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# MCGILL DOBSON BOOTCAMP AND CUP COMPETITION 2023

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January 25, 2023 – March 28, 2023



**McGill**

Dobson Centre  
for Entrepreneurship

**BUILDING INNOVATIVE COMPANIES WITH A PURPOSE**

POWERED BY



**NATIONAL  
BANK**

# BOOTCAMP AND CUP COMPETITION 2023

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## Growing the Entrepreneurial Mindset

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

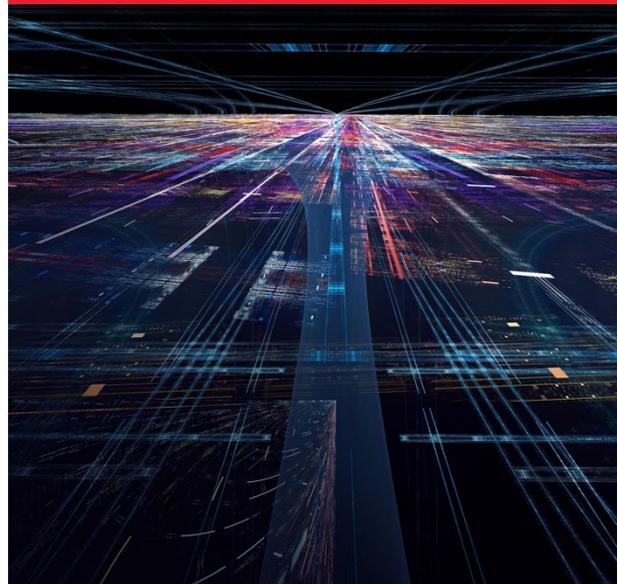
This program, in partnership with [National Bank](#), is designed to support early-stage startups that are iterating their MVP/prototype and moving towards launching their venture with early users and/or customers.

Throughout the 10-week program, you will attend weekly workshops and conduct self-directed work. You will learn about value creation, market penetration, financial models, storytelling, and the art of pitching, along with personalized coaching sessions from subject matter experts and industry insiders.

The Bootcamp culminates in the Dobson Cup Competition where teams pitch their startups for a chance to win pre-seed funding.

Apply now to benefit from our global community of successful entrepreneurs who are devoted to helping the next generation of entrepreneurs launch innovative companies with a purpose.

### [Watch Dobson Startup Testimonials](#)



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### Kika Armata

Associate Director  
McGill Dobson Centre  
For Entrepreneurship

*“Our flagship program provides up-and-coming McGill-affiliated startups with comprehensive learning and networking opportunities, 1on1 coaching sessions with industry experts, the chance to win seed funding, and launches entrepreneurs to the next level of their journey.”*

# PROGRAM OVERVIEW

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Duration: 10 weeks | Stage: Validation

Dates: January 25 - March 28, 2023

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## Key Learning Themes

- Creating and delivering an effective pitch
  - Crafting your marketing strategy
  - Establishing Key Performance Indicators (KPIs)
  - Understanding business structures and incorporation
  - Designing your roadmap for the future
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## Format

### 1. Bootcamp

- Weekly interactive workshops delivered by seasoned entrepreneurs and business experts aim to introduce strategic frameworks and concepts that guide the process of shaping and developing startups.
- Coaching sessions allow participants to review their business plans during one-on-one meetings.
- Banking information offered by National Bank provides participants the opportunity to explore the specifics of banking for startups.

### 2. Dobson Cup

This competition comprises two rounds, the semi-finals and the finals followed by the Awards Ceremony. Prizes are awarded across four tracks:

- Health Sciences Enterprise
- Technology Driven Enterprise
- Social Impact Enterprise
- Environmental Enterprise



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### Kyle Feigenbaum

Co-founder,  
Healthybud

*"The program surpassed our expectations in many regards. The opportunity to gain feedback from the judges and program contributors along the way was one notable takeaway for us. We believe that the MDC program has better prepared us for our upcoming investor pitches"*

# BOOTCAMP COURSE PLAN

Dates: January 25 - March 22, 2023

Timing: Wednesdays from 6-8pm (no class on March 1<sup>st</sup>)

- Throughout the program, participants will work with their teams on achieving milestones related to launching their startup and refining their pitches,

Jan 25	01	Introduction <ul style="list-style-type: none"><li>▪ Keynote Speaker</li><li>▪ Program introduction and overview</li></ul>
Feb 1	02	Creating and delivering an effective pitch presentation <ul style="list-style-type: none"><li>▪ What to include in your pitch</li><li>▪ Pitch structure</li><li>▪ Tips for creating a cohesive and clear presentation</li></ul>
Feb 8	03	Storytelling and audience engagement <ul style="list-style-type: none"><li>▪ Enhancing your pitch and capturing the audience's attention with an engaging narrative</li></ul>
Feb 15	04	Business Model Workshop with National Bank
Feb 22	05	Market research – <b>exceptionally at 12pm EST</b> <ul style="list-style-type: none"><li>▪ Performing your competitive analysis</li><li>▪ Best practices and useful resources for your market research</li></ul>
Mar 8	06	Market positioning for startups <ul style="list-style-type: none"><li>▪ Crafting a marketing strategy that aligns with your value proposition and brand promise</li></ul>
Mar 15	07	Finance for startups: KPIs and revenue models <ul style="list-style-type: none"><li>▪ Identifying your Key Performance Indicators (KPIs)</li><li>▪ Developing a sound revenue model</li></ul>
Mar 22	08	Legal and business structures <ul style="list-style-type: none"><li>▪ Defining the business structure that suits your startup</li><li>▪ Understanding how to incorporate</li></ul>

## SPEAKERS AND CONTRIBUTORS

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Anthony Palermo is the co-founder of Connect&GO, a global leader of management software and guest experience wearable technology solutions for the leisure industry. 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 and Warner Bros at some of the biggest events including the Super Bowl, Formula 1, the Olympics and SXSW. The Montreal-based company's focus on amusement and water parks, zoos and attractions has led them to be listed as the 9th 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 is the Chair for the International Association of Amusement Parks and Attractions' IDEA (Inclusivity, Diversity, Equity and Accessibility) Task Force. As well as being an ambassador for the John Abbott College Alumni Foundation, Anthony is an International Advisory Council Member for McGill's Dobson Centre for Entrepreneurship, an advisor to several start-ups, a firefighter and first responder in the town of Hudson, Qc.

*Speaker: Keynote Speaker*

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Bonnie Chau is a Portfolio Manager at BCF Ventures with diversified expertise in the areas of entrepreneurship, finance, accounting and investment. She currently leads the due diligence for B2B startups and provides support in the portfolio companies. Prior to becoming a VC at BCF Ventures, she has worked at one of the fastest growing fintech companies in Canada by providing her expertise in Finance/Accounting and she was later promoted to execute on internal projects and interim management working directly with the CEO/CFO.

*Speaker: Creating and delivering an effective pitch presentation*

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Nathaniel Haeems is a trained facilitator, and consultant with international experience in both Europe and North America, who has spearheaded a number of leadership development initiatives for various multinational organizations. His subject matter expertise is focused on effective business communications -analyzing, organizing, and presenting ideas clearly and with impact as well as conflict resolution. He is currently a faculty lecturer for the McGill Executive Institute 'Building and Selling a Winning Business Case'. He holds a Bachelor of Commerce degree from Concordia University and an MBA from McGill University.

*Speaker: Storytelling and audience engagement*

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Business Model workshop with National Bank.

*Speakers: Leonise Mouawad, Saint-Aubin Xavier, Michelle Sickini, Lysa So*



Anthony Palermo



Bonnie Chau



Nathaniel Haeems

## SPEAKERS AND CONTRIBUTORS

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Jessika-Kina Ouimet spent the last 6+ years designing and delivering corporate innovation programs and helping large organizations collaborate with start-ups to build value-creating partnerships. She has brought new value to partners and brands such as L'Oréal Canada, Lancôme, Kiehl's, Vichy, Urban Decay, and the Aisin Group in Japan and Silicon Valley. She also co-founded the Young Women at BDC Network, leading an executive team, and achieving Diversity & Inclusion impact objectives. Jessika-Kina, an artist at heart, has travelled to 45+ countries to enrich her mind and expand her horizons. She holds a Bachelor of Arts from McGill University and is completing her Master's degree in Strategy at HEC Montréal.

*Speaker: Market research*

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Claude Macdonald is founding president of Talentuum. Over the last 26 years he has trained more than 30,000 managers, professionals and employees from major organizations across Canada, the United States, Europe and Asia. 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. Fluent in both French and English, he has designed several tools, workshops and training programs offered by TALENTUUM. His areas of expertise are customer success, sales leadership, sales management & B2B consultative selling

*Speaker: Market positioning for startups*

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Jiro Kondo is an Assistant Professor of Finance at McGill University's Desautels Faculty of Management. Prior to this, he was a faculty member at Northwestern University's Kellogg School of Management. He received his BA in Economics from Princeton University and PhD in Financial Economics at MIT's Sloan School of Management. At McGill and Northwestern, he has taught: Intro to Finance, Applied Corporate Finance, Advanced Corporate Finance, PhD Asset Pricing I, and Managerial Economics. In addition, Jiro has recently developed a course on Venture Capital and the Financing of Startups.

*Speaker: Finance for startups: KPIs and revenue models*

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Siddhartha Borissov Beausoleil is a member of Lavery's Business Law Group and practices mainly in transactional and commercial law. Since joining Lavery as a student in 2019, he has had the opportunity to work on several major transactions and support entrepreneurs in different aspects of their growth. His practice is based on the belief that excellent legal services must be empathetic and personal, in addition to being efficient and tailored to the needs of his clients. He obtained his law degree at McGill University with a major in Commercial Negotiation and Dispute Resolution. During his law studies, Siddhartha was involved as a volunteer and then as a researcher at the Legal Information Clinic at McGill.

*Speaker: Legal and business structures*



Jessika-Kina Ouimet



Claude Macdonald



Jiro Kondo



Siddhartha Borissov Beausoleil

# CUP COMPETITION OVERVIEW

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## Dates:

February 9–10, 2023: **Semi-Final Pitch Competition**

March 28, 2023: **Final Pitch Competition and Awards Ceremony**

- Participating startups will deliver 5-minute pitches to an external panel of judges, followed by a 10-minute Q&A.

## The competition will take place across four tracks

- **Health Sciences Enterprise Track (HSE):** Open to startups innovating solutions in the fields of biomedical/ biochemical engineering, advanced therapeutics, medical/ surgical devices and software, computational health, health monitoring, health & wellness, and more, to improve health, quality of life, patient centered healthcare, prevent and cure diseases, and understand how humans and animals function.
- **Technology Driven Enterprise Track (TDE):** Open to startups developing global solutions upon a new technology in the fields of computer science, robotics, mechanical engineering, manufacturing, construction, communications, education, business, financial, and information technology as well as a variety of multidisciplinary fields that are working to significantly or radically disrupt their industry sector.
- **Social Impact Enterprise Track (SIE):** Open to non-profit or for-profit startups that apply commercial strategies to maximize improvements in human and social well-being, such as trading cooperatives, credit unions, community organizations, NGOs, or other multidisciplinary fields that are working to achieve social, cultural and/or community economic outcomes as their mission.
- **Environmental Enterprise Track (EE):** Open to startups developing innovative solutions to address one or several major global environmental challenges in the fields of nature conservation, agricultural science, renewable energy, transportation, waste management, food production, consumer goods, retail, and packaging or other multidisciplinary fields that are working to reduce the negative impact or increase positive effects on the environment

# DOBSON CUP AWARDS



## MASTERCARD FOUNDATION AWARDS

Established under the Mastercard Foundation Scholars Program at McGill University, these awards are offered to viable, sustainable, and scalable ventures and community projects that create economic opportunities for others.

- 1st Place MCF-Dobson - \$10,000
- 2nd Place MCF-Dobson - \$7,000

## STEVEN PAL FAMILY AWARD

Established in 2020 by Steven Pal (BSc 1979, MBA 1981), this award will be for a student who has demonstrated entrepreneurial talent and initiative and is involved in an entrepreneurial venture.

Amount: \$5,000

## MURDOCH FAMILY INITIATIVE AWARD

Established by Neil Murdoch (BCom'81) and Gisele Murdoch to help support undergraduate students in the Desautels Faculty of Management to take the initiative to gain practical experience during their studies and to encourage students to be creative and entrepreneurial.

Amount: \$5,000

## MCGILL ENGINE PRIZE

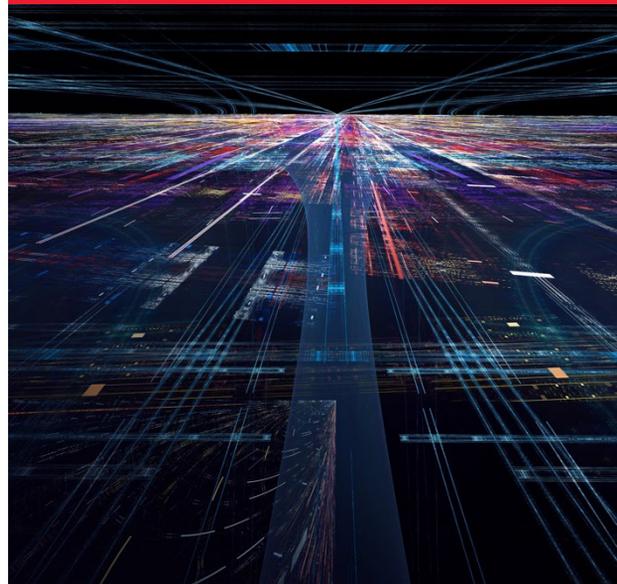
The McGill Engine Prize supports a technologically based venture competing in the final round of the McGill Dobson Cup competition that is founded by at least one current full-time student or professor in McGill's Faculty of Engineering. Teams must pitch to the McGill Engine team and the prize is only awarded if more than one team makes the final round and they rate above adequate in their final pitch and venture evaluation by the McGill Engine team.

Amount: \$2,500

## AVMOR PRIZE FOR SOCIAL RESPONSIBILITY

Established in 2003 through the generosity of Mr. Avrum Morrow for an outstanding undergraduate startup focused on social responsibility.

Amount: \$1,900



## DOBSON CUP Powered by NATIONAL BANK

\$160,000 in prizes distributed  
across all four tracks

### 1st Place

Four prizes of \$20,000\*

### 2nd Place

Four prizes of \$12,000

### 3rd Place

Four prizes of \$8,000

# CUP COMPETITION CALENDAR

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**JAN 16** Program Application Deadline

**JAN 26** Semi Finalists Announced

**FEB 09** Semi-finals pitch day: HSE and TDE Tracks

**FEB 10** Semi-finals pitch day: EE and SIE Tracks

**FEB 17** Finalists Announced

**MAR 17** Deadline to submit final startup plans

**Mar 28** Finals pitch day: HSE and TDE Tracks

**MAR 28** Finals pitch day: EE and SIE Tracks

**MAR 28** Awards Ceremony

# 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.
- You are working on a prototype or/and have a functional business, developing a business plan, and preparing to launch your startup.
- 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:** January 25 to March 28, 2023

**Applications are now closed**

1. Read the [online guidelines](#) to confirm eligibility and understand the major steps
2. Choose which of the four tracks of the Dobson Cup competition you want to enter.
3. Write your five-page startup plan using the [fillable Microsoft Word template](#) and convert it into a pdf document. Plans that do not use the template will not be accepted.
4. Make a short video of your team presenting the project (2 mins max, save as “unlisted” on YouTube or Vimeo).
5. Fill in the online application form, attach your pdf startup plan and add the link to your video.

## Next Steps

Following completion of the Dobson Bootcamp and Cup Competition, participants are encouraged to apply to the [X-1 Accelerator](#) and [Mentorship Circle](#).

Have questions about the program?

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



# LET'S STAY IN TOUCH!

For general inquiries:  
[dobson.mgmt@mcgill.ca](mailto:dobson.mgmt@mcgill.ca)

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Website: [www.mcgill.ca/dobson](http://www.mcgill.ca/dobson)



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