
DOBSON INTERNATIONAL PRE-SEED FUNDING ROADSHOW

Fall 2022 – Winter 2023



McGill

Dobson Centre
for Entrepreneurship

BUILDING INNOVATIVE COMPANIES WITH A PURPOSE

In Partnership with



INTERNATIONAL PRE-SEED FUNDING ROADSHOW

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With the support of Investissement Québec, the McGill Dobson Centre for Entrepreneurship is pleased to announce its 2022 International Pre-Seed Funding Roadshow.

The McGill Dobson International Startup Funding Roadshow will highlight a prolific range of of Dobson's most-promising startups, showcasing teams that demonstrate strong early traction, high market potential and investment readiness.

The program features an international tour spanning four major geographies. Several prominent events are planned to promote the visibility and reach of our startups while creating opportunities for our founders to seek investment and business partnerships on an international scale.

Participating founders will begin by furthering their knowledge and skills through our Funding clinic and showcasing their offering at a key event in Montreal before embarking on delegations to New York City, Boston, San Francisco and London.

As we enter a critical period of post-pandemic recovery, join us in forging new inroads for our founders and in creating meaningful economic impact as we seek to surpass our current milestones of over \$1.5 billion raised and more than 8000 jobs created.



Marie-Josée Lamothe

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

“The McGill Dobson International Startup Funding Roadshow is a new initiative to propel innovation and entrepreneurship stemming from McGill University and its affiliated universities. It offers our most-promising young startups a unique opportunity to expand their international reach and seek out the funding needed to drive the next phase of growth.”

PROGRAM OVERVIEW

Duration: Fall & Winter | Stage: Funding

Dates: Sept. 2022 to Feb. 2023*

The International Pre-Seed Funding Program consists of two parts:

1. Funding Clinic comprising of the following workshops

- Funding Clinic & Refresher
- One-on-one coaching and mentoring
- International Strategy Lab

2. International Startup Roadshow in-person events welcoming investors and business community

MONTREAL | SAN FRANCISCO | BOSTON
NEW YORK | LONDON

- Live Demo Days
- Investor Panels / Pitch presentations
- 1-1 investor meetings.

*Dates are subject to change.



Lucas Francioli

Co-founder,
MoveMate

“The Dobson International Startup Tour was a great opportunity to pitch our business to investors on the West Coast and in Europe. We made great connections and received amazing feedback from an impressive panel of investors including one of the original Dragons from Dragons’ Den BBC. We are looking forward to continuing our conversations with them as we close our seed round this summer.”

PROGRAM OUTLINE

PART 1: FUNDING CLINIC

SEP.
9

A. FUNDING CLINIC & REFRESHER

Developing a roadmap to improve funding outcomes:

- Structuring more investable projects
- Defining the investment merits
- Optimizing the fundraising process
- Improving the terms of investments

SEP.
6-16

B. ONE-ON-ONE COACHING WITH VC'S

- Review of business plan and fundraising strategy, as well as individually targeted areas of development.

By appointment

OCT.
3-7

C. INTERNATIONAL STRATEGY COACHING

Developing a roadmap for international market expansion:

- Define the goals and desired outcomes for international outreach
- Identify market opportunities
- Fine-tune pitches to better engage with target audience

PART 2: INTERNATIONAL STARTUP ROADSHOW

SEP.
21

INTERNATIONAL STARTUP ROADSHOW LAUNCH – MONTREAL

Hosted at McGill University, this special event will welcome Montreal's investment community and startup ecosystem.

*OCT.
11-15

INTERNATIONAL STARTUP ROADSHOW – SAN FRANCISCO

Hosted in Silicon Valley, this special event will welcome San Francisco's investment community and startup ecosystem.

*OCT.
27-28

INTERNATIONAL STARTUP ROADSHOW – BOSTON

Hosted in Boston, this special event will welcome Boston's investment community and startup ecosystem.

*NOV.
10-11

INTERNATIONAL STARTUP ROADSHOW – NEW YORK

Hosted in New York City, this special event will welcome New York's investment community and startup ecosystem.

*FEB.
27- MAR. 3

INTERNATIONAL STARTUP ROADSHOW – LONDON

Hosted in London, this special event will welcome Europe's investment community and startup ecosystem.

*Dates are subject to change

PROGRAM APPLICATION

Applications are now closed.

Ideal participant profile

- You have successfully completed the McGill X-1 Accelerator Program and/or the McGill Dobson Cup within the last five years (since 2017).
- Your startup can demonstrate significant milestones achieved, with strong early traction in the form of pre-seed funding and paying customers.
- You are currently pursuing a round of fundraising that is tied to specific measurable business goals and have an interest in developing opportunities in the U.S. and in Europe.
- Your startup is incorporated and headquartered in Canada.
- You can commit to attending all the workshops and the international tour.

Important

- Dates are subject to change.
- Only one delegate from your team will represent your startup at International in person events, and will be required to have legal travel documentation and meet any public health guidelines related to travel
- For all in person events taking place at McGill, participants will be required to follow the McGill guidelines and policy on vaccine passports.

Have questions about the program?

Email us at dobson.mgmt@mcgill.ca for more information

LET'S STAY IN TOUCH!

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