

COHORT I · WINTER 2026 · CURRICULUM

The Family Accelerator 12-week curriculum.

A private circle of families turning inherited wealth into the next generation's ventures.

Version 19 · October 19, 2026

End Goal

By the end of the program, every founder leaves with a completed business plan, a clear go-to-market strategy, a fundraising roadmap, and a delivered investor pitch. The program is divided into five modules: Business Plan & Go-to-Market Foundations; Digital Transformation & AI; Financial Fluency & Fundraising Roadmap; Wellness, Leadership & Legacy; and Final Pitch Preparation. Ahead of Week 1, founders attend the Welcome Retreat: the official kickoff, with a wellness and fitness experience and a VIP social networking experience. Because the retreat is not a class session, it is not listed on the schedule below.

Speaker Series. Every one to two weeks throughout the 12-week program, WAI hosts a Speaker Series session featuring entrepreneurs, visionaries, academics, and professionals who share subject-matter expertise spanning macroeconomics, individual industries, best business and investment practices and strategies for foreign founders.

Standard session format. A 120-minute, cohort-wide Masterclass is held every Monday, Tuesday, and Wednesday from 10:00am to 12:00pm Central Time in each of the 12 weeks. Each session is led by a professional mentor who assigns reading and work, done independently or in groups, that builds toward the final business plan founders present at the final pitch during graduation.

Thursdays and Fridays. No sessions are scheduled on Thursdays, leaving time for independent work and 1:1 sessions with mentors as needed. Every Friday, from 10:00am to 12:00pm Central Time, all mentors and founders meet for Mentor Office Hours.

“We help families actively convert wealth into a venture capital platform that funds their own ideas and entrepreneurial ambitions.”

JC Prieto Williams, Founder, Family Accelerator

AT A GLANCE

Summary

TIMING	MODULE	FOCUS & DELIVERABLE
MODULE 1 Weeks 1–4 16 sessions	Business Plan & Go-to-Market Foundations	Business Planning, Product Design, Corporate Structure, Go-to-Market. Deliverable: Business Plan
MODULE 2 Weeks 5–6 8 sessions	Digital Transformation & AI	AI Strategy, Process Automation, Data & AI Governance, AI-First Product Design, AI Economics. Deliverable: AI Roadmap
MODULE 3 Weeks 7–9 12 sessions	Financial Fluency & Fundraising Roadmap	Reporting, Pro Forma, Tax, Term Sheets, Balance Sheets, Capital Markets, M&A, Valuations. Deliverable: Financial Plan
MODULE 4 Weeks 10–11 8 sessions	Wellness, Leadership & Legacy	Wellness, Team Building, Generational Planning, Wills, Trusts, Life Insurance, Long-Term Investing. Deliverable: Family Charter
MODULE 5 Week 12 4 sessions	Last Stretch — Final Pitch Preparation	Integrate Final Plan, Summarize, Public Speaking Strategy. Deliverable: Investor Pitch at Family Pitch Day

WELCOME RETREAT

The official kickoff, ahead of Week 1 · Agenda and dates upcoming

MODULE 1 • WEEKS 1-4

Business Plan & Go-to-Market Foundations

Business Planning, Product Design, Corporate Structure, Go-to-Market.

WEEK 1 MARKET & PRODUCT

Day 1 Mon	10:00am to 12:00pm	Customer Discovery & Problem Validation	<i>Mentor(s)</i>	Structured customer interviews and problem validation before committing to a business model.
Day 2 Tue	10:00am to 12:00pm	Business Model Canvas	<i>Mentor(s)</i>	Mapping value proposition, customer segments, channels, and revenue streams — the spine of the business plan.
Day 3 Wed	10:00am to 12:00pm	Market Sizing & Product Design	<i>Mentor(s)</i>	TAM/SAM/SOM analysis, competitive landscape, and first-principles product design workshop.
Day 4 Fri	10:00am to 12:00pm	Office Hours	<i>Mentors of the week</i>	All mentors and all founders of the week meet to discuss, answer questions, and review progress.

WEEK 2 PRODUCT-MARKET FIT & ENTITY STRUCTURE

Day 5 Mon	10:00am to 12:00pm	Product-Market Fit & MVP Strategy	<i>Mentor(s)</i>	Defining a minimum viable product, validation experiments, and iteration cadence.
Day 6 Tue	10:00am to 12:00pm	Business Entity & Cross-Border Structuring	<i>Mentor(s)</i>	LLC vs. Delaware C-Corp, entity-flip mechanics, cap table hygiene, and structuring for founders and families operating across the U.S., Latin America, and Europe.
Day 7 Wed	10:00am to 12:00pm	IP, Contracts & Founder Agreements	<i>Mentor(s)</i>	Protecting intellectual property, founder vesting, and essential early-stage contracts.
Day 8 Fri	10:00am to 12:00pm	Office Hours	<i>Mentors of the week</i>	All mentors and all founders of the week meet to discuss, answer questions, and review progress.

WEEK 3 GO-TO-MARKET STRATEGY

Day 9 Mon	10:00am to 12:00pm	GTM Architecture	<i>Mentor(s)</i>	Building a go-to-market plan: positioning, channels, pricing, and launch sequencing.
Day 10 Tue	10:00am to 12:00pm	Customer Acquisition & Channels	<i>Mentor(s)</i>	Choosing and costing acquisition channels; early customer journey and ICP definition.
Day 11 Wed	10:00am to 12:00pm	Branding & Messaging	<i>Mentor(s)</i>	Brand positioning and message-market fit for the founder's target customer.
Day 12 Fri	10:00am to 12:00pm	Office Hours	<i>Mentors of the week</i>	All mentors and all founders of the week meet to discuss, answer questions, and review progress.

WEEK 4 BUSINESS PLAN ASSEMBLY

Day 13 Mon	10:00am to 12:00pm	Competitive Strategy & Differentiation	<i>Mentor(s)</i>	Sharpening the competitive thesis and defensibility narrative ahead of the full plan.
Day 14 Tue	10:00am to 12:00pm	Business Plan Assembly Workshop	<i>Mentor(s)</i>	First full draft of the business plan, integrating vision, model, product, structure, and GTM into a single, coherent document.
Day 15 Wed	10:00am to 12:00pm	Business Plan Review & Mentor Feedback	<i>Mentor(s)</i>	Peer and mentor review of the complete business plan draft; revisions assigned.

DAY 16 • FRIDAY

MODULE 1 — FINAL DELIVERY

Business Plan

Founders present their Business Plan and receive feedback from mentors and guests.

MODULE 2 • WEEKS 5-6

Digital Transformation & AI

AI Strategy, Process Automation, Data & AI Governance, AI-First Product Design, AI Economics.

WEEK 5 AI IN THE FAMILY BUSINESS

Day 17 Mon	10:00am to 12:00pm	AI Strategy for Operators	<i>Mentor(s)</i>	What AI can and cannot do today, and where it creates value in an established family business.
Day 18 Tue	10:00am to 12:00pm	Process Mapping & Automation	<i>Mentor(s)</i>	Finding and ranking opportunities to improve operations, costs, and profitability in the family business.
Day 19 Wed	10:00am to 12:00pm	Data, Tools & AI Governance	<i>Mentor(s)</i>	Data readiness, tool selection, security, risk, and leading the change inside the business.
Day 20 Fri	10:00am to 12:00pm	Office Hours	<i>Mentors of the week</i>	All mentors and all founders of the week meet to discuss, answer questions, and review progress.

WEEK 6 BUILDING AI-FIRST VENTURES

Day 21 Mon	10:00am to 12:00pm	AI-First Product Design	<i>Mentor(s)</i>	Designing the product around AI from day one rather than adding it later.
Day 22 Tue	10:00am to 12:00pm	Building with AI	<i>Mentor(s)</i>	Agents, APIs, and no-code tools for a lean MVP; an AI-native team and operating model.
Day 23 Wed	10:00am to 12:00pm	AI Economics & Roadmap Workshop	<i>Mentor(s)</i>	AI cost structure, margins, and defensibility; founders draft their AI Roadmap.

DAY 24 • FRIDAY

MODULE 2 — FINAL DELIVERY

AI Roadmap

Founders present their AI Roadmap, either an AI transformation plan for the family business or the AI-first design of their venture and receive feedback from mentors and guests. The AI Roadmap becomes a chapter of the final business plan.

MODULE 3 • WEEKS 7-9

Financial Fluency & Fundraising Roadmap

Reporting, Pro Forma, Tax, Term Sheets, Balance Sheets, Capital Markets, M&A, Valuations.

WEEK 7 FINANCIAL STATEMENT FUNDAMENTALS

Day 25 Mon	10:00am to 12:00pm	Reading the Three Statements	<i>Mentor(s)</i>	Income statement, balance sheet, and cash flow statement fundamentals for founders.
Day 26 Tue	10:00am to 12:00pm	Building the Pro Forma	<i>Mentor(s)</i>	Constructing a forward-looking pro forma model: revenue drivers, cost structure (including AI costs), and scenario planning.
Day 27 Wed	10:00am to 12:00pm	Unit Economics & KPIs	<i>Mentor(s)</i>	CAC, LTV, burn rate, runway, and the KPIs investors expect founders to know cold.
Day 28 Fri	10:00am to 12:00pm	Office Hours	<i>Mentors of the week</i>	All mentors and all founders of the week meet to discuss, answer questions, and review progress.

WEEK 8 DEAL MECHANICS

Day 29 Mon	10:00am to 12:00pm	Cap Tables & Equity Basics	<i>Mentor(s)</i>	Ownership structures, dilution mechanics, option pools, and SAFEs.
Day 30 Tue	10:00am to 12:00pm	Term Sheets Deep Dive	<i>Mentor(s)</i>	Valuation caps, liquidation preferences, pro-rata rights, and the clauses that matter most to founders.
Day 31 Wed	10:00am to 12:00pm	Valuation Methods	<i>Mentor(s)</i>	Comparable company analysis, DCF basics, and how early-stage valuation gets negotiated.
Day 32 Fri	10:00am to 12:00pm	Office Hours	<i>Mentors of the week</i>	All mentors and all founders of the week meet to discuss, answer questions, and review progress.

WEEK 9 FUNDRAISING ROADMAP

Day 33 Mon	10:00am to 12:00pm	Capital Markets Overview	<i>Mentor(s)</i>	Venture capital, private equity, debt financing, and family-office capital — how each source thinks.
Day 34 Tue	10:00am to 12:00pm	Fundraising Roadmap & Process Design	<i>Mentor(s)</i>	Sequencing the raise: target investor list, timeline, milestones, and data-room readiness.
Day 35 Wed	10:00am to 12:00pm	Investor Relations & Data Room Build	<i>Mentor(s)</i>	Assembling the data room and setting up an investor-update cadence for after the close.

DAY 36 • FRIDAY

MODULE 3 — FINAL DELIVERY

Financial Plan

Founders present their Financial Plan and receive feedback from mentors and guests.

MODULE 4 • WEEKS 10-11

Wellness, Leadership & Legacy

Wellness, Team Building, Generational Planning, Wills, Trusts, Life Insurance, Long-Term Investing.

WEEK 10 FOUNDER WELLNESS & FAMILY GOVERNANCE

Day 37 Mon	10:00am to 12:00pm	Founder Wellness & Focused Mind	<i>Mentor(s)</i>	Recognizing the early signs of founder burnout, building sustainable operating rhythms, and practical mindfulness and deep-work techniques.
Day 38 Tue	10:00am to 12:00pm	Family Charter & Governance	<i>Mentor(s)</i>	Drafting a family charter: mission, values, decision rights, and next-generation involvement.
Day 39 Wed	10:00am to 12:00pm	Leadership Styles & Team Culture	<i>Mentor(s)</i>	Identifying leadership tendencies and building trust and culture as the team scales.
Day 40 Fri	10:00am to 12:00pm	Office Hours	<i>Mentors of the week</i>	All mentors and all founders of the week meet to discuss, answer questions, and review progress.

WEEK 11 WEALTH TRANSFER & LEGACY

Day 41 Mon	10:00am to 12:00pm	Wills, Trusts, Estate Planning & Life Insurance	<i>Mentor(s)</i>	Core instruments for wealth transfer and control across generations, and using life insurance for liquidity, equalization, and legacy planning.
Day 42 Tue	10:00am to 12:00pm	Family Office, HoldCo & Long-Term Wealth Planning	<i>Mentor(s)</i>	Consolidating operating assets and investments under a family HoldCo or family office, and framing generational wealth strategy alongside the venture's own trajectory.
Day 43 Wed	10:00am to 12:00pm	Wellness & Legacy Integration Workshop	<i>Mentor(s)</i>	Founders leave with a short personal wellness note and a legacy/governance checklist attached to the business plan.

DAY 44 • FRIDAY

MODULE 4 — FINAL DELIVERY

Family Charter

Founders present their Family Charter and receive feedback from mentors and guests.

MODULE 5 • WEEK 12

Last Stretch — Final Pitch Preparation

Integrate Final Plan, Summarize, Public Speaking Strategy, Family Pitch Day.

WEEK 12 INVESTOR PITCH & GRADUATION

Day 45 Mon	10:00am to 12:00pm	Pitch Deck Workshop	<i>Mentor(s)</i>	Building the investor pitch deck: narrative arc, problem/solution framing, and traction story.
Day 46 Tue	10:00am to 12:00pm	Mock Investor Pitch & Feedback	<i>Mentor(s)</i>	Full run-through in front of mentors and peers, with structured feedback and revision time.
Day 47 Wed	10:00am to 12:00pm	Final Investor Pitch & Graduation	<i>Mentor(s)</i>	Founders present their final business plan, GTM strategy, fundraising roadmap, and investor pitch to the cohort and mentors prior to Family Pitch Day.

DAY 48 • FRIDAY

Family Pitch Day

All families are present. The Family Accelerator announces the founders who advance, and their Family Sponsors execute their pre-seed financial commitment.

What comes next: Founders with a business plan ready for implementation continue with the Family Accelerator for 12 months, building their MVP and validating it in the market under FA mentoring and guidance. At the end of that year, the Family Accelerator evaluates the founders with the strongest MVPs and market prospects for seed funding from the planned Family Accelerator Fund I. Family Sponsors may back their family's founders by investing in the Fund or by investing directly, subject to the Fund's terms.

Warm regards,

JC Prieto Williams, Founder & Principal

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