

JOHN DOBSON  
FOUNDATION

**MCGILL  
X-1  
ACCELERATOR  
2022**

**June 1 – August 5**



**McGill**

Dobson Centre  
for Entrepreneurship

**BUILDING INNOVATIVE COMPANIES WITH A PURPOSE**



## KIKA ARMATA

### Program Manager

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.”*

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

We aim to inspire, teach and develop early entrepreneurs while also introducing them to local, national and global entrepreneurship ecosystems.

The **X-1 Accelerator Program** is an integral part of the center’s programming. It is a 10-week intensive summer program specifically designed to accelerate McGill startups that demonstrate early traction. The program offers an immersive experience, aimed at developing an entrepreneurial mindset while helping startups in their effort to scale and become investment ready.

Upon completion of the program, the most successful startups will move on to participate in the Dobson International Funding Program, supported by our worldwide network of accomplished and engaged McGill alumni entrepreneurs and investors.

# PROGRAM AT A GLANCE

AN **IMMERSIVE** EXPERIENCE, AIMED AT **LAUNCHING** YOUR STARTUP  
TO THE NEXT PHASE – **INVESTMENT** READINESS

This **10-week hybrid program** is designed to **accelerate** your startup by connecting you to McGill's entrepreneurship network. The program offers a wealth of learning opportunities as you engage with top caliber experts and experienced industry mentors. By the end of the program, you will have greater clarity of your target market and customers, as well as the business acumen to effectively sell your vision to investors.

Your team will benefit from up to **\$15,000 in funding** and participate in **weekly workshops** on key entrepreneurial themes, while **working through the crucial steps** of building your business.

In addition, you will be supported through **weekly one-on-one mentorship meetings** to help your startup continually develop and apply concepts as they relate to your business.



Remote  
Optical

*"Our start-up now has a much more rounded view of all the aspects we need to work on. Additionally, we had some very good financial tips that we didn't consider before with our STEM backgrounds."*

*- Angela Wong, Co-Founder, Remote Optical*



 fellow

*"X-1 has given us the chance to network and gain help from those more experienced than us. I feel much more prepared and knowledgeable about what it takes for a start-up to succeed." - Nihad Kaddoura, Co-Founder, Fellow*

# PROGRAM OVERVIEW



WEEK	WORKSHOP THEMES	ONE-ON-ONE MENTORING
1	Program launch and team introductions Improving the Odds	
2	Articulating your value proposition	Deep dive into your customer profile and go-to-market strategy
3	Building your pitch deck Legal Considerations for Startups	Becoming investment ready from a legal point
4	Product Development <i>Perfecting Your Pitch round 1</i>	Roadmap to creating value for your customers
5	Accounting for startups	Processes for tracking your business and ensuring statutory compliance from the start
6	Finance for startups	Organizing your financial projections and KPIs
7	Building your Team Perfecting Your Pitch round 2	
8	Defining your brand	Articulating your story and your brand values
9	Non-Dilutive Funding Opportunities	Attracting and compensating the right talent for execution
10	<i>Perfecting your pitch round 3</i> Program wrap-up	





### **CLAUDE MACDONALD**

Entrepreneur and sales specialist, Claude Macdonald is the founding president of Talentuum. Over the last 26 years he has trained more than 30,000 managers across Canada, the United States, Europe and Asia through his work with such organisations as Institute National d'Optique, Magna International, Bell Mobility, Axis Lighting, Pharmascience, Roche Diagnostics, Nordex Acciona & Dachser logistics. Claude is a certified business coach (Registered Corporate Coach), a certified Professional from the ROI Institute (CRP), and is also a faculty member of the McGill Executive Institute. His areas of expertise are sales leadership, sales management & B2B consultative selling and Negotiations.



### **LESLEY ROSS**

Lesley Ross is General Partner, at Enjoy The Work, a San Francisco-based startup advisory firm founded in 2014 by Jonathan Lowenhar. With 16+ years experience spanning management, sales and marketing, operations, and analytics, Lesley has spent time working for nonprofits and for-profits, agency and in-house, Fortune 100s, and startups. Tapping into her expertise in data-informed operations, she founded Quantified Ardor in 2016 and developed a proprietary methodology to advise growing startups around the world on data-driven decision making.

She has also spent the last 6 years as an advisor while holding multiple COO positions for startups at various stages. She is a mentor with Google Launchpad, Endeavor, 500 Startups, plus several VCs and accelerators in San Francisco, London, and Mexico City and most recently was an Expert in Residence at First Round Capital, advising their portfolio companies on operations and analytics.



### **DEVAN BATAVIA**

Devan Batavia has built and led go-to-market teams for 3 organizations, Jive which went public in 2011, Origami Logic was acquired by Intuit, and TripActions, still a public company valued at over \$5B at last check. Building startups has fed his ambitions for years. Devan joined Enjoy The Work aiming to impact not just one startup, but rather a portfolio of them across the globe.





### **ELTON SATUSKY**

Elton is a partner in the Palo Alto office of Wilson Sonsini Goodrich & Rosati, the leading technology law firm in Silicon Valley. He specializes in public and private corporate finance and corporate law and governance. Elton also has considerable expertise in the areas of mergers and acquisitions and venture capital, and serves as outside general counsel and trusted advisor to his clients. He has considerable expertise with companies in the healthcare vertical and with cross-border transactions in Asia. Elton serves as co-editor of The Life Sciences Report, a newsletter on the life sciences industry published by the firm. He received an LL.B. from Osgoode Hall Law School, Toronto, in 1996.



### **MARCO FRATE**

Marco Frate, CPA, CA is president and founder of Serene Accounting, a cloud-based CPA firm out of Montreal. An entrepreneur himself, Marco has worked with many start-ups and continues to support the startup ecosystem. With his firsthand experience founding a startup, combined with his academic background, Marco provides guidance in all accounting and tax matters facing entrepreneurs as they navigate the startup landscape.

Prior to starting Serene Accounting, Marco began his career with a national audit firm and later moved to manage an accounting department for a multinational mining giant. Marco holds degrees from both McGill University and Concordia's John Molson School of Business.



### **DAVID SHEMESH**

With over 15 years in the banking and finance industry, David Shemesh has helped hundreds of companies grow their businesses by providing sound advice and financing to support their growth projects. David is not your typical banker. Clients often refer to him as a “catalyst”. He is an engaged and active business partner, who fosters meaningful network connections which help propel his clients throughout their growth strategy. For nearly 6 years, David has worked at the Business Development Bank of Canada (BDC), whose mission is to help Canadian entrepreneurs grow through financing and consulting. He currently works as a Senior Account Manager specializing in the Technology Sector an industry that he is passionate about.



### **ANTHONY PALERMO**



Anthony is the co-founder of Connect&GO, a global leader of guest experience wearable technology solutions for the leisure, sports and entertainment industries. An EY Entrepreneur of the Year Finalist, Anthony has led software and engineering teams to deploy some of the largest RFID experiential activations in the world for brands like VISA, Pepsi, HBO, Amazon, Target and Honda at some of the biggest events including the Super Bowl, Formula 1, the Olympics and SXSW. His Montreal-based company's focus on amusement and water parks, zoos and attractions has led them to be listed as the 9<sup>th</sup> Fastest Growing Technology Company in Canada on the 2018 & 2019 Growth 500 and a winner of numerous technology innovation awards. Anthony was recognized as one of BizBash's Most Innovative People in the events industry, is a regular conference speaker and an active member of IAAPA's North American Regional Committee.

### **JESSIKA-KINA OUIMET**



Jessika-Kina spent 5+ years in financial services, designing and delivering corporate innovation programs, leveraging methodologies such as Design Thinking, Lean Startup, and Agile. She recently joined Bonjour Startup Montreal to focus on bringing corporates and start-ups together, from program design to commercial collaborations and across industries.

She also co-founded the Young Women at BDC Network, leading an executive team, and achieving Diversity & Inclusion impact objectives. Beyond her career, Jessika-Kina has traveled to nearly 40 countries to enrich her mind and expand her horizons. She has studied and worked abroad in the United Kingdom and Sweden. Also an artist at heart, she turned her art practice into a small business, selling her paintings and prints online. She holds a Bachelor of Political Science and Communication Studies from McGill University.

### **SAHAR ANSARY**



Sahar Ansary has assisted hundreds of small to large-sized organizations across Canada with SR&ED and E-business tax credit programs for over eight years and has led work on over \$50M in related claims. She specializes in identifying and optimizing the technical and financial aspects of various funding programs, maximizing overall tax credits, and managing major accounts. Sahar has significant experience in the aerospace, medical device, and software industries.

Sahar also co-founded Fundica.com, a successful online platform intelligently identifying government and other funding for entrepreneurs, where she led product development from ideation to launch. Sahar attended McGill University and Concordia University, where she received her Bachelor of Engineering and Master of Engineering, respectively. She is also a member of the Order of Engineers of Quebec.

# PROGRAM APPLICATION

## IDEAL PARTICIPANT PROFILE

This program is for McGill Founders with startups that demonstrate early traction with a Minimum Viable Product (MVP) and early customers and/or revenue.

- At least one of your founders is a McGill University student, faculty member, staff member or alumni.
- You have a great team, with at least one technical co-founder, and can build your business upon a technology, science, or idea that is significantly or radically disruptive.
- Your startup should have the potential for exponential growth to eventually serve global markets.
- You do not need to have raised a significant amount of funding yet, but will be using the summer months to accelerate the growth of your company towards a round of funding in the fall.

A commitment towards working on your startup throughout the summer and full team participation on all workshops and mentoring sessions is mandatory.

[Click here to request E-mail Alert](#) when applications re-open for McGill X-1 Accelerator 2022.