



DIGITAL CURRICULUM CATALOG

October 2023

LEGAL & REGULATORY

Data Breach Response: A Primer
Data Privacy Preparation
Exploring Cybersecurity Fundamentals
Healthcare Regulations 101
HIPAA/SOC 2 Compliance Overview
HIPAA/SOC 2 Compliance Prep
Introduction to Regulatory for Device Developers (U.S.)
Pragmatic Approach for GDPR

PEOPLE & CULTURE

Best Practices for Managing an Off-Shore Team
Navigating The Clinical World to Identify the Right Advisor
U.S. Immigration Options for Startups and Businesses

MARKETING & BRANDING

2x Your Site's Conversion Without Learning Code
B2B Marketing Strategy
Brand Building 101
Constructing Your Brand's Value Proposition
Creating A Brand Name
How to Sell a Story
Leveraging Social Media for Your Startup
Market Analysis for Startups
Public Relations For Startups
Video Marketing

SALES

Payer Perspective: Commercial Health Insurance
Segmenting and Targeting Hospitals and Health Systems

FUNDRAISING

Preparing to Raise Venture Capital
SBIR/STTR Grants

PRODUCT DEVELOPMENT

Conducting Research Remotely
MVPs That Matter

STRATEGY & BUSINESS MODELING

A Framework for SaaS Pricing
Medicare Advantage
Medicare Fee for Service

