse visionaries the environment, education and expertise to accelerate success.

2020 Startups is a 90-Day program in NYC for early-stage entrepreneurs providing premier workspace, on-site marketing assistance, unparalleled mentorship, executive education workshops, and investor relations for a highly subsidized flat-rate fee.



The characteristic spirit of our culture

1

Environment

We've built a dynamic and co-evolving entrepreneurial ecosystem where communities of diverse visionaries create and capture new value through collaboration and sustainability. Participants are incentivized by shared interests, goals and values nurturing their ability to learn, adapt, and innovate together to achieve long-term success. As participants invest in the health of their shared ecosystem, it organically creates a symbiotic relationship, allowing all those invested to mutually benefit and go beyond the capacity of any single organization. An environment that spawns success, would you look at that.

2

Education

In a world where wisdom procures wealth, knowledge is power. 2020 Education offers members a deeper perspective on entrepreneurship by exploring the habits and practices of today's successful startups, entrepreneurs and business leaders. The educational component focuses on providing cutting-edge resources as well as a series of advanced weekly workshops where members will learn how to foster innovative strategies, eliminate obstacles and become the best version of oneself to achieve business growth.

3

Expertise

Expertise is like a flashlight in the dark. When an environment is fertile and education is plentiful, the final component is expertise. Mentors provide invaluable guidance and support, ensuring that innovation and performance remains a strategic priority while offering options for achieving desired goals and outcomes. One-on-one mentoring guides entrepreneurs through growing societal and organizational challenges providing intelligent strategies that fuel rapid growth.

PROGRAM OVERVIEW

We offer executive education workshops on the following topics:



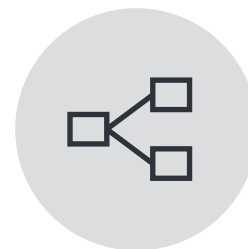
Entrepreneurship

Understand R&D, finance, marketing, and organizational structure to transform ideas into impact.



Business Ventures

Use business models to restructure your organization, form strategic partnerships, and build successful new ventures.



Lean Business Operations

Streamline business operations through lean innovative thinking to improve customer service, product delivery, and organizational health.



Customer-Centric Strategies

Transform your business into a customer-driven enterprise by restructuring around customer needs.



Marketing Management

Understand and apply marketing communication strategies in specific areas such as leadership, management, public relations, digital, and social media.



PR/Public Relations

Learn how to build relationships with bloggers and key influencers, shape consumer mindset, craft inspiring stories, build a personal brand and influence the market through public relations.

WORKSHOP SCHEDULE

Location : 2020 Startups - 150 Broadway, 20th Floor, New York, NY 10038

Time : 6:00 – 8:00 PM

1. Wednesday, June 8th, 2016	7. Wednesday, July 20 th, 2016
2. Wednesday, June 15th, 2016	8. Wednesday, July 27 th, 2016
3. Wednesday, June 22nd, 2016	9. Wednesday, Aug 3rd, 2016
4. Wednesday, June 29th, 2016	10. Wednesday, Aug 10th, 2016
5. Wednesday, July 6 th, 2016	11. Wednesday, Aug 17th, 2016
6. Wednesday, July 13 th, 2016	12. Wednesday, Aug 24th, 2016



WHAT YOU WILL LEARN

- Best practices of negotiations
- Design innovative go-to-market strategies that fuel growth
- Create more value and secure a competitive advantage
- Become the best version of yourself to achieve business growth
- Craft a winning “value-driven” elevator pitch
- Learn trial and error examples that will save you millions
- Exploring the habits of today’s “successful entrepreneurs”
- Fostering innovative strategies, eliminating obstacles, and managing risk
- Ensuring that innovation remains a strategic priority
- In depth view of “Shark Tank” winning pitches
- Hiring and partnering for success

Program Highlights



WHAT WILL YOU GAIN

1. Gain the tools, techniques and a vast executive network you need to engage audiences and inspire action in today’s complex digital world.
2. Ability to compose effective business communications, including proposals, presentations, and reports.
3. Learn to deliver clear, concise, and convincing messaging to advance ideas and campaigns toward desired outcomes.
4. Master the techniques of public speaking, including message development, content, and persuasive communication.
5. Gain access to a high-profile professional network of investors, influencers, industry experts, publicists, and freelancers including highly sought-after industrial designers.
6. Learn how to achieve specific objectives such as cost reduction and operational efficiency.



OUR UNIQUE OFFERING

2020 Startups provides premier workspace, on-site mentorship, executive workshops, unprecedented marketing assistance, a vast network of business leaders and investor relations



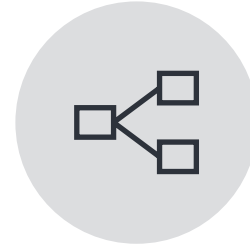
WORKSPACE

With 24 hour access our workspace provides an impressive base of operations as you collaborate and connect to a network of distinguished creatives.



WORKSHOP

The weekly executive workshops are conducted by carefully selected, nationally recognized, high-profile business experts and much-sought-after speakers who have been featured on New York Times, Huffington Post, Fox News, CNBC, Shark Tank, and so on.



MARKETING

We provide vision, strategy, vetted resources, and even help you outsource your projects. The Marketing Lab saves you time, money and headaches by providing an on-site marketing department.



MENTORS

Participants are mentor-matched with distinguished experts to learn from leading growth and marketing experts, publicists, technologists, legal advisors, serial entrepreneurs, and investors.

Get your growth on.

2020 Startups is a growth hub for entrepreneurs, a launchpad for Startups and an ecosystem for visionaries.

www.2020startups.nyc

