



35 Mules Curriculum

Are you ready to take your startup to the next level? Join 35 Mules and leverage our comprehensive program designed to empower and accelerate your business growth. Here's a glimpse of what you can expect:

Orientation

- » Campus tours
- » Meet program partners
- » Receive your personalized badges
- » Setting program goals

Peer Roundtables

- » Connect and collaborate

Building a Strong Foundation

- » Introduction to lean concepts and Business Model Canvas (BMC)
- » Creating a compelling value proposition
- » Identifying customer segments
- » Defining effective channels
- » Enhancing customer relations and revenue streams
- » Optimizing cost structures and resource management

Advanced Topics

- » Market research and sales techniques
- » CEO sessions on leadership, delegation and balance
- » Traction principles and growth strategies
- » Marketing insights: GIS, LinkedIn
- » Deep dives with Florida Opportunity Fund and other investing insights
- » Navigating operational issues: Succession planning, Founders' and new hire agreements
- » Implementing quality programs and due diligence

Leadership & Culture

- » Leadership coaching workshops
- » Cultivating transformational relationships

Workshops

- » Intellectual property and legal workshops with Gunster Legal Team
- » Grant workshops with Greenwood Consulting Group
- » Media workshops
- » Marketing workshops
- » Presentation and storytelling workshops

Networking Opportunities

- » Networking happy hours
- » Coffee chats with industry leaders
- » Exclusive sessions with FPL executives
- » Team building retreat
- » Entrepreneurial guest speaker series

The first in-house innovation hub
backed by a global energy leader.

35Mules[™]
INNOVATION HUB