

ROUTINE I

# ENVISION

ENTREPRENEURSHIP & INNOVATION

Castling's program launches with its first week intense field training, providing superb introduction into the entrepreneurial industry.

The module thrusts members into melee-range with industry experts and partners, helping them launch startups based on their innate prowess and martial background.

DAY 1  
**ENTREPRENEURSHIP 101**  
10.2.19

DAY 2  
**CHALLENGES**  
11.2.19

DAY 3  
**SOLUTIONS**  
13.2.19

DAY 4  
**EXPONENTIALITY**  
14.2.19

**Program Introduction**

**Start With Why**  
Problems & Opportunities

**Crystallization -**  
The Crystal Conduit as a  
Mean of Ideation

**Go Big or Go Home -**  
Exponential Mindset

**The Art of Getting  
Started**

**Blue Ocean-Red Ocean**  
Market & Landscapes

Ideation Workshop

**Prodigy -**  
Exponential Ideation  
Methodology

**Beret Track-**  
The Entrepreneurial  
Process

**Old World. New  
Economy**  
Disruption as a Mean of  
Innovation

**Tech Me Up -**  
Introduction to  
Technological platforms

**Industriali-zation vs.  
Globalization-**  
Scaling to Continent  
Level Impact

**Foundation -**  
Squad Introduction.  
The Team as a Core  
Asset


**Building a new world -**  
SDG Shaping the Future

Mindfulness I


Squad Night Out


Case Study I

 Full-Course Activity

 Squad Activity

 Tour

 Personal Activity

 Extra-Curricular


ROUTINE II


# BUILD

TECHNOLOGY & METHODOLOGY


The Build phase offers practical workshop in shaping, building and prototyping products. Members immerse in Design Thinking and agile methodologies, experience prototyping workshops and lush through Castling's renowned "Deployment Point" Hackathon.


DAY 5 TECHNOLOGY 17.2.19	DAY 6 INDUSTRY I 18.2.19	DAY 7 INDUSTRY II 20.2.19	DAY 8 INDUSTRY III 21.2.19
<b>Friend or Foe -</b> Drones & Robotics	<b>Artificial Intelligence -</b> Autonomous Vehicles and Machines	<b>Beyond Earth -</b> Space & Communication	<b>The new Battlefield-</b> Cyberspace
<b>Exponential Technologies -</b> The 6 New Frontiers	<b>Battlefield 2030 -</b> Homeland Security	<b>Orders 101 -</b> Supply Chain & Logistics	<b>Blockchain-</b> Moshe Hogege on The Era of Blockchain
Design Thinking Workshop	<b>The 4th Industrial Revolution -</b> 3D Printing Workshop	Agile Workshop	<b>Going Lean -</b> MVP vs. POC Workshop
Squad Night Out	Mindfulness II	<b>Deployment Point –</b> Prototyping Hackathons (Starless-Night)	
Case Study II			

 Full-Course Activity

 Squad Activity

 Tour

 Personal Activity

 Extra-Curricular

ROUTINE III

# ACT

BUSINESS & FUNDING

The Act phase of the Castling product hurls the leaders into the bustling business environment, putting them face-2-face with investors, industry-partners and customers. Members will experience live samples of scaling companies and fundraising.

DAY 11  
**DOCUMENTATION**  
24.2.19

**Arsenal I -**  
Deck Principles and Best Practices

**Arsenal II -**  
Executive Summary Principles and Best Practices

**Bring on the Big Guns-**  
Financial Plan Principles, Terminology and Best Practices

**Failcon -**  
Failure as Key Ingredient for Success

DAY 10  
**BUSINESS STRATEGY**  
25.2.19

**Green Arrow -**  
Basic Business Terminology

**Provision Route-**  
Business Modeling

**"The Business Routines"** - Business Operation. Cash Flow. Break Even.

**Defense Orders -**  
Patenting & Intellectual Property

DAY 9  
**MARKETING STRATEGY**  
27.2.19

**Blue Arrow -**  
Basic Terminology in Market Analysis. TAM vs. SAM. Reach vs. Conversion

**Red Arrow -**  
Competitive Landscape Workshop

**Bridgehead -**  
Go To Market Planning. Basic Terminology in Digital Conversion

Mindfulness III

DAY 12  
**FUNDING**  
28.2.19

**Rules of Engagement -**  
Venture Funding 101


**Buckle Up -**  
Entrepreneurs Panel About Funding

**Embrace For Contact -**  
Investors Panel


**Angels in Snickers-**  
Casual talk with leading Angels


Competitive Landscape Analysis & Edge

 Full-Course Activity

 Squad Activity

 Tour

 Personal Activity

 Extra-Curricular






ROUTINE IV

# LEAD

LEADERSHIP & STRATEGY

The final phase empower veteran traits to shape & build disruptive solutions, by providing a solid infrastructure of inspirational workshops; ideation & planning, leadership models & strategies, documentation and pitching techniques, all culminating in the programs closure night referred as “D-Day”.

DAY 13 PEOPLE 3.3.19	DAY 14 THE ORGANIZATION 4.3.19	DAY 15 PLANING 6.3.19	DAY 16 EXPONENTIAL LEADERSHIP 7.3.19 – Full day
<b>People -</b> From Resource to Sources	<b>The Founders-</b> Starting & Shaping a new Organizations	<b>The Philosopher's stone -</b> Forging a Leader's Value Suite: Purpose. Mission. Values and KPI's	<b>Command &amp; Control -</b> Balancing the Leadership vs. Management Equation
<b>Conscious Capitalism</b>	<b>Mighty Organizations -</b> The Do's and Don'ts of Organizational Structure	<b>Leadership Suite Workshop</b>	<b>Change of Orders -</b> Managing Uncertainty in the Business Arena (Workshop)
<b>Commander's Spirit -</b> How to Build a Disruptive Organizational Culture	<b>Combat Inlay-</b> Sourcing & Recruiting for Mighty Organizations	<b>Reconnaissance -</b> A Tour in Culture-leading Corporates and Startup	<b>Debriefing -</b> Program Summary
<b>The Art of Incantation -</b> Pitching Workshop	Pitching Night	Mindfulness IV	<b>D DAY-</b> Graduation Event
Pioneer Case study			

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Full-Course Activity
-   
Squad Activity
-   
Tour
-   
Personal Activity
-   
Extra-Curricular