Collective CT Curriculum Overview

CULTURAL INNOVATION LAB at YALE

A year-long curriculum designed to help participants develop creative ventures through **vision, audience discovery, team-building, financial strategy, and relationship development**.

CURRICULUM AT A GLANCE:

Date*	Module	Core Focus
Sept. 14	**Agency & Mutualism**	Ownership, equity, IP, revenue, and funding
***Oct. 5**	**Starting with “Who”**	Audience, customers, stakeholders, markets, and segmentation
Oct. 19	**The Power of Copyright**	IP, capital, investment, grants, loans, and revenue streams
***Nov. 2**	**Mutualism in Action**	Cooperatives, equity, governance, and profit-sharing
Nov. 16	**Impossible Imagining**	Vision, impact, systems thinking, and working backward
***Nov. 30**	**Market & Partners**	Customer discovery, audience research, and partnerships
Dec. 14	**Building a Team**	Team gaps, collaborators, advisors, and organizational structure
Jan. 25	**De-Risking**	Testing assumptions and developing an MVP
***Feb. 8**	**MVP Case Study**	MVP development, budgeting, and financial modeling
Feb. 22	**Financial Models**	Assumptions, contingencies, and 3–5 year projections
***Mar. 22**	**Financial Foundations**	Bookkeeping, capital needs, and sustainable financial structures
Apr. 5	**Funder Mindset**	Grantors, lenders, investors, and building a capital stack
***Apr. 19**	**Data Room**	Entity formation, investment terms, and venture readiness
May 3	**Telling Your Story**	Elevator pitch and 10-slide pitch deck
***May 17**	**Building Relationships**	Networking, power-mapping, reciprocity, and Summit preparation
June 2–3	**Yale Innovation Summit**	Connecting with collaborators, funders, mentors, and potential investors

*** The session on this date will be virtual.**

KEY MILESTONES:

November: Define the venture's **vision, audience, market, and potential partners.**

February: Develop an **MVP and initial financial model.**

April: Establish a **capital strategy and venture-ready data room.**

May: Complete a **polished elevator pitch and 10-slide deck** and prepare for Summit engagement.

June 2–3, Innovation Summit: Put the work into practice through **Collaborator, Funder, and Mentorship Rooms**, with additional opportunities for selected ventures to pitch.

The Summit is a launch point for continued iteration, partnerships, investment, and growth—not the end of the venture journey.