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# MCGILL DOBSON X-1 ACCELERATOR 2023

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June 1 – August 3, 2023



**McGill**

Dobson Centre  
for Entrepreneurship

BUILDING INNOVATIVE COMPANIES WITH A PURPOSE

# X-1 ACCELERATOR 2023

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## An Accelerator for Early-Traction Startups Working Towards Investment Readiness

The Dobson Centre is the hub for entrepreneurship at McGill University, where ideas stemming from all faculties grow into innovative companies with a purpose.

This program is designed to support early-traction startups that are working towards refining their business model and becoming investment ready.

Throughout the 10-week program, you will attend weekly workshops and conduct self-directed work. You will learn about branding, marketing, value proposition, go-to-market strategy, financing, accounting, funding pathways, pitching and measuring growth milestones for your startups, along with personalized mentorship sessions with industry insiders.

Apply now to benefit from our global community of successful entrepreneurs who are devoted to helping the next generation of entrepreneurs scale their business and become investment ready.

[Watch Dobson Startup Testimonials](#)



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### Kika Armata

Associate Director  
McGill Dobson Centre  
For Entrepreneurship

*"We are thrilled  
to support cutting-edge  
innovation stemming  
from across McGill,  
by empowering our most  
promising startups with  
the entrepreneurial  
mindset to bring their  
vision to life and make a  
positive impact."*

## PROGRAM OVERVIEW

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Duration: 10 weeks | Stage: Acceleration

Dates: June 1 to August 3, 2023

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### Key Learning Themes

- Refining your value proposition
  - Developing an effective go-to-market strategy
  - Shaping your marketing and branding practices
  - Perfecting your pitch presentation
  - Developing awareness of financial and accounting best-practices
  - Preparing for investment
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- Weekly interactive workshops delivered by seasoned entrepreneurs and business experts introduce strategic frameworks and tools that guide the process of shaping and developing startups. Workshops generally last one hour, with extra time reserved for group discussions and learning activities.
- Pitch practices provide the opportunity to receive valuable feedback from experienced industry leaders, helping you to develop a strong investment pitch and refine your business model.
- Weekly mentorship meetings help you hone your business skills with personalized one-on-one meetings.



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**Kyle Suri**

Co-founder,  
Acrylic Robotics

*"Whatever you say in a pitch has an impact on the company you love so much. The Dobson Centre and X-1 Program have changed my framework and mentality when it comes to pitching, by getting to experience it in different contexts"*

# PROGRAM OUTLINE

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01

## Program launch and team introductions

- Keynote speaker: Improving the Odds
- Program introduction and overview

02

## Communicating your brand

- Identifying and communicating your brand values
- Telling your story

03

## Building your go-to-market strategy

- Clearly articulating your value proposition
- Elaborating all the elements of your go-to-market strategy

04

## Marketing for startups

- Strategies for connecting with customers
- Identifying the right channels and narrative to engage your target audience

05

## Building your pitch deck

- Refining your pitch to get buy-in from investors
- Developing your funding strategy and pipeline

06

## Finance for startups

- Organizing your financial records and projections
- Tracking and communicating your KPIs to demonstrate traction and success

07

## Accounting for startups

- Processes for tracking your business and ensuring statutory compliance
- Understanding business taxes and requirements

08

## Preparing for investment and identifying funding opportunities

- Deep dive into investor and non-dilutive funding opportunities
- Developing your funding roadmap and growth milestones

09

## Perfecting your pitch

- Pitching to investors and business experts

10

## Bringing it all together

- Bringing it all together
- Developing your action plan for the future

# PROGRAM APPLICATION

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## Ideal participant profile

- Your team has at least one McGill affiliated co-founder e.g., student, faculty, staff or alumni.
- Your startup has the potential for exponential growth to eventually serve global markets. You do not need to have raised a significant amount of funding at this stage..
- Your team has at least one technical co-founder, and can build your business upon a technology, science, or idea that is significantly or radically disruptive.
- Your team is composed of multi-disciplinary professionals (including learners or graduates).
- You can commit to attending all the workshops and executing the project work (required to maintain your participation in the program)

## How to apply

**Next cohort:** June 1 to August 3, 2023

[Register here to be notified when applications open](#)

## Next Steps

Following completion of the Health Sciences Lean Startup program, participants are encouraged to apply to the McGill Dobson Bootcamp and Cup competition for a chance to win up to \$20,000 pre-seed funding.

Have questions about the program?

Email us at [dobson.mgmt@mcgill.ca](mailto:dobson.mgmt@mcgill.ca) for more information



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# LET'S STAY IN TOUCH!

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