

YESHIVA UNIVERSITY IN PARTNERSHIP WITH OURCROWD PRESENTS

Founder's Bootcamp ISRAEL

OURCROWD
TEL AVIV
JANUARY 9TH

Founder's Bootcamp, featured in cities across the U.S, from LA to New York, lands in Tel Aviv this January 9th at OurCrowd.

Join fellow founders from Israel, the U.S. and across the world, for a day full of exploration into startup success and failure, and the decisions that lead to those outcomes.



Dr. Noam Wasserman is the Dean of the Sy Syms School of Business at Yeshiva University, former Harvard Business School Professor, and author of the bestseller *The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup*. **Founder's Bootcamp**

focuses on the early pitfalls founders cause for themselves, the best practices for avoiding them, and the implications for whether founding teams will be stable, whether the founder will remain in control, and if the startup will grow.

OurCrowd is a leading equity crowdfunding platform for investing in global startups, led by serial entrepreneur Jon Medved and run by a team of seasoned investment professionals. Offering unprecedented access to startup investing, individual investors through OurCrowd are fueling innovations that change the way people work, travel, shop, heal, and conduct business (learn more at ourcrowd.com).

Built on research on 20,000 founders from nearly 8,000 American startups, these lessons highlight best practices found in the most successful American founding teams.

Walk in the shoes of these founders through case studies, and learn how the best startups from the U.S. and beyond are structured from the beginning.

- What causes founding teams to blow up?
- How can startups make early decisions that will scale well?
- How can founders increase the chances that they will be able to remain CEO?

AGENDA

Part 1: Pre-Founding, Founding Team Dilemmas

- ▶ Preparing Yourself to Found
- ▶ Relationship Dilemmas
- ▶ Roles and Decision Making Dilemmas
- ▶ Rewards Dilemmas

Lunch

Part 2: Accelerating and Exiting: Investors and Successors

- ▶ Financing Dilemmas
- ▶ Board of Directors
- ▶ Founder-CEO Succession
- ▶ Tradeoffs: The Throne vs. The Kingdom



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www.yu.edu/yubootcamp



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