EDNDC includes FREE training programs and counseling services offered through instructors and local mentors and counselors. This program helps startups develop successful business models and go-to-market (GTM) strategies based on knowledge derived through customer interviews; it's the necessary steps for inventors and entrepreneurs to bring new technologies and innovations to market or pivoting when old models that no longer work (for instance, due to the pandemic). It is an ideal program for early-stage companies building towards successful launches.

**TEAM DEVELOPMENT PROCESS**

- Teams attend Introduction to Lean Innovation Workshop
- Teams wishing to apply for the EDN intensive program complete an application located on the EDN landing page
- Applicants receive a counseling and assessment session with an EDN-affiliated mentor
- Selected teams participate in a 2-Week Intensive Bootcamp
- Teams who successfully complete the Bootcamp and complete 20 customer interviews enter the EDN Mentoring and Community program
**Type of Business** - Capability to be repeatable or scalable with some unique business model or the potential to innovate on an existing model.
- Examples:
  - Product companies - ideas where a product is central to the business model. Includes any potential venture-funded technology-based business, consumer goods, packaged foods, inventions, etc.
  - Repeatable and scalable services - technology-based services such as drone construction and operations, instructional programs with unique business model potential, potential franchise ideas like innovative home healthcare or exercise programs
- Not great targets: storefront businesses, sole proprietorships, non-scalable services like construction, hair/nails, legal, etc.

**Teams** - Prefer 2 or more founders per team, but will accept solopreneurs

**Team Sourcing** - All teams fitting the profile are welcome. We will work most closely with our partners to provide training to their teams, also we can help teams who are not ready for more advanced programs, e.g., accelerators.

**Stage** - Ideation to early market entry, i.e., pre-acceleration and/or funding

**Experience/Prerequisites** - None specific. This can work for teams from no experience to teams that have been through sessions at partner institutions. This is an introductory program

**NETWORK PARTNER PROFILE**

**Colleges and Universities in D.C.** - programs with or without formal entrepreneurship programs or business competitions can nominate teams. EDN complements existing programs and can supplement program offerings.

**Business accelerators** - EDN can serve accelerators by providing a benefit for teams that are not ready for acceleration programs due to a need for additional research, evidence of viability or team/idea maturation. A good way to keep track of promising teams

**Angel or seed funds** - like accelerators, many teams apply but few are accepted. Groups and funds can send promising teams to further development.

**Economic Development and Government Entrepreneurial Programs** - organizations that work with startups or entrepreneurial teams. EDN can provide supplementary training and counseling free-of-charge to the organization and the teams.

**TEAM PROFILE OUTLOOK**

[https://innovation.gwu.edu/ednDC](https://innovation.gwu.edu/ednDC)