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# MCGILL DOBSON ENTREPRENEURIAL WOMEN LEAN STARTUP PROGRAM 2023

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May 3 - June 21, 2023



**McGill**

Dobson Centre  
for Entrepreneurship

**BUILDING INNOVATIVE COMPANIES WITH A PURPOSE**

# ENTREPRENEURIAL WOMEN LEAN STARTUP PROGRAM 2023

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## A Lean Startup Program for Women, by Women

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 train, educate, and empower women innovators that are looking to transform their idea into a viable startup concept, while navigating challenges that are unique to women founders.

Throughout the 8-week program, you will attend weekly workshops and conduct self-directed work. You will acquire tangible tools to test the viability of your concept, build your business plan, develop your minimum viable product (MVP), discover your market, create your value proposition, develop your fundraising strategy, and establish realizable goals for your startup.

Apply now to benefit from our global community of successful women entrepreneurs who are devoted to helping the next generation of women founders transform their ideas into startups.

[Watch Dobson Startup Testimonials](#)



### Marie-Josée Lamothe

Executive Director  
McGill's Dobson Centre  
For Entrepreneurship,  
Professor of Practice  
Desautels Faculty  
of Management

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*Since 2019, 50% of our  
start-ups have been  
co-founded by women*

# PROGRAM OVERVIEW

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Duration: 8 weeks | Stage: Ideation

Dates: May 3 to June 21, 2023

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## Key Learning Themes

- Why some startups fail, and others succeed: stages, pitfalls and best-practices
  - Understanding your market and what matters to customers
  - Identifying your problem and designing your solution
  - Articulating your value proposition
  - Developing your market outreach strategy
  - Funding an innovative venture & defining KPIs
  - Iterating your business model and drafting a business plan
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## Format

- Weekly interactive workshops introduce business concepts, strategic frameworks and tools, while guest speakers share real world examples through stories, and industry insights. Workshops generally last one hour, with extra time reserved for group discussions and learning activities.
- Action learning encourages participants to apply learned concepts and tools towards building their business and creating a viable startup strategy.
- Coaching sessions allow participants to review their business plans during one-on-one meetings.



**Chloe Ryan**

Co-founder,  
Acrylic Robotics

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*“As an entrepreneur, I have the ultimate freedom to pick an issue I see in society and proactively go and make that change that I want to see.”*

# PROGRAM OUTLINE

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01	<p>Why some startups fail, and others succeed</p> <ul style="list-style-type: none"><li>▪ Program introduction and overview</li><li>▪ Understanding the cycles and stages of a startup</li><li>▪ Overcoming prevailing challenges and avoiding common pitfalls</li><li>▪ Best-practices – using lean methodology to improve the odds</li></ul>
02	<p>Developing and validating a proof of concept</p> <ul style="list-style-type: none"><li>▪ Building and testing your minimum viable product (MVP)</li><li>▪ Iterating and refining your solution/ product/ service</li><li>▪ Using design thinking to understand customer pain points</li></ul>
03	<p>Understanding your market and creating a market outreach strategy</p> <ul style="list-style-type: none"><li>▪ Tools for competitive analysis (TAM, SAM, SOM)</li><li>▪ Researching your market and engaging customers/ users/ payers</li><li>▪ Identifying your beachhead market and Go-to-Market strategy</li></ul>
04	<p>Defining your value proposition</p> <ul style="list-style-type: none"><li>▪ Articulating the value of your solution to various stakeholders</li><li>▪ Describing your solution using concise and non-technical language</li><li>▪ Communicating what differentiates you from the competition</li></ul>
05	<p>Managing your Intellectual Property (IP) &amp; other legal aspects</p> <ul style="list-style-type: none"><li>▪ Understanding the basics of IP/ patents/ legal aspects</li><li>▪ Protecting your IP while engaging with stakeholders</li><li>▪ Understanding “venture readiness” from a legal standpoint</li></ul>
06	<p>Funding your startup &amp; measuring its growth</p> <ul style="list-style-type: none"><li>▪ Understanding the funding ecosystem for startups</li><li>▪ Determining your revenue generation strategy</li><li>▪ Creating financial projections and tracking milestones/ KPIs</li></ul>
07	<p>Building a business plan</p> <ul style="list-style-type: none"><li>▪ Defining the key elements of your business model</li><li>▪ Drafting your business plan and roadmap for the future</li><li>▪ Identifying key resources needed to execute your vision</li></ul>
08	<p>Crafting and articulating your vision to stakeholders</p> <ul style="list-style-type: none"><li>▪ Telling a compelling story and pitching</li><li>▪ Communicating data/ information using concise and non-technical language</li><li>▪ Crafting pitch decks tailored to different types of stakeholders</li></ul>
Post - Program	<p>One-on-one coaching sessions with subject matter experts</p> <ul style="list-style-type: none"><li>▪ Reviewing your business plan and roadmap for the future</li></ul>

# PROGRAM APPLICATION

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## Ideal participant profile

- You identify as a woman and are affiliated with McGill e.g., student, faculty, staff or alumni.
- Your startup table is made up of 50% or more women founders.
- You are working towards validating your concept, creating a business plan, and launching your startup.
- You, or at least one of your co-founders, has technical expertise, 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:** May 3 to June 21, 2023

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

## Next Steps

Following completion of the Entrepreneurial Women 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 in 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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