

May 2024 Program

BAJ Accelerator - Firing Range

Less Talk. More Deals.

6-Days Plenary Session | Agenda

• OUR STORY

January 2020 marked the establishment of New York based exclusive accelerator the Baltic-Armenian-Jacobs (BAJ) Accelerator - Firing Range.

BAJ Accelerator is made possible by the collaboration of three international organizations: [Baltic American Chamber of Commerce](#), [Orion Worldwide Innovations LLC](#) and [Jacobs Technion-Cornell Institute at Cornell Tech](#). Jacobs Technion-Cornell Institute is established jointly by Cornell University and the Technion-Israel Institute of Technology.

• WHY NOW?

Global venture capital financing set a new high on \$621 billion in 2021, more than doubling the previous high of \$294 billion in 2020 with a 111% increase year-over-year (YoY) from \$294 billion in 2020 to \$621 billion in 2021, according to a [report](#) by *CB Insights*.

• VALUE PROPOSITION

Enable startups to become investable and focus on what matters to customers and how to build business models to grow their businesses. Connect founders to influential dealmakers and investors. Exposure to Jacobs Technion-Cornell Institute startups coaching proven methodology, Baltic, Armenian, U.S., European and global startup ecosystem.

• PROGRAM

The Firing Range name of the BAJ Accelerator comes from the cornerstone differentiator of the program: offering multiple tangible engagements with upscale investors from the U.S. and other countries.

We are offering:

- 6 Days 8-9 hrs/day of Intensive Plenary Sessions
- For Founders at Pre-Seed to Series B+
- Three Start Windows Per Year:
 - Winter (January)
 - Spring (May)
 - Fall (September)

• WHO SHOULD APPLY?

The program is designed for founders who are ready and eager to expand and enter the U.S. market, founders who have already established their U.S. presence and are planning to expand, companies which are in pre-seed or series funding stage.

• HOW TO APPLY?

Visit our website: <https://www.bajaccelerator.com>
Apply [here](#).

PROGRAM AT A GLANCE

SUNDAY Day 1	MONDAY Day 2	TUESDAY Day 3	WEDNESDAY Day 4	THURSDAY Day 5	FRIDAY Day 6
<p>Virtual Welcome Reception 12pm-1:30pm ET</p>	<ul style="list-style-type: none"> • Internal Pitch Part 1 • Investors' Panel #1 • Why Startups Fail • Legal/Corporate • Jacobs Technion-Cornell Part 1 	<ul style="list-style-type: none"> • Jacobs Technion-Cornell Runway • Legal IP Panel • New York Ventures - investment programs in NYS • Storytelling • Financial Modeling • Cap Table Insights • Preparing For An IPO • Pricing Strategy • Jacobs Technion-Cornell Part 2 • How AI and data can connect your dream business 	<ul style="list-style-type: none"> • The power of video marketing • Internal Pitch Part 2 • Immigration Laws • Establishing Company In The U.S. • Investors' Panel #2 • Exponential Growth • Monetizing Your IP 	<ul style="list-style-type: none"> • Investor Pitch Day 1 • Strategic Positioning • How to Raise Money Virtually • Brand/Marketing • Closing Deals/Term Sheet • Fundraising • What is a Success 	<ul style="list-style-type: none"> • AML/AFC • Investor Pitch Day 2 • 1-on-1 Sessions With Mentors • Program Closing