

Sunlit Strategy Series — Agenda

Six women. One room. 11:00am to 5:00pm sharp.

The day

11:00

30 min

Arrival & opening circle

Coffee, unhurried introductions, and one decision each founder has come into the room to make.

11:30

30 min

Business model, worked live

Each company's revenue model is pressure-tested at the whiteboard, in front of the cohort.

12:00

30 min

Product–market fit

Sharpening the wedge: who exactly we serve first, what they will pay for, and what we will not build yet.

12:30

60 min

Movement hour with Aydan Jordan

An exercise-as-medicine session inside the curriculum on building a company you can run for a decade.

1:30

60 min

Lunch & wellness hour — traction + grants workshop

Seated lunch with two working sessions: a traction workshop (what to measure, what to retire) and a non-dilutive grants workshop (NIH, SBIR/STTR, NYSTAR, NYC LifeSci pools) with live application drafting.

2:30

30 min

Business development

Pipelines, partnerships, and the ten relationships that will define the next twelve months.

3:00

30 min

Investor perspective

How early-stage women's health and life-sciences capital is actually deployed in NYC right now, read directly off recent deals.

3:30

45 min

FirstCheck podcast — cohort roundtable

The full cohort closes the day with one roundtable episode recorded on-site. One conversation, six voices, released as part of the launch season.

4:15

45 min

Close & goodie bags

A closing circle that runs to 5:00pm sharp — one commitment per founder, group photo, and a curated take-home bag from the day's partners.

Partners

Movement hour in partnership with Aydan Jordan, exercise-as-medicine practitioner. Podcast roundtable recorded by FirstCheck and released as part of the launch season.

Pricing

Full day: \$595. First Check Collective members: 30% off. Add-ons (\$50 each): newsletter feature, brand asset pack, 30-day action plan, warm intros, and 1:1 strategy meeting with the host.

Apply

Email natalieboykoff@gmail.com with a short note on your background, business stage, sessions you're most interested in, and weekday vs. weekend preference.