MCGILL DOBSON X-1 ACCELERATOR
2022 COHORT
June 1 – August 4, 2022
X-1 ACCELERATOR 2022

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

“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.”

Kika Armata
Associate Director
McGill Dobson Centre For Entrepreneurship
PROGRAM OVERVIEW

Duration: 10 weeks | Stage: Acceleration
Dates: June 1 to August 4, 2022

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

• 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.

Nihad Kaddoura
Co-founder, Fellow Storage

“I feel much more prepared and knowledgeable about what it takes for a startup to succeed”
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<td>- Deep dive into investor and non-dilutive funding opportunities</td>
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<td>- Developing your funding roadmap and growth milestones</td>
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<td>- Pitching to investors and business experts</td>
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<td>- Bringing it all together</td>
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<td>- Developing your action plan for the future</td>
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2022 COHORT IN NUMBERS

12 Startup Finalists
35 Founders
9 Universities

6 McGill Faculties

7 Faculty of Engineering / 5 Faculty of Science / 2 Faculty of Medicine and Health Science
2 Faculty of Agriculture / 1 Desautels Faculty of Management / 1 Continuing Education
BRIGHTEN

Brighten is a new tech start-up focused on providing Canadians with personalized, accessible, and comprehensive solutions for developing routines that support mental wellness and facilitate the management of winter depression.

TEAM

Kieyan Mamiche Afara
McGill Faculty of Engineering

Neel Faucher
McGill Faculty of Engineering

Nathan Leuranguer
McGill Faculty of Engineering
SeeSpine is a telehealth application employing three-dimensional surface topography for radiation-free screening and monitoring of adolescent idiopathic scoliosis.

TEAM
Evan Dimentberg
Université Laval
Jean Ouellet
Alumnus, McGill Faculty of Medicine and Healthy Sciences
TrustCare is an AI-driven solution that facilitates real-time information flow through the senior care process.

TEAM
Lulan Shen
McGill Faculty of Engineering
Ruofeng Li
McGill Faculty of Engineering
Abdulrahman Takiddeen
McGill Faculty of Engineering
Manoosh Samiei
Alumnus, McGill Faculty of Engineering
Yitian Zhang
McGill Faculty of Engineering
Algo is a service for collecting harmful, excess algae from bodies of water and transforming the algae into value-added products like biofuel and fertilizer for sustainable consumption.

TEAM
Kimia Shafighi  
McGill Faculty of Science

Dahyun Kyung  
McGill Faculty of Engineering

Justin de Vries  
McGill Faculty of Engineering

Shagun Sachar  
McGill Faculty of Engineering

Hasan Sagheer  
McGill Faculty of Engineering
Acrylic is an art-tech startup on a mission to make it easier for artists to make a living through selling their work at accessible prices. We leverage robotics and machine learning to allow artists to sell limited-edition NFT-authenticated collections of art conceived by them and painted by their robotic twin with real paint on canvas at scale.

TEAM
Chloe Ryan
McGill Alumni, Faculty of Engineering

Kyle Suri
University of Toronto
KEEN TO HELP

A SaaS platform for schools and corporations to connect organizations to local volunteer opportunities

TEAM
Mateo Jeanneau
McGill Alumni, Desautels Faculty of Management
Emma Benoudiz
Faculty of Arts
Jose Aris
Concordia University
Tina Tan
Faculty of Science
Sanou Faye
Ecole Centrale de Nantes
Ruth Nieto Cordova
HEC Montreal
unEarth is an interactive platform that educates youth through the lens of environmental systems thinking. Users explore ecosystems in a choose-your-own-adventure format while learning how local actions can have global impacts.

TEAM
Julia Briand
McGill Faculty of Science
Ilse Esparza
McGill Faculty of Agricultural and Environmental Sciences
Alexis Heckley
McGill Faculty of Science
Sarah Chamberland-Fontaine
Alumnus, McGill Faculty of Agricultural and Environmental Sciences
Mary Kathleen Hickox
McGill Faculty of Science
Paire is a virtual reality dating platform that empowers users to build real connections without leaving the comfort of their homes.

TEAM
Eve Bouffard
McGill Desautels Faculty of Management
Kamy Moussavi
Alumnus, McGill Faculty of Engineering
Max Brodeur-Urbas
Alumnus, McGill Faculty of Engineering
Imad Dodin
Alumnus, McGill Faculty of Engineering
VOYANT MEDIA SOLUTIONS INC

Ads for ad-free streaming platforms.

TEAM
Mona Hallaq
Alumnus, McGill School of Continuing Studies
ORA 3-D PRODUCTS

Ora-3D is intersecting smart healthcare with product design and AI to make global oral health care intuitive, accessible, and more effective. Our three-dimensional brushing solution is designed to be an upgrade from your regular toothbrush to reach 3x more surface area for plaque removal and simulate dental recommendations with oral diagnostics with just a bite and glide.

TEAM
Shlesha Van
Alumnus, McGill Faculty of Engineering
Nikil Moses
Alumnus, Faculty of Engineering
Qinye He
Desautels Faculty of Management
RAIV COMPUTERS

Raiv Computers is developing the next generation of software tools to improve treatment quality of implanted brain-computer interfaces.

TEAM

Michael Phelan
Alumnus, McGill Faculty of Engineering

Julien Rimok
Alumnus, Faculty of Engineering

Gabrielle Girouard
Université de Montreal

Parikshat Sirpal
Polytechnique Montreal

Felix Viliard
HEC Montreal
AIM Colours seeks to revolutionize self-expression by combining cosmetics with technology. A single eCosmetic application can wirelessly change colour from any mobile device, creating a world where anyone can be empowered by make-up instantaneously.

TEAM
Dr. Alejandra Huerta
Alumnus, Department of Chemistry
Isabella Dominguez
Queen's University
LET'S STAY IN TOUCH!

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dobson.mgmt@mcgill.ca

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