

PROGRAM SCHEDULE

TOPIC	DATE	TIME	DESCRIPTION
i2 Challenge Welcome Event	2/18/22	1:00-3:00 PM PST	A discussion on programing logistics, followed by a presentation on the Social Determinants of Health and how they impact healthcare today.
The Founder's Journey	2/25/22	12:00-1:30 PM PST	In this session you will hear from a panel of current founders who have participated in previous i2 Challenge and Nex Cubed Programs.
Legal Considerations	3/4/22	11:00 AM-2:00 PM PST	Legal considerations that early-stage non-profit and for-profit companies must be aware of when building your business from Perkins Coie followed by 2 hours of office hours to meet directly with their team.
Defining Your Problem and Market	3/11/22	12:00-1:30 PM PST	Defining your target market with TAM, SAM, and SOM and exploring the creation of value propositions for your ideal customer persona.
Going to Market	3/18/22	12:00-1:30 PM PST	In this session you will learn how to attack your target market with accuracy and precision. Explore how to go to market.
Building Sustainable Revenue	3/25/22	12:00-1:30 PM PST	In this session we will share how to build sustainable revenue. The session will build on past sessions on understanding your market and going to market.
Marketing, GTM & Revenue Office Hours	3/25/22	1:30-3:00 PM PST	Get your questions answered by past presenters on market, going to market and sustainable revenue.
Getting Funded	4/1/22	12:00-1:30 PM PST	Hear from a panel of founders on considerations that early-stage founders must be aware of and gain an understanding of what funders are looking for.
Perfecting the Pitch	4/8/22	12:00-1:30 PM PST	Learn how to perfect your pitch. Understand the best practices of building towards a showcase or demo day.
Group Pitching & Feedback	4/15/22	12:00-2:00 PM PST	Join a group pitch session to get one final practice in before your big day! Get feedback from Nex Cubed leadership and hear from your fellow cohort members.