

48Hour Launch

A STARTING PLACE FOR START-UPS

48 Hour Launch Countdown Guide

- 10** Bring your technology: laptop, smartphone, ipad, flash drive, Mac video VGA adaptor, chargers, camera, cool gadgets to show off, etc.
- 9** Wear comfortable clothes and bring some layers. There will be an awesome outdoor hammock lounge for fresh air, brainstorming and cloud-watching.
- 8** We'll be having activities such as ping-pong, etc. to get the blood flowing and provide a needed break.
- 7** Food and beverages are provided for the weekend. If you have special dietary needs, or want that special ultra-caffienated drink, bring it with you!
- 6** There will be hammocks and couches available for a quick nap, or feel free to Bring-Your-Own-Blanket/Pillow/Pad/Sleeping Bag. No 4-posters allowed.
- 5** Follow [@TheCompanyLab](#) on Twitter.
- 4** Become a fan of [The Company Lab](#) on Facebook.
- 3** Check into [48Hour Launch](#) on Facebook.
- 2** Tag pics & tweets with the hashtag [#48HL](#) so everyone can follow along.
- 1** Upload and tag pictures on [The Company Lab](#) Facebook page.
- 0** Launch a startup!

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WEEKEND SCHEDULE

FRIDAY

6:00 pm – Registration & Food (Battle Academy)

6:30 pm – Orientation & Pitches

7:15 pm – Choose Your Team

7:45 pm – Begin Round 1 (Naming/Brand Dev/ project scheduling/Business Plan Summary/Finalize teams/User-Interface Sketch-Ups)

12:00 am – Update #1 (everyone @ GreenSpaces)

SATURDAY

9:00 am – Breakfast (GreenSpaces)

9:00 am – Begin Round 2 (Copy writing/Front-end & back-end dev/Graphic Design/1 minute video or slideshare/Start social media accounts & build online community)

1:00 pm – Lunch (GreenSpaces)

1:15 pm – Update #2 (leaders @ GreenSpaces)

3:00 pm – Group rec time (optional)

3:30 pm – Begin round 3 (Legal prep/Front & back-end dev/Tweak UI design, add SM plug-ins/Share news via blogs, SM/draft press release)

7:00 pm – Dinner (GreenSpaces)

7:15 pm – Update #3 (everyone @ GreenSpaces)

7:30 pm – Begin Round 4 (Front & back-end dev/ Continue PR campaign/Design user-feedback tests/ Compile financial data to present/Set up check-out component of e-commerce sites)

8:00 pm – Feedback from investors
(teams @ GreenSpaces)

SUNDAY

10:00 am – Update #4 (leaders @ GreenSpaces)

10:45 am – Brunch (GreenSpaces)

11:15 am – Begin Round 5 (Front & back-end dev/ Wrap up video & PPT presentation/Assess interest to incorporate)

1:30 pm – Begin Round 6 (Refine product and presentation for public demonstration)

3:00 pm – “Dinner” (GreenSpaces)

3:15 pm – Final Presentations Due (submit on flash drive @ GreenSpaces)

4:00 pm – Pitch to Judging Panel (GreenSpaces)

6:00 pm – Public Demo Night (Track 29)



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CHATTANOOGA

TWEET IT UP!

#48HL

@TheCompanyLab

Comments? makeitbetter@colab.is

Event staff contact: 423.463.0086

