

FOUNDERS WEEKEND — OPENING SESSION

Welcome to Founders Weekend.

Pick an idea, build an MVP, make your first sales, and leave with a 90-day roadmap to your first \$10K.

WHAT IS FOUNDERS SCHOOL

A Four-Year Program for Teens Who Want to **Build.**

We don't teach you *about* business. You start real businesses — with mentors, tools, and a community of other builders beside you.

The Promise

\$1M in profit by graduation.

This Weekend

A taste. If you love it, this is what high school or even middle school could feel like.

WHAT YOU'RE HERE TO DO

A 48-Hour Founders Challenge.

Not a hackathon. Not a pitch-deck contest.

By Sunday night you'll have:

01 — Idea

A compelling idea for a product in a niche you actually know

02 — MVP

A live website anyone can react to, or even order from

03 — Offer

A clear and well-priced offer, not just an idea

04 — Sales Data

Conversations with 20 potential customers

05 — Roadmap

A 90-day roadmap to your first \$10,000

THE WEEKEND AT A GLANCE

Three Days. **One Mission.**

Friday

Pick your idea. Build your first landing page. Leave with something to show your parents.

Saturday

Rip it apart and rebuild. Design your offer. Start selling to strangers.

Sunday

Close the outreach gap. Build your 90-day roadmap. Present live.

One underlying mission: **your first dollar.**

THE PAYOFF

The Prize.

Beyond the invaluable experience, we've got some serious rewards for those who go above and beyond.

The Grand Prize

Mentorship from the Founders School team, and an all-expenses-paid trip to NYC in the fall for a prestigious Founder speaking event.

First Dollar Club

Everyone who makes their first dollar during the weekend gets exclusive Founders School swag, symbolizing their breakthrough.

GETTING STARTED

Your First Steps.

Before we dive into idea generation, let's make sure everyone is set up for success and connected.

01

Complete Registration

Ensure you've officially signed up at [**foundersweekends.com/\[city\]**](https://foundersweekends.com/[city]) to access all essential event resources and tools.

02

Join the Community Slack

Connect with your team, mentors, and the Founders Weekend staff on our dedicated Slack channel for real-time updates and support.

03

Laptop Assistance

If you require a laptop for the weekend's activities, please raise your hand now so our team can provide one for you.

LET'S BUILD

First Up: **Idea** **Generation.**